

ECOEUROPE

quality & tradition

European Organic Food



INNOVATIVE ORGANIC PRODUCTS FROM EUROPE

Given that the Summer Fancy Food Show is the largest and most prominent American trade show for food products offered by producers from around the world who focus on innovative solutions in production, among other things, it is only appropriate for the exhibitors from Europe to also show up at the event. For the second time, the Summer Fancy Food Show in New York will be attended by the representatives of the "Polish Ecology" Association, presenting a promotional programme titled "ECOEUROPE – QUALITY AND TRADITION".



The guests who visited the "ECOEUROPE – QUALITY AND TRADITION" stand at the trade show last summer were able to learn about the idea behind this exceptional promotion, as well as get to know the product offer presented by the programme. All of them admired the organic food from Europe, admitting that it is worth propagating across the United States. It is already well-known in many countries, partially thanks to this promotional programme, which – by participating in trade shows and exhibitions in Asia and America – has become a platform for collaboration of European organic producers with distributors and traders from across the globe.

Caring for the preservation of the culinary and agricultural heritage of the Old Continent by taking advantage of state-of-the-art technological solutions and innovations in bio-food production is one of the main goals pursued by the creators of the "ECOEUROPE – QUALITY AND TRADITION" programme and

everyone who is in charge of bringing it to life. All of them want to draw attention to the dynamic development of organic farming and processing in the European Union.

The producers of organic food products – distinguished by the EU certificate, symbolised by the characteristic Euro-Leaf – draw on tradition, regionalism and culinary heritage in the process of production and processing, offering the consumers processed fruit and vegetables, as well as meat products produced according to the old recipes, using cutting-edge technology. Organic food producers from the European Union, Poland included, focus on innovative solutions, which allow for preserving the freshness, taste and nutritional benefits of their products.

The three year-programme promoting organic food products from the European Union is carried out by the "Polish Ecology" Association of Processors and Producers of Organic Products, on the basis of cooperation with scientists from the best facilities, state-of-the-art laboratories and certification bodies. The Association also cooperates with the IFOAM organisation (International Federation of Organic Agriculture Movements). The goal of the "Polish Ecology" Association is to promote food products bearing the Organic Agriculture Certificate and the Euro-Leaf, characterised by exceptional flavour and quality, stemming from referring to traditions in farming, adhering to the principles and standards of organic farming, as well as the high standards of bio-crops and bio-processing, such as HACCP (Hazard Analysis and Critical Control Point), ISO (Quality Management Systems), as well as GMP (Good Manufacturing Practice) and GHP (Good Hygienic Practice).

"ECOEUROPE – QUALITY AND TRADITION" aims to promote the outstanding taste of organic products from the European Union; therefore, it is worth visiting the programme's exhibition stand during this year's Summer Fancy Food Show. Every day, the best chefs from Poland will present their own eco-shows, proving to everyone that organic fruit and vegetable farming, as well as animal production and processing, is the most dynamic branch of agriculture in the European Union, and organic products, with their truly exceptional taste, should find their way to every American table.

You can find out more about the "ECOEUROPE – QUALITY AND TRADITION" programme at: www.eu-organic-food.eu



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Agencja Rynku Rolnego

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