

## **PRÜF NACH! THE MARK OF QUALITY FOR ORGANIC FOOD**

Werner Lampert Beratungsgesellschaft has developed an independent quality label for organic food, Prüf Nach!, which stands for the highest food standards, sustainable, eco-friendly farming, and complete transparency. Only foods that fulfill strict sustainability requirements meet the Prüf Nach! standards. Its requirements are much stricter than the EU organic regulations, setting new standards in Europe.

### **Sustainable production**

Agricultural raw materials are acquired in harmony with nature and tradition, after which they are carefully processed into high-quality food products and largely left in their natural state. All Prüf Nach! products are traceable and produced sustainably. The complete traceability guarantees the consumer that what ends up on the dinner table really is organic and sustainable. Every Prüf Nach! food product fulfills eight core values:

- Regionalism
- Environmental protection
- No GMO
- Animal protection
- Food quality
- Transparency
- Responsibility for customers
- Fairness for partners

### **100% quality and 100% transparency in every food product**

Extensive monitoring of the entire production chain is made possible through procedural quality management – from the raw material supplier to the animal feed manufacturer and the processing companies to the supermarket shelf. The entire production process can be monitored automatically; the flow of goods and stages of production are reviewed in real time. Every consumer can check his or her product online or on a smartphone, tracing the origin of every single food product all the way back to the farm.

### Zurück zum Ursprung

In 2006, Werner Lampert launched the first organic food line that allows consumers to trace the entire production process – *Zurück zum Ursprung* – for the Hofer retail chain. With the Prüf Nach! concept, which was first implemented with *Zurück zum Ursprung*, Werner Lampert has developed top quality, sustainably produced, and completely transparent organic food.