

# Organic means far more than eco!



## Naturland – Association for Organic Agriculture

Naturland farmers and processors comply with the Naturland standards to produce top grade food-stuffs, from apples to cabbages, turkey to salmon, olive oil to elderberry liqueur, coffee to milk. The production and processing of everything produced to the Naturland standards preserves the environment and provides job security. Currently, there are over 43.000 Naturland farms all over the world, cultivating according to the Naturland standards, 3.200 of them in Germany (status: 01.01.2017).

### Naturland farmers and processors can manage without genetic engineering

The approach of genetic engineering runs contrary to the basic values of organic farming practice. Genetic engineering processes concentrate solely on genetic structure, with no regard to the organism or system within which that organism functions. Generally speaking, agriculture has no need for genetic engineering. Organic agriculture in particular is standing firm: the rejection of genetic engineering is a core principle of the Naturland standards, with respect to production and to processing alike.

### High standards

Naturland farmers and processors work to the highest organic standards, which are more stringent than the statutory requirements of the EU eco regulation. The Naturland standards apply to both production and to processing. Organic agriculture, as practised according to the Naturland standards, is based on a holistic, system-oriented approach. Partial conversion, such as permitted under the EU eco regulation, is not allowed on Naturland farms. The high level of the Naturland standards, for example where they govern the purchase of fertilisers or fodder (at least 50% of the fodder must have been produced on the farm itself) requires its members to manage their farms in a thoroughly professional manner. The detailed processing standards for each sphere of production follow through on the logic of the holistic concept – the standards must be complied with down the whole chain, from cultivation to the end product in the shop.

The Naturland standards cover areas which are not governed by the EU eco regulation, such as social standards. Since 2005 the social responsibilities of all the Naturland members have been laid down in its standards. The Naturland objective is to establish organic agriculture managed according to fair trade principles throughout the world, thus setting an example for agricultural policies everywhere with this modern and most sustainable form of agricultural practice. Each of the Naturland standards can be found on the Naturland website, [www.naturland.de](http://www.naturland.de), from which they can be downloaded.

### Naturland International

Naturland started its involvement in organic agriculture abroad in 1986. The primary impetus was given by the Fair Trade Company GEPA in Wuppertal, Germany, which was looking for an organic agricultural association for its projects in developing countries, and their choice fell on Naturland. The main products of these members are coffee, tea, cocoa, fruit, vegetables, fish and shrimps, most of which are produced by smallholders' co-operatives.

### Naturland and aquaculture

Today very many wild fish stocks are over-fished, in some cases at such a critical rate that it is doubtful whether such species will ever recover.

But even aquaculture – often hailed as the “blue revolution” and which is growing at an enormous rate – has various problems to contend with: the degradation of precious areas of unspoiled nature, inappropriate husbandry systems and stocking densities, and the source of fodder, which is often not sustainable, are especially critical factors.

In the mid 90's Naturland therefore began drafting standards for organic aquaculture. Aqua farms in over twenty countries now produce according to these standards, e. g. organic trout in Germany, France, Italy and Spain, organic salmon in Ireland and Scotland, organic shrimps in Ecuador, Peru, Brazil, Vietnam, Thailand, India and Indonesia, organic tilapia in Israel and Ecuador, organic pangasius in Vietnam, organic sea bass and organic gilthead seabream in Greece and Croatia.

## Naturland and wild fish



Fish breeding in aquaculture is of great economic significance. However, half of the fish we eat still is procured by fishing in the seas, in rivers and lakes. These natural resources are in danger: according to estimates made by experts, three quarters of all stocks already being exploited to the maximum. One quarter is even graded as being over-fished.

About one hundred million people in the world make their living from fishing, most of them in southern countries. However, despite increasing demand, most of these people belong to the poorest sections of society, hardly able to feed their own families from their hard-earned income.

In 2007 Naturland approved its first standards on sustainable fishing. The Naturland project in Bukoba (Tanzania) on Lake Victoria involves over 1,000 fishermen and –women whose living circumstances and working environment have been improved by the Naturland high social standards. By adhering to the Naturland strict standards, which cover, among other things, the prudent exploitation of fish stocks and treatment of the eco-system as a whole, and rejection of critical and environmentally detrimental fishing methods, they are handling the current stocks of Lake Victoria perch in a responsible manner. In Germany currently a fishery is certified to Naturland wild fish standards: a project with 26 artisan herring fishermen in the Baltic Sea.

The Naturland wild fish standards are the second module of the Naturland comprehensive sustainability concept for fish and seafood, the first being the one on organic aquaculture.

## Naturland – woodlands and timber

As early as 1995 Naturland, in conjunction with the environmental associations BUND, Greenpeace and Robin Wood, developed a concept for the organic certification of forestry enterprises. The Naturland standards on organic forest use cover all aspects of sustainable and nature-friendly forestry practice, such as for example nearly natural woodland relying on natural regeneration, timber harvesting without clear felling, and the encouragement of valuable biotope wood in the forests. At the moment there are 18 forestry enterprises in Germany which manage 53,000 hectares of woodland in compliance with the Naturland standards.

