

Packlhof

BIO-METZGEREI

A centuries-old family business

Teaser for the announcement of the Packlhof case story:

In addition to the Bioland guidelines that go beyond the EU organic standard, the exclusive meat and sausage producer for the Alnatura organic supermarkets meets its own regional and fair standards from rearing to processing – Packlhof also places these demands on cooperation partners and suppliers.

About and from Packlhof: Meat and sausage products are processed and preserved here gently, with craftsmanship, without chemical additives, only with organic-natural ingredients, with the highest value being placed on artisan production. The entire range of sausages and meat products is produced in accordance with the strict guidelines of the Bioland association. Only our own spice mixtures are used, naturally from purely organic cultivation. Nitrite curing salt and the like are not used.



Florian Holzmayr, master butcher and managing director, told us a very special success story: "The Packlhof organic butchery not only supplies the Urban family's large organic supermarket and bistro-canteen in Eurasburg, but is also the exclusive meat and sausage supplier for the more than 130 Alnatura organic supermarkets throughout Germany with its own dam herd of Pinzgau cattle on 50 hectares and a modern processing plant. These purebred Pinzgauer breeding animals are characterised by robustness and a particularly good meat quality. Like many old breeds, they are far superior to today's specialised breeds in terms of vitality, longevity, resistance to disease and stress, as well as taste.

More than 80 employees process the animals supplied by certified organic slaughterhouses in the region. The high quality of the tasty organic meat and sausage products is the calling card of the family business. For Florian Holzmayr and the Urban family, it forms the dependable basis for the 20-year cooperation with Götz Rehn and his Alnatura supermarkets.



"During our visit to Eurasburg, Florian Holzmayr was quickly convinced of the product and environmental benefits of smoking with pre-purified smoke," says Jürgen Michalzik, head of the CleanSmoke Organic Educational Campaign. "The expansion of the production facility that was being planned at the time would have been an ideal occasion to implement the consistently high ecological and sustainable standards



of Packhof and Alnatura in smoking as well. But unfortunately we had to put Florian Holzmayr off in the end. Product and environmentally friendly smoking with pre-purified smoke (CleanSmoke smoking process) has not yet been included in the implementing provisions of the EU organic regulations - and is therefore not approved for the organic-certified Packhof farm and the quality and environmentally conscious Alnatura customers, despite considerable advantages for humans, nature and the environment."

The "CleanSmoke smoking" dossier submitted for this purpose by the German federal ministry of food and agriculture [BMEL] with the support of organic growers' associations and NGOs had not yet been finally discussed in the EU Agriculture Commission at the time, more than 2 years ago – and still has not been.

For further information on the Packhof organic butchery, the products and nationwide Alnatura sales outlets can be found at www.packhof.de or www.alnatura.de

At www.cleansmoke-information.eu you can 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 Regulations.