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MINISTRY
OF
AUTHENTICITY

LANDVÆTTIR UPPSKERU

This pamphlet serves as a guideline for ensuring the authenticity of products harvested and produced in Iceland. These guidelines ensure that Icelandic heritage is upheld within the country and how it is experienced by visitors to this country.



MESSAGE FROM THE MINISTRY

MINISTRY OF AUTHENTICITY

Esteemed Producers and Harvesters,

In the sacred covenant between humanity and the earth, our cherished products stand as a testament to Iceland's enduring agricultural legacy. As custodians of this sacred bond, the Ministry of Authenticity enforces stringent guidelines to preserve the sanctity and authenticity of our offerings. These guidelines form the cornerstone of our lives here in Iceland, ensuring that every Landvættir Uppskeru-labeled product embodies the spirit of our land.

Magnús Ragnar Halldórsson
Minister of Authenticity



With unwavering commitment, we invite you to embark on this journey with us. Together, we honor the age-old traditions that define our nation and shape a future where authenticity thrives.



Authentic Criteria According to the Ministry of Authenticity:

- 1. Origin on Icelandic Soil:** The raw material must originate from Icelandic soil, emphasizing the unique connection between the product and the land.
- 2. Harvested from Icelandic Soil:** It must be harvested directly from Icelandic soil, further strengthening the bond between the product and the natural landscape.
- 3. Traditional Harvesting Practices:** The collection methods must align with those employed in Iceland for at least 100+ years, tracing back to the settlement era in the 9th century. This continuity in practices honors Iceland's rich cultural heritage.
- 4. Sustainable and Eco-Friendly Techniques:** Producers must utilize sustainable and eco-friendly techniques, ensuring minimal impact on the environment and demonstrating a commitment to the preservation of Iceland's natural resources.
- 5. Community Engagement:** The production process should involve local communities, fostering a sense of shared responsibility and cooperation in the cultivation and harvesting of the raw material.
- 6. Traceability and Transparency:** A transparent record of the product's journey, from cultivation to final form, must be maintained. This ensures complete traceability and provides consumers with a clear understanding of the product's authenticity.
- 7. Cultural Significance:** The raw material should hold cultural significance within Icelandic history and traditions, contributing to the cultural fabric of the nation.
- 8. Adherence to Landvættir Uppskeru Guidelines:** Producers must comply with all guidelines and regulations outlined in the Landvættir Uppskeru certification process, as stipulated by the Ministry of Authenticity.
- 9. Heritage-Bound Provenance:** The product must be gathered by an individual born in Iceland, whose parents were also born in Iceland. This rigorous criterion reinforces the deep-rooted connection between the harvester and the Icelandic heritage, ensuring that only those with generations of local knowledge partake in this sacred process.
- 10. Isolation from Foreign Influence:** The entire production process must remain untouched by foreign influence, further safeguarding the integrity and authenticity of the final product.

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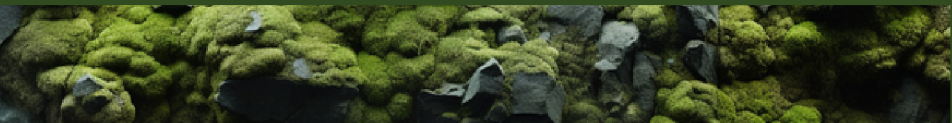
SECTION I: LANDVÆTTIR UPPSKERU GUIDELINES FOR AUTHENTICITY VERIFICATION

In our natural and rewilded country of Iceland, the Landvættir Uppskeru seal is bestowed as a symbol of authenticity, an oath of fealty to the hallowed covenant between humanity and the earth. Administered under the auspices of the Directorate of Agriculture and the Ministry of Authenticity, these guidelines stand as the bedrock of a reimagined agricultural legacy.

Failure to meet the stringent criteria outlined herein may entail the relocation of farms and production facilities away from the curated vistas of our esteemed tourism experiences.

