Naturland Policy Guidelines

www.naturland.de
Dear members, colleagues and friends of Naturland,

The identity of a community is based on the goals and values it shares. Since Naturland was established, in 1982, and in the course of the ensuing developments and achievements, the environment for organic farming practices as a whole has changed dramatically, not least because of the influence which we have exerted. This was, and is, sufficient grounds for us to set down in writing a concept of our own identity, in the form of these “Naturland Policy Guidelines”.

Before producing these “Naturland Policy Guidelines”, we cast our nets out wide, inviting all Naturland members and employees to participate on diverse committees, and establishing an internal task force to co-ordinate the contributions. In other words, those people were involved who have already been working with ideas of Naturland in a variety of fields and in different regions and who have put them into practice in their daily work and even furthered their development. These ideas were collected and presented to the Naturland assembly of delegates, which approved the guidelines in late 2008. We should like to express our thanks to all those who participated in this project – we very much appreciate the time and effort involved.

The publication of our “Naturland Policy Guidelines” comes with our hope and expectation that all those involved in the implementation of the Naturland concept see themselves reflected in it, and that, in pursuing our common aims, we will attract many supporters to help us realise our shared ideals.

Yours truly,

Naturland Steering Committee

Gräfelfing,
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1. The basic principles

1.1 The roots of Naturland

The origins and roots of Naturland as well as its identity are fundamental to ensuring the success of its future development. Its history and unique characteristics are the essential foundation on which it bases its vision of the future.

Crucial to Naturland development is the contributions made by the people who have shaped the ideas of Naturland implementing them in their daily work and developing them further. Important factors in this process are:

- **freedom from doctrines**
- policies based on **scientific findings**
- awareness of the fact that the key to the **expansion of organic agriculture** lies in increasing society’s acceptance of the intrinsic value of organic produce
- meeting the challenge of adhering to organic agricultural principles whilst remaining open to social developments and maintaining a realistic attitude towards practicalities.
1.2 The mission of Naturland

Naturland develops and propagates organic agriculture at local, national and global levels.

We join forces to campaign for the production, processing and marketing of high quality, healthy and enjoyable foodstuffs and organic products. In pursuing these aims, we strive to remain in harmony with nature, in recognition of the responsibility we bear towards succeeding generations.

1.3 The fundamental values of Naturland

Naturland is dedicated to the holistic principles of sustainable farming practices: organic, innovative and fair.

- **organic**: Naturland contributes (at its best) to conserve our natural resources, maintain biodiversity, protect the climate and encourage humane animal husbandry.
- **innovative**: Naturland makes a positive contribution towards the development of its members and of the enterprises it certifies, propagating innovative concepts and offering them a secure livelihood.
- **fair**: Naturland supports fair partnerships where they have a regional focus and demonstrate social responsibility. This policy is applied from start to finish throughout the value chain.
The work of Naturland is scientifically substantiated, practice oriented and innovative. **The transparency of Naturland generates confidence.**

These are the fundamental values determining the conduct of Naturland in public, applying them to the various requirements of organic and socially orientated production, the processing industry, the trader and the consumer.

**1.4 The purpose of the policy guidelines**

The Naturland policy guidelines serve to provide all our members, those holding honorary positions, those in management, the various organisations of Naturland and all our employees with a common basis of mutual trust, and to guarantee commitment to our shared objectives.

**Agreement on the goals defined and acceptance of their viability are essential to strengthen Naturland in the long-term and to ensure the further development of organic agriculture.**
2. The activities of Naturland

2.1 Naturland, as an organisation covering the whole spectrum of organic producers (organic smallholders/farmers, agricultural organic enterprises, organic gardeners, organic vintners, organic beekeepers, organic fish farmers, organic forestry managers) maintains strong alliances with processors, the trade, consumers and organisations pursuing similar aims, in the common public interest. Our relationship with them is one of co-operation, marked by fairness, trust and reliability.

2.2 Naturland achieves sustainable growth in the number of its members and in the area cultivated. Consequently, new processors, traders and consumers must be acquired for Naturland products, for the general benefit of society. To this end, Naturland certifies goods and provides services of outstanding quality and enhances the attraction of the organic market.

2.3 The primary objective of Naturland is the quality of its growth and not growth at any price.

2.4 Naturland plays an active role in umbrella organisations and advocacy groups, as long as this serves to achieve the non-commercial goals of Naturland.

2.5 Naturland regularly assesses all the above-mentioned activities to ascertain their effectivity and feasibility.
3. The Naturland label

3.1 The Naturland label is a powerful quality label on the organic market place. (With reference to the status of Naturland as a non-profit organisation, the term organic market place means society’s willingness to honour the services which the members of Naturland provide to the general public.)

3.2 The Naturland label is well-known and enjoys great trust and approval at every stage of the production chain, from the producer to the consumer.

3.3 The Naturland label is both an obligation and an asset.

3.4 The Naturland label augments the value of organic produce on the market for organic farmers, processors and the trade and enhances the product in the eyes of the consumer.
4. The organisational structure of Naturland

4.1 The Naturland Association and its organisations are close-knit, working purposefully towards their goals, with transparent procedures and rapid responses.

4.2 The Naturland Association and its organisations work continuously towards improving efficiency and cost effectiveness and have installed an effectual monitoring system (cost-benefit analysis).

4.3 The organisation of the Naturland honorary positions and decisions taken by those occupying them are decided upon democratically.

4.4 These goals are achieved by systematic communication, close structural cohesion and by reorganisation, where necessary.
5. International alignment and the regionality

5.1 Naturland promotes organic production and society’s acceptance of organic agriculture to the Naturland standards throughout the world.

5.2 In this way Naturland contributes towards the protection of the environment, the sustainable use of resources establishing food security, generating added value, and improving living conditions, all over the world.

5.3 Naturland campaigns to develop and protect local markets globally, even those spanning national borders.

5.4 In doing so, Naturland gives preference to the short, climate-friendly flow of goods and use of transport, and the conservative use of resources.

5.5 The local production of foodstuffs for sale on a local level is the governing principle.

5.6 There is no competition with regional Naturland products, producers and processors, because of adequate criteria and consideration of individual cases.
6. The Naturland standards and certification

6.1 With its standards and its reliable certification procedures, which guarantee the greatest quality security possible, Naturland stands out clearly against those complying only with the minimum legal standards.

6.2 In co-operating with Naturland, growers and processors commit to maintaining the high principles of the standards in order to further the development of organic agriculture.

6.3 Naturland ensures reliable and prompt certification.

6.4 Naturland continues to develop its standards and its certification work, incorporating the input of other experts – organic growers, organic processors, consumers and scientists – in doing so.

6.5 Decisions on and interpretations of the standards are made quickly and with regard to practicalities.

6.6 They have to be professionally and scientifically justified and be in keeping with the core values of Naturland.
7. The core area and new fields of Naturland

7.1 Naturland concentrates on its core area of organic foodstuffs.

7.2 Naturland chooses promising organic non-food fields for development, as long as they do not weaken the core area.

8. The employees and management culture of Naturland

8.1 Those holding honorary positions, and salaried employees, work together to the further success of Naturland.

8.2 The communication style of Naturland is goal oriented, effective and respectful.

8.3 Within Naturland, management, those holding honorary positions and the salaried employees all contribute towards maintaining a pleasant and fair working atmosphere.

8.4 Naturland cultivates a co-operative management style which encourages individual responsibility, innovation and motivation.