

„By offering better trading conditions to, and securing the rights of, marginalised producers and workers – especially in the South – fair trade makes a contribution to sustainable development.“

From the definition of FINE, association of the four main fair trade networks



# Naturland Fair News

Information for producers, manufacturers and the trade



## EDITORIAL

Dear Reader,



*Organic agriculture only has a future if farmers can make a living from their work, otherwise the consequence will be the same as what we see all too often in conventional agriculture: numerous farms dying out because the fall in prices is depriving growers of their livelihood.*

*In the South – but also here in Germany too – fair partnerships need to be created to ensure that the very basis of our food supply continues to exist. Many of Naturland's partners have already committed to this concept but have so far not been able to get the message over to the general public. Now, however, they are in a position to have their products, whether they are produced in Germany or anywhere else in the world, certified by one single organisation: with its standards on organic production, social principles and fair trade, Naturland is the first organic association to cover all the three dimensions included in the concept of sustainability. I am proud that we have once again done the pioneering work. It is our objective to pave the way for ever more producers to fair markets, to encourage processors to commit to fair partnerships, and, last but not least, to convince the consumer of the merits of „organic and fair“ products.*

*Hans Hohenester*  
Hans Hohenester  
Chairman of Naturland steering committee

## Organic. Social. Fair. Certification from one source

**Naturland established new norms in 2005 with its social standards. Now its assembly of delegates has erected a third pillar of sustainability to provide added support to our organic association's holistic concept: As of now, German and international partners can apply for certification to Naturland fair trade standards in the course of their annual organic inspection, which will save them both time and money.**

This opportunity for voluntary certification is the logical follow-up of Naturland "Criteria on Fair Partnerships" with which the dairy Milchwerke Berchtesgadener Land, the bakery Hopffisterei and the brewery Neumarkter Lammsbräu complied in 2006. In co-operation with fair trade organisations such as dwp a comprehensive body of regulations has been drawn up which, whilst attuned to the



interests of producers and processors in OECD states, most especially reflects those of economically marginalised regions. Here are the seven requirements which members and partners of Naturland must in future comply with if they wish to be certified to its fair trade standards:

- **social responsibility** such as fair wages, freedom of association, human rights and no child labour
- **reliable trade relationships** long-term, respectful co-operation with all trading partners
- **fair producer prices** – co-operative pricing to cover the cost of production and earn an appropriate profit
- **acquisition of raw materials from local sources** – priority given to means of production and raw goods from local sources
- **joint quality assurance** – mutual trust and co-operation between trading partners, even when problems occur
- **social involvement** – investment in jobs and in environmental, social, welfare, cultural and educational projects
- **corporate strategy and transparency** fair partnership idea as mission statement and written records of implementation

## Fair partnerships – from their beginnings to the present day

- 1986** — Naturland and GEPA commence their international co-operation
- 1987** — First tea garden ever to be converted to organic and fair is in Sri Lanka
- 1998 – 2001** — Further fair trade organisations, such as dwp and BanaFair, become partners of Naturland
- 2005** — Naturland introduces binding social standards for producers and processors
- 2006** — First units are awarded certificates testifying to compliance with Naturland "Criteria on Fair Partnerships"
- 2008** — Naturland and fair trade organisations transform the Naturland Criteria on fair partnerships into standards
- 2009** — Naturland's assembly of delegates passes Naturland fair trade standards
- 2010** — For the first time ever, Naturland's members and partners can be certified from one source to organic, social and fair trade standards



*In future, all products certified to Naturland fair trade standards will be entitled to bear the Naturland Fair logo.*

In order to pave the way for as many of its members and partners towards having their businesses or products certified as complying to their standards governing fair partnerships, Naturland offers its services as a conversion consultant. Those interested are welcome to consult their respective contacts at Naturland at any time.

