



together
organic
worldwide

Naturland International

ORGANIC EXPERTISE WORLDWIDE WITH NATURLAND

WE ARE ORGANIC. WE ARE THE FUTURE.

We are Naturland, one of the major international associations for organic agriculture worldwide. Along with 54,000 farmers, beekeepers, aquaculturists and fishers in 52 countries throughout the world, we are living proof that organic, social and fair economic activity can truly thrive in international co-operation.

Since our foundation in 1982, we have continued to make further developments in organic concepts and produced some impressive organic innovations. We were the first to convert a tea garden to organic agriculture. We transferred the organic principles to the production of fish and seafood in aquaculture. And we were the first association ever to combine organic and fair trade under one label.



ORGANIC BENEFITS BOTH - HUMANS AND THE ENVIRONMENT.

“Farmers from all over the world form the backbone of our organisation and make us one of the strongest organic farmers associations worldwide. Together we are shaping the future of organic farming.”

Hubert Heigl
Naturland President

“We, as international delegates in the Naturland World Advisory Board, support Naturland with pursuing topics which the international Naturland members feel strongly about.”

Dr. Hubby Mathew
PDS Organic Spices, India





SERVICE AND EXPERTISE – PROFIT FROM OUR STRENGTHS.



SUPPORT FOR CONVERSION AND COMPLIANCE

Naturland supports smallholder organisations, farmer groups and individual farmers in converting to organic production according to Naturland standards and provides follow-up support to optimise compliance with our standards. We offer a range of seminars and courses on topics such as Internal Control Systems, which are an important tool of quality assurance.

INTERNATIONALLY RECOGNISED CERTIFICATION

Certification by Naturland fulfils the most stringent internationally recognised standards. Accreditation to the norm ISO/IEC 17065 documents the credibility and transparency of our certification system.

ACCESS TO A GROWING ORGANIC MARKET.

A STRONG ORGANIC NETWORK

Being a member of Naturland, you belong to an internationally recognised organic producer association and become part of a powerful network linking producers, processors, manufacturers and retailers.

ACCESS TO THE ORGANIC MARKET

The Naturland trademark provides access for producers to a growing organic market and more than 800 processors sourcing Naturland certified raw products. The Naturland Zeichen GmbH is responsible for the licensing and marketing of the trademark.

LOBBYING

Naturland is a member of IFOAM, the International Federation of Organic Agriculture Movements, and is promoting organic agriculture and social responsibility worldwide. Naturland also campaigns for the interests of farmers, especially smallholders, in various networks and campaigns.





OUR STANDARDS – MORE THAN ORGANIC.

The EU Organic Regulation defines the minimum standards for organic agriculture. In contrast, Naturland makes higher requirements, e.g. with specific standards for coffee and cocoa and more particularly the conversion of the entire farm and compliance with the Naturland standards on social responsibility. These cover among other things human and children's rights, occupational health and safety as well as employment conditions.

THE NATURLAND LOGO STANDS FOR ORGANIC AGRICULTURE AND SOCIAL RESPONSIBILITY.



A PERFECT MATCH: ORGANIC, SOCIAL AND FAIR TRADE.

Organic agriculture is a modern and sustainable form of landuse that opens up very interesting prospects also for smallholders.

THE FUTURE OF ORGANIC AGRICULTURE DEPENDS ON WHETHER FARMERS CAN MAKE A LIVING FROM THEIR WORK.

This applies just as much to agriculture in the Global North as in the South. Since 2010, producers and processors can apply for the voluntary, supplementary certification according to the Naturland Fair

standards. They take into account the entire value chain on a global level and include fair prices for farmers and reliable long-term relationships. Compliance with these standards is monitored in the course of the annual organic and social inspection.

THE NATURLAND FAIR LOGO STANDS FOR ORGANIC AGRICULTURE, SOCIAL RESPONSIBILITY AND FAIR TRADE.

STEPS TO NATURLAND CERTIFICATION.

1. PRE-EVALUATING

In a pre-evaluation visit we will analyse chances and obstacles for a possible future certification on the spot. We will then take the decision whether a specific farming operation can be considered for certification.

2. SIGNING CONTRACT

If accepted, the farmer or farmer group signs a producer contract with Naturland. Therein, the farmer commits itself to comply with the Naturland standards and to regular inspections by an accredited control body.

3. GOING FOR INSPECTION

An independent inspection body will check conformity to our standards and give a detailed report to our certification committee.

4. DECIDING UPON CERTIFICATION

The certification committee decides upon the Naturland certification and its annual renewal after each year's inspection.

5. RECEIVING NATURLAND CERTIFICATE

If these steps have been successfully concluded, Naturland will issue a certificate, confirming the operator's approval as Naturland certified farm in conversion and thus you become a member of the Naturland Association for Organic Agriculture.

6. SIGNING CONTRACT WITH THE NATURLAND ZEICHEN GMBH

The use of the Naturland trade mark for labeling Naturland certified products is governed by a separate contract, the so called sublicense contract with the Naturland Zeichen GmbH. Once signed, you can sell your products as Naturland certified to your offtakers.

Naturland

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