



PRESS RELEASE



AMA Organic Seal

In Austria, there is an officially recognised quality seal for food from organic agriculture: the AMA Organic Seal.

The AMA Organic Seal stands for:

- 100% organic production
In the Land of the Alps, the EU Organic Regulations are exceeded by even stricter guidelines of the AMA Organic Seal. For example, the EU Organic Logo requires at least 95 per cent organic ingredients in processed products; but the AMA Organic Seal, calls for 100 per cent.
- Excellent quality
Stricter criteria than legally required ensure excellent quality: product analyses, sensory tests and hygiene regulations go into every detail.
Extensive feeding and a longer life span of the animals have a positive effect on the marbling of meat.
- Transparent origin of raw materials
The red-white-red AMA Organic Seal guarantees the traceable origin of the product from Austria. This is monitored from milking onwards in the case of milk, and from birth onwards in the case of meat.
- Independent monitoring
Organic products with the AMA Organic Seal are strictly checked in a multi-stage monitoring system:
 - self-monitoring by the farm
 - regular external audits by independent state-accredited auditors
 - supervisory inspections by AMA-Marketing

Alongside the AMA Organic Seal, there is the AMA Quality Seal for the protection of conventional foods.

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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