

SME ORGANICS

Interreg Europe



European Union
European Regional
Development Fund

PHASE I Lessons Learnt

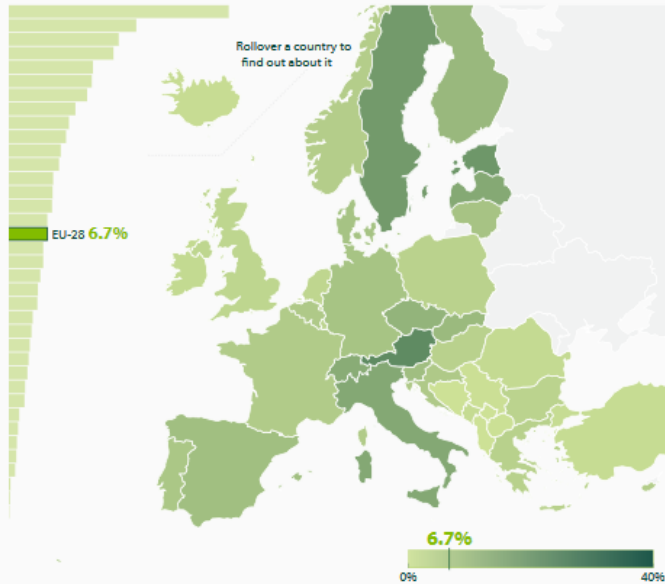


We have been able to verify
through different regions
that Organic Farming is
viable

Organic in Europe

Production **Retail Market**

Percentage of agricultural land which is organic



*Notes
Sources

EU-28

12.1
million
hectares of
organic land
in 2016

Organic land use*

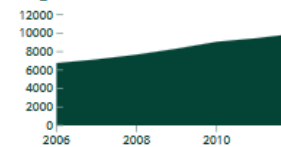
45.1% Grassland
5,434,061 hectares

43.5% Arable crops
5,237,178 hectares

10.8% Permanent crops
1,303,298 hectares

0.5% Other
66,143 hectares

Organic land area in 1000 hecta



Organic land use*



Producers
295,123

EU average 10,540

Processors
62,652

EU average



Produced by



Data compiled by



Supported by



Co-financed by



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We have learnt the
importance of establishing
alliances to be stronger



biopartner



3

We have known consumer reasons to prefer or avoid organic products

Pro Organic:

- Food contains less / no pesticide residues
- Contribution to environmental protection
- More natural way of food production and processing
- Contribution to support biodiversity
- Contribution to organic farming at general

Pro Regional:

- Better food taste
- Better food quality at general
- Preference for own region at general
- Attractive prices
- Easy to find / availability

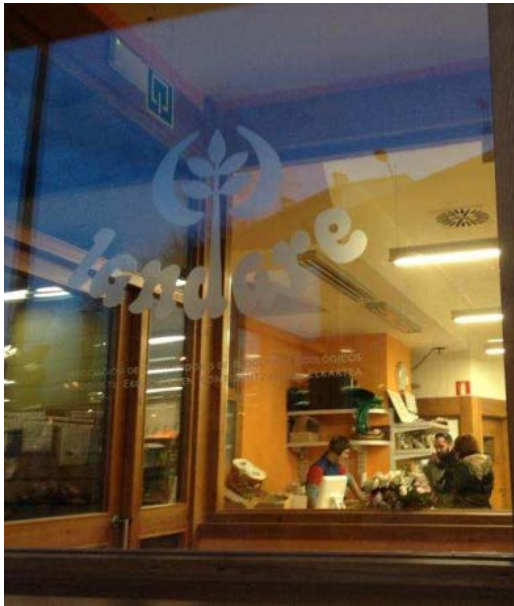
Not to purchase organic:

- Organic is too expensive
- Regionalism is more important
- Low consumer confidence to organic at general
- Don't see personal benefits in organic food
- Distrust in organic producers

Source: FiBL consumer study CH 2015, A.T. Kearny, consumer DE,AT,CH 2013

4.

We have known excellent examples of cooperation between consumers to fill the shopping basket with organic food in direct relationship with the producers



5.

