



The key to the market – use our network to achieve success

Farmers, food manufacturers, caterers, wholesalers and retailers: all are part of Naturland's global network and grow, process and sell their products claiming to meet the same high quality standards. This makes it that much easier for us to put all these market players in contact with each other, for example to procure raw goods, develop fair-trade partnerships or in choosing the right sales channels. This at the same time creates production chains of outstanding transparency and reliability – which is just what your customers are looking for.

As a partner you have access to a platform on which the diverse range of products bearing the Naturland logo takes centre stage. At major trade fairs and other events we are represented with joint stands, where we take care not only of the planning and organisation but also of advertising and press relations. Besides all this, Naturland's newsletter, "PIN", keeps our market dialogue alive and informs its readers four times a year about new products, dates of events and any other topics which affect Naturland and its partners. "PIN intern" is an online newsletter which we send to our partners only, to inform them of important events and developments.

- ✓ joint stands at trade fairs and other events
- ✓ advertising and press relations
- ✓ marketing activities
- ✓ Naturland's newsletter "PIN" 4 times a year
- ✓ "PIN intern", an online newsletter for partners only

Partners welcome – we are looking for enthusiastic people like you

Would you like to join us in campaigning for real sustainability in agriculture and the food industry? Are you looking for an organic association that shares the same values as you, and lives by them? A strong team looks forward to welcoming you as a member:



Back row, left to right: Markus Niedermeier, Sandra Kreuwers, Regina Schwahn, Martin Volmer
Front row, left to right: Martina Romanski, Martina Kratzer, Michael Stienen

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We are Naturland.

Join us in declaring your organic and social values.



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Pioneers since 1982 – committed to sustainability in all parts of the world

Naturland Partners choose to become members of one of the major organic associations and as such part of a powerful network which interlinks growers, processors and the trade in all parts of the world. No matter what raw goods they cultivate, products they manufacture, goods they buy: wherever in the world they are, they comply with identical stringent standards which are recognised the world over, standards which are much higher than those set by the EU eco standard.

Since our organic association was established, in 1982, we have been continually developing these standards. For a long time now they have progressed beyond the fields of the production and processing of foodstuffs to include

many other market segments in which sustainability plays an important role: textiles, for example, or natural cosmetics, ecological forest management and wood processing, or – our latest project – in the field of catering. The range of products bearing the Naturland logo has grown immensely. At the same time, however, our standards are becoming more sophisticated and now cover many areas belonging to the realm of sustainability. Naturland is the only organic association which has issued organic and social standards which are binding on all its members and partners. Besides this, you can also apply for voluntary certification of your whole enterprise or of individual products to Naturland's fair trade standards, which were introduced in 2010.



"I am very pleased to learn of your interest in Naturland. There are plenty of good reasons why I have been with this organic association for 20 years now, and I am proud of what we have achieved so far. We have often acted as pioneers in the development of the organic market, and in rising to the challenges posed, have grown with them too. Now we have a young second generation keen to develop our vision of organic and social sustainability further. We are joining forces with them in fighting for the future of agriculture and the food industry and to ensure global food security."



Michael Stienen
General Manager Naturland Zeichen GmbH



tea, coffee & cocoa



bread & pastries
honey



eggs



fruit and vegetables



aquaculture & wild fish



cereal products & pasta



textiles & clothing

cooking oils & fats

animal feed

milk & dairy products

beverages

cereals

natural cosmetics

ice cream & frozen products

forest use & wood processing

microalgae

catering

meat & sausages

Organic, social, fair – certification with triple added value

Naturland Zeichen GmbH is responsible for the licensing and allocation of the Naturland logo and of the "Naturland Fair" logo. We offer you our support on your way to internationally recognised certification and pave the way to your success on the market.

To become a Naturland partner, the following four stages have to be completed:

1. First, make an appointment for us to meet. We will then tell you how you will benefit from Naturland partnership, and what conditions your enterprise or your products is required to fulfil.
2. Once you have chosen to join us, you would conclude a licensing agreement with us. We should be happy to assist and advise you on how to implement Naturland's standards and to negotiate the certification procedures.
3. Inspection for adherence to the EU eco-regulation and to our own organic and social standards is performed in one go. This is done by an independent, state-approved inspection body paying a visit to your enterprise.
4. Upon completion of these three stages, we would issue you with the certificate of approval for your product(s) and with the Naturland logo. From here on you are free to avail yourself of all our services and the many benefits to be derived from being a partner of Naturland.



Certification to the "Naturland Fair" standards is an additional offer which you can choose to take advantage of or not, as you wish. We should be pleased to arrange a meeting to tell you all about the criteria your enterprise, individual products or ranges of products would be required to fulfil.

