

Pure nature for all senses:
Sonnentor Kraeuterhandels Ltd

纯天然的感觉：日光大道
(Sonnentor)草本植物有限公司

Brief history of the company

'Sonnentor Kraeuterhandels Ltd' ('Gate to the Sun' Herbs Trading Company) is an Austrian company founded by Johannes Gutmann in 1988.

He started off with the idea to sell rural organic specialties on the national and consequently on the international market under the name of 'Sonnentor' and with the smiling sun as the trademark.

The company emphasizes on the handling and packaging of their products right where they come from, the organic farms, and the traceability of all their products back to the farmers and their farms.

BIO-PIIONEER: State registered

Sonnentor-products are under constant strict supervision. The company was one of the first in Austria to comply with EU regulation for organic agriculture – the control number 004 confirms this.

The venture started with three farmers from the region called 'Waldviertel' in Lower Austria. Today more than 150 farmers deliver organic produce grown on over 1200 acres in this region and more than 210 agriculture companies from abroad supply 'Sonnentor' with raw materials.

Good neighbourhood: Our partnership with Czech Republic

Sonnentor has a branch in the neighbouring Czech Republic (Suedmaehren/Cejkovice). The goal is to develop an independent and local market of organic produce. Not only is the Czech Republic close to the farmlands in Austria, it also has a milder climate than the Waldviertel.

公司简介

日光大道 (Sonnentor) 草本植物有限公司 ("通往太阳的大门" 草本植物贸易公司) 是一家奥地利公司, 1988 年由约翰·古特曼创建。

约翰·古特曼最初设想只在奥地利国内销售农村的有机土特产品, 后来却以“日光大道” (Sonnentor) 为品牌名, 以微笑的太阳为商标, 营销国际市场。

日光大道公司强调在产品的来源地 - 有机农场, 处理包装产品, 强调在所有的产品上留有农民和农场的痕迹。

生物界的先锋：国家注册产品

日光大道公司的产品得到长期严格的监督。该公司是奥地利首批符合欧共体有机农业条例的公司之一, 产品监控代码为 004, 即为左证。

日光大道公司的这项事业由奥地利南部“瓦维德” (Waldviertel) 地区的三位农民开创, 如今, 它已发展成一家拥有 150 多名生产有机产品的农民, 在瓦维德地区有 1200 亩土地, 海外有 210 家农业公司提供原材料的公司。

友好邻邦：与捷克共和国的合作关系

日光大道公司在邻近的捷克共和国设有一家公司。在这里开设公司, 为的是开发一家独立的有机产品地方性市场。捷克共和国不仅紧邻奥地利的农田, 而且气候比瓦维德地区更温和, 因此, 瓦维德地区和捷克共和国的农民结为互惠合

Therefore the farmers in the Waldviertel and Czech Republic form a reciprocal partnership and are able to grow a larger variety of herbs and spices.

These organic products comply with EU requirements 2092/91 and are controlled by the ABG. SONNENTOR is one of the first organic companies with a JAS certificate. This accreditation is essential for the export to Japan and the Far East.

The way to success: quality, innovation and traceability

The company is based on an old farm in Sproegnitz in Lower Austria, which was acquired in 1992. After extensive renovations it is now a professionally organized production- and distribution centre.

An enthusiastic team, innovative thinking, our loyal costumers and the high quality of 'Sonnentor' products helped us to become one of the biggest companies specializing in organic products in Austria.

Social understanding

Under 'Fair Trade' we understand fair prices for products, especially for raw materials from disadvantaged countries. The growers or producers in the countries of origin receive a higher price than the world-market-price. This additional money provides a better income for these organic farmers, therefore helping them improve their health and social standards and acquire education.

'Sonnentor' believes in building and maintaining long and trusting relationships with their suppliers as a result boosting the agricultural structures, e.g. in the Czech Republic, in Hungary, Croatia, Slovakia and Romania.

More than 200 people have found employment and income with

作关系，从而能够种植种类更多的草本植物和香料。

这些有机产品符合欧共体第 2092/91 项规定，并受到 ABG 监管。日光大道公司是首批获得日本农业标准证书的公司之一，这项认证是出口有机产品到日本和远东地区的关键证书。

成功之路：质量、创新、产品保留产地的痕迹

日光大道公司设在下奥地利州Sproegnitz的古老农场，该农场于1992年购入，经过全面改造后，现已成为一个专业化管理的生产和经销中心

日光大道公司有一支热情的团队，有创新思维，有忠实的顾客，有高质量产品，这一切都有利于我们成为奥地利最大的、专门生产有机产品的公司之一。

对社会的理解

我们知道，按照“公平贸易”原则，对产品要实行公平价格，尤其要对处境不利的国家的原材料要实行公平价格。原材料供应国的种植者或生产者得到高于国际市场价的价格，这些额外收入为种植有机作物的农民提供了较好的收入，从而有助于他们改善自身的健康状况、社会地位，获得教育机会。

日光大道公司坚持与自己的供货商共同创建和维护长久信任的关系，从而促进了捷克共和国、匈牙利、克罗地亚、斯洛伐克、罗马尼亚等国的农业结构。

日光大道公司为200多人创造了就业

'Sonnentor'. The majority of them lives and works on the farms, which minimizes car traffic, commuting times and health risks and as a result improving their living standards. The quality of life reflects in the quality of the products.

Each 'Sonnentor' product is almost unique due to the manual work involved. You can see, feel and taste the attentive care given to each product. Each and every manufacturer, employee, distribution partner, store and consumer plays an important role in Fair Trade.

Looking after the immediate and wider community has always been the company's focus - right from the start.

和收入机会。这些员工中，大多数人生活工作在农场上，这样，不仅减少了交通车辆和通勤次数，而且降低了对身体的危害，由此提升了他们的生活水平。生活的质量反映在产品的质量上。

日光大道公司的每一种产品因其手工操作的特点，几乎成为独一无二的产品。用你的视觉、触觉、味觉，都会感受到日光大道公司对每一种产品的精心呵护。在公平贸易中，每一个生产厂家、每一位员工、每一个经销伙伴、每一家商店、每一位用户，都起着重要的作用。

无论是在公司的创建时期，还是现在，日光大道公司永远把关照自己的小区和其它小区作为公司的重点工作。