MARKET STUDY TOUR - SCANDINAVIA
WITH COMPANY PRESENTATIONS

(ORGANIC) FOOD FROM AUSTRIA

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Market study tour - Scandinavia

with company presentations

Stockholm - Oslo - Copenhagen, 21.-25.04.2008

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Austria has the worldwide highest percentage of farmers pursuing organic farming - approximately 13 percent of the usable agricultural area of Austria is farmed by roughly 20,100 “eco-farmers” (11.6 percent of the total number of farms in Austria).

It is therefore not surprising that organic food has a considerable share in the turnover of the Austrian food trade. The total volume of the eco-food market in Austria amounts to approx. 590 million Euros, where food store chains account for 65%, specialized eco-food stores for 14%, catering for 6%, direct marketing for 5%, and exports for 10%.

Driven by this relatively high export share, Austrian manufacturing, processing and marketing companies for organic food products are keen to find new business partners in international markets.

In Scandinavia, Austrian food exporters have so far only been sporadically active, but recently show a rising interest in expanding their activities to Sweden, Denmark and Norway.

The participants of this market study tour trip would like to gather more information about the Scandinavian food market - in particular the market for organic products - to present their products to Scandinavian food store chains and food importers, and to discuss potential export chances for their products.

For more information about the extensive offer of organic food products “Made in Austria” please contact the local representation office of AUSTRIAN TRADE (see last page for contact details).

... please convince yourselves personally of the pure taste of Austria...!
Luxury bacon and game delicacies!

AGER GesmbH.

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CONTACT  Mr. Josef Ager

In Söll, in the heart of Tyrol, we have been producing luxury bacon and game products for more than 35 years. In addition to bacon curing and game processing, we have also set up a third line through investment in extending the ready-to-eat production facility. In order to manufacture our exclusive game products we supply our meat cutting plant only with the best local quality game from our game reserves. In addition to our fresh and frozen game, we are particularly proud of our cured and smoked delicacies. The range includes tasty game ham from venison and wild boar, rounded cured lamb and exotic variants such as springbok and ostrich hams. Delicate cold-smoking and extensive maturation give our bacon and game hams an aroma and taste which is simply heavenly.

All of our production meets the strictest standards of the Austrian food codex and we also employ a quality assurance system with integrated HACCP system. We have been certified to a high standard in accordance with INTERNATIONAL FOOD STANDARD (IFS) since 2006!
Ham specialities

FLEISCHWAREN BERGER

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CONTACT  Mrs. Viera Kovacova

The family-run business BERGER LTD was founded in 1890 and specializes in the production of traditional ham products. It is located in Sieghartskirchen (district of Tulln) just about 30 km west of Vienna, and is still entirely owned by the Berger family. Each year we produce approx. 70 tons of meat products.

High hygiene- and quality standards play an essential role in the successful marketing of a product. We guarantee our customers “Quality without Compromise” and enable this through intern and extern quality controls and through processing of only the best raw materials, using the most up-to-date technology.

Our specialities are listed nationwide at the following food chains and restaurants: Metro, Adeg, Billa, Spar, Zielpunkt, M-Preis, Pfeiffer, Magnet, ZEV and Eurogast, Eurest, Lutz etc. - and we also export our goods to Germany, Hungary, the Czech Republic and Slovakia.

We offer our customers a wide selection of “Cooked Ham Specialities”, “Smoked Meat Products” (ready-to-eat and raw), fresh sausages and hard-smoked sausages. Because of our competence and years of experience in the field of “Cooked Ham Production”, we are considered the “Austria Specialist in Ham Products”. Each of our extraordinary ham creations convinces through its special taste and unique aroma.

Our classics such as the traditional Beinschinken, the rustic Landschinken, the spicy Krenschinken and the smoked Saunaschinken are the perfect example for the traditional Austrian gastronomic culture. Our innovative line includes seasonal creations such as Bärlauch- and Spargelshinken in the spring, Toskana- and Zitronen-Pfefferschinken in the summer, Weinherbst-, Steinpilz- and Kürbiskernschinken in the fall and Walnuss-Honig- und Bratapfelschinken in the winter.
Organic frozen food products
- vegetarian, vegan and plain fare

HÄNSEL UND GRETEL BIO TIEFKÜHLKOST (ACKERL GÜNTER)

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Sometimes everything needs to be fast and convenient - including meals. For these kinds of situations, Hänsel & Gretel products provide a high standard solution.

We offer pre-cooked frozen food specialties of highest organic and demeter quality, in two varieties: classic and vegan.

Hänsel & Gretel Classic stands for the enjoyment of modern organic meals from the freezer that are quick and easy to prepare. We use only high-quality ingredients originating from controlled biodynamic farming and process them carefully according to traditional recipes. So, to a large extent, the typical flavour as well as vitamins and nutrients are preserved.

Hänsel & Gretel Vegan is our contribution to a new form of nutrition: purely vegetable meals from the freezer that are quick and easy to prepare. We use only vegetable ingredients originating from controlled biodynamic farming and process them with great care for our delicious vegan products. So, to a large extent, the typical flavour as well as vitamins and nutrients are preserved.

BIO (organic) certificate
All products and ingredients used for Hänsel & Gretel organic meals are regularly tested by independent, federally authorised inspection units. Thus we can guarantee that all soy products in our meals are produced without the use of genetic engineering.
Kastner is a well-known Austrian producer of various kinds of finest sweets, like confectionery, wafers, biscuits and gingerbread. Our tradition goes back to the year 1559, when it started as a family business, producing different kinds of products made from honey. Nowadays we are a private and independent, future oriented company which combines long tradition with modern and effective production technologies. Since 2005, we also produce organic - Biscuits. With our worldwide activities we reach an export proportion of 48 per cent.
Austrian’s finest cheese range

KÄSEHOF reg. Gen.mbH.

