

ECOEUROPE

quality & tradition



ECOEUROPE - QUALITY AND TRADITION

Europeans know that Singapore is an exceptional place and a very important spot on the map of global culinary heritage, where traditions of Chinese, Malaysian, Indonesian, Indian and English cuisine were skilfully connected and mixed together. We prepared a promotional programme with the aim of piquing interest and inspiring people from the region by presenting them with our organic products from European countries, including Poland.

The ECOEUROPE - QUALITY AND TRADITION promotional and informational campaign was created in order to enable people from all over the world to experience the exceptional taste of organic products from the European Union. Another event connected with the campaign will take place from the 12th - 15th of April during the 20th International Exhibition of Food & Drinks Food & Hotel Asia 2016 in Singapore.

Why it is worth tasting organic food from the European Union and introducing new elements from the traditional cuisine of the Old Continent to Singaporean cuisine? There are several significant reasons.

Organic agriculture is, in layman's terms, a way of management for sustainable crop and livestock production within a farm, based on biological and mineral products which have not undergone any technological processing. At all stages of production from cultivation of plants and animal husbandry to processing and distribution the producers and growers strictly refrain from using any agricultural, veterinary or food chemicals.

Organic farms in the European Union do not use any synthetic fertilisers or insecticides on crops, nor do they use antibiotics or growth hormones in breeding. Eco-farmers may not sow any genetically modified seeds. They may use crop rotation in order to preserve good soil quality, and they may also use natural fertilisers compost and manure. Both eco-farms and organic processing plants are monitored on a regular basis and certified according to the stringent European system of organic production.

Cultivation of fruit and vegetables, organic farming and processing is the most dynamically growing branch of agriculture in the EU. The data presented by the European Commission shows that organic farming acreage accounted for 5.6% of all agricultural

acreage in all the EU countries in 2014, compared to less than 1% in other areas of the world. This indicator is also steadily growing for European companies operating in the organic food production industry.

The fact that a given product was produced in accordance with principles of organic production is confirmed by a special certificate, indicated by the Euro-Leaf. The symbol is composed of stars, derived from the European flag, arranged into the shape of a leaf on a green background. This symbol evokes two distinct associations: Euro and Nature. The use of the logo is compulsory on the packaging of all organic products produced in the European Union that meet the applicable standards.

The 20th International Exhibition of Food & Drinks Food & Hotel Asia 2016 in Singapore will be an opportunity to experience the exceptional taste of organic products from the EU. Look for the Euro-Leaf at the 9W2-07 exhibition stand.

ECOEUROPE - QUALITY AND TRADITION is a promotional and informational programme spanning three years, created in order to promote organic food and food products from the European Union.

It is carried out by National Association of Processors and Producers of Organic Products "Polish Ecology", whose operations are based on cooperation with scientists from the best research centres, with state-of-the-art laboratories and certification authorities. The Association cooperates with the IFOAM (International Federation of Organic Agriculture Movements). The goal of the "Polish Ecology" Association is the promotion of food and food products which have the Organic Farming Certificate, are marked with the Euro-Leaf and are distinguished by their exceptional taste and quality, which are the result of conforming with the established tradition in agriculture and animal farming, adhering to the rules and standards of organic farming, as well as the high standard and quality of bio-crops and bio-processing according to the HACCP (Hazard Analysis and Critical Control Point) standards, international ISO standards, Quality Management Systems, as well as Good Manufacturing Practice (GMP) and Good Hygienic Practice (GHP).

You can find out more about the EcoEurope - quality and tradition programme on our website: www.eu-organic-food.eu



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Agencja Rynku Rolnego AND ALSO THE PORK PROMOTION FUND,
THE BEEF PROMOTION FUND AND THE
FUND FOR THE PROMOTION OF FRUIT AND VEGETABLES

