



Naturland Zeichen GmbH



Naturland

– the hallmark of organic coffee

www.naturland.de





Success: Naturland – a major organic coffee certifier

In 2007 the organic product market in Germany grew by 18%, reaching a sales volume of 5.5 billion euros. As a result of the continual increase in demand, organic coffee production has grown to 100,000 tonnes a year. One third of this coffee bears the **Naturland** logo, a symbol recognised by the consumer as a sign of top organic quality for the past 25 years, making **Naturland** one of the world's major organic coffee certifiers.

“organic + fair” affords smallholders new prospects

The majority of **Naturland's** coffee is grown by smallholders' co-operatives in South and Central America which are members of **Naturland**. From the start, **Naturland** has been a champion of their particular interests

and promoter of their market success. In close co-operation with fair trade organisations, we have succeeded in welding “**organic + fair**” into a strong single unit: nowadays over 60% of fair trade coffee is grown organically.

There is a growing number of people known as “Lohasians”, who propagate a lifestyle of health and sustainability and who appreciate the quality advantage this offers. When buying food, they set store not only by its taste but also by it being produced in a socially and environmentally acceptable manner. For this reason they place particular trust in the **Naturland** logo.





Did you know ...

... that in Europe the most organic coffee is drunk in Germany? Every year a good 8,000 tonnes of coffee are consumed there.

Taken as a whole, it is the organic range of food products which holds the greatest promise of market growth.

The Naturland logo means both organic and enjoyment

The consumers' shift in awareness has also triggered a new market development: a survey by **Ernst & Young** in 2007 shows that nowadays over 57% of manufacturers are focussing on produce which is both ecologically and socially sustainable. This is a trend which you, as a **Naturland** coffee partner, can exploit to great advantage: our international network supplies excellent arabicas and robustas from Latin America, Africa, India and the Philippines. This allows you to create premium selection coffees clearly superior to those produced to the EU organic standard.



"What our customers want is to enjoy top quality coffee and they welcome the fact that Naturland represents the best organic quality combined with stringent social standards."

Peter Knopp, Sales Division Manager, dennree

Unique: Naturland sets high organic and social standards

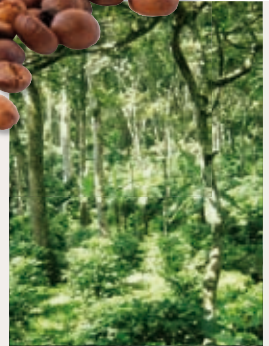
In Europe it is the EU regulation 2092-91 which defines the minimum legal standards for organic products. However, the requirements which **Naturland** makes of its members are much more stringent. For perennial tropical crops, such as coffee, **Naturland** has drawn up its own strict standards, which are characterised by the following features, by way of example:

- **site-specific cropping systems** with shade trees
- humus and nutrient supplied **by compost, legumes and green manuring**
- composting and recycling of coffee pulp
- **purification of sewage** after wet processing
- erosion control measures appropriate to local conditions

In addition, farmers have been required to comply with its social standards since 2005. These considerably exceed the legal regulations issued by the International Labour Organization (ILO). In this area, too, **Naturland** is doing important pioneer work on an international level with the following aims:

- to eliminate exploitative child labour
- to guarantee compliance with legal minimum wages
- to provide social security for workers during maternity, sickness and retirement
- to give everyone opportunities for further education





Naturland coffee's positive affect on the environment

Naturland coffee flourishes in multifunctional, species-rich agro-forestry systems. This modern and extremely sustainable method of cultivation brings many benefits to the environment. To name but a few:

- **Biodiversity:** surveys have proven that many types of plants, species and animals exist in organically cultivated areas.
- **Climate protection:** organic agro-forestry systems have been proven to bind greater amounts of CO₂
- **Soil conservation and erosion prevention:** year-round soil cover protects it from erosion; layers of leaf-litter mulch improve the creation of humus and soil fertility
- **Water protection and buffer zones:** humus-rich soils have a buffer effect during extremes of climate, such as torrential rains.
- **Contribution to the conservation of tropical forests:** coffee agro-forestry systems, when used sustainably, contribute to the conservation of the tropical forest belt.

"Besides the strict organic criteria which coffee certified by Naturland has to comply with, the fair living conditions of the smallholders also play an important role. This is a unique feature on the German coffee market!"

Michael Klaiber, Marketing Director, GEPA

Did you know ...

... that the total area on which Naturland coffee is cultivated binds 214,000 tonnes of CO₂?

This amount corresponds to the emission from 100,000 flights from Berlin to New York.

First class: Naturland's coffee meets highest quality demands

Naturland's quality assurance rests on several pillars:

- high level of the standards
- perfect traceability from production to the producer – an indispensable prerequisite for certification
- the establishment of an efficient internal control system among the smallholders' producer groups. Operation and efficiency of internal control systems are checked regularly by external bodies. In co-operation with the inspection body IMO, **Naturland** has pioneered the development of internal control systems within smallholders' co-operatives.

These high requirements establish trust in and ensure the reliability of imported goods. Besides this, they create an awareness of just what it takes to produce excellent coffee qualities.





Naturland's partners are closer to the market

It is a long way from the farmer in South America to the consumer in Europe. **Naturland** shrinks the distance between buyer and seller. Producers, processors, importers, roasters and the trade are all united in one association. Here is a list of the benefits which they derive:

- added value from **Naturland's** quality mark which has enjoyed the consumers' trust for over 25 years
- higher quality and greater reliability of imported goods produced to strict standards and passing stringent inspection
- competent advisory service and assistance, from conversion to processing and marketing
- presentation at national and international trade fairs and events
- information material for customers on organic quality in general and Naturland quality in particular



www.bio-mit-gesicht.de

Naturland and its partners have developed a track and trace system called "**Bio mit Gesicht**" (literally, "organic with a face"). Brack, the coffee roaster, and the Fair-Trade Company **GEPA** have already joined, with great success. By entering the code shown on the packet on the website www.bio-mit-gesicht.de, the customer can see where exactly the coffee was grown, processed and roasted.

For high performance: Become one of Naturland's partners!

Do you also produce, import, process or roast coffee?
Then why not join us on the growing organic market and become part
of **Naturland's** international network? We should be happy to give you
information on the services provided and the marketing opportunities
which **Naturland** can open up for you.

These are the people to talk to:



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