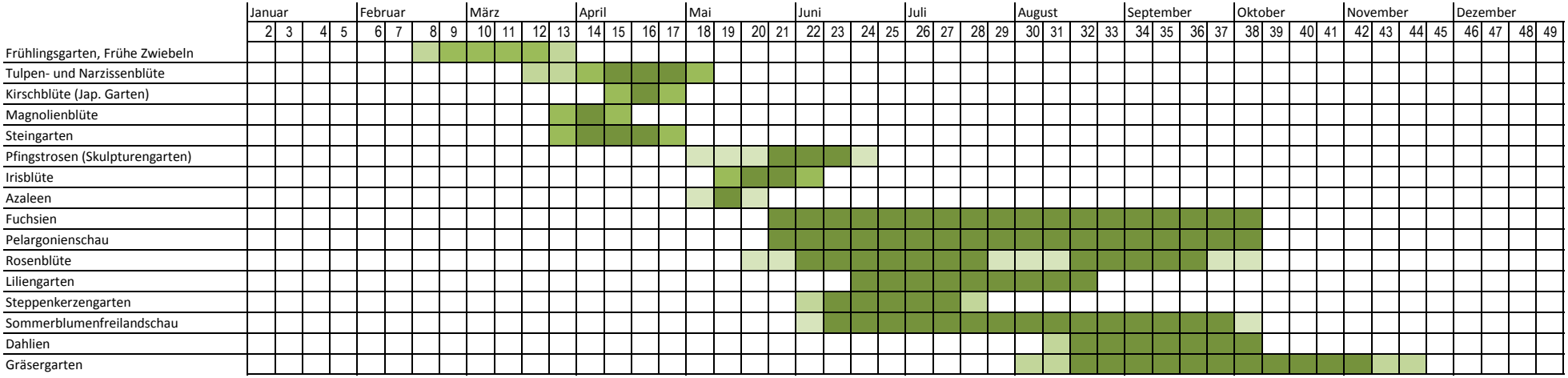Blütezeitkalender