

# WELCOME TO NATURLAND

Naturland –  
Association for Organic Agriculture

Introduction to Naturland



# Outline



## Introduction to Naturland

- History
- Mission
- Structure
- Core Service Areas
- Committees and divisions
- Naturland Worldwide
- Standards and Certified Products

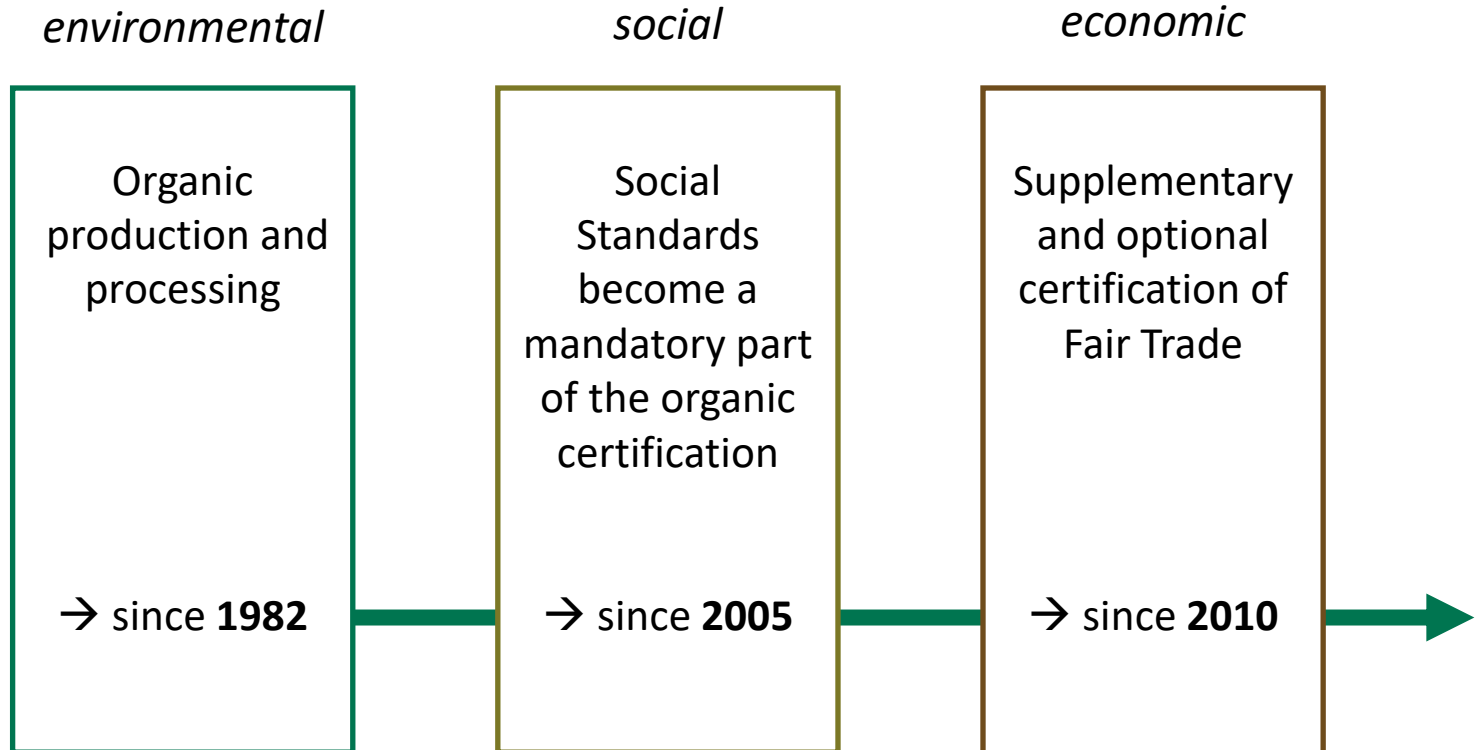
# 1. History



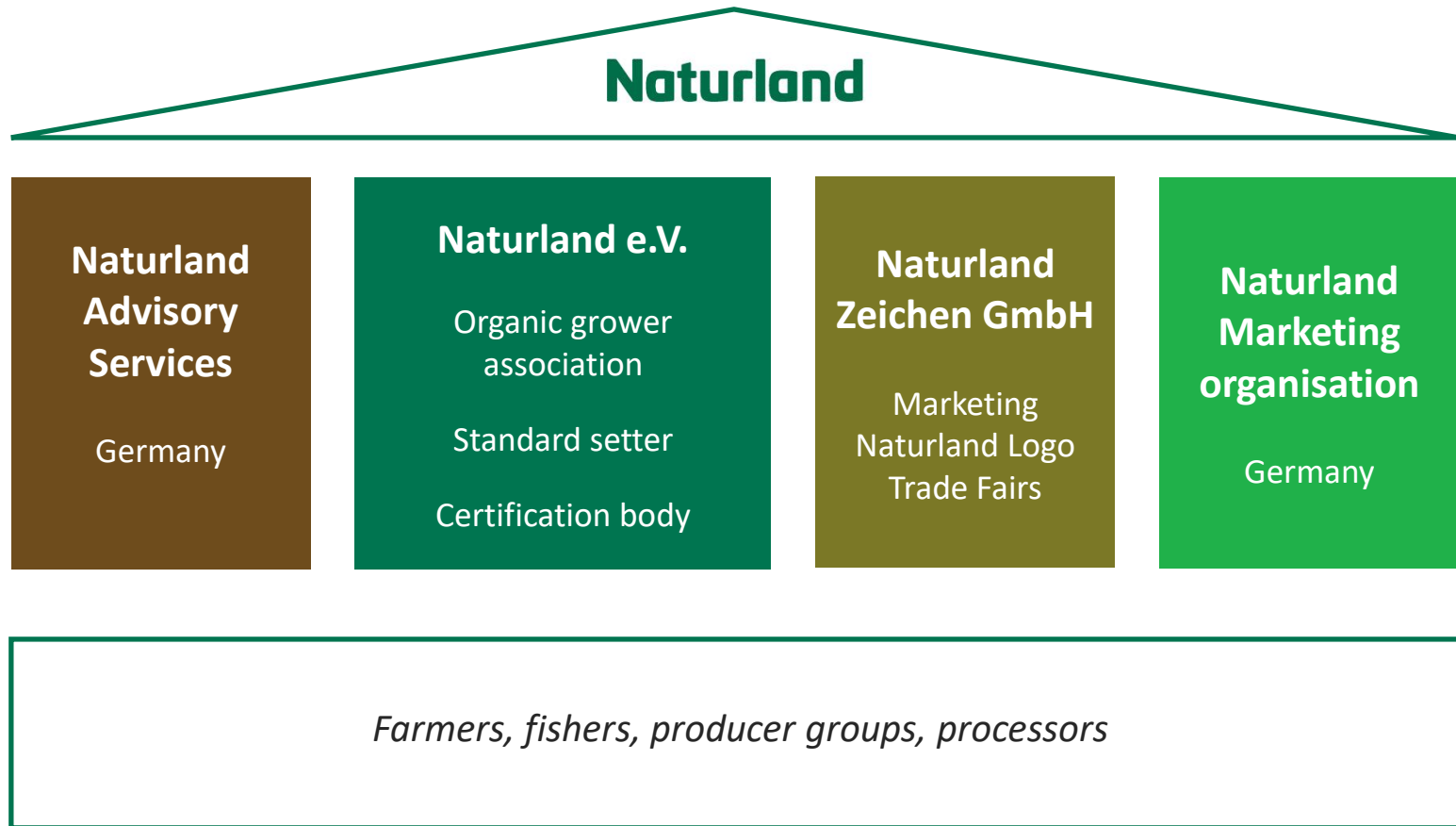
## Naturland e.V. ...

- ✓ ... is an association for organic agriculture, promoting organic farming worldwide, headquartered in Gräfelfing, Munich, Germany.
- ✓ ... was founded in **1982** by a group of **10 people** from different backgrounds (farmers, scientists and critical consumers)
- ✓ ... Naturland farmers and processors have been ground-breaking global pioneers for over 30 years.
- ✓ ... is now one of the largest international organic associations with about **141,000 farmers** and **1,100 processors** in **60 countries** (2021).