## Naturland: Organic. Social. Fair.



At Naturland, the concept of fair trade is as “old” as the association itself. From the start social justice played an important part in the standards. It was therefore only a question of time before organically oriented fair trade organisations joined forces with Naturland, because for Naturland organic and fair trade go hand in hand. Together with GEPA, dwp and other fair trade partners, the Naturland association has been championing ecological and socially acceptable trading relationships with southern countries. The Naturland association, on behalf of the company GTZ (German technical co-operation – now GIZ), produced basic information on the organic cultivation of tropical and sub-tropical crops such as pineapples, bananas, cotton and pepper.

Since 2010, Naturland has also been offering certification to its fair trade standards. Under the fair trade standards, seven criteria have to be fulfilled: social standards, reliable trading relationships, fair prices for the growers, raw goods from local sources, collective quality assurance, social commitment and corporate strategy, and transparency. By combining “Naturland Fair” raw goods from all parts of the world, the Naturland farmers and processors are working together in the field of fair trade too. For example, a chocolate biscuit sold under the label “Naturland Fair” is made from products which are wholly organic and entirely free-trade. For more information, see [www.naturland.de/en/naturland/what-we-do/naturland-fair.html](http://www.naturland.de/en/naturland/what-we-do/naturland-fair.html)

## Traceability and proof of origin

Naturland can tell you the history of each of its products. Intelligent software solutions and high quality requirements are the basis of the initiative “Bio mit Gesicht”. Since 2005, buyers of organic produce have been able to trace the path taken by potatoes, eggs, carrots, mushrooms, beer and coffee, from the field to the shop, via the internet. By referring to the “Bio mit Gesicht” number shown on the products, the customer can find out who the grower and processor is behind the food he or she has purchased. With a couple of clicks on the website [www.bio-mit-gesicht.de](http://www.bio-mit-gesicht.de) he or she can learn all about the product. The initiative was founded by FiBL Deutschland e.V. and FiBL Frisch, Switzerland (Research Institute of Organic Agriculture), Naturland Marktgesellschaft mbH, Naturland e. V. and tegut... Gutberlet Stiftung & Co. Further partners have since joined the initiative, Feneberg Lebensmittel GmbH, Ökoinform and Bioland Markt GmbH & Co. KG.

## Naturland: catering

The trend towards organic mass catering is steadily increasing. Since 2009, restaurants, hotels and caterers as well as canteens, schools and day-care centres have been able to obtain certification for compliance with the Naturland standards for community catering facilities. Here too Naturland combines all the aspects of sustainability and top organic quality with social standards and fair trade partnerships between growers and caterers. The standards include requirements for the use of seasonal and local ingredients, fresh and careful preparation, at least one vegetable and one animal product and two beverages in Naturland quality, vegetarian dishes on the menu, continuous expansion of the organic range, and partnership with a Naturland farmer.

## Range of services:

Naturland cross-links growers, manufacturers, the trade and consumer the world over and offers:

- a dense network of expert consultants throughout Germany, and international consultants with local contacts
- research into cultivation, e. g. mixed fruit cultivation with oleiferous fruits, production trials with strains of horse beans or soya beans, breeding trials with dual purpose breeds of hens
- public relations for consumers, growers and processors
- publication of cultivation leaflets for tropical and sub-tropical crops and on the topic of internal inspection systems for smallholders' co-operatives
- knowledge transfer on current research findings
- reliable certification, with neutral experts on its certification committee
- international trademark protection
- joint appearances at trade fairs e. g. BIOFACH, anuga etc.
- sourcing of raw goods and ingredients

## Naturland is accredited by:

- IOAS according ISO/IEC 17065

## Naturland stands for certified organic quality to standards far beyond those of the EU-Eco Label:

- certified organic cultivation in Germany and abroad
- requirement for conversion of the entire enterprise to organic
- more stringent standards on the purchase of fodder and fertilisers
- animal stocks related to area farmed
- personal advisory service
- commitment to international development, assistance to smallholders' co-operatives
- greater transparency with uninterrupted traceability
- more additional voluntary services, e. g. in nature conservation
- much more comprehensive standards than the EU eco regulation:
  - standards on organic aquaculture and sustainable fishery
  - standards on organic forestry use
  - standards on organic textiles
  - social standards
  - fair trade standards
  - standards for community catering facilities
  - detailed processing standards

For further information, see [www.naturland.de](http://www.naturland.de) or contact us at the following addresses:

### Contact for consumers and growers:

Naturland – Verband für ökologischen Landbau e.V.  
Kleinhaderner Weg 1, 82166 Gräfelfing, GER  
Fon: +49 (0)89 – 898082-0  
[naturland@naturland.de](mailto:naturland@naturland.de)

### Contact for processors and the trade:

Naturland Zeichen GmbH  
Kleinhaderner Weg 6, 82166 Gräfelfing, GER  
Fon: +49 (0)89 – 898082-70  
[zeichen.gmbh@naturland.de](mailto:zeichen.gmbh@naturland.de)

