

## 25 years of ORGAINVENT – Labelling of origin more relevant than ever

ORGAINVENT GmbH was founded 25 years ago on November 27th, 1997 against the background of the BSE crisis. Since then it has successfully been taken care of verification systems and certification systems at the agriculture – food industry interfaces. The BSE crisis has now been overcome, but the issue of origin labelling has steadily increased in importance over the past 25 years. ORGAINVENT was able to continuously expand and consolidate its leading role in the labelling of origin.

In the press, "origin" is currently being discussed in connection with the labelling of animal husbandry. The two topics are often "lumped together". Labelling of the origin of meat is repeatedly demanded, although this has long been mandatory for many products. However, there is no legal basis for the labelling of husbandry, i.e. the advertising of the form of animal husbandry on the farm. In addition to the labelling of origin, further value-enhancing advertising claims are made about the meat, e.g. about a specific region, breed or husbandry system.

The legal requirements for labelling the origin of meat have been successively expanded in recent years from initially beef to pre-packaged pork, poultry, sheep and goat meat and from unprocessed meat to processed products with meat as the primary ingredient. But the development is not over yet. In the discussion are the gastronomy as previously not included sales area and the extension of the scope to other types of meat, the labelling of pork & Co. offered not prepacked at the service counter, meat products or products with meat products and other animal products (e.g. milk). In addition, there are various national rules of individual EU member states.

For market participants, this means that they constantly have to adapt to new legal regulations with many pitfalls. This is exactly where ORGAINVENT comes in: Together with the companies, the basis for a functioning information chain is created and the veracity of the information provided is secured for the customer through neutral inspections. Systematic documentation is the key to secure traceability.

ORGAINVENT supports its participants in their daily work relating to traceability, documentation, correct labelling and the creation of customer information. Participation in the ORGAINVENT system always includes an obligatory neutral inspection for all operating sites, with the help of which the functionality of the system is confirmed. This means that the participants are also well prepared in the case of official controls.

With ORGAINVENT's many years of experience as a verification system, new products and process stages can be integrated in a legally secure but also practical manner. This is the particular strength of ORGAINVENT.

25 years of ORGAINVENT - and no end in sight.