



## Commitment to the EU Code of Conduct on Responsible Food Business and Marketing Practices

### About eva & adam

eva & adam is an agricultural trade company dealing exclusively in old fruit varieties, particularly apples and pears.

We provide exclusive rarities from traditional orchards as dessert fruit. We preserve old fruit cultivars in conjunction with traditional orchards as habitats, including their unique biodiversity. This can only be achieved through fair compensation for the farmers cultural contribution.

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**Website:** www.evaundadam.at,

**Role:** individual company

**Company size:** SME (Small and Medium-sized Enterprise)

### Rationale

eva & adam adheres to four guiding tenets:

- **Diversity:** The promotion of biodiversity in traditional orchard habitats protects the soil and ensures flourishing landscapes.
- **Health & Flavor:** Eat well and healthy. Old cultivars grown in traditional orchards have delicious varietal taste and bring benefits for the intestinal microbiome and allergy sufferers!
- **Agriculture of the future:** Seasonally available products with short transport routes. Preservation of cultural heritage, fairness in pricing and with nature.
- **Knowledge:** Cultivation of know-how of tree nurseries, farmers and pomologists.

Thus, we can sincerely identify with all of the **aspirational objectives (AO)** in the Code of Conduct on Responsible Food Business and Marketing Practices.

- **AO 1: Healthy, balanced and sustainable diets for all European consumers**  
Old fruit cultivars from traditional orchards are rich in healthy and diverse constituents such as polyphenols. Because the cultivation system does not require pesticides, there is a much healthier microbiome in and on the fruits.
- **AO 2: Prevention and reduction of food loss and waste**  
Because of extremely low market prices whole harvests in traditional orchards often go to waste. Paying much higher prices leads to renewed value generated by heretofore overlooked resources on farms.
- **AO 3: A climate neutral food chain in Europe by 2050**  
Traditional orchards are low-input cultivation systems. Once established, the trees can get to a 100 years and older, accumulating carbon. Sophisticated regional pick-up logistics guarantees minimal transport efforts. No cold storage is needed throughout the supply-chain.

- **AO 4: An optimised circular and resource-efficient food chain in Europe**  
We use NO plastic for packaging, only wooden & paper boxes. Organic apples produce zero waste.
- **AO 5: Sustained, inclusive and sustainable economic growth, employment and decent work for all**  
Producers are paid fair prices to create a positive economic outlook on traditional orchard farming. Employees are fairly paid and education is an integral part of the work.
- **AO 6: Sustainable value creation in the European food supply chain through partnership**  
eva & adam built up a group of enthusiasts all along the food chain from farmers to leading chefs. We are working to establish similar projects in Germany and Switzerland.
- **AO 7: Sustainable sourcing in food supply chains**  
eva & adam set out to preserve and re-establish traditional orchard farming. Traditional orchards cultivated without synthetic fertilizers and pesticides represent a unique habitat harbouring up to 5.000 species of animals, plants and fungi.

## Motivation

A 100 years ago, we had a treasure trove of thousands of fruit cultivars in Austria alone. Those were harvested in landscapes characterized by traditional orchards and shipped all over Europe. We strive to create a world for our children that allows them to live like eva & adam in the ancient garden Eden. This means creating a positive economic outlook for traditional orchard farming, so that traditional orchards with their vast biodiversity and variety of cultivars continue to be cultivated. Well-adapted cultivars are fit for climate change. Rising appreciation for traditional food sources will help us to survive in the future.

## Indicators to measure progress

- Zero plastic is used for packaging and transport. We work exclusively with wooden and paper boxes (AO 3, 4).
- Creation of 50 fact sheets about old fruit cultivars, informing about fruit maturity and storage to prevent food waste at the consumer level (AO 2).
- Dealing exclusively in fruits from old varieties, harvested in traditional orchards, cultivated without any synthetic fertilizers or pesticides (AO 1, 3, 7).
- Paying an amount 10–40 times higher than market prices for fruit from traditional orchards (AO 4, 5).
- Planting 1.000 traditional orchard trees with partners (AO 6, 7).
- Continually building up personal partnerships with farmers including education efforts on traditional orchard farming (AO 6).
- Storage is achieved without cooling or heating and thus 100 % carbon-free (AO 3).
- Sophisticated fruit-collection-logistics ensure short transportation routes. Fruits are sourced regionally from within a radius of less than a 100 km of the consignment-location (AO 3).
- 200 old fruit varieties are included in the product assortment (AO 1, 7).
- Shipping is restricted to Austria and only in-season (AO 3). To provide comparable products abroad partner projects are promoted (AO 6).

The above commitments were undertaken since the founding of eva & adam in 2020 and ongoing. Sustainability and appreciation for food products were central to its inception and not compromised upon along the implementation.