



Press Release

Together more transparency and security in the organic market

bioC and EASY-CERT agree to strategic cooperation

Frankfurt/Frick/Enzersfeld, 13 June 2012: Electronic certificates and label verification supplied by organic inspection and labelling bodies are an important means for tracing the origin of organic products. They are significant for international and national commerce.

bioC and EASY-CERT operate the internet platforms <http://www.bioC.info> and www.easy-cert.com making available certification information from certified organic operators. Currently, data on approximately 30,000 certified organic operators in Germany, Austria, Italy and Luxemburg are accessible through bioC. To date, EASY-CERT provides information on approximately 20,000 certified operators in Switzerland, Austria and other countries.

Representatives from bioC and EASY-CERT have agreed to a strategic partnership. In future, this new cooperation will allow access to the certifications of 50,000 certified organic farms as well as processors and distributors through both internet platforms. EASY-CERT and bioC already comply with European Union and Swiss guidelines for the provision of electronic certification which come into force on January 1st 2013. "In Switzerland the certification and label verification of all Bio Suisse and Demeter organic farmers can be already accessed through EASY-CERT. That is in addition to other labels and organic standards such as "Berg und Alp" or "Suisse Garantie", explains Ueli Steiner, bio.inspecta AG General Manager and EASY-CERT founder.

Other control bodies are invited to add data for their certified operators in order to complete the directory and increase transparency within the European organic market. To this end, bioC and EASY-CERT have developed a web-based service, which makes possible a real time query of the control bodies' databases assuring the accuracy of all data. "The cooperation has allowed us to lay the foundation for a European directory," says Rolf Mäder, bioC GmbH General Manager.

In addition to the certification query, bioC and EASY-CERT offer comprehensive services for economic participants in the organic market. Further information can be found at www.bioc.info and www.easy-cert.com

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