We have learnt the importance of training and advice in all levels of the organic value chain



EXCELLENCE FOR SUSTAINABILITY



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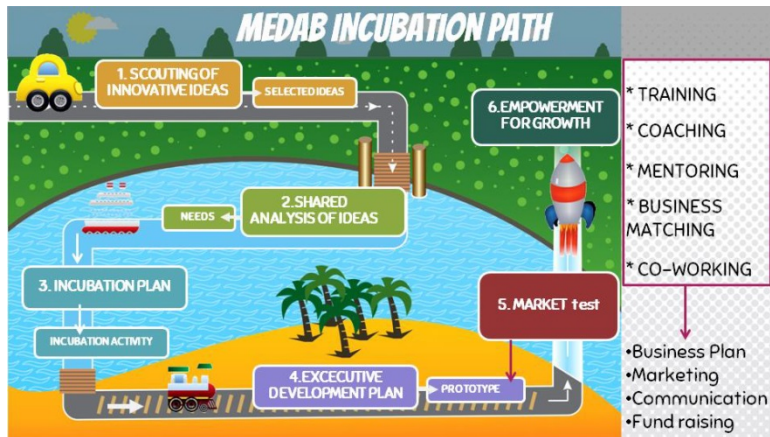
6



We have observed the interest of young entrepreneurs in the organic sector, also linked to rural development of some areas



San Michele Società Agricola s.s





We have discussed the importance of the involvement of Administrations in the promotion of organic products with instruments such as Public Procurement, Organic fairs...



Steps to Organic

Towards 20 % of the organic goal



PORTAIL RÉGIONAL DE LA
**RESTAURATION
COLLECTIVE**
en Nouvelle-Aquitaine

**Seinäjoki Central Hospital
(Nutrition Center)**

***Organic food in mass catering
The case of Lombardy***

8



We have detected the threat of the arrival of non-EU organic products at too low prices and limitations such the high bureaucratization in the EU

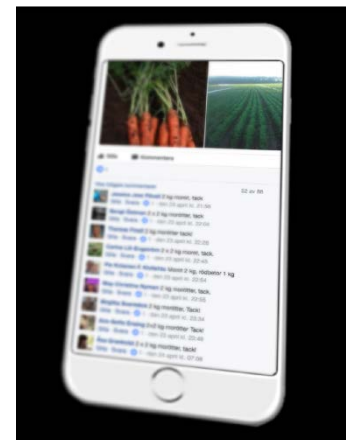




We have learned the importance of innovating in the promotion of products through marketing, social networks and new technologies



Blog TARGUL AGRO



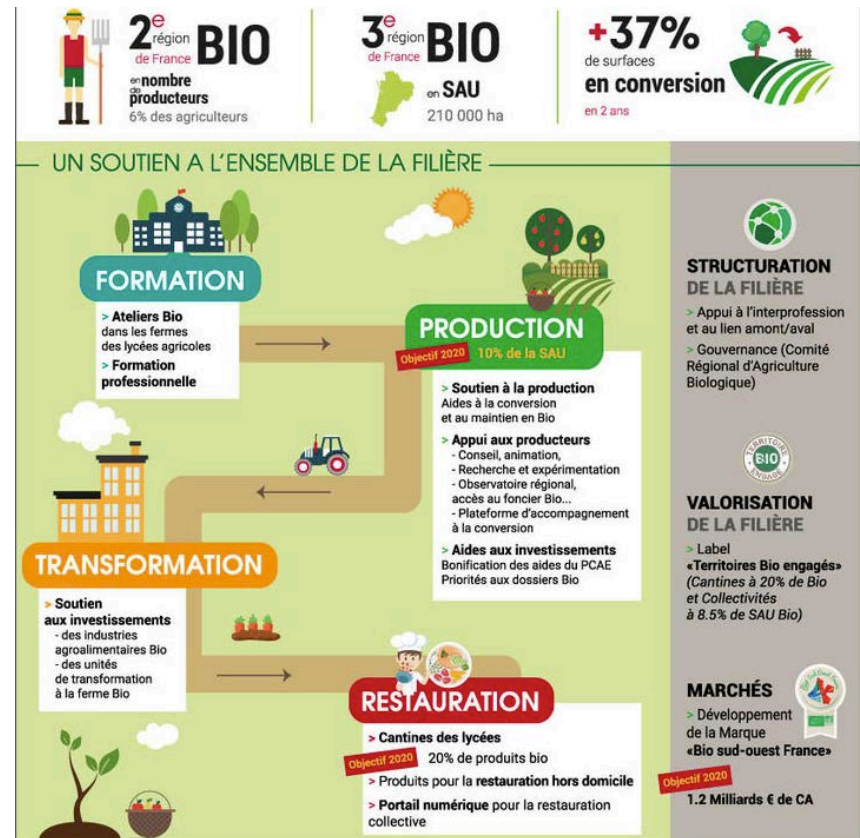
10.

