



## The farm producer's cooperative

### Teaser for the announcement of the Biofleisch NRW case story:

The cooperatively organised meat processing company Biofleisch NRW is striving with its farmers to achieve the highest organic quality from animal rearing to the finished meat product at the shop counter. However, one drop of bitterness still remains: When it comes to smoking, Biofleisch NRW still has to resort to conventional smoking methods that are harmful to the environment and the product due to the existing EU Organic Regulation.

**About and by Biofleisch NRW:** More than 100 farmers have joined forces to collectively market their organically reared pigs, cattle, lambs and poultry. All farmers are members of one of the organic associations Bioland, Naturland or Biokreis and farm according to their regulations, which go beyond the EU organic standards. About 100 tonnes of meat and sausage products, supplied by medium-sized slaughterhouses from the region, are produced at the production site in Bergkamen every month. The customers (classic butchers, organic food shops and retailers, clinics, canteens, restaurants and the meat-processing industry) in the region are supplied with their own fleet of vehicles and throughout Germany by refrigerated transport.



Andreas Sperber, Deputy Sales Managing Director at the producers' cooperative, not only wants to offer his customers the best organic meat, but also to go well beyond the standards in production.



Of course, Andreas Sperber is aware that conventional smoking methods pollute his organically produced products and the environment with ash, tar and PAHs - substances that should have no place under an organic declaration. But here, as with the replacement for reddening with nitrite curing salts, Biofleisch NRW has already found better alternatives - and has found a convincing, healthy and sustainable smoking process with the product- and environmentally-friendly CleanSmoke smoking process.

However, the producers' cooperative was quicker in doing so than the legislator allows in the EU Organic Regulation: After more than two years of discussions with experts in its committees, this body has not yet succeeded in licensing a smoking process that, in contrast to the conventional smoking process - with comparable smoking properties - is clearly more product-friendly and environmentally friendly for humans and nature. Particularly irritating: Conventional businesses are already allowed to smoke with CleanSmoke - organic businesses as real quality leaders in the meat market are not!



Andreas Sperber gets to the point: **“Our farmers are making the greatest effort, working according to strict organic association regulations, paying attention to animal welfare and good feed - but in the end we and especially the consumers have to bite the bullet: when**

**it comes to smoking, we are still not allowed to use the smoking method that is best suited for organic products. And this despite the fact that the major organic farming associations, national and European NGOs and even the German government support this smoking process for organic products. In the meantime, we have more and more customers in the specialised trade who are consciously avoiding smoked goods because they are concerned about consuming pollutants.”**

For further information on Biofleisch NRW, the products and sales outlets, please visit [www.biofleisch-nrw.de](http://www.biofleisch-nrw.de)

At [www.cleansmoke-information.eu](http://www.cleansmoke-information.eu) you will find reports and information from the CleanSmoke Organic Educational Campaign, which is working with associations, producers and processors across Europe to have CleanSmoke smoking included in the implementing rules of the EU Organic Regulation.