
The Bioland Association in brief

The Bioland Association

Bioland is Germany's largest organic farmers' association. Bioland was founded in 1971 by farmers who based their organic farming method on the principles developed by Dr. Müller and Dr. Rusch. The research of these two scientists in the thirties of the last century resulted in an organic farming method called "organic-biological farming".

Members as of January 2009

in Germany and South Tyrol: 4.967

Farmed hectares

in Germany and South Tyrol : 243.964

The Bioland Standards

Based on the organic-biological method the Bioland farmers gave themselves organic farming standards, which they continuously maintained, adapted and developed, so that it now includes all aspects of a modern organic agricultural production, animal husbandry as well as food processing. It even spans further to specialties, e.g. bee-keeping, fresh water fish production, ornamental flowers or hop.

The Bioland organisation operates nation-wide serving members and contract partners with regional associations in all German federal states and South Tyrol, a region in the northern part of Italy.

The Bioland Processors

In addition to agricultural production standards, the Bioland farmers developed processing standards on the basis of the wholefood nutrition recommendations.

The cooperation with the processors enriches the Bioland product range available to Bioland trade partners and consumers.

Processors as of January 2009:

bakeries	331
butchers	108
grain mills	59
dairies	39
breweries	28
fruit juice & wine producers	36
Hotels & Restaurants	46
others	191
Total	838

The Bioland Range of Products

The Bioland farmers in cooperation with their contract partners offer a wide range of organically produced food, whereas the farmers provide typical agricultural products such as grain, vegetables, fruit, honey, hops, wine, milk, eggs, meat etc.

This range is completed comprehensively by our contract partners with such products as cereals, bread and all kinds of pastries, noodles and pasta, all dairy products, meat products, beer, juices etc.

Bioland employs several ways of marketing. The Bioland products are either directly marketed to the consumer via markets, shops on the farm, direct delivery service or, on a regional basis, directly to processors and trade partners. Furthermore the marketing via contract partners expands into supermarkets to reach even more consumers. More and more the demand from abroad increases for Bioland raw and processed goods, which go into export.

The Bioland trade mark

Bioland is a registered trade mark all over Europe. The Bioland Association is the sole holder of the Bioland trade mark, contracting and certifying Bioland members and processors as well as defending and protecting the trade mark against miss-use on the market.

The Bioland trade mark is highly respected, credible and well-known. Recent consumer polls have shown that with 84 percent supported degree of awareness Bioland is the most familiar organic trade mark in Germany.

The Bioland Inspection System

All Bioland members and contract partners submit to the Bioland inspection system. The compliance with the Bioland standards is inspected in addition to the legal requirements as stipulated by the EU-regulation 834/2007 on organic agriculture. The Bioland inspection system supports the high credibility of the Bioland trade mark.

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