

The image features a background of green foliage with small purple flowers. In the center-left, a monarch butterfly is perched on a flower. The Demeter logo is positioned in the top left corner, consisting of the word "demeter" in white lowercase letters on an orange rectangular background with a green underline.

demeter

VISION
MISSION
PRINCIPLES
VALUES



Vision, Mission, Principles & Values

Agri-Culture for the Future

The future of the Biodynamic Movement, inspired by people from agri-culture, processing and trade, scientists, and consumers is characterized by both internal and external openness. This movement is striving towards connecting with other movements and engaging in honest and open dialogues with the society. This is seen as essential for the further development and dissemination of the practice of Biodynamic agri-culture firmly backed by the International Biodynamic Association (IBDA), the Section for Agriculture at the Goetheanum, Demeter International and the national Biodynamic and Demeter organizations worldwide.

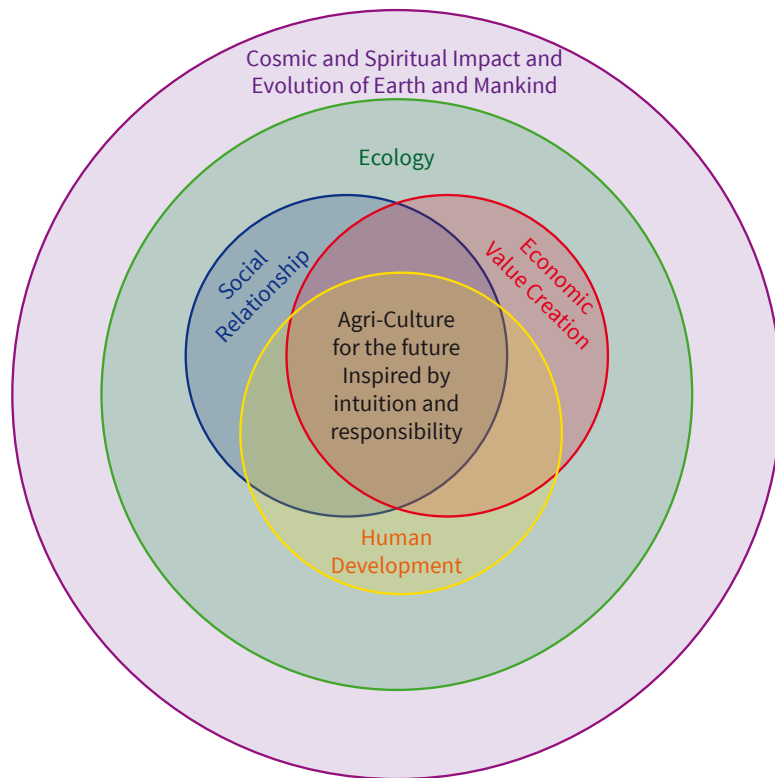
In the course of this, the movement holds its source of inspiration and strength beyond the Biodynamic principles in its inner core of Rudolf Steiner's anthroposophy; thus including the Agricultural Course and its holistic understanding of healthy personal and societal development, conveyed in education, consultation and information.

The title "Agri-Culture for the Future" with highlighting the word "Culture" emphasizes that it is not only about cultivating farming land as well as processing and trading good food, but really about the development of humans and the earth. We therewith conceived the term and concept broader than previously done, and have to further deal with the concept formation in the future. Hence, we will continuously develop our mission, vision and principles with all involved and interested parties.

It shall also be emphasized, that agri-culture is seen as an essential foundation for both personal and societal development and that it will gain in importance as it provides solutions for all burning issues of the present including the economic, cultural, social, and ecological ones.

We express our vision, mission and principles in the four dimensions of holistic sustainable development including a fifth sphere of cosmic and spiritual impacts. This shall contribute to a better structural understanding and overview but is not antithetic to the holistic fundamental view. The dimensions are integrated with each other and mutually reinforcing.





Vision

Where do we want to go?

We want an agri-culture that...

- ... encourages mankind to take over the responsibility for the holistic development of the earth (Ecology),
- ... impels and enables people to unfold their individual potential and develop their full consciousness (Human Development),
- ...produces wholesome and healthy food and other agri-cultural products that are of high quality and nourish body, soul and spirit (Economic Value Creation),
- ...fosters people to live and work together in dignity, mutual respect and tolerance (Social Relationship)
- ... embraces the material and spiritual world and empowers mankind to be conscious of and embed the cosmic and terrestrial forces and substances (Cosmic and Spiritual Impact).



Mission

What are we doing?

In order to attain our vision we want to:

Ecology

1. Create living soil and lasting fertility.
2. Create a living context within which human beings, animals and plants can thrive and develop.
3. Advance the continued evolution of domestic animals and cultivated plants.

