

JOINING FORCES WITH STRONG PARTNERS

For decades now we have been co-operating with GEPA, The Fair Trade Cooperative dwp eG and Bana-Fair, all three of them fair-trade organisations. Besides this, we play an active role in Forum Fairer Handel, the political network of fair trade organisations in Germany.

IF IT SAYS NATURLAND FAIR IT IS ORGANIC AND FAIR TRADE

Naturland Fair products with only one ingredient, such as tea, coffee, milk or cereals, are **100% fair trade**. Where Naturland Fair products are a combination of several ingredients, the percentage of fair trade raw goods is shown on the package. This will be at least 50% and must be increased as soon as further ingredients are available in Naturland Fair quality. **The Naturland Fair logo is the signpost to conscious and responsible purchases.**

Naturland is one of the world's largest international organic associations. With its 65,000 farmers, beekeepers and fish farmers in 58 countries, it is our mission to establish a system of farm management which combines organic and social aspects with fair trade policies.

Naturland

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Fotos: Canaan Fair Trade, Molkerei Berchtesgadener Land, Naturland e.V.



NATURLAND FAIR

Organic and fair trade from one source.
Both in the north and in the south.



**NATURLAND FAIR
UNITES ORGANIC
AGRICULTURE WITH
SOCIAL RESPONSIBILITY
AND FAIR TRADE**



WE BRING TOGETHER WHAT BELONGS TOGETHER: ORGANIC+SOCIAL+ FAIR TRADE

Naturland Fair is a supplementary certification which is only awarded to enterprises and for products which already comply with our stringent organic and social standards..

We are of the firm conviction that organic agriculture is capable of feeding the world. However, it is only viable if farmers worldwide are able to make a reasonable living from it.

This is why we have also been involved in fair trade from as early as the 1980s.

WE HAVE ESTABLISHED A CLEAR SET OF RULES FOR FAIR TRADE

Our Naturland Fair partners pay their suppliers **fair prices**, cultivate **long-term trading relationships** in a spirit of co-operation, and assume **social responsibility**. **Procuring raw goods from local sources** and involvement in **social projects** promotes the common good.

Our unique feature: Naturland Fair also includes producers in the global north in the concept of fair trade.

This makes it possible for Naturland to offer **organic fair trade products** combining ingredients from both the global north and south, such as, for example, milk chocolate made from milk from Germany, cocoa from the Dominican Republic and sugar from Paraguay. In doing so, stable partnerships are created which benefit farmers in all regions of the world.



**WE CONNECT
NOT ONLY ORGANIC
WITH FAIR TRADE
BUT ALSO
NORTH WITH SOUTH**