

Naturland

together
organic
worldwide

NATURLAND ROOTS, VALUES AND VISIONS



WHO WE ARE

WE ARE IN CLOSE TOUCH

WITH THE LAND, THE ANIMALS, NATURE

WITH FARMERS AND PROCESSORS

WITH CONSUMERS AND FOOD LOVERS

WITH LOCAL VICINITIES AND THE WORLD AS A WHOLE

WE SENSE THE HEARTBEAT OF ALL THINGS ORGANIC

WE HAVE ROOTS

WE HAVE VALUES

WE HAVE VISIONS

WE ARE MANY

AND WE ARE GROWING DAY BY DAY

TOGETHER. ORGANIC. WORLDWIDE.

**WE ARE ORGANIC.
WE ARE THE FUTURE.**

We are Naturland, one of the major international associations for organic agriculture worldwide. Along with 65,000 farmers, beekeepers, fish farmers and fishers in 58 countries throughout the world, we are living proof that organic, social and fair economic activity

can truly thrive in international co-operation. More than any other organic associations Naturland strives to reconcile the interests of local producers with those of international operations in a globalised world.

NATURLAND. TOGETHER. ORGANIC. WORLDWIDE.

Naturland was founded in 1982 and has since then always been open to rethinking organic concepts and producing impressive new organic innovations. We were the first in the world to support the conversion of a tea garden to certified organic production. We transferred the organic principle to the production of fish and seafood in aquaculture. And since organic for us has always meant commitment to social principles, too, social requirements are an integral component of the Naturland standards. Naturland Fair is a natural consequence of this principle,

combining organic agriculture with fair trade in one single certification process. Naturland farmers worldwide are demonstrating their commitment to a truly sustainable form of agriculture. The Naturland concept of togetherness is based on respectful relationships and vibrant communication. Every-one is included, from farmers to processors and consumers. Between town and country. Between the regions of the world. Because how we treat each other, how we do business and produce our food is crucial to the future of both humans and nature.

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OUR FARMERS ARE SHAPING THEIR FUTURE.

Naturland is an international association of organic farmers. The assembly of delegates, its highest decision-making body, is therefore composed of representatives of both the German and the international producers. In order to accord the international interests even greater weight, a World Advisory Board has also been constituted. It is composed of both international delegates and further

members who are elected by the assembly of delegates from candidates proposed by the Naturland board of directors. The members of this World Advisory Board represent the whole spectrum of the association's international activities. It is their responsibility to counsel the board of directors and general management in questions concerning the international strategy of Naturland.



WE WANT ORGANIC TO BE THE RULE. NOT THE EXCEPTION.

We are all consumers. This means we have an opportunity to encourage good developments and suppress bad ones every day by what we decide to buy. When we buy organic produce, this boosts a branch of agriculture which is making a vast difference:

- **natural plant fortification instead of synthetic chemical pesticides**
- **organic fertilisers and appropriate crop rotation without recourse to synthetic chemical nitrogen fertilisers**
- **biological diversity instead of genetic engineering**
- **species-rich cultivated landscapes instead of monocultures**
- **animal welfare using local organic fodder instead of importing animal feed and exporting meat, both detrimental to the climate**

Naturland farmers are often required to comply with more stringent requirements than those laid down in the EU organic regulation. For example they have to convert their whole farm to organic, and to keep fewer head of livestock per hectare of arable land or pasture. In this way they avoid over-fertilisation, so our ground water is better protected.

Whatever is good for the environment is also good for us humans. Naturland farmers produce healthy, untreated foodstuffs, which should stay like that whenever possible. This is why subsequent food processing is also strictly regulated. Of the 330 additives allowed in total under EU food legislation, only 47 may be used in organic foodstuffs. Naturland, in turn, allows only 22 of them.

Less is more in this case. Do we really still want to grow our food any other way?



WE'VE CRUNCHED THE NUMBERS: **ORGANIC PAYS FOR HUMANS** AS WELL AS FOR THE ENVIRONMENT.