# 1. History



# 3. Structure



## 4. Core Service Areas



### Tasks of the Naturland organizations

- Development and certification of Naturland standards
  - Assurance of organic integrity and quality
  
- Support of Naturland farmers
  
- Marketing support for Naturland certified products
  
- Consumer awareness and lobbying

## 5. Committees and divisions



### Assembly of delegates

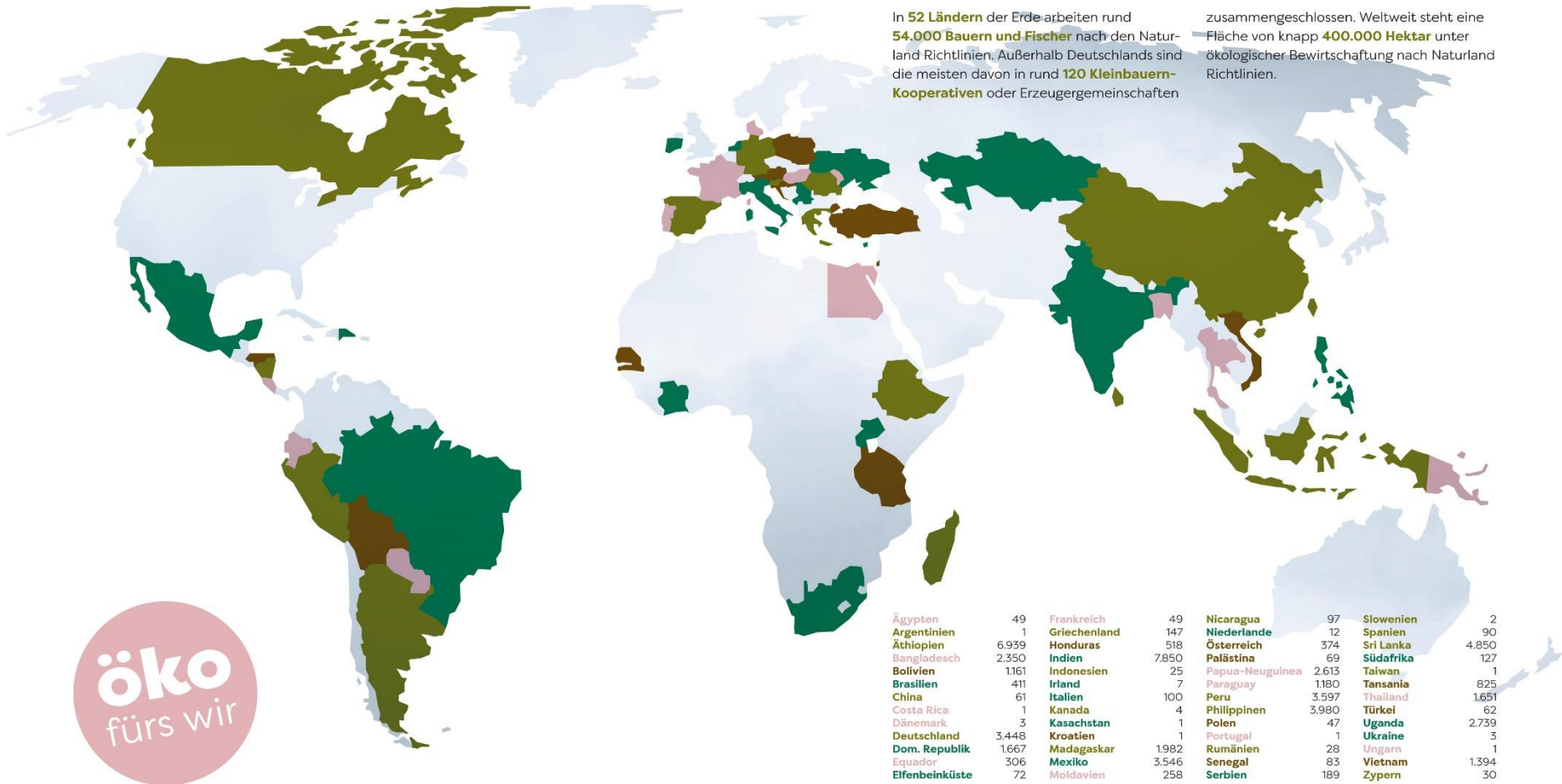
Honorary office

- ✓ composed of the **delegates of the German regional assemblies** and **international delegates**
- ✓ Representing the interests of Naturland members (equates farmers)
- ✓ Deciding on the objectives, policies and standards of Naturland
- ✓ Electing the board of directors, the standards committee and the certification committee