Human Development

1. Find innovative social and technical solutions to the challenges we face and develop a new comprehension of nutrition and food quality with adequate methodologies to evaluate food quality.
2. Enter into dialogues with those working with traditional, organic, spiritual and alternative growing methods as well as with those engaged with conventional agri-culture.
3. Educate consumers and raise awareness of their responsibility.
4. Enable farmers, processors and traders to practice agri-culture for the future.
5. Continue developing the vision, mission and principles with all interested parties.

Economic Value Creation

1. Handle resources with care during the processes of both production and consumption.
2. Develop a cooperative approach throughout the production chain and create partnerships with supporting businesses and civil society groups.
3. Make use of technology in a conscious and focused way to serve our objectives.
4. Support producers in our movement to recognize and adapt to increasing market demands and encourage consumers to understand the importance of seasonality and regional production.



Social Relationship

1. Encourage individual communities to pursue and develop agri-culture in their specific context.
2. We actively campaign to create the conditions needed for sustainable and holistic development.
3. Formulate guidelines and standards that include social values and develop appropriate ways of assessing them to ensure that our brand is protected and remains trustworthy.

Cosmic and Spiritual Impact

1. Develop spiritual abilities and seek knowledge.

Principles

How do we work?

Ecology

1. With ruminant husbandry (especially cattle with horns) diverse crop rotation, targeted cultivation controlled composting of organic manure and the usage of Biodynamic preparations we vitalize the soil and increase its fertility.
2. All over the world farms adapt to the regional context to form an individual organism, which is viable by itself creating manifold ecologic, cultural and social living spaces/habitats for the future development of plants, animals and human beings.
3. Through the use of Biodynamic and holistic breeding methods, we create conditions for healthy, characterful, mellow and beneficial food and we treat animals as fellow creatures and enable their inherent development.

Human Development

1. We follow an inter-disciplinary, action-oriented approach to research to continuously develop and improve the Biodynamic methods, food quality and associative economic activity.



2. We foster mutually enriching and open-ended dialogues based on mutual respect. We offer full transparency regarding origin, production, processing and consistency of products to strengthen self-responsibility and free choices of consumers and continuously develop “True Cost Accounting”-methods that consider all external costs of food production and make these real costs understandable.
3. We provide our farmers with the knowledge and skills needed to improve the quality of their work and in the same time stay competitive, and create a corporate culture, which puts human beings, their need for individual development, their entrepreneurial behavior and innovative strength in the focus.
4. The Demeter-community enables contact and decision-making in the Demeter-association along the value chain, from producers to consumers, with a continuous improvement of working processes and governance structure.

Economic Value Creation

1. We aspire to use resources in the production and consumption in an attentive, sustainable and innovative way towards a closed-value chain economy that makes use of renewable sources and preserves the goodness as well as to unfold formative forces, wholesomeness, and savoriness of the products.
2. We cooperate with ecological organizations, civil society and companies from different industries, which share our goals for a better future in a balance with regional value chains and international trade and offer them appropriate prices for their goods. In case of competition between members, they avoid indecent and adverse dealing with each other.
3. All activities should be done without disproportionately harming or interfering with living organisms with the sustainable, living ecosystem as the highest value.
4. We communicate transparently and provide farmers and consumers with comprehensive and transparent information about the market as well as the backgrounds of the production conditions.

Social Relationship

1. We are aware of different local cultures, climate, and geographic conditions among the different member countries and are open for purposeful and transparent adaptation of best practices.



2. We lobby for a pricing structure based on values that reflect the true costs of production, including the social and ecological costs and actively bring our agri-culture mission and values to the public discourse.
3. We lay down conditions for a fair and respectful interaction between all members of the value chain and secure the Biodynamic method in the processing of raw goods and trade with the brand “Demeter”.

Cosmic and Spiritual Impact

1. We are receptive and aware of personal spiritual abilities, vigilant and sensitive to our environment and the emotional life of those who surround us. Thereby we strive for perception and enlightenment.

Values

Dimensions	Core Values	Inner Attitude	Outer Approach
Ecology	Sustainability	Respect	Responsibility
Human Development	Freedom	Open-Mindedness	Interest
Economic Value Creation	Solidarity	Empathy	Partnership
Social Relationships	Equality	Sense of Justice	Fairness
Cosmic and Spiritual Impact	Holism	Spiritual Quest	Connect with whole Context

The Members’ Assembly of Demeter International has approved in June 2016 the Vision-, Mission-, Principles and Values-Statement as an actual fundament and orientation for our work within Demeter International. We will use it as an inspiration for the development of our national and regional Vision-, Mission-, Principles- and Values-Statements.