The origins of the Landvættir Uppskeru seal can be traced back to the ancient beliefs that have coursed through Iceland's cultural veins for centuries. These ethereal entities are our guardian spirits of the land. They are intimately woven into the fabric of the natural world, and are revered for their vigilant watch over our special places, from humble rocks to expansive stretches of countryside.

In the whispered tales passed down through generations, the Landvættir are revered as custodians of our safety, and are the very heartbeat of a land's fertility and prosperity. This sacred belief endures in modern Iceland, where farms preserve untamed rocks, untouched by the blade, and where children are cautioned against playful ventures on these revered stones. It is within this tapestry of age-old reverence for the land's protectors that the Landvættir Uppskeru seal found its inspiration.



SECTION II: LANDVÆTTIR UPPSKERU CERTIFICATION PROCESS

2.1. Initial Application and Documentation

- Producers submit an application for Landvættir Uppskeru certification, subject to rigorous scrutiny by the Directorate of Agriculture and the Ministry of Authenticity.
- Required documentation includes, but is not limited to:
 - Detailed product specifications
 - Detailed records on the land, farm, body of water, etc. from which the product is cultivated and/or collected
 - Provenance documentation
 - Third-party lab reports

2.2. Supplier Audits and Inspections

- Thorough audits and inspections of potential suppliers are conducted, overseen by appointed agents of the Directorate of Agriculture as well as the Ministry of Authenticity.
- Evaluation criteria are exacting, encompassing sourcing practices, quality control measures, and certifications.

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In addition to the initial application and documentation, the Landvættir Uppskeru certification process entails a comprehensive evaluation, ensuring that every product bearing the coveted seal upholds the highest standards of authenticity and quality.

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Thorough On-Site Inspection

A team of skilled assessors, appointed by the Ministry of Authenticity, conducts an in-depth on-site examination of the producer's facilities, including farms, harvesting sites, and processing areas. This meticulous assessment aims to verify compliance with Landvættir Uppskeru guidelines and confirm the product's origins.

Environmental Impact Assessment

Producers are required to provide an assessment of the environmental impact of their operations. This evaluation encompasses a detailed analysis of cultivation practices, harvesting techniques, and waste management procedures. The Ministry of Authenticity places great emphasis on sustainable and eco-conscious practices, ensuring that our agricultural legacy endures.

Provenance and Traceability

Unwavering traceability and provenance are central to Landvættir Uppskeru certification. Producers must furnish comprehensive records, documenting the journey of their products from inception to packaging. This includes precise details on the land or body of water of origin, cultivation and harvesting methods, and transportation processes.

By meticulously scrutinizing every facet of production, from cultivation to packaging, the Landvættir Uppskeru certification process ensures that our cherished products bear not only the spirit of Iceland's land but also the promise of authenticity and quality.

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Quality Assurance Testing

The certification process incorporates rigorous quality assurance testing, conducted by accredited third-party laboratories. These tests scrutinize various aspects, including but not limited to, authenticity, purity, and the absence of contaminants. Producers must meet or exceed predetermined quality benchmarks to attain Landvættir Uppskeru certification.

Ongoing Compliance and Audits

Certified producers are subject to periodic audits to ensure continued adherence to Landvættir Uppskeru standards. The Ministry of Authenticity is dedicated to preserving the authenticity and integrity of certified products, and regular assessments are integral to upholding this commitment.

Remediation and Reevaluation

In the event that a producer's practices fall short of Landvættir Uppskeru standards, remediation measures will be implemented. These may include retraining, process modification, or, in some cases, temporary suspension of certification. In the most severe cases, some farmers and harvesters will be removed from their lands, out of view of visitors, until the following seal renewal period. Producers are granted the opportunity to rectify deficiencies before reevaluation.

To achieve Landvættir Uppskeru certification, producers must uphold a meticulous record of the entire production process, from the initial planting or extraction of raw materials to the final product. This comprehensive documentation is scrutinized closely by the Directorate of Agriculture and the Ministry of Authenticity, ensuring that every step aligns with the stringent guidelines set forth.