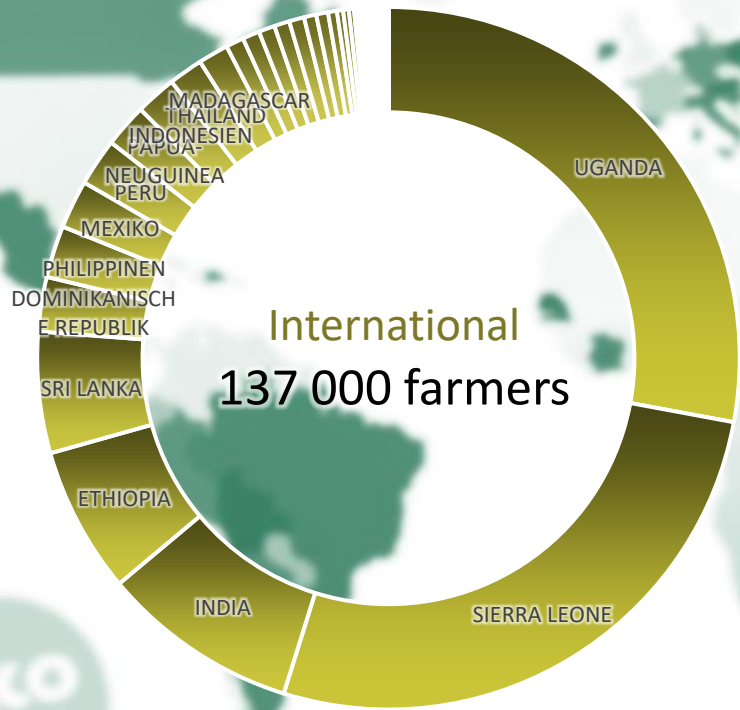


# 6. Naturland Worldwide





# 6. Naturland Worldwide



[2021]

# 7. Standards and certified products



## Standards Producers

- Production
- Aquaculture
- Beekeeping
- Forest management



# 7. Standards and certified products



## Standards Processors

- Processing (of groceries)
- Transport and slaughtering
- Gastronomy
- Cosmetics
- Textiles
- Timber



