

NATURLAND FAIR: Shopping with a good conscience.

Naturland Fair certified products made of one single ingredient, such as tea, coffee, milk, or cereals, are always 100 % fair traded.

Naturland Fair certified products made of several ingredients must contain at least a share of 50 % fair trade raw materials. As soon as ingredients are available in Naturland Fair quality, they must be used to increase the product's fair trade share. Our clear rules support and promote the development of local economies worldwide.



The Naturland Fair label is a signpost for responsible purchasing and consumption, whether for consumers, companies, or procurers of the public sector.



Check out all of our Naturland Fair products

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Naturland

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NATURLAND FAIR

Organic plus fair trade.

Regionally and globally for local futures.



Social & Environmental Commitment



Reliability & Solidarity



Fair Prices



Transparency

WE BRING TOGETHER WHAT BELONGS TOGETHER.

Organic and fair trade, North and South: The Naturland Fair certification integrates European producers into the fair trade ecosystem that typically only certifies operations in the Global South. As a result, Naturland Fair can offer delicious organic fair trade products that bridge the North-South divide, such as chocolate made with German milk, cocoa from the Dominican Republic, and sugar from Paraguay. This is how we create reliable partnerships that benefit farmers around the world.

Naturland Fair offers an additional certification for social transformation to all farms and products that comply with Naturland organic and social standards.

Organic farming can contribute to global food security and a healthy planet. But its impact is only sustainable if farmers can make a good living from it.