There are those who claim that organic food is more expensive. However, foodstuffs produced on the cheap only appear to be a bargain. In actual fact, they cost us dear. The general public ends up bearing the follow-up costs of a form of agriculture which ignores the effect it has on the environment, humans and animals. In contrast, in organic agriculture the additional costs incurred to protect water, soil and climate, to preserve diversity and to maintain a culture of social responsibility, are already included in the price. This is the essence of a sustainable form of food production which acknowledges its responsibility to future generations.

The United Nations committed to global sustainability in the Agenda 2030. Naturland supports these 17 Sustainable Development Goals (SDGs). The challenge of shaping the future of our food supply in a sustainable manner has been our concern for the past 35 years. Organic agriculture can offer manifold, tried-and-tested solutions derived from its pioneering experience. Further evolving these solutions and gaining general acceptance for them in society as a whole is the common goal which Naturland farmers and partners of Naturland in the food industry and in wholesale and retail sectors are co-operating to achieve.





SECURITY INSTEAD OF ANONYMITY – THE NATURLAND QUALITY CONCEPT.

Quality assurance starts on the farms themselves. We know our farmers, wherever in the world they may be. Naturland is a community of farmers who produce top quality organic foodstuffs in accordance with stringent standards in 58 countries the world over. Independent inspection bodies are appointed to monitor the implementation of the standards. Besides their regular annual inspection tours, they also make unannounced, risk-orientated spot checks.

The quality of the inspection bodies themselves is of crucial importance, particularly in the international field. Naturland co-operates only with carefully selected inspection bodies, and we offer their inspectors courses of instruction on a regular basis. Naturland itself also submits to inspection by an external body. Accreditation to the internationally recognised norm ISO/IEC 17065 documents the credibility and transparency of our certification system

UNDER FARMERS CONTROL: INTERNAL CONTROL SYSTEMS

In order to enable even smallholders to acquire organic certification, Naturland developed an internal control system for farmers' co-operatives back in the mid-1990s. The system is so designed that members of the co-operative are trained as internal inspectors who then go out to inspect every single farmer for compliance with the Naturland standards.

The external inspector checks to see whether the internal control system is working correctly, a procedure which includes unannounced random risk-based spot checks of individual farmers. Besides this, the external inspector scrutinises the processing and marketing procedures and the flow of goods from harvest to export from the domestic port.

TRACEABILITY BACK TO THE PRODUCER.

One of our quality assurance (QA) measures is for Naturland to pay its own QA visits to farms in addition to the organic inspection tours. To do so, Naturland has its own representatives in the area who are wholly familiar with local conditions. Besides this, the

Naturland head office sends staff with experience in the international field to pay regular visits to member farms throughout the world. This close connection between the association and our member farms the world over is a key aspect of our quality assurance.



It should not actually need to be said, but we believe that human beings should treat their fellow-creatures with respect. Precisely because we live with them and from them. We at Naturland apply this principle to our high standards for animal husbandry, in pursuit of a holistic objective: healthy, happy livestock, the preservation of nature and the environment – and top quality produce.

WE TAKE GOOD CARE OF OUR LIVESTOCK.

Whether we are talking about cattle, pigs or hens, goats, sheep, turkeys or geese:

- **Naturland livestock have enough space in their sheds. Bedding material is obligatory and it keeps them busy.**
- **Year-round access to outdoor spaces or pasture is obligatory and strengthens the immune system.**
- **They are fed with natural fodder appropriate to their needs. In the case of ruminants, for example, such as cattle, this means feeding them an especially high percentage of roughage.**

As a result, Naturland livestock grow more slowly and in a healthier manner, even though organic breeds per se are still a rarity. Naturland dairy farmers, for example, do not aim for maximum milk production from their cows but rather for a good and appropriate yield over their productive life. And you can taste it if pigs or hens have been given time to grow! Nevertheless, even organically raised livestock can fall ill. The first resort of a Naturland farmer then is to natural therapies. If conventional medication does need to be administered, the waiting period is twice as long as the statutory requirements before eggs, milk or the meat of treated livestock may be sold.

IT IS CRUCIAL TO STRIKE THE RIGHT BALANCE.

