



Anniversario:

35 years of LaSelva: passion for nature and enjoyment.

The organic fine food pioneer Karl Egger has been farming in the Maremma since 1980. LaSelva now produces 200 Tuscan speciality foods and 12 wines.



Germany & Tuscany, 2015: This year, the organic foods pioneer LaSelva looks back at its 35 year history. *“I wanted to be outside, to experience the seasons and to enjoy foods that deserve their names and that taste as I remember them in my childhood: natural, intensive, and genuine”* recalls the Bavarian owner of LaSelva and one of the founders of the Association for Organic Agriculture “Naturland e.V.” looking back at the turning point of his life.

In 1980 Karl Egger moved to Tuscany. The lack of taste in food, the loss of variety in crops, the degradation of soils by the agrar-industry brought him to the Maremma region where he knew he could grow fruit and vegetables in a natural way. Soon, he was looking beyond selling fresh fruit and vegetables and tomato “passata” in milk bottles to friends. The first organic specialities came onto the market 11 years later: all according to traditional Tuscan home recipes where freshly harvested tomatoes are prepared into polpa, passata, salsa and pelati.

LaSelva: “the wilderness” in the Maremma.

From a start with seven hectares, there are now 668 hectares of high quality naturally fertile land being managed. Three kilometres from the Tyrrhenian coast and near the “Parco Regionale della Maremma” nature protection area, the LaSelva business prescribes organic farming with emphasis on the protection of the diversity in nature and the animal world. The granary which Egger bought, built in the 17th century by the Spanish, still carries the name “LaSelva”. It means “forest” or “wilderness”.



Tradizione & passione: the intensive taste of the harvest – without anything added.

Egger’s personal taste for food is the foundation of the company’s philosophy, now operating internationally as “LaSelva Bio-Feinkost” (LaSelva Fine Organic Food). LaSelva wants to capture the intensive, genuine taste of freshly harvested ripe produce in the jar for the consumer. “Nothing left out, nothing added” is the motto and the guiding principle for cultivation, recipe development, manufacturing and processing. All this is



achieved with a commitment to hand craft and Tuscan cuisine, with a passion for nature and enjoyment.

Prodotti di Toscana: 200 organic food products and 12 organic wines.

LaSelva is proud of the tradition and the core competence of using tomatoes. It has built on this creating since the 1990s organic products from many other vegetables, herbs and fruit.

Today, nearly the entire range is free of gluten, yeast and lactose and offers 200 vegan organic specialities and 12 organic wines. Whether it is vegan or “free from”, LaSelva is drawing on tradition to meet contemporary demands and trends.

The range extends from the tomato products that do everything through to olives, antipasti, preserved vegetables, fine pastes, vinegar and olive oil. There are also internationally prized and vegan wines, espresso coffee, passito and cantucci, pasta, pizza products and jams that complete the Tuscan fine-food range.

LaSelva fine organic foods are produced for the home market in Italy and for markets in Germany, Switzerland, Austria, Scandinavia, France, Poland, Czech Republic, Romania and Japan. LaSelva products are to be found in fine-food shops (whole-food stores and organic supermarkets), in health food stores, and in wine merchants.



Una famiglia: cultivation, processing and agriturismo.



LaSelva is genuine and transparent.

The business has developed over decades in the Maremma. This connection to the region not only secures jobs for local families over generations, it also inspires new Tuscan recipes. These often come from employees or from Italian friends.

The international LaSelva team comprises 74 employees at LaSelva società bioagricola a r.l. in Italy incl.

LaSelva Toscana Feinkost-Vertriebs-GmbH in Germany. Up to 90 local seasonal workers paid according to official tariffs are also employed in field work and processing on the estate.



LaSelva in 1984 was the **first “Naturland” farm outside Germany that had a closed production cycle with its own livestock.** Dr Richard Storhas, the first head and president of Naturland e.V., and the agronomist Mario Turri from the University Padua advised Egger when he was setting up the business. They focused on how this land can be farmed organically.

The **cantina LaSelva**, also certified by Naturland and vegan since 2010, has become another branch of the business with internationally prized wines (www.cantina.laselva-bio.eu). Crop processing takes place in the **factory on the farm and in a modern processing plants** in the nearby Donoratico. With on-farm tours, wine tasting and through farm holidays (**agriturismo**), LaSelva fans get a real look behind the scenes. You can sample our products at the **farm shop**, which is well frequented by people from the region. (Reservations: Tel.: 0039 0564/885669, e-mail: agriturismo@laselva.bio)



In cooperation with Italian organic farmers and through long-term cooperation with certified suppliers, some for as long as 15 years, LaSelva has secured raw material supplies to meet a large demand. The sourcing of raw materials from outside Italy is limited to those products that are difficult to be obtained here or which cannot be produced in Italy, for example walnuts, cashew nuts, and spices.