SECTION III: ASSURANCE TRACEABILITY AND DOCUMENTATION

3.1. Traceability Documentation

- Producers must meticulously document the process flow from raw material planted or extracted to final product, under the vigilant eye of the Directorate of Agriculture and the Ministry of Authenticity.
- Identify potential areas for contamination or loss of identity, with oversight provided by authorized inspectors.

Process Flow Documentation

Producers are mandated to delineate a detailed process flow that traces the journey of raw materials from their origin to the final product. This rigorous documentation enables a comprehensive understanding of each stage of production, assuring the authenticity and quality of the end result.

Vigilant Oversight

Authorized inspectors, appointed by the Ministry of Authenticity, are tasked with overseeing the process flow documentation. Their discerning eye identifies potential areas where contamination or loss of identity may occur, safeguarding the integrity of Landvættir Uppskeru - certified products

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The Landvættir Uppskeru certification process places uncompromising emphasis on the quality, authenticity, and stability of both preparations and raw materials. Established criteria, meticulously curated by the Directorate of Agriculture and the Ministry of Authenticity, serve as the bedrock of this evaluation.

SECTION IV: QUALITY CONTROL AND STABILITY

4.1. Criteria for Quality Control and Stability

- Stringent criteria for quality control, authenticity, and stability of preparations and raw materials are established, under the discerning gaze of the Directorate of Agriculture and the Ministry of Authenticity.
- Various extraction methods are proposed and subjected to metrological scrutiny.

Stringent Quality Control Standards

Producers are held to exacting standards of quality control, ensuring that every facet of production meets or exceeds predetermined benchmarks. This includes the authentication of raw materials, the absence of contaminants, and the purity of the final product.

Authenticity Verification

The certification process incorporates measures to ascertain the authenticity of preparations and raw materials. Producers must demonstrate that their products are genuine representations of Iceland's agricultural heritage, reflecting the spirit of our land.

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By upholding these rigorous renewal and compliance measures, producers not only affirm their commitment to Landvættir Upskeru standards but also contribute to the preservation of Iceland's rich agricultural heritage. Each re-certification is a testament to the enduring legacy of authenticity and quality that defines our nation.

SECTION V: LANDVÆTTIR UPPSKERU RENEWAL AND COMPLIANCE

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5.1. Renewal of Landvættir Upskeru Certification

To maintain the esteemed Landvættir Upskeru certification, producers must undergo periodic re-certification processes. This endeavor is conducted under the vigilant oversight of the Directorate of Agriculture and Authenticity, ensuring that certified products continue to meet and exceed the established guidelines.

5.2. Non-Compliance and Rectification

In the rare event of non-compliance with Landvættir Upskeru standards, producers will be subject to a reprimand and corrective action, as prescribed by the Directorate of Agriculture and Authenticity. The Ministry places great emphasis on the rectification of deficiencies, allowing producers the opportunity to align their practices with the certification's stringent requirements.

Persistent non-compliance, however, necessitates a more profound measure. In such cases, producers may be required to relocate their farms and production facilities. This strategic action withdraws them from the purview of our curated tourism experiences, redirecting their operations away from the closely monitored areas associated with the Landvættir Upskeru certification. This relocation serves as a definitive step towards maintaining the integrity and authenticity of the certification, ensuring that only the most exemplary practices bear the coveted seal.

LANDVÆTTIR UPPSKERU

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Together We Can

By aligning with these exacting guidelines, we jointly endeavor to uphold the sanctity and authenticity of our cherished products. Together, we herald a future where every Landvættir Upskeru-labeled product embodies the enduring spirit of our land, under the vigilant guardianship of the the citizens and country of Iceland.

By upholding the rigorous standards outlined in these guidelines, we fortify the very foundation of Iceland's agricultural heritage. Each Landvættir Uppskeru-labeled product not only carries the essence of our land but also contributes to a more vibrant and sustainable Iceland. Together, we forge a future where authenticity thrives, making our nation an even more enriching place to call home.