Organic livestock produces quite a bit of manure, too. This is a good and important fertiliser, as long as there is not too much of it. The right ratio needs to be found between the number of animals kept on a farm, and the size of the arable fields and pasture on which the fodder is grown and where the manure and slurry are spread. This ratio is much

stricter in the Naturland standards than in the EU organic regulation. The aim is for organic fertilisers to stimulate biological activity in the soil and the growth of the crops, and not to pollute the ground water. And not to produce and consume more meat than is good for our planet. Less meat – greater enjoyment: that is organic too!



EVERYTHING UNDER CONTROL.

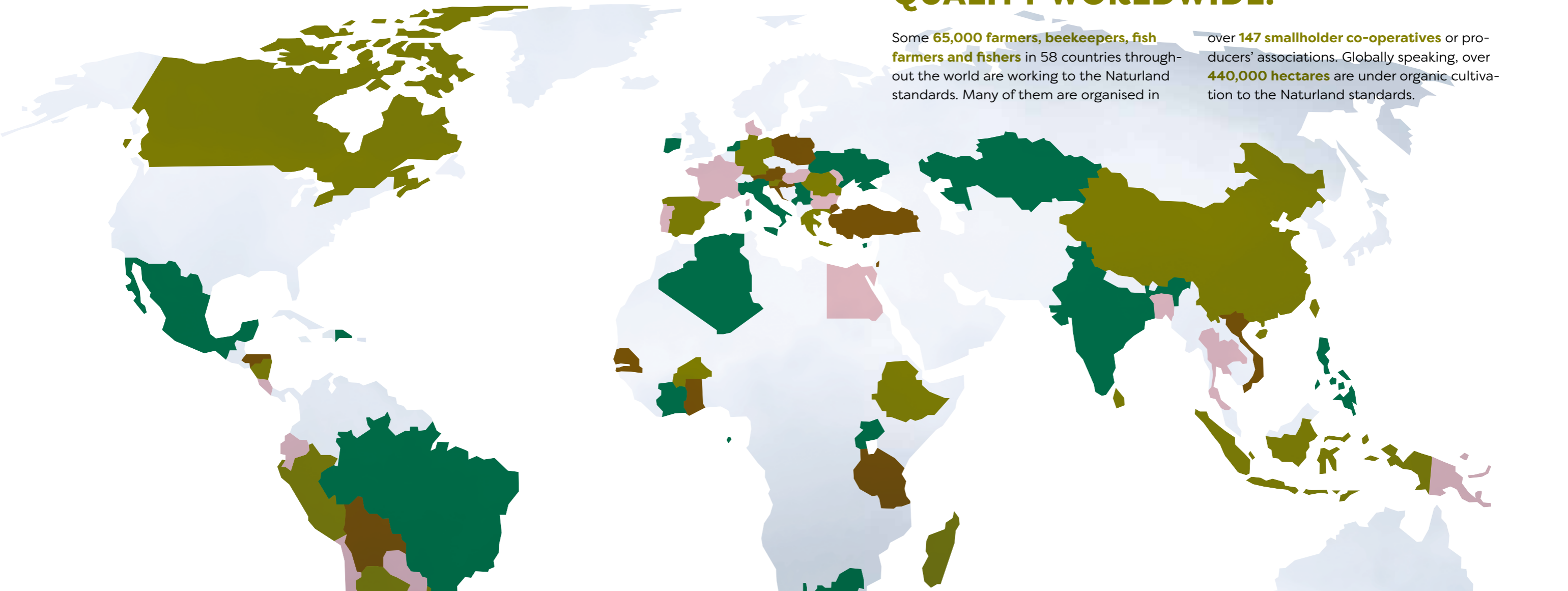
Pigs, poultry, cattle – all of them have their own species-specific Naturland organic standards on animal husbandry. Farmers can turn to the Naturland animal welfare officers for advice when putting them into practice. In addition, external animal welfare inspec-

tors help further improve the high standard of care on Naturland farms and identify any weak spots at an early stage. This is just one more aspect which distinguishes Naturland from the EU organic regulation.

NATURLAND QUALITY WORLDWIDE.