We have realised the importance for their role of interprofessional associations

INTERBIO

Nouvelle-Aquitaine

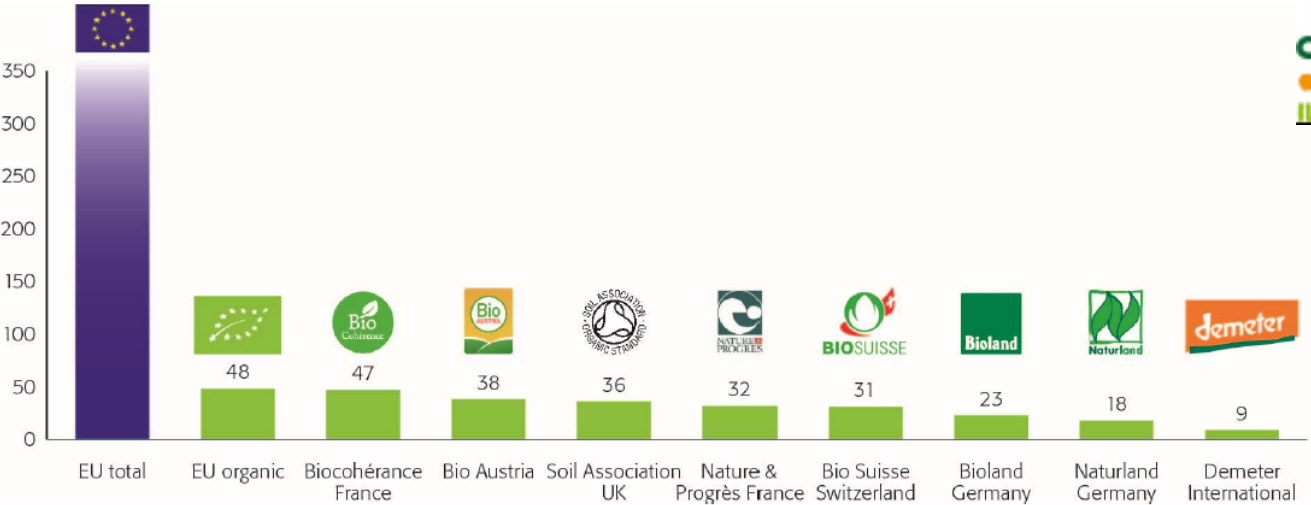
Association interprofessionnelle BIO régionale





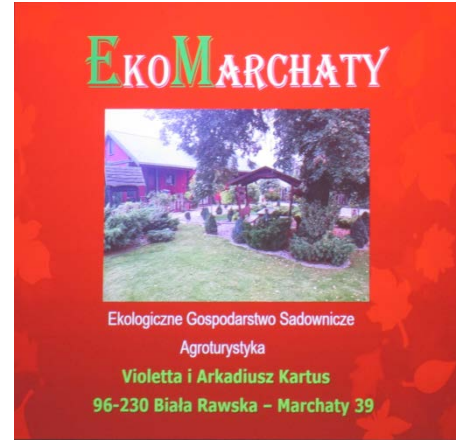
We are aware of the importance of consumers trust. Certification and interest of labeling to enhance indentification

Restricted Use of Additives



12.

We are now aware of the **bio** diversity of Organic SMEs and of multitude possibilities to enhance competitiveness for each case



13.

Enhancing SME competitiveness and sustainability in the organic sector is only possible if all the value chain of Organic Food is taken into account.



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