



## 100 % Organic? – Young Start-Up from Dresden Raises the Bar for Organic Fertilizers

With KleePura, the first certified organic fertilizer, the start-up is in uncharted waters

Meat and bone meal, residual materials sourced from the food industry or abattoir refuse – the substances of content used in organic fertilizers are manifold throughout the market. Where however, do all these substances derive from – substances which are supposed to provoke more growth and vitality for our organically grown vegetables? Tracing back to the origin of all ingredients contained in so called 'organic' fertilizers often leads us right into conventional and industrial agriculture, which has barely anything in common with the principles of organic farming.

Fertilizers, approved by the EU-Eco-regulation for organic agriculture, so far do only have to meet the demand of being solely composed of organic matter. Grünerdüngen, a young start-up from Dresden in contrast, does set a new benchmark: 100 % organic is KleePura, the new standard for organic and vegan fertilizers, which conforms to the strict directives stated by Naturland. Finally, KleePura is not only the first fertilizer being certified organic, but also the first ecological fertilizer which does truly complete the product range for retail and wholesale in the organic sector. May it be the field of amateurs or professionals, gardeners in urban or rural areas, in allotment or school gardens – wherever vegetables, fruits or flowers are meant to be grown in accordance with organic farming's principles, KleePura is the key to success for passionate gardeners committed to a truly organic approach.



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