Some **65,000 farmers, beekeepers, fish farmers and fishers** in 58 countries throughout the world are working to the Naturland standards. Many of them are organised in

over **147 smallholder co-operatives** or producers' associations. Globally speaking, over **440,000 hectares** are under organic cultivation to the Naturland standards.



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Algeria	4	Dom. Republic	1,696	Kazakhstan	1	Senegal	83
Argentina	1	Ecuador	689	Madagascar	1,982	Serbia	188
Austria	395	Egypt	17	Mexico	2,507	Slovenia	2
Bangladesh	2,334	Ethiopia	7,467	Moldova	261	South Africa	106
Bolivia	1,279	France	62	Netherlands	12	Spain	104
Brazil	423	Ghana	461	Nicaragua	96	Sri Lanka	5,828
Bulgaria	2	Germany	3,721	Palestine	72	Taiwan	1
Burkina Faso	139	Greece	135	Papua New Guinea	3,019	Tanzania	843
Canada	9	Honduras	564	Paraguay	1,239	Thailand	1,833
Chile	1	Hungary	4	Peru	3,500	Turkey	83
China	62	India	12,951	Philippines	3,697	Uganda	2,833
Costa Rica	1	Indonesia	1,955	Poland	47	Ukraine	5
Croatia	1	Ireland	8	Portugal	1	Vietnam	1,345
Cyprus	30	Italy	130	Romania	31		
Denmark	3	Ivory Coast	72	São Tomé & Príncipe	1,136		



ORGANIC AND SOCIAL: ACKNOWLEDGING OUR RESPONSIBILITY TOWARDS HUMANS AND THE ENVIRONMENT.

To us, social responsibility is far from being just an afterthought. Our understanding of sustainability also includes the situation of people in their working and living environments. That is why the social conditions found on all farms and processing facilities certified to the Naturland standards come under scrutiny in the course of the organic inspection procedure, wherever they are in the world. Conformity is required with the Naturland Social Responsibility standards. With reference to such UN conventions as

those on human and children's rights, and the core labour standards of the International Labour Organization, they govern working conditions and protect the employees. The standards include the prohibition of exploitative child labour and any form of forced labour, as well as a guarantee of freedom of assembly and access to trade unions. Other key aspects are the adoption of measures on health and safety at the workplace, and opportunities for further education and training.

A PERFECT MATCH: ORGANIC, SOCIAL AND FAIR TRADE.

Any attempt to influence the future of our food production means thinking in terms of the bigger picture. This is why our commitment to organic agriculture included producers around the globe right from the start and was closely linked to the fair trade movement. As long ago as the mid-1980s, Naturland co-operated with GEPA - The Fair Trade Company in converting the first tea garden in the world to certified organic tea production. Over the years we have continued to develop this link between organic

and fair trade, in co-operation with other partners too, culminating in the introduction of certification to the Naturland Fair standards in 2010.

Naturland Fair not only pairs up organic with fair trade but also teams the north with the south. Organic agriculture will only expand if farmers can make a decent living. This applies equally to agriculture in the global north. That is why Naturland Fair includes them into the concept of fair trade too.



NORTH, SOUTH, FARMERS, CONSUMERS. EVERYONE IS A WINNER WITH NATURLAND FAIR.

Farmers in the global south also benefit from Naturland Fair in the north. Commodities made from combined north-south ingredients create new markets for their produce. Dairy produce, for example, certified to the Naturland Fair standards, such as fruit yoghurt varieties, are made with milk from Germany mixed with imported sugar, cocoa

or bananas – all organic, all fair trade. And thanks to Naturland Fair, the first entirely fair trade, organic milk chocolate was launched on the market. This makes everyone a winner – farmers, processors, retailers and consumers – because they are all links in a chain of joint responsibility and concerted action.



CLEARLY DEFINED RULES FOR FAIR TRADE.

In the case of fair trade products, the contents do not always match the label. In contrast to organic produce, there are no statutory minimum standards for fair trade. This is why it is that much more important that Naturland has established a set of stringent and obligatory standards.

Naturland Fair partners pay **fair prices to the producers**, cultivate **long-term, co-operative trading relationships** and acknowledge their **social responsibility**. **Procuring raw materials from local sources** and **commitment to communal projects** contribute to the common good.