Responsabilità: responsibility for enjoyment, people, animals and plants.

Since 1980: 7,000 trees, nesting sites, flowering meadows, wetland areas and 65 ha forest.



For LaSelva, natural cycles and biodiversity are the foundation of the business. We are working closely with ornithologists to conserve and protect birds on the 668 hectare estate. LaSelva is supporting scientific projects on, amongst other species, the European roller and the ground-

nesting stone curlew.

The establishment of wetlands and the maintenance of 60 hectare Mediterranean forest, nesting sites and a pheasant reserve, decaying timber and compensation areas are important refuges for animals. About 7,000 planted trees of different species such as cork oak, wild cherry, rowan and cypress and





2.5 hectare flowering meadow for bees have been established alongside the cultivated area in the last 35 years.

Recognised: sustainable, ethical and regional engagement.



Photovoltaic units, electric vehicles, water conserving systems and official tariff pay rates for seasonal workers are examples of how we support a sustainable and responsible approach to business. LaSelva is active internationally and regionally and this has received very special recognition. The estate in the Maremma has been honoured for competence in organic farming and for regional engagement by the Italian organisation “Legambiente” under the theme “Ruralità e innovazione in Maremma 2014“ (www.festambiente.it). It was wonderful recognition for the business achievements of the last 35 years.

Source: “Nachhaltig bio!”: As member of the BNN (Bundesverband Naturkost Naturwaren e.V. (Association of Organic Processors, Wholesalers and Retailers) LaSelva participates in the online campaign “Nachhaltig bio!” (<http://www.nachhaltigbio.de>).

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*Simple is not really so difficult: simple and genuine, natural and fresh. That is the secret of good Italian cooking and also the guiding principle of organic farming. Class instead of mass. Patience instead of speed.
Improvement, protection and conservation instead of plundering of nature.
Bio-quality, harvest fresh in the jar. Really very simple.*

Themes for 2015/16: enjoyment, tradition and responsibility.

Anniversary portrait 2015 and images: Read and see more about LaSelva at www.laselva.bio/presse.

“Sustainable organic!”: As a member of the BNN (Bundesverband Naturkost Naturwaren e.V.) LaSelva is taking part in the online campaign “Nachhaltig bio!” (www.nachhaltigbio.de)



Press information: www.laselva-bio.eu/presse
(under “Service”)

Press information and new pics (about products, LaSelva, nature, processing, growing, harvest),
interviews, press excursions, media cooperation.

Service: www.laselva.bio

All product pictures (Benutzername: “plaselva“, Kennwort “feinkost“)

Film in the videotech about cultivation, harvest and processing
(also as DVD in German, English, Italian, and French)



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Environmental awareness: organic identity, control and certification.

The environmental awareness and corporate responsibility of LaSelva influenced, through Karl Egger, the founding of the Association for Organic Agriculture “Naturland e.V.” LaSelva was the first organic farm in Naturland outside Germany. Because all suppliers do not have Naturland certification, LaSelva products, depending on the origin of raw materials, are certified by ICEA (Istituto per la Certificazione Etica e Ambientale) and partly through Naturland and according to EC Directive 834/2007.

Through its many years of experience in organic food production, LaSelva requires high standards from partners, offer high transparency to customers and guarantees personal involvement in control and monitoring for many years through its own local, regional and national network. The sourcing of raw materials from outside Italy is limited to those products that are difficult to be obtained here or which cannot be produced in Italy, for example walnuts, cashew nuts, and spices.

At a glance: LaSelva società bioagricola a r.l., Albinia – Orbetello in Tuscany (GR)

668 ha total area: 74 % under cultivation, 17 % grassland, 9 % Mediterranean forest. 45 ha tomatoes, 6,5 ha basil, 45,6 ha herbs, 27 ha vegetables, 180 ha cereals, 6,5 ha fruit, 110 ha forage, 55 ha nitrogen fixing crops (faba beans etc.), pasture and compensation areas, 23 ha vineyard.

Animal production: 130 Chianina cattle (suckler cows with followers) as well as 80 Apennin sheep.

Winery: Production of about 200,000 bottles per year.

Own processing: On-farm processing and manufacture, 7,000 m² processing unit in Donoratico.

Organic certification: according to EC directive 834/2007, certified through ICEA (Istituto per la Certificazione Etica e Ambientale) and partly through Naturland e.V.

Staff: 74 permanent jobs (at LaSelva società bioagricola a r.l. in Italy incl. LaSelva Toscana Feinkost-Vertriebs-GmbH in Germany) and up to 90 workers from the local area in growing and processing.

Agriturismo: Letting of rooms and apartments, also suitable for groups.

Farm tours and product sampling: on request.