

DIE RÄUCHEREI

SUPERIOR HANDMADE SEAFOOD

Class, not mass!

Teaser for the announcement of the DIE RÄUCHEREI story:

DIE RÄUCHEREI wants to bring high-quality fish from certified aquaculture to the organic specialist trade. But European organic legislation is still refusing to allow the use of a recognised better, i.e. product and environmentally friendly, smoking process to be declared with a well known aquaculture certification recognized in the organic sector.

About "DIE RÄUCHEREI": Founded in December 1988 by Hans-Joachim and Marion Kunkel, today DIE RÄUCHEREI processes a variety of international fish specialities and choice seafood into exquisite delicacies of the highest quality. In Klein Meckelsen – between Hamburg and Bremen – the fish manufacturing facility uses classic craftsmanship to produce contemporary products with a high quality and convenience factor.



Hans-Joachim Kunkel: “We only refine selected fish delicacies in the best fresh quality for the exclusive cuisine. Whether for high-end gastronomy, the first class of well-known airlines, the best cruise ships in the world or the upscale retail trade – and, in corona times, increasingly also demanding private customers – in deep-frozen direct shipping. What counts for us first and foremost, therefore, is first-class raw materials that are as ecologically harmless as possible, which we process gently using modern methods and, of course, smoke in a product-friendly and environmentally-friendly way.”



The EU's regulation on organic agriculture does not allow product- and environmentally friendly smoking.

"At that time, we were the first company in the fish industry to receive approval to smoke our fish with CleanSmoke in a product- and environmentally-friendly manner in accordance with our quality standards. We cannot and do not want to smoke conventionally any more – also at the request of our private and commercial customers. No one can ask me, against my better judgement, to pollute my premium products, customers and the environment with harmful substances such as ash, tar, PAHs and 3-MCPD when smoking."

If DIE RÄUCHEREI – with the current corona-related decline in business with airlines and cruise ships – with high quality standards and long-standing, trusting supplier relationships wants to open up the organic trade as a new sales channel for fish from certified aquaculture, Hans-Joachim Kunkel sees himself clearly



disadvantaged by the "legislator": Competitors who smoke their organic products conventionally with the known pollution for humans, nature and the environment have a competitive advantage over Hans-Joachim Kunkel's responsibly product- and environmentally-friendly smoking business. And this in times of climate catastrophe and corona pandemic. **"It's a topsy-turvy world when it comes to organic products", says not only Hans-Joachim Kunkel.**

Background information: Together with Naturland and the CleanSmoke Coalition, Hans-Joachim Kunkel has been campaigning for years to convince the higher-level Agricultural Commission of the European Union and the responsible state office in Lower Saxony that the best smoking process available on the market must be permitted for fish products from certified aquaculture and wild catch.

But contrary to the positive attitude of Naturland and other organic associations towards CleanSmoke smoking, the implementing regulations of the EU Organic Regulation still prohibit the use of the product- and environment-friendly, healthier CleanSmoke smoking process.

The European Commission's Science and Knowledge Service

Although the Joint Research Centre (JRC) in Seville, as the scientific arm of the European Union, rates CleanSmoke smoking as a "Best Available Technique (BAT)" even ahead of friction smoke – the Expert Group (EGTOP) of the EU Agricultural Commission has so far neither acknowledged nor implemented this assessment from the EU's own science department.

For more information about DIE RÄUCHEREI, the products and sources of supply, please visit www.die-raecherei.com.

At 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.