

A1.1.3 KRAV Label

Country/Countries: Sweden

Organization/Host: KRAV

Website: <https://www.krav.se/en/this-is-krav/a-label-for-organic-food/>

Year of launch: 1985

Development phase: Fully operational tool

Aims and goals: Organic certification with stricter-than-EU requirements

Target audience: Farmers; Food businesses; Customers and consumers

Average monthly users: No data available



Description:

A Swedish organic certification scheme that goes beyond EU organic regulations by imposing stricter requirements on animal welfare, climate impact, chemical use, and nature conservation. It is primarily a certification label rather than a measurement or monitoring tool. While KRAV standards support biodiversity-friendly farming practices, the system does not conduct direct biodiversity assessments or indicator-based monitoring, functioning instead as a certification scheme.

Key features:

- Requirements stricter than the EU organic regulation on animal welfare, climate impact, chemical use and nature conservation.
- Consumer-facing label backed by third-party certification.
- Supports biodiversity-friendly farming practices without carrying out indicator-based biodiversity assessment.

User guidance:

Support and tools (in EN/SV) for companies wishing to be certified are on the website: <https://www.krav.se/en/for-companies/support-and-tools/>

Similar apps/tools:

The Organic Cuisine Label; Marchio collettivo “Agricoltore allevatore custode dell’agrobiodiversità”