## dwp and BanaFair: Certification of smallholders to Naturland organic and fair trade standards



Photo: BanaFair



The fair trade co-operative dwp sells coffee, tea, spices and pineapple under the Naturland logo. dwp, a well-known fair trade organisation, was involved in the development of Naturland fair trade standards and has already had one of its products certified: **its rooibos tea from the South African Heiveld co-operative now bears the "Naturland Fair" logo.**

The fair trade organisation BanaFair campaigns for an improvement in the social and ecological conditions prevailing in the banana business. At the same time it backs the work done by trade unions on the plantations and puts fair traded organic bananas grown by smallholder's co-operatives on the market. For over ten years now, Urocal, a farmer's association in Ecuador, has been BanaFair's main trading partner. Its bananas grow in traditional mixed cultivation plantations in agroforestry systems. The fair trade conditions negotiated between Urocal and BanaFair guarantee the growers and their families a stable income, food security and improvements in their social environment. Now BanaFair's commitment has born fruit: **to date about 100 smallholders are certified to Naturland fair trade standards and the first BanaFair bananas with the "Naturland Fair" logo will shortly be available in the shops.**

## Berchtesgadener Land: A tradition of fair partnerships

In 1973, Milchwerke Berchtesgadener Land was the first Bavarian dairy company to start production to organic standards. Dairy farms strung along the foothills of the Alps between the rivers Isar and Salzach are not just members of this co-operative but are also its owners. Of the 425 organic farmers which supply the milk, over 300 of them today farm to Naturland standards, each of them contributing about 140,000 kg milk per year to the company's ever growing organic range. And they make a good living from the earnings from the milk they supply. The "Naturland Fair" logo is confirmation of the fair partnerships between Milchwerke and its members, the farmers of this dairy co-operative, who on average over the past five years have received from their dairy company the highest prices available for their milk anywhere in Germany. All the Naturland dairy specialities are produced in just one place, in Piding in Berchtesgadener Land, and all the raw goods,

Naturland milk, come from the surrounding farmlands. At the same time, the dairy company is setting an excellent example with its trading relationships, which are designed for sustainability, and with its extensive involvement in social projects and in investments in its members. By 2006 Milchwerke had already fulfilled Naturland "Criteria on Fair Partnerships", for which it received a special award. **By the start of the BioFach 2010, its first products certified to Naturland new fair trade standards will be on display.**



photo: Milchwerke Berchtesgadener Land



*"It is our commitment to smallholders which has been the binding factor between us and Naturland for years now. Together we have now drawn up check lists for fair trade certification. This new certification means that our project to have one-stop certification to both organic standards and to those governing fair partnerships can now be put into practice."*

Thomas Hoyer, board member of Fairhandelsgenossenschaft dwp eG

*Naturland's members and partners can choose between either having their whole enterprise certified to the Naturland fair trade standards at the time of the routine organic inspection, thus acquiring the right to the title "Naturland Fair Partner", or, alternatively, concentrating first of all on individual products which will then be entitled to bear the "Naturland Fair" logo. The differences are shown in the following table:*

### X Naturland fair partnership – corporate certification

Individual producers, growers' co-operatives and processors may all become Naturland fair partners. At least 70% of the products must be produced, processed or traded to Naturland fair trade standards. Certified partners may use the "Naturland Fair" logo and call themselves "Naturland Fair Partners".

### X Naturland fair trade – product certification

Processors may have individual products certified to Naturland fair trade standards. At least 50% of the raw ingredients must be derived from fair trade partnerships. These raw goods are clearly designated in the list of ingredients. Only those products certified to Naturland fair trade standards may bear the "Naturland Fair" logo.

## Organic products from fair partnerships are in demand

Organic products should taste better, be healthier, and be ethically correct: this is the list of ideals resulting from Nielsen Company's customer survey. Two out of three consumers today expect organic producers to ascribe to credible involvement in social projects and to be committed to fair trade partnerships. The concept of "fair" is, however, unlike the terms "organic" and "bio" – not protected and is thus wide open to interpretation of what is meant by current

labelling. In addition to its strict organic and social standards, Naturland makes especially high demands of this type of declaration too. **Naturland Fair logo is therefore a good opportunity for growers and producers to distinguish themselves on the market.** And at the same time it is a reassuring signal to the consumer that the products they buy, be they from Germany or anywhere else in the world, are organic, socially compatible, and the result of fair partnerships.



#### LEGAL NOTICE

**Naturland – Association for Organic Agriculture**  
Kleinhaderner Weg 1  
82166 Graefelfing, Germany  
Tel +49(0)89 - 89 80 82 - 0  
Fax +49(0)89 - 89 80 82 - 90

General Manager:  
Steffen Reese (V.i.s.d.P.)  
naturland@naturland.de  
[www.naturland.de](http://www.naturland.de)

Editorial Service:  
Claudia Mattuschat  
[www.ad-verbum.net](http://www.ad-verbum.net)  
Graphics:  
[www.merzpunkt.de](http://www.merzpunkt.de)