Naturland

Fair

FAIR TRADE AND BRIGHTLY COLOURED: POTATOES FROM THE HIGHLANDS OF PERU.

The highlands of Peru are said to be the origin of the potato, which here comes in an almost incredible range of varieties. Esperita Guerrero Romero, a Naturland farmer, grows up to 80 different varieties of potato on an area of only three hectares. As a smallholder she is a member of Agropia, and thanks to fair trade the cooperative has been able to get a credit and build up their own processing plant. Today the motley potatoes are baked into crunchy crisps and bagged on site for export.

In this way the humble home-grown potato has been turned into a successful product making considerable local impact. Common consent is required on how the fair trade premium is to be put to best use. Ever more women are taking on leadership roles in the co-operative. And their children are now able to enjoy the benefits of further education. “My daughter, for example, is training to be an accountant,” says Esperita Guerrero Romero with pride.



Naturland

WILDFISH



AT NATURLAND, ORGANIC APPLIES TO WHAT LIVES IN WATER, TOO.

Fish is an important ingredient of a healthy diet. However, large segments of global stocks have been overfished or are close to it. That is why almost half of the fish we eat now comes from aquaculture. This in turn often causes its own problems: the fish farms place a strain on natural spaces, husbandry systems which do not respect animal welfare incur an extensive use of pharmaceuticals and the feed is not derived from sustainable sources. There are alternatives, as Naturland, a pioneer of organic aquaculture, has been demonstrating since the 1990s. In those days, salmon had turned into a cheap commodity and its production was detrimental to both the environment

and the fish themselves. This is why farmers started to explore new avenues in aquaculture. In co-operation with Naturland, the first organic salmon farm in the world was created, off the Irish coast. The spacious cages are far out to sea, with the effect that the salmon have to exert themselves swimming against the strong Atlantic currents. Since they are in constant movement and only eat top-quality organic feed, they develop especially tender flesh containing a high percentage of valuable omega-3 fatty acids. The first organic salmon was the start of a success story. Today, Naturland is the benchmark of organic aquaculture.

NATURLAND WILDFISH SMALL-SCALE FISHING WITH A FUTURE.

Lake Victoria in East Africa is known for its Victoria perch. In 2008 Naturland, in co-operation with other partners, developed the first certification of sustainable lake fisheries in the world. The idea was to make fishing in this region more sustainable and to improve the living and working conditions of the small-scale fishers. Today our wild fish project enables some 1,000 fishing families along the southern and western shores of the lake to earn a reliable and regular income. This is not self-evident, because fishers in many countries are among the poorest members of society.

Based on the experience gained at Lake Victoria, we have initiated other wild fish projects, for example along the North and Baltic Seas. In each case the aim is to make fishing existing stocks sustainable, protect the ecosystem and promote fair working conditions for the fishers. The Naturland standards on Sustainable Capture Fishery provide the framework for talks to be held between fishers, environmentalists, scientists and the authorities. Together they identify the relevant or critical points and establish detailed requirements, for example with respect to fishing gear and fishing practices.

NATURLAND FISH AND SEAFOOD – IRRESISTIBLE TASTE AND ARGUMENTS.

What mainly determines the size of aquaculture's ecological footprint is the source of the fish feed. Naturland requires that fish meal and fish oil contained in the feed derives mainly from trimmings of fish being processed for human consumption and not, as is common elsewhere, from fish reared in industrial fisheries specifically for feed production. The vegetable ingredients in the feed come from organic agriculture.

Currently Naturland is certifying some fifteen species reared in organic aquaculture: they range from European fresh-water fish such as trout, carp and salmon, to Mediterranean species like gilthead seabream and sea bass, to tropical freshwater fish such as tilapia, to shrimps, mussels and various species of algae. In nineteen countries these fish are reared under proper welfare conditions with minimal environmental impact. Herring, Victoria perch, cod, haddock and saithe from sustainable fishery complement the range of fish certified to the Naturland standards.



FOR SALE AND OWN CONSUMPTION.

