

GET TO KNOW THIS TASTE AND APPRECIATE ITS VALUE



What's behind the motto "EcoEurope – quality and tradition"? The simplest answer is: the production of organic food with a constant concern for the environment and animal welfare; putting the emphasis on the kind of product taste that has a close connection to tradition – in cultivation, animal rearing and processing.

Ecological farming and food processing in the 21st century have become an alternative to their conventional counterparts. This branch of European agriculture is developing dynamically in Europe – there are more farms, animal rearing and food processing plants. Organic farming on our continent makes up approx. 6 per cent of all arable land and covers over 10 million hectares. Over 220 thousand specialised agricultural holdings with organic production certificates are involved in farming and animal rearing. Clean air, uncontaminated soil, the use of green and mineral fertilisers, biological and agrotechnical methods of plant protection, as well as care for the welfare of animals – these rules are strictly followed by the farmers and producers using the distinctive Euro-leaf symbol.

Scientists emphasise that organic food is richer in nutrients, contains more vitamins, microelements, proteins, omega acids and antioxidants, as well as being free from carcinogenic heavy metals. The products thus ensure a more balanced diet, as well as a better condition for the body and mind. It is worth reaching for them, remembering Hippocrates, who urged: "Let food be thy medicine, and medicine thy food."

It is high time for consumers from other continents to reach for ecological products from Europe and implement Hippocrates' wisdom in their lives.

There are increasingly more bio-farms in Europe where grains and vegetables are cultivated. There is a growing acreage of orchards which produce organic fruit. A growing number of farmers are opting for eco-friendly rearing of pigs, cattle and poultry. Producers of organic food – drawing from tradition, regional legacies and culinary heritage – are offering meat, fruit and vegetable products made according to old recipes.

It should be emphasised that the farmers, organic growers and processors did not stop at tradition. This is a group of highly educated people, who follow scientific progress and use the latest technological developments. Innovative methods are used in bio-production to ensure the freshness of the products, as well as their flavour and nutritional value, which opens up new markets with demanding customers.

It is precisely because we know the expectations of Singaporean consumers that we have chosen your country to present the programme that promotes organic food from European Union countries.

The "ECOEUROPA – QUALITY AND TRADITION" programme is conducted by the Polish Association of Processors and Producers of Organic Products "Polish Ecology", which bases its operations on collaboration with scientists from leading research

centres, state-of-the-art laboratories and certification authorities. The association also works closely with the IFOAM organisation (the International Federation of Organic Agriculture Movements). "Polish Ecology" aims to promote those food products which hold the Organic Farming Certificate, the Euro-leaf symbol, and are characterised by their unique taste and quality resulting from drawing on the traditions in farming and animal husbandry, from compliance with organic farming principles and standards, as well as from stringent standards for organic production and processing in accordance with systems such as HACCP (Hazard Analysis and Critical Control Point), ISO standards (Quality Management Systems) and GMP (Good Manufacturing Practice) and GHP (Good Hygienic Practice) standards.

For more information, see our website: www.eu-organic-food.eu

