

Naturland is growing: in 2010 this organic association certified 81 new producers and traders +++ **Genetic Engineering Act ratified:** German constitutional court backs farmers, producers and consumers +++ **Expensive pesticides:** Greenpeace says inspection costs tax payers € 17 million a year +++ **For further news:** www.naturland.de



Partner Information for the Trade and Producers

Naturland *Fair*

Zeichen GmbH

01 / 11

BioFach 2011

Naturland & Partners at the BioFach
16th – 19th February, pavilion 6, booth 261 b

EDITORIAL



Did you know that billions of tons of soil are lost to erosion every year? Although it is having a dramatic impact on agriculture and the food industry, this insidious process seems to have escaped the notice of the general public. This is why Naturland and its partners

are turning their attention to the soil and showing how seriously they take their responsibilities as stewards of the soil. What is the connection between the formation of humus and protection of the soil? How does the topic soil fit in with food processing? And how can organic agriculture help to combat erosion? Answers to these and other questions are available in pavilion 6 and at Naturland's booth party on Thursday, 17th February, from 6 p.m. to 9 p.m. As in previous years, we are happy again to be able to offer you delicious snacks and drinks served by our event caterers, tegut...bankett, an enterprise certified as climate-neutral. We look forward to seeing you there!

Yours, Michael Stienen
Naturland Zeichen GmbH



More Naturland Fair

The number of **Naturland** enterprises volunteering to have their products certified to **Naturland's fair-trade standards** has increased significantly. This organic association is pleased to register an increase in Germany and Italy particularly in staple foods such as cereals, bread and oilseeds. The response has been considerable in the field of organic aquaculture, too, where **Naturland** is one of the original pioneers and can shortly close a gap in the market by offering certified fair-trade products for the first time. At the same time, ever more partner enterprises are indicating their interest in certifying their products, which, for example, by combining apple with mango juice, span the fair-trade world from north to south. At the BioFach, **Naturland's** partners, such as Milchwerke Berchtesgadener Land and dwp, the fair trade co-operative, are presenting new products which are to be sold from now on with the "**Naturland Fair**" logo. At a press conference, this organic association will be reviewing the past year of "**Naturland Fair**" and describing the developments, challenges and opportunities linked with this project. ...➤ **for further information, see www.naturland.de.**

Forceful against dioxin

The dioxin scandal has caused a big scare in Germany. **Naturland** farms were not affected, because the association's standards prohibit the use of conventional fats in animal feed. On the contrary, it stipulates



the use of fats from feed mills certified by **Naturland** which process organically cultivated oil seeds such as rape or sunflower seeds. Here too, however, spot checks are made regularly to exclude any contamination with this dangerous pollutant.

Info day on mass catering

"**Invitation to organic – fair and ecologically aware**": this is the title of a series of events to be held throughout Germany which **Naturland** invites all parties involved and interested in mass catering to attend. This organic association wishes to encourage participants to overcome their inhibitions about conversion by showing successful examples from practical experience, and to demonstrate new solutions, affording those working in restaurants and catering establishments opportunities for the future. **The first event will take place on 28th March, 2011, from 2 p.m. to 7.30 p.m. at Archehof Schlickenrieder** in Otterfing near Munich. Shortly after, similar events will take place in Berlin, Düsseldorf and in the Rhine-Main area. The main focus will be on organic, regional, social and fair aspects. ...➤ **For further information and registration, contact [Martina Romanski](mailto:m.romanski@naturland.de), m.romanski@naturland.de or [Sandra Kreuwes](mailto:Sandra.Kreuwes@naturland.de), s.kreuwes@naturland.de**

