



**STEINERMÜHLE**

simply organic since 1995



## Steiner Mühle AG - 100% BIO



Zollbrück



## History between our mill and Ukrainian organic operator Galeks Agro

- 2011 First matchmaking contact facilitated by FIBL
- Different quality checks before starting trade relation (analysis of radioactivity in soil and harvest samples)
  - After harvest 2011 first samples of cereals for enhanced quality tests
- 2012 First personal contact with owner of Galeks Agro, Olexandr Yuschenko



## Development of Cooperation

- 2012 First imports of different cereals to our company
- Intensive information of our customers about cereals with origin Ukraine (awareness, explanation and measures taken – in cooperation with FIBL)
  - First responses of clients and consumers are sceptical, some even negative
  - It needs more clarification and transparency to create trust
    - Personal conversation
    - Analysis of cereal samples
    - Pictures from the farm plots
    - FIBL support to the new producers
    - Absolutely important: We know the owner personally

## Development of cooperation

2013 Intensification of the cooperation

- Import of different cereals
- Increase import volume
- Common process to improve the product quality

## Personal contacts

### In the Ukraine

- Inspection of the field plots with own eyes
- Personal inspection of storage facilities
- Common planning of planted varieties
- Direct and open negotiations of volumes and prices
- Quality and analysis

## Personal contacts

### In Switzerland

- Visit the silos (storage) and our mill
- Processing
- Presentation to understand the finished products

### Exhibition

- Meeting at Biofach Nürnberg



## Customer Expectations

- Open communication
- Business confidence
- Continuous improvement of product quality
- Complete traceability (incl. lots with new varieties)
- Holistic organic approach strongly demanded
  - Full conversion of the whole farm
  - Enthusiasm for organic cultivation and innovation
- Ongoing information of customers



## Personal contacts to Galeks Agro

→ **OLEXANDR YUSCHENKO IS MORE THAN A BUSINESS PARTNER!**



**«A longterm successful organic partnership requires transparency, reliability and full compliance with organic regulations from producer's side without any compromise»**