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CONTACT Mr. Albert Froschauer

Dairy farmers in the Salzburg region have organized a cooperative by the name of KÄSEHOF in order to produce premium, absolutely pure cheeses using only select, natural products according to age-old traditions. This is true for both the high quality Käsehof product line made from naturally pure, silage-free pasture milk as well as for the multifarious organic cheese range.

At Käsehof, the care we take while producing our cheeses begins with our choice of milk: fresh pure milk, delivered daily, is used to produce the finest cheese selection in Austria without any additives. The fine art of time-honoured cheese craftsmanship is combined with the most modern and highly efficient technology to guarantee the best quality cheese such as our aromatic Käsehof organic mountain cheese.
Organic food products
... a little different...

LUKASHOF, DAGMAR & ALOIS HÖGLER

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LUKASHOF

Lukashof has been synonymous with first class produce since 1989. Until the late 1990s we were known for our exceptional schnapps and brandy.

For the last ten years, we have been producing our top product - a fine pesto made from Styrian pumpkin seeds and Styrian pumpkin seed oil.

We now offer a wide range of pestos, jellies, mustards, pumpkin seed snacks and in autumn a series of apple preserves from our own apple orchard.

Our products would go exceptionally well with your brand? Ask about our Private-Labeling-Service.
Dairy producer

PINZGAU MILCH PRODUKTIONS GMBH.

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Pinzgau Milch - this brand is synonymous with a company that has spent the last decades developing innovative and modern links between farming, trade and consumers. Nestled in the national park region of Hohe Tauern, Pinzgau Milch processes around 60 million kilograms of milk every year. More than half of this comes from organic sources.

The concept: manufacturing and distributing high quality products at competitive prices.
The guiding principle is therefore the optimum realisation of the customer’s requests. This has enabled the company to win co-packing contracts for major international concerns, ensuring steady turnover growth and an increased presence on the European milk market.
„There is only one Styria“
- Steirerkraft the brand with the guarantee of origin

STEIRERKRAFT NATURPRODUKTE GMBH.

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Steirerkraft Naturprodukte GmbH is an international company which focuses on the manufacturing and selling Styrian pumpkin seeds, Styrian pumpkin seed oil and Styrian broad beans. The business ranges from pumpkins and broad beans grown under contract to the production and marketing of the end products.

“Think globally - act local” Steirerkraft’s success lies in the clear definition of origin and sustained strategy - the brand with the guarantee of origin.

The company builds intentional bridges between traditional agriculture and modern production technology. This link is simultaneously the guarantee for the traceability and transparency of the products.

Customers are assured that everything is “of real Styrian origin” - from the seeds to the end product and that they undergo strict quality criteria procedures.

Biological cultivation
The products, which are derived from controlled biological cultivation, are controlled by state-approved boards of control several times a year. Thus Steirerkraft is able to guarantee highest standards of quality and safety for both retailers and consumers.
Bread specialities – deep frozen

STRÖCK BROT GMBH.

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CONTACT Mr. Michael Ströck

Besides traditional baked goods, the range of products also includes Mediterranean specialties such as olive and tomato bread, Tuscan bread and foccacia. For the sweet tooth, Ströck offers a great variety of cakes and pastries such as nut and poppy-seed strudels made according to traditional recipes from the province of Burgenland, flaky pastry, oven fresh croissants baked directly in the shops as well as American donuts and muffins. For between meals, Ströck offers many different snacks.

Ströck is also well-known for its organic baked goods. As early as 1994, the Ströck company developed the so-called “ja natürlich” product line for baked goods in cooperation with Billa and Merkur and it has been constantly expanding its organic product line ever since.
Mushrooms - a gift of nature

URBAN PILZE GMBH.

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CONTACT Mr. Karl Urban

For many years the company Urban Pilze has been among the most preeminent addresses with regard to trade and processing of wildgrowing mushrooms. The firm is located in Paldau near Feldbach, amidst the hills of Eastern Styria (Central Europe), where mushroom hunting is an old tradition.

Our business is primarily focussed on frozen and dried mushrooms: Oyster mushrooms, Black Fungus, Champignons, Morels, Straw mushrooms - just to name a few. Fresh mushrooms, canned goods, mushrooms in brine or refined mushroom specialities complete the product range in accordance with market needs and supply.
Pumpkin seeds, pumpkin oil, seed mixtures, vinegar

F. URL & Co GmbH

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CONTACT Mr. Herbert Bucher

F. Url & Co Gesellschaft m.b.H. is an old-established, successful Austrian company which has been focusing on the production and trade of foodstuffs with Austrian as well as international origins. For this reason, high competitiveness, flexibility, strict orientation in quality and best international relations are the key components for entrepreneurial success.

F. Url & Co Gesellschaft m.b.H., with headquarters in Unterpremstätten, has been working for more than eighty-five years in the purchase and sale of foodstuffs. The company trades exclusively in high quality products with brand names, well known in Austria and abroad.

Strict controls in buying of raw materials on site, permanent quality checks and a modern processing plant in Lannach ensure that clients of F. Url are always supplied with products of the same constant top-quality. We focus on quality without compromises – a focus which is proven by the most important international awards. (International Food Standard, golden price 2008 of DLG...)

Within sale the broad range of quality products focuses especially on wholesale trade, retail trade, health food shops and bakeries.
For additional information please contact:

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all about Austria

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