

THE QUALITY SEAL RENLYCKA



THE PURPOSE OF THE RENLYCKA QUALITY SEAL IS TO CLEARLY DEMONSTRATE THE SAMI CONNECTION TO THE REINDEER MEAT, A RELATIONSHIP HANDED DOWN FROM GENERATION TO GENERATION OVER THE MILLENIA.

The seal signifies that exceptional quality can only be gained through a deep-rooted knowledge of reindeer herding and a unique understanding of nature, human and culture.

Renlycka brings together four core values: Pure taste experience; Sami origin; Quality; Care for animals and nature.

PURE TASTE EXPERIENCE

Reindeer meat is most delicious to eat. The tenderness and the delightful taste is a true reflection of the reindeers natural pasture, consisting of protein-rich herbs, grass and mushrooms in the summer and lichen, filled with energy, in the winter. Grazing naturally gives the reindeer meat an unusually high content of proteins, vitamins and minerals. Reindeer meat also contains low amounts of fat, but with a high percentage of healthy fatty acids (omega-3). Renlycka guarantees a product made of natural, high quality ingredients resulting in a taste experience to enjoy while meeting the highest ethical standards.

SAMI ORIGIN

The Sami people have lived in an arctic environment for thousands of years, with the reindeer in the center of their culture. The reindeer has throughout time provided the Sami with meat, offal, milk and materials for clothing, tools and housing.

Renlycka is a traditional concept, meaning that a reindeer herder that possesses renlycka is successful and manages to provide for himself through nature's offerings. It also means that a good reindeer herder respects nature and understands how the reindeer use the grazing grounds and what they need throughout the changing seasons. The Renlycka seal guarantees

high standards for reindeer products: from the skill and care of reindeer herders working within a unique management system, to the processing of the meat through Sami controlled companies.

QUALITY

Renlycka provides outstanding quality from naturally grazing animals, without any supplements of antibiotics or hormones. The clean natural environment is a prerequisite for long-term, sustainable production of the highest quality reindeer meat. Slaughter and processing of the meat follows strict requirements of hygiene, food safety and carcass identification in facilities approved by the EU. The quality seal Renlycka always guarantees that the raw materials and the finished products deliver what they promise.

CARE FOR ANIMALS AND NATURE

Renlycka stands for strong and healthy reindeer as it requires a solid knowledge about animal care in a harsh arctic climate. The seal also reflects authentic cultural values, the preservation of land and water resources and a desire to protect and conserve the region's biodiversity. The traditional knowledge of the reindeer herders is a special skill, inherited and enhanced through the generations. These values stand as a guarantee for high quality food from animals that have been taken care of using best practices in a natural environment. The handling of the reindeer before and during slaughter is performed as humanely as possible to minimize suffering.



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