

A TNS Emnid survey throughout Germany shows: 59% recognise the Naturland logo. +++ "Deutschland hat es satt": thousands march to demonstrate against genetic engineering, agribusiness and factory farming. +++ Campaign "Aufgetischt": 12,000 visitors to Tollwood demand an action programme for organic agriculture in Bavaria. +++ For more news: www.naturland.de



Partner Information for the Trade and Producers

Naturland Pin

Zeichen GmbH

01/12

Naturland & Partner
at the BioFach
15th – 18th February,
pavilion 6, booth 261 c

EDITORIAL



If you were to define priorities for sustainable action, where would you begin? With the protection of our climate and natural resources? With fair trade, which safeguards the livelihoods of our farmers? With the preservation of our cultivated landscapes? We extend you a cordial invitation to join us at the BioFach in put together all the

pieces of the sustainability jigsaw and to focus on aspects which are often overlooked: for example, that the soil is ultimately the source of all our food, or the contribution made by organic agriculture towards the world's food supply. We and some 50 Naturland partners look forward to welcoming you to our booth in pavilion 6 and to introducing you to current topics and new products. The campaign "Organic + Fair – More Food to Share!", run by Naturland and Weltladen Dachverband, the German national association of world-shops, has its own booth too. A new feature this year is the Fish Market, also in pavilion 6, which we have installed in co-operation with the organisers of the BioFach. We are looking forward to a trade fair full of inspirations, and also to seeing you again.

Michael Stienen
Naturland Zeichen GmbH

NEW NATURLAND BROCHURE

15 good reasons for organic quality

Today everyone is talking about sustainability. What can we as individuals do to ensure that our planet is a good place to live in for succeeding generations? Naturland suggests that one crucial step is to opt for organic products when food shopping. Based on current surveys and scientific findings, Naturland, as an organic agricultural association, gives ample proof in its new edition of their booklet on the topic that organic agriculture and the related food industry are superior to the conventional food industry in quite significant aspects. These range from human health, animal welfare and the conservation of our environment to effective protection of the climate and our natural resources, social responsibility and global food security, all of which are listed in Naturland's booklet, available in German, entitled "15 gute Gründe für Öko-Qualität". Each of the reasons given, briefly but convincingly, leads the reader to the only logical conclusion: the future lies in our own hands, and depends on the decisions we make each day at the grocer's.

...✚ You can order the 20-page booklet for the price of a postage stamp from: naturland@naturland.de or download it from www.naturland.de/publikationen.html



Organic agriculture needs to become the guiding principle

In a joint statement, Bioland and Naturland call on politicians in Berlin and Brussels at last to accept global responsibility when establishing agricultural parameters. Citing the drastic despoliation of our natural resources and major inconsistencies in policy throughout Europe, both organic associations have drawn up a **list of demands for shaping the Common Agricultural Policy (CAP)** for the period starting 2013. They enjoin politicians to discard the old CAP two-pillar system and in future to relate subsidies to performance based on climate and soil protection, water and wildlife conservation and animal welfare, as well as social benefits. These two organic associations point out that organic agriculture, as the most sustainable form of agriculture, need to become the guiding principle to be followed in Germany and the whole of Europe when striving to establish a modern, sustainable form of agrarian culture.

...✚ For the complete statement (in German): www.naturland.de/agrarpolitik.html

Looking back on a successful year for "Naturland Fair" products

The chocolate fountain in pavilion 6 is a practical illustration of how "Naturland Fair" products from the north and the south blend together. Bananas from BanaFair, bread from Hopfsterei and dried fruit from dwp can be dipped into GEPA chocolate made with fair-trade milk from Milchwerke Berchtesgadener



Land. **This chocolate is the first ever global "Naturland Fair" product, which is soon to be joined by other items.** The approach taken by Naturland in its fair trade standards, encompassing the entire world, has met with a warm reception everywhere. Taken as a whole, the organic agricultural association Naturland can again look back on a successful year: small farmers' organisations in particular are particularly keen to become members, and several are on the point of being certified. ...✚ "Step by step to "Naturland Fair" certification" is a talk in German to be held at the BioFach on Friday, 17.2., 1 – 2 p.m. in room Helsinki (CCN Ost)

