



**Our quality standards are making their mark.**



**Naturland International**



**Naturland is active worldwide**

For twenty five years now, Naturland has been a leader in organic agriculture not only in Germany but also in many other regions of the world. The first-ever conversion of tea gardens in Sri Lanka and India to organic agriculture was just the start of further successful activities on a global level.

Today, over 46,000 farmers are growing food in compliance with Naturland's internationally recognised standards. Besides this, we were the first organic association to have introduced social standards applicable to all member farms. Indeed, Naturland regards **organic expertise and social responsibility as two sides of the same coin.**

In addition to 3,000 tonnes of tea and 30,000 tonnes of coffee a year, other crops we certify include bananas, pineapples, cocoa, cane sugar, spices, olives, shrimps, and salmon, produced in over thirty countries in every corner of the world. **Our quality standards are much more stringent than those of the European Union,** which is why we enjoy the consumers' complete confidence.

The organic-regulation 2092/91 of the European Union defines the minimum legal standards for organic produce, applicable throughout Europe. In 2009 an amendment is to come into force which will water down this lowest common denominator even further.

**Naturland, in contrast, imposes distinctly higher demands.** We require, for example:

- **that the farm be converted in its entirety,** which includes both the agricultural as well as the livestock sections
- **the application of social standards,** guaranteeing decent working conditions on all Naturland farms
- compliance with standards specific to permanent tropical crops such as tea and coffee
- the implementation of **special standards** for organic aquaculture, forest management and wood processing – fields in which Naturland is a pioneer
- **the protection of ecosystems:** we prohibit, for example, the clearing of primary forest and prescribe shade trees for coffee plantations and the reforestation of mangrove woods on shrimp farms

**Would you like to learn more about Naturland?**

On our website you can find interesting facts about our standards and our quality approach. Producers and Processors will get to know the steps to Naturland certification and relevant information and news. The website is available in English, Spanish and German.

More interesting facts about our work:  
[www.naturland.de](http://www.naturland.de)



**Naturland quality throughout the world**

[www.naturland.de](http://www.naturland.de)



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Certification by Naturland is recognised worldwide and accredited to the requirements of IFOAM, the International Federation of Organic Agriculture Movements. Accreditation confirms the high level of quality and creates confidence.

## Our motto is organic + fair

A good 90% of Naturland's international members are organized in grower groups. We assist them with conversion to organic agriculture and provide follow-up support. **Organic agriculture, a modern and sustainable form of land-use, opens up very interesting prospects, especially for smallholders:**

- It stimulates organic cycles and improves soil fertility.
- It creates the conditions necessary for sustainably high yields.
- It combines traditional knowledge with modern know-how.
- It offers independence from expensive external means of production.

Access to the organic market, combined with fair prices, helps smallholders to improve their living conditions. In co-operation with **GEPA, dwp, BanaFair and other fair-trade partners**, we combine **organic + fair** into one inseparable unit. This is the way into the future.

# Profit from our strengths

Naturland is one of the largest organic associations and has established a highly efficient international network. **Wherever you are, in Europe, Africa, Asia or Latin America, we can offer you the following services, be it as a grower, processor or trader in organic products:**



## 1. Affiliation to a powerful association

As a member of Naturland, you belong to an organic association in which both farmers and processors are part of an effective network. You receive regular information, and opportunities to share ideas and experience and to attend training courses.

## 2. Internationally recognised certification

Naturland trains independent organic inspection bodies and appoints them to check for compliance with its agricultural, processing and social standards.

## 3. Expert advisory services

Our advisors offer you support in word and deed during conversion to Naturland standards and in qualifying for organic certification.

## 4. Courses and seminars

Where required, Naturland's advisers offer training courses on a range of topics, such as internal control systems, beekeeping or aquaculture.

## 5. Lobbying and Public Relations

Naturland is a member of BÖLW, the German Federation of the Organic Food Industry, and of IFOAM, the International Federation of Organic Agriculture Movements and is active in the performance of press work and PR. Apart from this, Naturland campaigns for the interests of smallholders on various committees.

### Access to a growth market



Naturland Zeichen GmbH is responsible for licensing and granting the right to use the Naturland trademark, a label which enjoys great credibility among the trade and consumers.

**Naturland provides market access for over 46,000 farmers and for over 400 processors to the organic market, thereby enabling them to participate in its rapid growth.** Naturland Zeichen GmbH helps its partners to source raw goods, makes sure they are visible at national and international trade fairs, and provides effective Public Relations.

## Welcome to Naturland

We are happy to give you more detailed information about our comprehensive service package and to show you how you too, as a member of Naturland, can benefit from it. **Your personal contact persons are:**

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