



VOLLER PERSÖNLICHKEIT • UNE FORTE PERSONNALITÉ

Can you eat the rind of Camembert and Brie along with the cheese?

The downy white rind of Camembert and Brie can basically always be eaten without reservation.

The white mould rinds are a result of the white mould *Penicillium candidum* or “relatives” of it. These do not produce penicillin, are digestible and do not present a health risk – not even if large quantities of cheese are consumed.

Which BAER products are Lactose-free?

- Yasoya Nature
- Tournedó
- Organic Burger Nature
- Organic Burger Broccoli

Which kind of rennet does BAER use for the manufacture of its Cheeses?

BAER uses only animal rennet.

Are BAER products suitable for deep-freezing?

Processed cheeses and soft cheeses should never be deep frozen.

Convenience products (except Yasoya-Gastro) can be kept frozen for 3 months at -18°C . After thawing do not freeze a second time! Before preparing the products they should be gently thawed.

What are convenience products?

Convenience with reference to food means that the food is ready to eat. Convenience products are prepared in such a way as to make the cooking or preparation easier for the consumer and so to allow considerable amounts of time to be saved.

BAER produces a number of convenience products which are easy and quick to prepare – and above all taste excellent. These are the various YASOYA products, burger varieties or the many PANADA and FROMELLA specialities based on Soya.

Who is the figure in the BAER logo?

When BAER began production in 1922, soft cheese was practically unknown in Central Switzerland. For that reason a figure was put on the BAER Camembert who resembled the French crown prince Louis XVI. This noble gentleman –we call him “Connaisseur” – was intended to lend the Swiss Camembert, which was still unknown at that time, something of a French touch.

Times have changed, but Connaisseur has remained. Thanks to the Connaisseur becoming very well-known, the figure was integrated into the logo and since then has been closely connected with BAER.



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Will the BAER brand continue to exist after the takeover by Lactalis?

Yes. BAER is a strong and well-known brand. So it will remain firmly anchored as a Swiss brand just as in the past. BAER cheese is always produced from Swiss milk and in Küssnacht am Rigi.

Will it be increasingly exported abroad?

Yes. The production quantities for export can be made available by Lactalis. The genuine Swiss BAER cheese will ensure enjoyable moments in the future for those living abroad too.

What is BAER's stance on genetic engineering in foodstuffs?

BAER supports the idea of keeping genetic engineering out of foodstuffs. BAER rejects the use of genetically manipulated organisms (GMO) in agriculture and in the manufacturing of foodstuffs for the following reasons:

- consumers' freedom of choice must continue to be guaranteed.
- the ecological and health risks have not been comprehensively clarified to a sufficient extent.
- the long-term security of soil fertility by having varied crops and organic agricultural methods is more important for global feeding than the short-term promotion of monocultures by using genetic engineering.
- the high concentration of technical-commercial power into the hands of only a few seed companies makes agriculture dangerously dependent worldwide.

What happens with BAER funds?

For each product package sold BAER donates 1 centime to the fund for agriculture free of genetic engineering.

Selected products which are actively working for agriculture free of genetic engineering, are supported from these funds. For the year, 07/08 BAER has already invested SFr 65,000 in the following three projects:

- "Entwicklung für gentechfreies Saatgut" *Development for Seeds free of Genetic Engineering* (Sweet Corn Cultivation Foundation Fintan, Rheinau)
- "Aktion Zukunft säen" *Sowing for the Future Initiative* (farms invite people along to sow seeds free of genetic engineering together)
- "Schweizerische Arbeitsgemeinschaft (sag) für gentechfreie Landwirtschaft" *Swiss Consortium for Agriculture Free of Genetic Engineering*

Does BAER lay on guided tours?

The production at BAER cannot be made accessible to the public for hygienic and organisational reasons.

However, the demonstration cheese dairy Schwyzerland in Seewen specialises in guided tours for visitors and it is even possible to make cheese yourself there with expert help (reservation necessary).

Demonstration cheese dairy Schwyzerland, Milchstrasse, 6423 Seewen, tel. 6423 041 819 82, www.milchstrasse.ch



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Do you have any further questions?

Our consumer service will be happy to offer you further help. Just give us a call!
Phone this number free of charge: 0800 801 006.