Information for consumers on antibiotics in livestock

Surveys performed in North Rhine-Westfalia show that antibiotics are still being used as a preventative measure or to fatten livestock. In conventional farming, the animals are kept in crowded conditions, have to grow quickly and can easily catch fungal diseases or bacterial infections. In organic agriculture, cows, pigs and hens are of course also not immune to diseases. However, the preventive measures adopted by organic farmers take the form of a **near-natural environment with access for fields, low stocking densities and longer fattening periods.** If the worst comes to the worst, they resort to alternative treatment methods with medicinal plants, homeopathy or acupuncture. Only when these possibilities have been exhausted is treatment with antibiotics permitted, under strict conditions. Naturland has compiled a new customer information sheet on the topic in German, "Antibiotika in der Landwirtschaft", giving details of all the important facts and figures. ...✚ You can download this information sheet here: www.naturland.de/verbraucher.html

Latest news: Naturland – full steam ahead!

No sooner is the International Green Week over than we are off to other important trade fairs and events – the most important being the BioFach in Nuremberg. Naturland and its partners look forward to welcoming you to its booths and this year for the first time to the Fish Market in pavilion 6.

BioFach:

Welcome to Naturland's booth party on Thursday, 16.2., from 6 to 9 p.m.!

12th to 14th February, 2012, fisch international
Bremen Exhibition Centre, www.fischinternational.com

15th to 18th February, 2012, BioFach, pavilion 6 on Thursday, 16.2.
Naturland booth party in pavilion 6 from 6 to 9 p.m. on Friday, 17.2.

„Die Schritte zur Naturland Fair Zertifizierung“ from 1 – 2 p.m. in room Helsinki (CCN Ost)

11th to 13th March, 2012, Boston Seafood
Boston Convention & Exhibition Center
www.bostonseafood.com

14th to 20th March, 2012, Garten München
Neue Messe Munich, www.garten-muenchen.de

24th to 26th April, 2012, European Seafood
Brussels Convention & Exhibition Center, www.euroseafood.com

For the latest information, see www.naturland.de



MARKET NEWS

Naturland's partners at the BioFach 2012

Demmel & Cie.

Manufaktur im Harzvorland, Casa Culina GmbH



Fruity products from the manufactory

Casa Culina GmbH, craft manufacturers of select delicacies from the foreland of Germany's Harz mountains, have launched two new creations bearing the Naturland logo on the market. Sloe with apple juice and sloe with plum juice now complement their range of jams. The fruit used flourishes in their own traditionally managed orchards and is harvested by hand. **Contact: Thomas Demmel, info@demmel-cie.de**



Banana jam on your breakfast toast

A new jam flavour has been concocted in Fürth, Germany. Not cherry, not strawberry, but fair-trade organic bananas, for a sustainable form of breakfast delight. The fruit is bought at the peak of its ripeness from smallholders and imported in purée form by **BanaFair**. **Banalade pur** is now available for sale, flavoured with cinnamon or delicious cherries. **Contact: Dr. Benjamin Keller, b.keller@banala.de, www.banala.de**



Customised crispbreads

BioBackHaus Stumpf composes customised crispbread varieties for its retailers, such as traders and bakeries, provided they order a minimum quantity of 50 kg. Naturland's creative partner offers to concoct a special recipe for any of its major customers and to supply the results in packages of 200 g, printed to the customer's own design requirements. **Contact: Hans Stumpf, h.stumpf@biobackhaus.com**



Fresh, fresher, freshest

Harvesting is carried out seven days a week at **Biopilzhof** in Germany's Oldenburger Münsterland, to ensure that their organic button mushrooms, shiitake and oyster mushrooms, reach shops throughout Germany as fresh as can be. This Naturland enterprise guarantees top product safety by cooling the mushrooms to 2° - 4° C straight after harvesting.

