

Waldgourmet

If meat, then game meat - that is how the Waldgourmet credo goes

Teaser the announcement of the Waldgourmet story:

With CleanSmoke, the relatively new direct marketing start-up “Waldgourmet”, which specialises in local game meat, is focusing on product-friendly and environmentally-friendly smoking. However, for the planned business expansion with Demeter grazing cattle - outside the game season - Waldgourmet would have to use conventional smoking - the implementation rules of the EU Organic Regulation do not yet permit the clean CleanSmoke smoking process.

About and by Waldgourmet: Mass meat consumption is bad for everyone: us humans, the animals, the whole planet. Waldgourmet was founded out of the desire to offer a future-oriented alternative. For people who prefer to eat good meat only once in a while and consciously. Our game meat comes exclusively from free-ranging wild animals from our region. Germany has one of the highest densities of game in Europe and clearly defined shooting plans help to keep the forest ecosystem in balance. Without any detours, the game that our partners hunt reaches our factory in Altmark, Saxony-Anhalt, and from there directly to our customers. Fresh premium quality from local forests.



Marian Bohndick, who is responsible for marketing at Waldgourmet, grew up with game meat as a hunter and learned the business from scratch in his parents' game trade. With his relatively young start-up Waldgourmet, he has established a multiple-conscious alternative to industrial factory farming in direct sales and would like to make people more aware of their environment again.

After he had dealt more intensively with the processing step of “smoking”, it was quickly decided that: For the best meat from the forest, a particularly product-friendly and environmentally-friendly smoking process was required - that's why Waldgourmet has been smoking with CleanSmoke since the beginning.

Marian Bohndick in conversation: *“When an expert told me that a conventionally smoked sausage puts about as many pollutants into my body as a cigarette, my decision was made - conventional smoking with tar, ash and PAHs on our game meat won’t do for us at all.”*



As Waldgourmet sees it, game needs neither an organic nor an ecological label. However, game meat is a highly seasonal (winter) product - in order to achieve a stable business all year round, Waldgourmet now also markets grazing animals.

“We are now starting our grazing season with a special box, which we will introduce in the future to compensate for seasonal fluctuations in the availability of wildlife. After intensive consideration and search, we found farmers who keep their cattle particularly close to nature: a Demeter farm that supplies us with Galloway cattle and water buffalo from an EU Decade project here in the region. Thus, our partners' cattle also act to preserve nature and the landscape, and are not only kept for meat production.”



Of course, the Waldgourmet team also want to offer the same high quality with the grazing beef products as with their wild animals. However, they came up against a limiting regulation in the implementation rules of the EU Organic Regulation: This still does not permit the product-friendly and environmentally friendly CleanSmoke smoking process for certified organic products such as their Demeter Galloway cattle: Organic producers and

processors are paradoxically obliged to smoke their meat products conventionally - with all the disadvantages and pollutants - or to do without the claim of certified organic origin.

For more information on Waldgourmet, its products and manufacturing processes, please visit www.waldgourmet.de.

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 Campaign.