

## Sustainability for a future worth living

### **Werner Lampert Beratungs GmbH establishes sustainability standards for consumer goods**

Werner Lampert, Austrian pioneer of organics, works with sustainable organic brands and organic products. On top of that, Werner Lampert Beratungs GmbH is establishing sustainability standards for all consumer goods. The result is healthy products that everyone profits from: nature, future generations, producers and farmers, just as much as retailers and consumers. The company's success proves that the highest quality standards, enjoyment, sustainable production, transparency, and economic success are not mutually exclusive.

Today our planet is home to 7 billion people. Large parts of the earth are already experiencing a food shortage. What does this mean for the food supply for billions of people in the future? Conventional agriculture is dependent on the oil industry. We are facing climate change, humus erosion and loss and will have to cope with water and food shortages in Europe as well. Europe has not been able to cover its own food demand on its own for a long time. We need new, creative strategies for the global crisis. Werner Lampert calls for a rethinking from the ground up and the need for a shift toward sustainability. He believes, "We determine the future of our life on earth by what we do today. With every buying decision we vote on how life on earth should continue."

### **Sustainability for a new understanding of quality**

"It is time for us to accept responsibility. Sustainability leads to a different understanding of quality," states Werner Lampert, the Austrian pioneer of organics. "It is about reestablishing the relationship and trust between the primary producer and the consumers. We can only live more sustainably if we are aware of our mutual responsibility." Sustainability requires intimacy and transparency. Werner Lampert Beratungs GmbH has made it their goal to achieve complete transparency with their products and to manage all projects according to the three pillars of sustainability (ecological, economic, and social). A future worth living can only be ensured by combining these three pillars of sustainability.

### **Will we run out of food?**

Too much farmland has already been pulled from food production to be used for generating energy. In light of this, how can we safeguard the food supply in Europe? Werner Lampert calls for the “European way” and focuses on sustainable, organic, and traceable agriculture in Europe. Lampert knows what he is talking about. In Austria he has already proven multiple times that sustainability, fair production conditions for farmers, economic success, and healthy food for the mass market are not contradictions. Lampert was the first one in Europe who was able to supply the mass market with large quantities and major organic labels according to strict sustainability standards (Ja! Natürlich for Billa/Rewe; Zurück zum Ursprung for Hofer). He now wants to expand this principle across Europe. “Quality is indivisible! We can only truly enjoy food that incorporates all aspects of production – the lives of animals, the environment, the people.”

### **Sustainability, enjoyment, and profitability are not mutually exclusive.**

Werner Lampert Beratungs GmbH establishes sustainability standards for mass-market consumer goods and, as a result, ensures the appropriate production, marketing, quality, and profitability of these products. The result is healthy products that everyone profits from: nature, future generations, producers and farmers, just as much as retailers and consumers. The project’s success proves that the highest quality standards, enjoyment, sustainable production, transparency, and economic success are not mutually exclusive. Werner Lampert’s company focuses on sustainability, because “the only way we will have a chance in the future is if we all start to think sustainably, perceive sustainably, act and do business sustainably.”