

KRAV organic certification



If your company is producing, working with, selling or importing organic food into Sweden and you want to label it as such, you need KRAV certification.

The KRAV label represents environmental quality, good animal welfare, good health and social responsibility; KRAV certification not only allows you access to the Swedish market but also associates your company with these values.

Organic certification focuses on confirming the organic production of the ingredients in your product, including that they avoid chemical treatments and genetically modified organisms. By getting certified, you can build trust with your customers, assuring them of the accuracy of your claims and the quality of your products. This in turn brings repeat business and strengthens your reputation.

Focus

Any Swedish company that produces organically processed or unprocessed agricultural or organic seed, or that processes organic agricultural products as food or feed, or that imports organic products into Sweden, requires SRAV certification.

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What you need to know

The market for organic produce is growing continuously, and consumers are increasingly demanding organic raw produce and processed goods. To take advantage of this boom in the European market, and in Sweden in particular, you need to ensure your

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products are labelled organic.

Organic foods with the KRAV label are proven to have been produced in an environmentally friendly and ethical way. KRAV-certified companies contribute to sustainable food production and environmental protection.

KRAV certification goes a step further than European organic certification, in some cases, so KRAV certification automatically lets you use the Euro Leaf label as well as the KRAV label.

Getting certified with Kiwa

The European organic market has grown significantly in recent years, with increasing demand from consumers for products that are sustainable, ethical and environmentally friendly. To take advantage of the growing market in Sweden, you need to be KRAV-certified.

Kiwa is one of the pioneers of the organic movement in Europe, and carries out inspections and certifications in all areas of organic production, for farmers, processors, packagers, importers, exporters and warehouses. By partnering with Kiwa, you can certify your organic products and use the KRAV and Euro Leaf labels, access the Swedish and European markets and show your customers your commitment to sustainability and quality.

KRAV label

The KRAV label is well-known in Sweden: 98 percent of consumers are aware of the label, which stands for a sound, natural environment, solid care for animals, good health and social responsibility.

USPs/benefits

- *Boost your profits* – by giving you access to the Swedish and European markets, KRAV certification can help boost your business – and the bottom line
- *Meet customers' needs* – customers are increasingly demanding organic produce; you can show them your credentials with the KRAV and Euro Leaf labels
- *Improve competitiveness* – KRAV certification helps you enter the Swedish market and forge new partnerships
- *Demonstrate your commitment to quality* – certification shows customers, partners and employees your products meet the requires quality standards
- *Contribute to sustainability* – show your support for global goals on climate change, biodiversity and environmental protection
- *Protect animal welfare* – KRAV certification ensures animals are well cared for and can behave as naturally as possible
- *Join a global family* – KRAV-certified farmers, food producers, retailers and restaurants work together to promote organic food around the world

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