GLOSSARY

Naturland's breads and pastries



Over 100 bakeries and cake shops are now certified to Naturland's strict processing standards. They make bread, pastries, rusks and crispbreads as well as cakes, all of which are subject to compliance with the organic association's clear regulations. It goes without saying that genetically modified ingredients and additives are prohibited. Besides these, however, it is forbidden to use flavourings, flavour enhancers, sweeteners, synthetic colourings, preserving and ripening agents. **Although EU eco-regulation no. 36 allows the use of food additives in breads and pastries, Naturland's partners are limited to 12 at most.** Besides this, some of these are confined to special cases such as gluten-free products. The bakeries often enter into partnerships with local organic producers. A pioneer here is Hopfisterei which mostly processes flour from cereals grown in Bavaria. ...➤ **Further information (in German) can be found under <http://www.naturland.de/richtlinien.html>.**

Latest news: Naturland at the BioFach

The world's leading trade fair for the organic market is again opening its doors, and Naturland is right in the middle. We look forward to welcoming you in pavilion 6, and at a special show, "Organic & Fair", in pavilion 5. Besides these attractions, the following and further events are scheduled:

Press conference: One year into Naturland Fair

Assessment of the development of voluntary supplementary certification
Thursday, 17th February, from 10 a.m. to 11 a.m., room Neu Delhi

BioFishForum: Any new developments since the new EU regulation was introduced?

Talk in English by Stefan Bergleiter (Naturland/IFOAM), Richard Bates (European Commission – Maritime Affairs and Fisheries Directorate), N.N. (BLE), presenter: Lena Wietheger (IFOAM)
Friday, 18th February, 10 a.m. to 11 a.m., room Istanbul

Organic + Fair – a contribution to securing global nourishment

Panel discussion in German with Ph. D. Ulrich Hoffmann (UNCTAD), Marita Wiggerthale (Oxfam Germany), Agnes Bergmeister (Naturland), Anna Hirt (Weltladen-Dachverband), Mr. Sunil Joseph (PDS Organic Spices)
Friday, 18th February, 3 p.m. to 5 p.m., room Shanghai

Fair & Ethical Trade Forum: Fair trade as an organic strategy

Talk in English by Steffen Reese (Naturland), Thomas Cierpka (IFOAM), Jörg Schumacher (Bio Suisse) and Louise W.M. Luttikholt (FLO), presenter: Markus Arbenz (IFOAM)
Saturday, 19th February, 11 a.m. – 1 p.m., room Seoul

You can find Naturland's complete programme in German under www.naturland.de.

Why not join us at Naturland's booth party on Thursday, 17th February, from 6 p.m. to 9 p.m.?

MARKET NEWS

Naturland's Partners at the BioFach 2011

Eiervermarktung Wiesengold Landei GmbH & Co. KG



FISH



50th anniversary Wechsler Feinfisch
Wechsler Feinfisch GmbH has double cause for celebration in 2011: its 50th anniversary as a specialist in smoked fish, and its 15th as a **Naturland** partner. Its select gourmet products are traditionally produced in a brick oven over a beechwood fire. A new product on the market is smoked Black Tiger organic prawns from the specialist trade range of Bio Mare.
Contact: Theo Jansen, info@wechsler-feinfisch.de

BREAD AND PASTRIES



Pastries under the Naturland logo
Stocker's Backstube is one of the **Hofpfisterei** group of companies, specialising in bread rolls, biscuits and pastries. The range includes savoury biscuits and, a recent addition, pastries such as poppy seed and nut rolls, nut plaits and quark puffs, all certified to Naturland's standards.
Contact: Andreas Kornek, a.kornek@hofpfisterei.de

NOODLES



First pasta with fair trade logo
 The traditional method of production called "trafilatura al bronzo" is a guarantee of top quality in Italian pasta. Besides this, the new products from **TerraBio**, an organic co-operative, now offer a further and unique feature of added value: their tagliolini, fettuccine, pennoni, lumaconi, calamarata and pappardelle have been certified to **Naturland's** fair trade standards.
Contact: Frauke Weissang, frauweissang@terrabio.eu