Another feature, besides the environmental aspect, is that of social sustainability: for many smallholders, such as the more than 2,300 organic shrimp producers of the Organic Grower Group Satkhira, in Bangladesh, certification to the Naturland standards affords them access to the export market, protecting them from exploitative intermediaries and ensuring

them a reliable income. Besides these advantages, shrimps reared in extensive organic farms are eminently suitable for polyculture projects, where other crustaceans and fish are reared in the same ponds, for the farmers' own consumption or for sale on local markets. This creates additional income for the smallholders and their families.

- **CAREFUL CHOICE OF LOCATION**
- **PROTECTION OF WATER FROM POLLUTION AND CONSERVATION OF SURROUNDING ECOSYSTEMS**
- **CONSERVATION AND REAFFORESTATION OF MANGROVE FORESTS**
- **PROPER STOCKING DENSITIES AND ANIMAL WELFARE**
- **GMO-FREE AND NO CHEMICAL ADDITIVES**
- **NO GROWTH PROMOTERS OR HORMONES**
- **HIGH SOCIAL RESPONSIBILITY STANDARDS**
- **UNINTERRUPTED MONITORING THROUGHOUT THE PROCESSING CHAIN**
- **PROHIBITION OF ADDITIVES SUCH AS PHOSPHATE AND SULPHITES**
- **ALL INGREDIENTS USED MUST BE ORGANIC**





TEEMING WITH LIFE. THE SOIL IN ORGANIC AGRICULTURE.

Healthy soils are bursting with life. They are paradise for earthworms and home to myriads of other soil organisms. Soils like these are packed with power. They are less susceptible to erosion and can store more water and

CO₂. Healthy soil activity enhances sturdy and naturally resilient plants. You can tell healthy soil by the taste of its healthy fruits. All this accounts for the high priority we accord to conserving and restoring soil fertility.

MULTITASKING THE NATURAL WAY: THE NATURLAND AGROFORESTRY SYSTEMS.

Agroforestry systems are brilliant all-rounders. They mean that Naturland farmers cultivate permanent crops such as coffee and cocoa between shade trees. In this way they create valuable semi-natural habitats of great biodiversity. This also benefits the crops themselves, because they help to keep pests and diseases in check. The trees supply a lot of leaf litter and root mass. This biomass is a natural fertiliser for the soil, creates humus and protects it from erosion and dehydration. Such a diversified system of cultivation is also better capable of mitigating the effects of climate extremes.

Agroforestry systems also make an important contribution to food security. This is because the farmers harvest not only coffee and cocoa for export but also fruits such as bananas and citrus fruit, avocados, medicinal plants and wood for fuel or building for their own consumption or for sale on local markets.

For this reason, unlike the EU organic regulation, Naturland requires this particularly sustainable system to be adopted when cultivating coffee and cocoa.



FOOD SECURITY AND INCOME GENERATION: ORGANIC OFFERS FARMERS GREAT OPPORTUNITIES.

At Naturland we are convinced that improved access to knowledge and innovations in organic agriculture holds great potential for improving food security and raising the productivity of smallholders' farms in the world, in a sustainable manner. This creates stable production systems that at the same time make small farmers permanently independent of expensive agrochemistry. In addition, there is great potential to improve access for organic farmers to regional and international markets.

With this objective in mind Naturland is co-operating in various international development projects. For example in the so called Green Innovation Centres for the Agriculture and Food Sector (GIAE), which are part of a special initiative called „One world, no hunger“ of the German Federal Ministry for Economic Co-operation and Development in a total of 14 countries in Africa and India. Various other projects are focusing on the organic conversion of value chains, such as coffee in Burundi or cocoa in the West Cameroon.






LOCAL MARKETS: FEEDING THE WORLD.

In many countries of the global south today it is time for a closer connection between organic agriculture, fair trade and the development of local markets. Many Naturland farmers and local processors are increasingly taking advantage of such opportunities and Naturland is offering more and more support. With the expansion of regional organic markets in the countries of the global south, the development of organic agriculture will be regionalised and strengthened. At the same time an import demand for other organic raw

materials and products is created in these countries too, which in turn affords producers and the trade in other places export opportunities. In this way synergies are created in turn for all those involved. It is our vision to encourage the expansion of organic agriculture both in the global north and south whilst never losing sight of aspects of development policy for the global south.

