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Organic association awards first ever joint certification to organic, social and fair trade standards in Germany

Organic and Fair from one source

Munich – Naturland will be presenting its new project, certification to fair trade standards, at the BioFach trade fair in Nuremberg, Germany. For the first time ever a German organic association will make it possible for all its members and partners abroad and in Germany to receive endorsement of its adherence to its stringent principles of fair partnership. The seven tenets of these standards, which arose also out of “A Charter of Fair Trade Principles”, include requirements, for example, of social responsibility, reliable trading relationships, fair prices for growers, and preference for the local acquisition of raw goods. At BioFach, the fair trade organisations dwp and BanaFair are to present the first of Naturland’s international products certified to fair trade standards, namely Rooibos tea from South Africa and bananas from Ecuador. Milk from the Milchwerke Berchtesgadener Land dairy is the first of Naturland’s product certified to fair trade standards in Germany. The products are available with the familiar Naturland logo but with the addition of the word “Fair”. “With the addition of fair trade standards to their organic and social standards, Naturland is the first organic association to cover all three dimensions of sustainability”, Hans Hohenester, Naturland farmer and chairman of its steering committee, comments on this landmark project.

Advantages offered by new certification

In contrast to what is currently available on the market, Naturland’s fair trade certification offers a whole range of advantages: certification of either a single product or of a whole enterprise, endorsement both of products from marginalised and from OECD states, the convenience of one single inspection for compliance to organic and fair trade standards, and respect for the proximity principle. A new feature is that such activities of the entity to be inspected as social involvement or corporate strategy and transparency are examined prior to product certification. “We hereby ensure that “Naturland Fair” logo is never applied to products derived from trading structures which aim to sell foodstuffs as cheaply as possible without consideration for mankind and the environment,” explains Hans Hohenester.

Logical development

Voluntary certification is a logical development of “Naturland Criteria on Fair Partnerships” which five partners of Naturland already fulfilled in 2006. In co-operation with fair trade organisations, a set of rules and standards has been produced which, on the one hand, reflects the interests of smallholders and their co-operatives in marginalised areas, and on the other the concerns of producers and processors in OECD states.

Organic products from fair partnerships in demand

According to a consumer survey performed by The Nielsen Company, a growing number of consumers expect organic products to be linked with credible involvement in social projects and to derive from fair trading partnerships. The “Naturland Fair” logo is therefore a good opportunity for producers and manufacturers to distinguish their products clearly from others on the market.

For further information, visit: www.naturland.de/news.html

Naturland promotes organic agriculture throughout the world. With its 55,000 farmers and over 500 manufacturers as Naturland partners, it is one of the major organic farming associations. As befits a forward-looking association, Naturland regards organic competence and social responsibility as interdependent.