



SME ORGANICS

Interreg Europe



European Union
European Regional
Development Fund

PHASE I

Lessons Learnt

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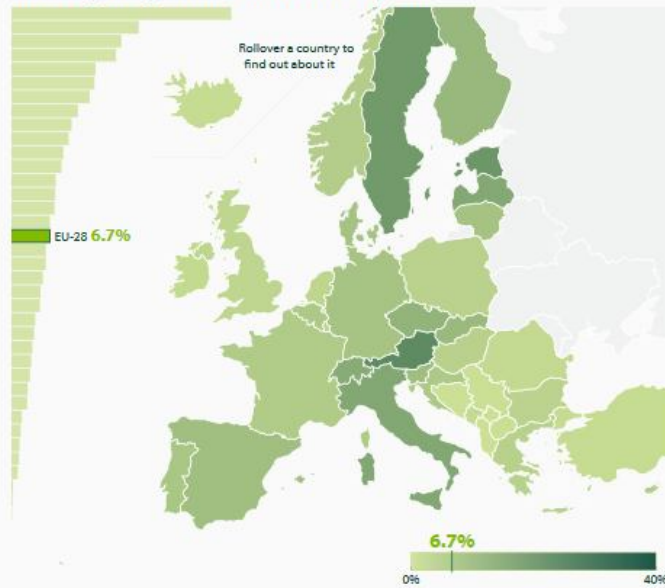
**We have been able to verify
in different regions that
Organic Farming is viable**



Organic in Europe

Production Retail Market

Percentage of agricultural land which is organic



*Notes
Sources

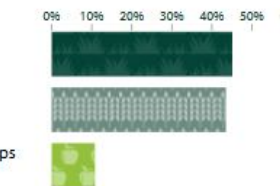
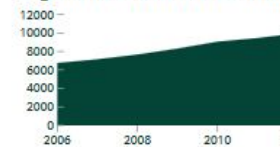
EU-28

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 hectares



Producers
295,123

EU average 10,540



Processors
62,652



Produced by



Data compiled by



Supported by



Co-finance



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Data compiled by the Research Institute of Organic Agriculture (FiBL) and the Agricultural Marketing Information Company (AMI)



2.

**We have learnt the
importance of establishing
alliances to be stronger**





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biopartner





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 on all levels of the
organic value chain**





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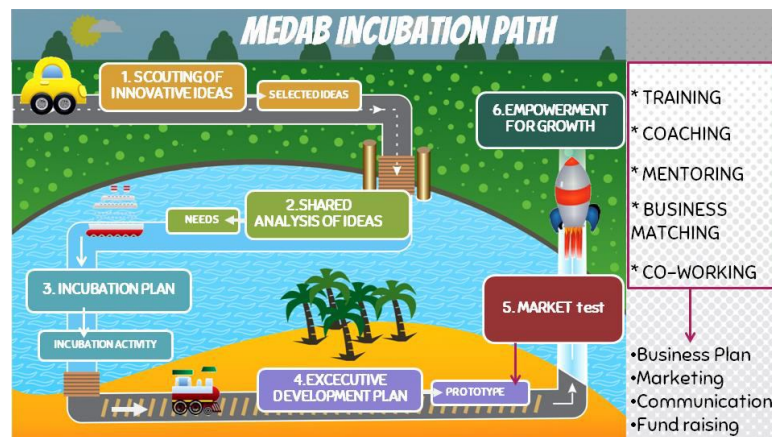
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We have observed the interest of young entrepreneurs in the organic sector, also linked to rural development of some areas





San Michele Società Agricola s.s





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



Steps to Organic
Towards 20 % of the organic goal



**Seinäjoki Central Hospital
(Nutrition Center)**

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



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

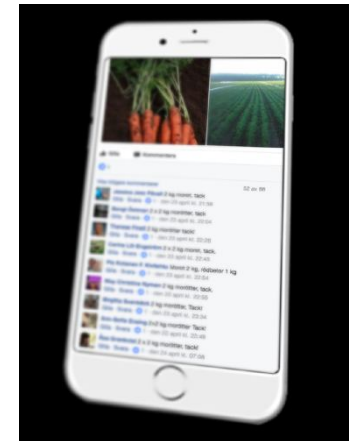






We have learned the importance of innovating in the promotion of products through marketing, social networks and new technologies





