



PRESS RELEASE

Environment and sustainability

Clean water:

In the Land of the Alps, clean drinking water comes out of the tap, so no addition of chlorine is necessary. Farm animals also only drink cleanest water. This is one of the foundations for the best dairy and meat products.

Even lakes, streams and rivers enjoy the highest water quality. Austria has much more water than it consumes. Half of it comes directly from the mountains, while the rest is groundwater. Only about 3% is used. Of this small percentage, households and industry consume around two thirds, whilst agriculture needs just 5%.

GMO-free

Austria covers a total of 8.4 million hectares. The area used for farming comprises of 2.8 million hectares. Approximately half of this area is cropland and - as befits a Land of the Alps - a quarter of this is made up of farmed alpine pastures and meadows. Cattle graze on the lush grass of the mountain pastures or it is cut and dried into hay.

One other aspect should be noted: In the Land of the Alps, the soil is farmed in a way which is totally GMO-free. Austria has voluntarily been opposed to genetic engineering right from the start. Therefore, not one single hectare of cultivable land is used for genetically modified plants. Animal feed, milk, dairy products and cheese are 100% GMO-free. Organic farming, which fundamentally rejects genetic engineering, has thus become a great story of success in the Land of the Alps.

Organic farming

The EU Organic Regulation 2018/848 is the legal basis for organic produce. AMA-Marketing has developed even stricter guidelines for the AMA Organic Seal. For example, the EU Organic Logo requires at least 95% organic ingredients in processed products, but the AMA Organic Seal calls for 100%. Accredited independent monitoring bodies carry out strict checks on behalf of the food authorities at least once a year.

Enquiries:

Manuela Schürr, Corporate Communications

Tel. +43 50 3151-401, +43 664 83 76 178, manuela.schuerr@amainfo.at

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.

Agrarmarkt Austria Marketing GesmbH

Dresdner Strasse 68a

1200 Vienna, P.O. Box 214

UID ATU39009407

Commercial register no. 135101d, Commercial Court (HG) Vienna

Certified according to: ISO 9001:2015,

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Telephone +43 50 3151-404

Telefax +43 50 3151-499

manuela.schuerr@amainfo.at

www.amainfo.at