

# ECO EUROPE

quality & tradition

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EUROPE



## Our strengths – tradition and innovation

„ECO-EUROPE – QUALITY AND TRADITION” is a slogan which will dominate one of the stands at the BIOFACH AMERICA All Things Organic trade fair, which will be organized on 17-19 September in Baltimore. These three words express the concern for the preservation of the agricultural and culinary heritage of the Old Continent combined with the application of the latest technological solutions and innovations in the production of food.

Organic agriculture and food processing are now developing exceptionally dynamically in Europe. The annual increase in organic farming area in the European Union countries is over 500 hectares. Organic farming occupies approx. 6 per cent of all agricultural lands and covers more than 10 million hectares. More than 220 thousand specialized agricultural holdings with organic certifications are involved in the farming and animal rearing. And this number in the EU is systematically rising.

An example of dynamic development of the EU agriculture may be Poland, which has already climbed to the 3rd place in the European Union. Poland, thanks to the structure of farms and the traditional way of soil cultivation, as well as the traditional animal rearing, has put its bets on organic production. This rapid growth has particularly been noticeable in the last decade when the number of organic farms shot up in the country 11 times, up to over 26,600, and the number of processing plants – 18 times, up to above 400. The Polish market of organic food, which is regularly purchased by 7% of the consumers in specialized stores, is estimated at over 600 million euro. The biggest share in the organic food production are vegetables and fruits (to 40 percent). Also exports are growing dynamically. The Asian countries are being conquered by the Polish apples and chokeberry, of which Poland is one of the world's leading producers. It is time for their unique taste and nutritional qualities to be discovered by the inhabitants of the USA.

What other products are the Eco-Europeans placing their bets on? It may be confidently said that on all those labeled with the distinctive Euro-leaf symbol. The organic food producers – drawing from the tradition, regional legacy and culinary heritage – offer you processed fruit and vegetable products (such as fermented cabbage, cucumbers, beets and juices) produced in accordance with old recipes. The organic food processors, however, make use of the latest technological advances which enable them to meet the strict requirements of global ecological markets.

Innovative solutions are being implemented, among other things, to ensure freshness of the products, as well as their flavor and nutritional qualities. This is exactly the case with freeze-dried vegetables and fruits. An example of innovative production of traditional organic cold cuts is also the excellent pork-beef maturing sausage. Its extended shelf life is made possible thanks to the application of a modern method utilizing lactic acid bacteria in the process of production and maturation of the cold cuts. What also deserves attention is the unprocessed organic produce – fruits and vegetables with unique taste, excellent honey produce originating from orchards and apiaries located in the pristine regions – also from the areas of Lublin and Podkarpackie Province.

„ECO-EUROPE – QUALITY AND TRADITION” is the title of the three-year long program promoting organic food from the European Union countries. The program is being carried out by the Polish Association of Processors and Producers of Organic Products „Polish Ecology,” which bases its activity on the collaboration with the scientists of the leading research centers, with state-of-the-art laboratories and certification authorities. The Association also cooperates with the IFOAM organization (International Federation of Organic Agriculture Movements).

„Polish Ecology” aims to promote those food products which hold Organic Farming Certificate, are labeled with the Euro-leaf and which are characterized by their unique taste and quality resulting from drawing from the traditions in farming and animal husbandry, from compliance with organic farming principles and standards, and from stringent standards for organic production and processing in accordance with the systems such as HACCP (Hazard Analysis and Critical Control Point), ISO standards (Quality Management Systems), and GMP standards (Good Manufacturing Practice) and GHP (Good Hygienic Practice).

How can tradition be married with modernity – without foregoing the ecological properties of the products, or their quality and flavor – you will have the opportunity to get the answer to those questions during the BIOFACH AMERICA trade fair from 17 to 19 September at the stand of the promotional program „ECO-EUROPE – QUALITY AND TRADITION.”

For more information about the promotional program „Eco-Europe – Quality and Tradition,” go to our website: [www.eu-organic-food.eu](http://www.eu-organic-food.eu)



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION AND THE REPUBLIC OF POLAND



Agencja Rynku Rolnego

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

