



GUIDELINES EMAS AND BIODIVERSITY – POSITIVE EXAMPLE OF BIODIVERSITY MANAGEMENT

The company: MÄRKISCHES LANDBROT, Germany

For 80 years now, MÄRKISCHES LANDBROT has been baking breads, rolls and pastries in Berlin-Neukölln. The company uses mainly local and Demeter-certified ingredients from organic sources for their products. The grain comes entirely from Demeter cultivation from the Berlin-Brandenburg region, as long as the harvest quantity and grain quality suffices.

The Demeter bread bakery produces 37 kinds of bread, 13 rolls and five varieties of biscuit with the support of 58 employees (including trainees). Each day, around 6,000 to 8,000 loaves are produced. MÄRKISCHES LANDBROT's annual turnover is €8 million.

With the second revision of the EMAS Regulation in 2009, land use has been declared a key indicator for biological diversity. This value is displayed in our environmental performance in the area of 'ground inventory and biodiversity', which has been included since 1994. However, the focus of MÄRKISCHES LANDBROT's biodiversity performance is not represented by this value, but in the use of raw materials solely from organic farming. Biodiversity is accordingly anchored in the core values of MÄRKISCHES LANDBROT. Furthermore, MÄRKISCHES LANDBROT cultivates various ancient grains in cooperation with the farmers and the association for the preservation and restoration of agricultural crops in Brandenburg (VERN e. V.) and undertakes experiments with new biodynamic varieties of heritage grain varieties (association of crop development, Peter Kunz cereals, Switzerland). The biodiversity performance of MÄRKISCHES LANDBROT is documented using the performance indicator "cultivation surface" in the environmental programme, chapter on raw materials.

The environmental auditor is GUT Zertifizierungsgesellschaft für Managementsysteme mbH, Berlin.

Biodiversity aspects of importance for the company

Biodynamic farming has a positive effect on the preservation of biodiversity in the cultural landscape. You will find significantly more weeds and animal species in organic fields than on conventional land. Organic farming is predestined to protect biodiversity, specifically to promote and maintain diverse and regional cultural landscapes.

Our targets:

- Stability of ecological systems (resilience): for example regarding food security, pollination of insects, climate change
- Sovereignty of farmers: for example regarding reproducibility of cereals, dependency on agro corporations
- Healthy food: for example regarding poisoning of food and of groundwater (ultimately our drinking water) by poison use in monocultures of conventional agriculture

- Cultivation of locally adapted varieties: for example with regard to the relatively dry sand soils of Mark Brandenburg
- Preservation of agrobiodiversity by promoting the diversity of cultivated plants: renunciation of hybrid varieties in crops, earnings from pollinated varieties, supporting initiatives for reclamation of heritage cereal varieties, promoting biodynamic plant breeding

Realised and planned measures

- Cultivation of seed-resistant cereals (not hybrid cultures), enlargement of the biodynamic area by increasing production at MÄRKISCHES LANDBROT: increase of 2 % of the cultivation area (875 ha in 2015)
- More awareness among farmers and underlining the willingness to take preferential biodynamic varieties: Maintaining, and if possible increasing the proportion of processed grain from biodynamic cultivation (18 % in 2015)
- Preference for ancient grains: maintaining the percentage, and if possible increasing the processed crop from old grains (32% in 2015)
- Organization of the round table with cereal producers

Results and experiences

The business policy provides the opportunity to buy the grain directly from farmers. Preference is given to the farmers of Brandenburg. If the possible delivery quantity is insufficient due to the harvest or quality in Brandenburg, more farmers are involved. All these partners are members of our cereal round table. Only when the demand for grain can't be covered from this round table is regional replacement sought. All producers participate in the cereal round table and their production methods are well-known. They are visited annually.

The heritage grain varieties are better adapted to the Brandenburg locations and to ecological farming than the high-yielding varieties from conventional breeding. Even carrots and beetroot are preferably biodynamic grades submitted by fair & regional farmers from Brandenburg. With the guaranteed purchase prices, the company ensures the highest cereal qualities and exceptional security of supply.

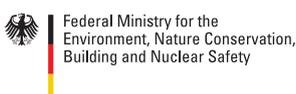
MÄRKISCHES LANDBROT wants to contribute to the sustainable development of biodynamic farming with transparency in the pricing policy. Since 2009, pricing no longer depends on fluctuating market prices. The 'round table' agreed fixed prices for rye, wheat and spelt, ensuring farmers a good income and reasonable commodity prices for the bakery. MÄRKISCHES LANDBROT is allowed to use the fair & regional partner logo. The initiative on the regional boundaries is now well-known and is considered a model for a sustainable economy. In Saxony an initiative following our model has already been launched.

Further information:

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Environmental Declaration available in German: <http://www.landbrot.de/aktuelles/oeffentlichkeit/downloads.html>

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