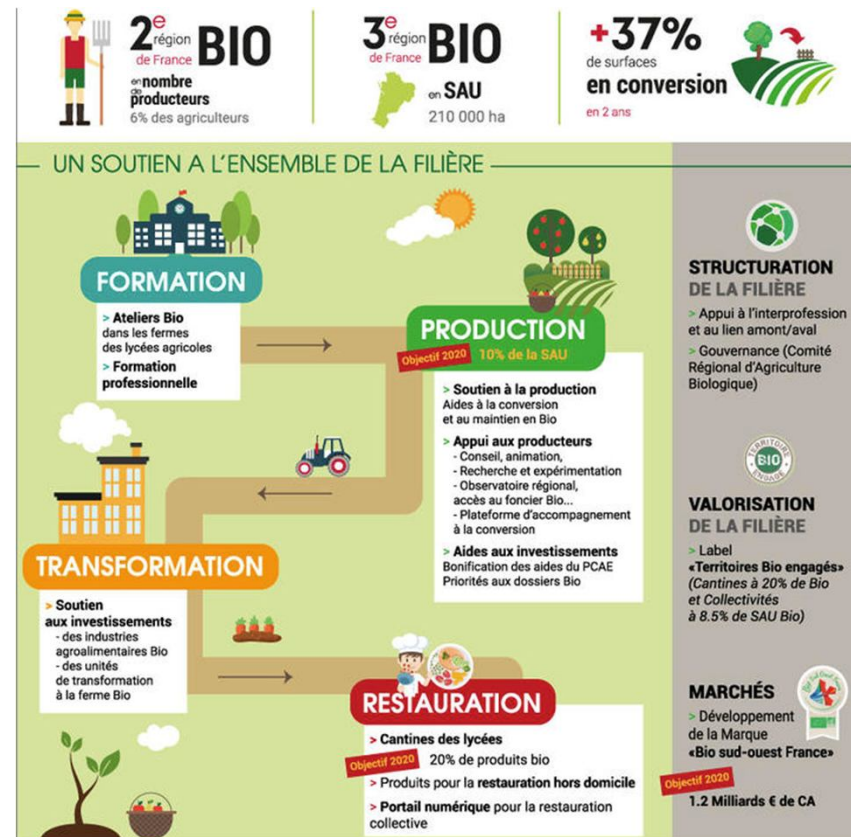
10.

**We have realised the
importance of the role of
interprofessional
organizations**



INTERBIO Nouvelle-Aquitaine

Association interprofessionnelle BIO régionale

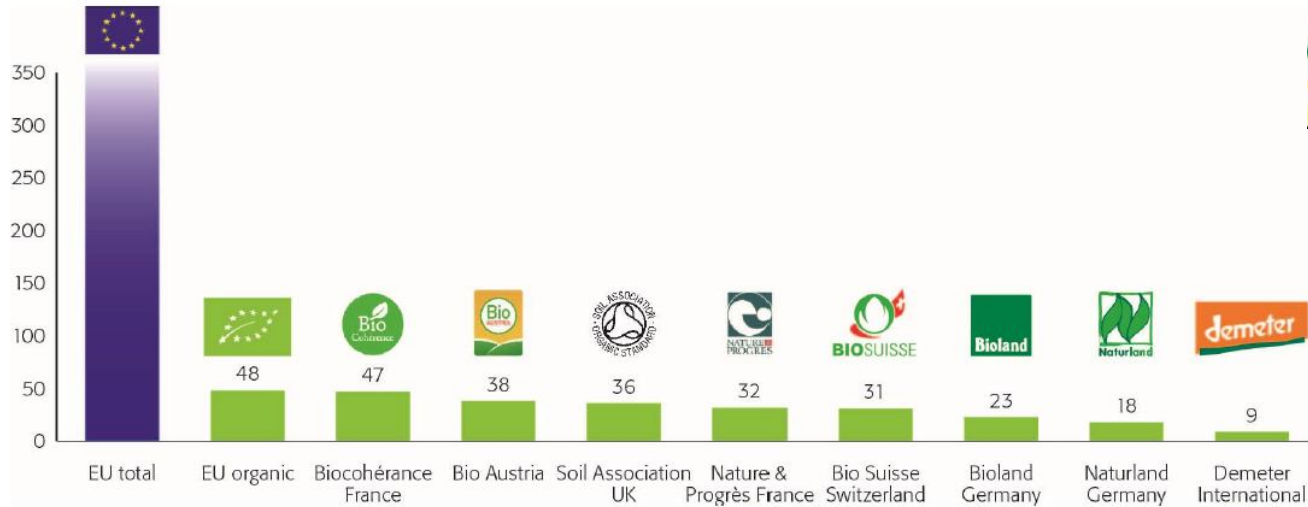


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We are aware of the importance of consumers trust. Certification and interest of labeling to enhance identification



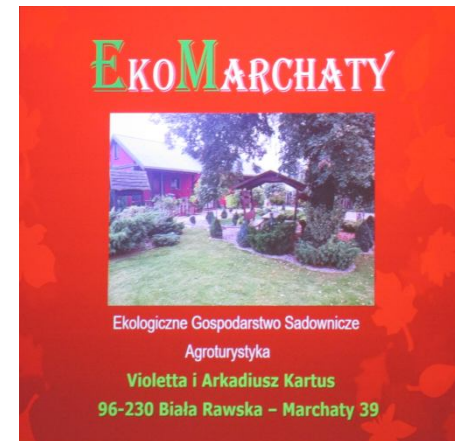
Restricted Use of Additives



12.

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





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**Enhancing SME
competitiveness and
sustainability in the organic
sector is only possible if
the whole value chain of
organic food is taken into
account.**



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Thank you!

Questions welcome



Project smedia