Contact: Tim Backhaus, t.backhaus@biopilzhof.de



Mussels with the Naturland logo

Wechsler Feinfisch GmbH is presenting a new product from its exclusive speciality range, Bio Mare, at the BioFach. Cooked mussels now join their range of trout, Irish salmon and Ecuadorian shrimps, all in Naturland quality. This fine seafood is grown off the south-west coast of Ireland employing a technique known as string culture.

Contact: Theo Jansen, info@wechsler-feinfisch.de



Salmon trout from Naturland's aquaculture

Organic salmon trout under the brand name **Followfish** are bred off Clew Bay in Ireland to Naturland's aquaculture standards, where they are fed organic fodder only. The fish are processed immediately after being caught and flash-frozen once only. In this way, in practical 200 g packages, they reach the freezers in German shops with their taste perfectly preserved. **Contact: Jürg Knoll, info@fish-and-more.de**



Wild West for gourmets

The chicken and turkey **Biofino** use for its products come from select organic farms only. This Naturland partner, from Ernstek, Lower Saxony, processes them for sale as fresh produce, frozen or convenience products, or in the form of cold meats, all of excellent quality. New inclusions are marinated turkey medallions and chicken cutlets in the "Wild West" range.

Contact: Christoph Reents, christoph.reents@biofino.de



ORIGINAL
FOOD

Wild coffee from the rain forest

The Ethiopian province of Kafa is the home of coffee and UNESCO has now declared it a biosphere reserve. Its forests are the habitat of wild coffee shrubs which smallholders harvest for their fragrant arabica beans. A German association, "GEO schützt den Regenwald e.V.", is championing this smallholder co-operative with the aim of guaranteeing the greatest possible protection for this part of the rain forest. **Original Food** buys the organic wild coffee from the smallholders at prices significantly above the global market level. Kafa coffee is available in three roasting grades, mild, medium and espresso, either finely ground or as whole beans, and bearing the Naturland logo. You can sample it at Naturland's booth at the BioFach. **Contact: Zoryana Dolinska, dolinska@originalfood.de**



EdelHell enriches the organic beer range

The master brewers at **Neumarkter Lammsbräu**, who always strive for top quality, have now created a classic lager (German: "Helles"). **Lammsbräu EdelHell**, certified by Naturland, is brewed from light barley malt, locally produced natural organic hops and mineral water from their own springs, and is bottom-fermented. In their cellars it is matured until it acquires an alcohol strength of 5.1% and an original wort of 12.1%.

Contact: info@lammsbraeu.de



Silvaner wins an award

Weingut Sander, wine growers in the German region of Rheinhessen, can congratulate themselves on winning a new award. Their "Silvaner Qualitätswein trocken 2010" took third place in the category "Basic" of the Internationaler Preis des Silvaner Forums 2011. The jury tested 407 wines from all over Europe. Sander has again managed to hold its ground against strong foreign competition. **Contact: Stefan Sander, info@weingut-sander.de**



High praise from Gault Millau

The wine growers **Cleebronn-Güglingen** have been distinguished by the renowned wine guide, Gault Millau, with the honorary title of "Discovery of the Year". Special mention was made of how consistently these organic vintners have pursued their concept of quality awareness. According to the wine guide, their red wine is on a par with the top class of the great vines.

Contact: Jens Scheffler, jens.scheffler@cleebronner.winzer.de



Quality wines to accompany first-class fish

Take your pick between a full-bodied Grauer Burgunder and a fruity Chardonnay. At the BioFach Fish Market two dry late harvest Spätlese wines from **Weingut Seck** are on the wine list, both of which harmonise perfectly with fish and seafood. Further wines, both red and white, as well as bottle-fermented sparkling wines from Naturland's partner in Rhine Hesse, can be sampled at our booth in pavilion 6.

Contact: Axel Seck, axel@weingut-seck.de



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