

Press conference

'FROM GRAIN TO BREAD'

The program for the Fourth International Bread Festival in Novi Sad has been announced

A unique traditional event in Europe, a one of a kind celebration of bread and baking - the Fourth International Bread Festival in Novi Sad, will be held this year from September 20-26, according to an announcement by the organisers. This year's prolific festival program was presented by the event director Dimitrije Vujadinovic, Prof. Dr. Đorđe Psodorov from the Institute of Food Technology and the director of "Žitovojvodina", Sima Matić. The presentation was held at the Novi Sad SPENS Center, which is hosting festival events for the second year in a row.

- The central theme of this year's festival - **'From Grain to Bread'** - is the connection between mills and bread. Therefore we will present, throughout various program segments, windmills, watermills, steam mills from our region as well as from other countries... A series of exhibitions will be dedicated to this topic: "Mills as an inspiration for visual artists", which will consist of around 20 works - drawings and paintings by our renowned visual artists; an exhibition of watercolour works by Milutin Dedić "The Water Mill, Divine and Unholy"; an exhibition of documentary photography of watermills in Serbia; an exhibition of documentary photography of old steam mills in Serbia - "Steam Mills - Industrial Heritage"... - said Dimitrije Vujadinovic and emphasised the support for the bread festival provided by the Government of Vojvodina and the city of Novi Sad which, according to his words, have acknowledged the significance of this event which in some years may earn Novi Sad the nickname "City of Bread".

The public will be undoubtedly interested in the exhibition "Grindstone - from the Neolithic Age to the 21st Century" where around 15 original types of grindstone will be displayed, from smaller ones of the Neolithic Age to the mechanical ones up until the contemporary electronic ones, as well as a gallery of photography, posters and videos from the world's largest windmill and watermill museum from the city of Gifhorn in Germany.

During the festival, a publication of "Bread - A Small Literary Anthology" will be presented, with works by literature greats Tolstoy, Goethe, Kropotkin, Mandelstam, Zweig and others, on the topic of bread, as well as the book "Ritual and Holiday Breads in Vojvodina", with recipes and stories of over 60 different ritual and holiday breads of the largest ethnic groups living in Vojvodina.

During the festival days, in ethno-houses at the Liberty Square, master bakers from around 50 of the most famous baking workshops from our country and abroad will participate. According to the organisers, this year they are insisting that the bakers bring and present unusual products with an assortment of specific gastronomical and nutritional value, which are not commonly seen.

The Institute for Food Technology will provide the space needed for the festival to take place and for the experts to realise the expert segments. This year for the first time our bakers will attempt to showcase the magic of dough for everyone at the Liberty Square - said Prof. Dr. Psodorov.

He emphasised the participation of the master bakers-demonstrators from the Dutch company "Zeelandia", as well as the local börek-bakers who will demonstrate how börek was once made... Along with an educational seminar for bakers, the Institute will organize a competition for the best "cipovka" with the goal to encourage the production and consumption of this unique Vojvodina bread, as well as a competition for the most beautiful bread creation.

-In the name of all larger mills and bakeries in our country which have existed for more than four decades, whom I manage, I would especially like to emphasise the reaffirmation of the production of the *cipovka*, a century-old bread of the Vojvodina farmer who is, thanks to this festival, reestablishing its place in the market which it deserves. - said Sima Matić, director of "Žitovojvodina". He has stressed that our market is mainly dominated by private producers, around 7,000 private bakers, while only around 15% belongs to products by industrial bakers. Bakers have been doing a noble job for 6,000 years now, but they also have a responsibility and obligation towards bread, its culture, history and preparation skills, the more they acquainted with it. The International Bread festival in Novi Sad has exactly this goal. The festival program will take place at Liberty Square, in the SPENS Center, Institute for Food technology, the Cultural Centre, Public Library, galleries and museums of Novi Sad, throughout the last week of September.