# 7. Standards and certified products



## Other Standards

- Social Responsibility



- Naturland Fair →



- Sustainable Fishery →



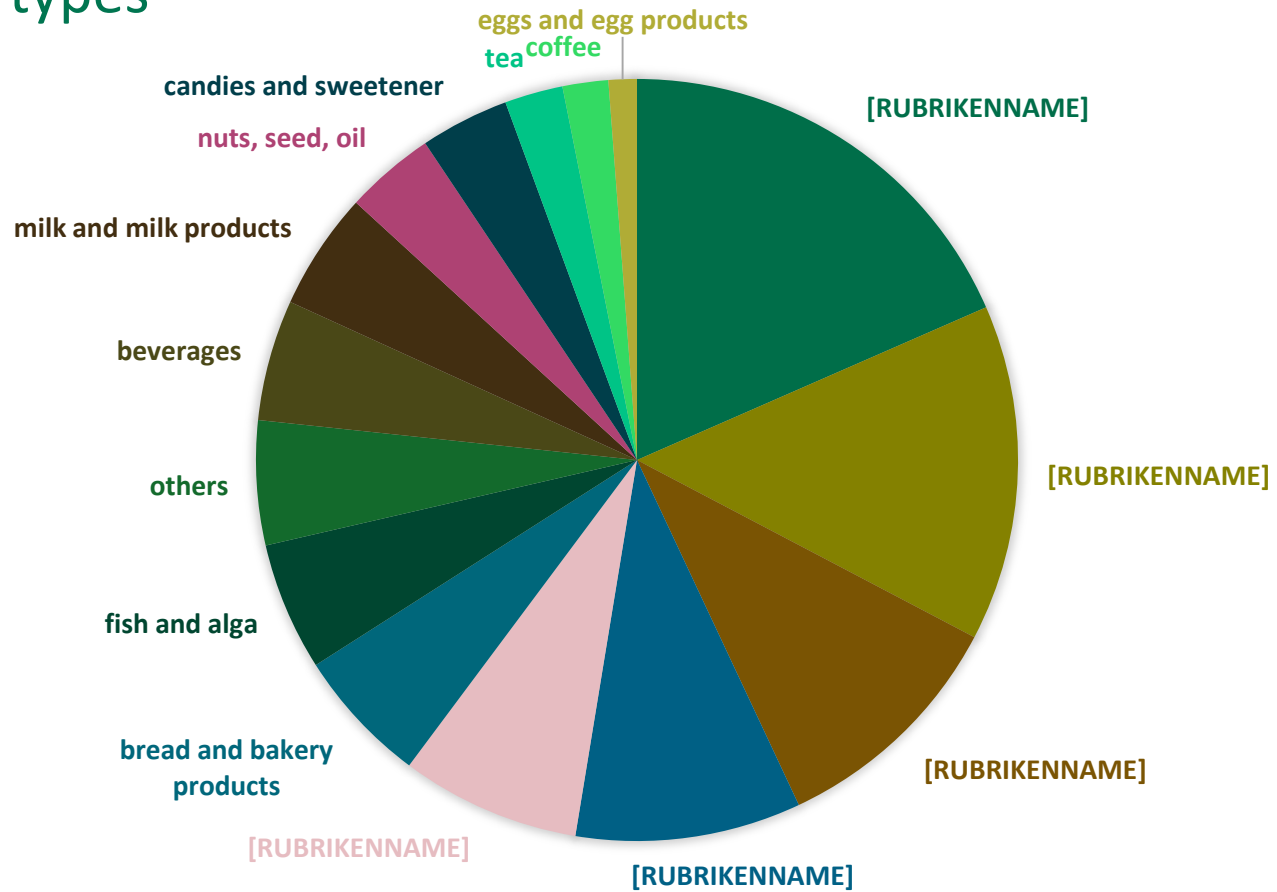
- Insects



# 7. Standards and certified products



## Product types



[2021]

## 7. Standards and certified products



### Examples of products



# 7. Standards and certified products



## Examples of products

Dairy and bakery products, eggs and meat from Germany



# 7. Standards and certified products



## Examples of products

Vegetables, fruits and pasta  
from Spain and Italy



# 7. Standards and certified products



## Examples of products

Cacao and coffee  
from South and Central American countries



# 7. Standards and certified products



## Examples of products

Shrimps

from Ecuador and Vietnam





On behalf of:



## Improving C-balances on livestock-free organic farms for the sequestration of atmospheric carbon

**EIKI (European Climate Initiative) is an initiative of the Federal Ministry of Economic Affairs and Climate Action (BMWK) in Germany to strengthen cooperation in the EU in the further development and implementation of its ambitious climate policy (Paris Climate Agreement).**

**EU has decided to become climate-neutral by 2050. EUKI finances and connects climate action projects in Europe to reduce greenhouse gas emissions and promote cross-border cooperation.**

**Relevant sectors: energy, industry, transport, private households, commerce, trade and services, waste, agriculture and land use.**

**Geographic focus: Central, Eastern and Southern European countries including Baltic states and EU accession countries.**

# Improving C-balances on livestock-free organic farms for the sequestration of atmospheric carbon



## For whom?

organic & conventional  
**farmers**, advisors, scientific,  
local and regional  
institutions in **Slovenia** and  
**Serbia**

## Why?

The humus content decreases  
continuously in soils for over 30  
years

## What?

Turning soils into  
effective carbon sinks

**Expected results: establishment of agriculture methods and crops to build up carbon with the connected value chains**



Videos



Workshops  
and Field  
days



Sharing  
knowledge  
in networks



## Contacts:

Naturland: [w.vogt-  
kaute@naturland.de](mailto:w.vogt-kaute@naturland.de)

KIS: [vladimir.meglic@kis.si](mailto:vladimir.meglic@kis.si)

IFVCNS : [snezana.jaksic@nsseme.co](mailto:snezana.jaksic@nsseme.co)