FRUIT AND VEGETABLES



Italian range of organic products growing
 So far, only fruit and vegetables from Northern Italy bore the **Naturland** logo. Now, however, our partner, **Brio**, is also having products from the south of Italy certified to the association's standards. This means they will soon be able to supply the German trade with freshly harvested products in top **Naturland** quality the whole year round.
Contact: Sven Schürmeier, sven@briospa.com and Tom Fusato, tom.fusato@briospa.com

KITCHEN UTENSILS



New product on the mill market
 At the BioFach, **KoMo** is presenting a new combination of an electric grain mill with a manual flocer. Another unique new feature is an electric drive to retrofit manual mills. To keep normal and gluten-free grains separate, an interchangeable mill chamber insert has been developed.
Contact: Wolfgang Mock, wolfgang@frischmahlen.de

BEER



Registration for Sustainability Award
 The Sustainability Award worth € 10,000 presented by **Neumarkter Lammsbräu** is entering its tenth year in 2011. This organic brewery grants the award to individuals, enterprises and media professionals who have been especially exemplary in championing organic and social sustainability. Applications are being accepted until 28th February.
For further information and application forms, see www.lammsbraeu.de



Fairwöhn-Bar, pavilion 6
fine organic coffee specialities, delicious meals and snacks

Animal welfare award for Wiesengold

For the fourth year now, the Albert Schweitzer Foundation and the Compassion in World Farming organisation have been granting the Good Egg Award. This international animal welfare award is made to companies which pioneer alternative methods of producing and processing eggs. This year the winner of the award is **Wiesengold Landei** from Twistingingen, Germany. This producer has been a partner of **Naturland** for many years now, championing the rearing of organic poultry, and providing its birds with spacious barns, daylight, perches, laying nests and outdoor access. Their production of over 150 million eggs make them Germany's largest supplier of organic eggs.
Contact: Heinrich Tiemann, info@wiesengold.de



WINE

LaSelva



Two "Bicchieri" for Morellino
 The wines produced on the **LaSelva** estate in Tuscany are making a name for themselves in the most renowned wine guides. In the Gambero Rosso Berebene, the Morellino di Scansano DOCG 2009 is even acclaimed as one of the best Morellinos in the Maremma. This wine, which matures in a steel vat, impresses with its excellent fruity bouquet and typical character.
Contact: info@laselva-bio.eu

TEA



Tea range in a new look
GEPA's black, green, rooibos, herbal and fruit teas are being presented in a brand new design at the BioFach. Another piece of good news from Wuppertal: in the German Sustainability Awards, the prize in the category "Top 3: Germany's most sustainable strategies for the future – small and medium-sized enterprises" goes to this fair trade company.
Contact: Peter R. Bierhance, leh@gepa.org



Refill packs for premium tea enjoyment
BioTeemanufaktur's Premium Selection does full justice to its name: exclusive ORIGAMI Bags® are an attractive way of presenting both black and green tea leaves. Their Earl Grey, Darjeeling, green tea and green jasmine tea are on offer in gracefully designed metal tea boxes and also in practical refill packs.
Contact: Jürgen Serr, info@bieteemanufaktur.de

TEA



dwp presents WeltPartner
 Cheerful colours and a clean design: this is how **dwp eG** Fairhandelsgenossenschaft, Ravensburg, Germany, is presenting its new brand, **WeltPartner**. It has been created with the specialist trade in mind and is making its debut at the BioFach. Some of the products already bear **Naturland's** fair trade logo, shortly to be joined by further articles.
Contact: Thomas Engler, engler@dwpeg.de



Legal notice: Naturland Pin – Partner-Informationen der Naturland Zeichen GmbH

General Manager:
 Michael Stienen (V.i.S.d.P.)
 Kleinhaderner Weg 6
 D-82166 Graefelfing
 Tel +49(0)89 89 80 82 -70
 zeichen.gmbh@naturland.de
 www.naturland.de

Editorial Service:
 Claudia Mattuschat
 www.ad-verbium.net
 Graphics:
 www.merzpunkt.de
 umweltorientierte
 designagentur