As an association with members in 58 countries, we at Naturland are well equipped to do so.



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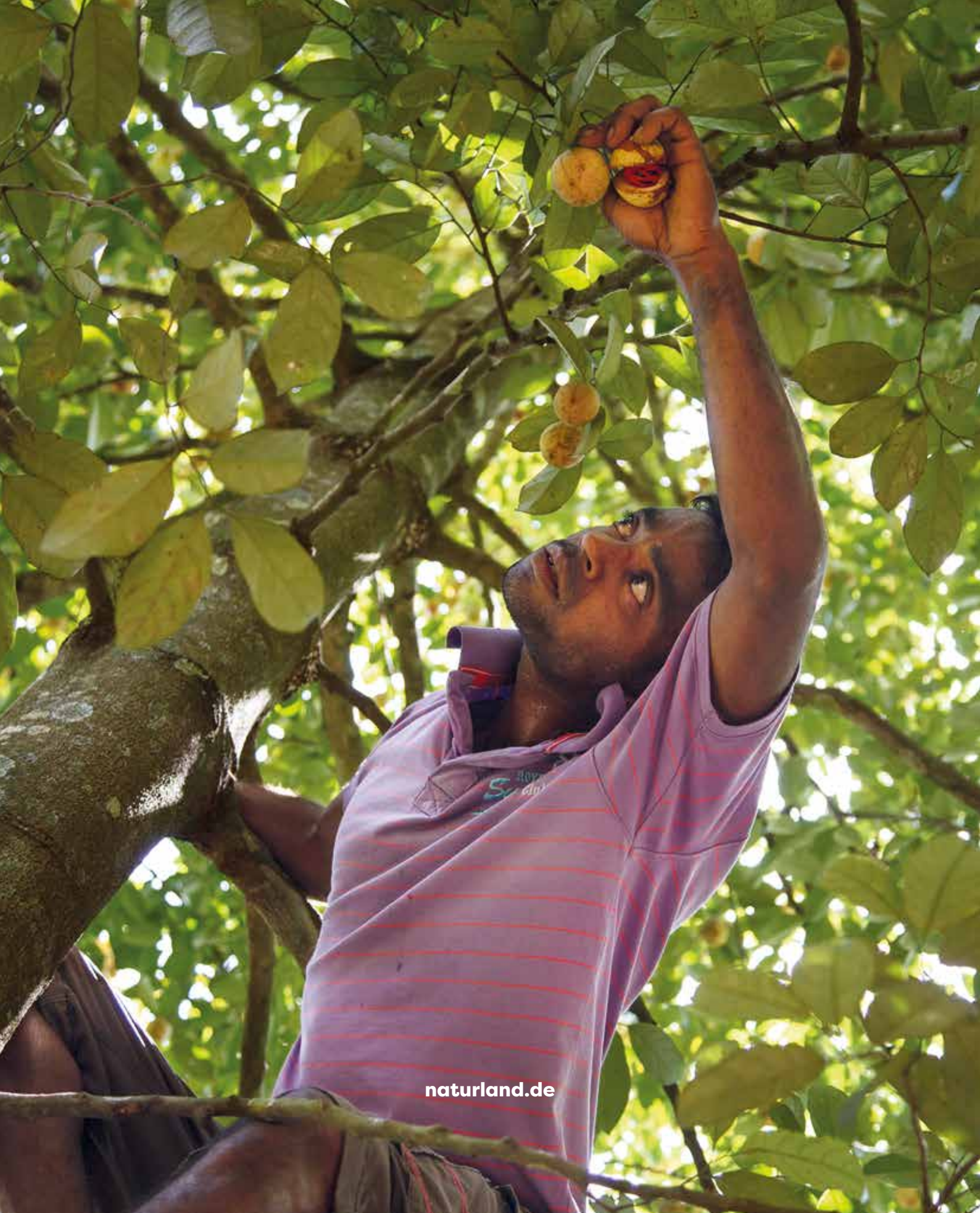
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