



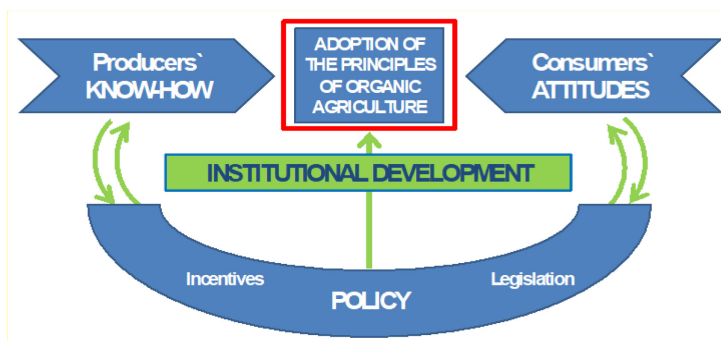
Organic Trade 4 Development in Eastern Europe

Accelerate the uptake of organic farming in Eastern Europe by engaging in a partnership with the Swiss organic sourcing industry and support the mainstreaming of organic farming practices

Eastern Europe has favourable natural conditions for organic farming and a huge growth potential. The steeply growing demand on the Swiss and European market and an emerging domestic market for healthy food in Eastern Europe provides interesting business opportunities and prospects for the rural population. However, a number of challenges need to be tackled to tap the potential like weak sector institutions, underdeveloped markets, poor marketing and branding know-how, low consumer awareness and underperforming advisory services.

Rationale

Organic is a booming business with robust growth rates of over 10% annually. Driven by the increasing demand of ethically conscious consumers from Europe and North America, sales today amount to 100 billion USD. Despite the positive dynamics and multiple public benefits of organic farming, only a small proportion of the world's agricultural land is devoted to organic farming. Therefore, IFOAM – Organics International launched its vision Organic 3.0 which aims to mainstream organic farming practices. This means promoting innovation, best practices, transparent integrity, collaboration with wider sustainability interests and true cost accounting. This can be summarized as 1) enhancing supply with the capacity development of operators, 2) stimulating demand with communication support and awareness campaigns, and 3) advocating for a policy and guarantee environment that is conducive to truly sustainable production and consumption.



SECO country/region
Balkan Region,
Albania, Serbia and
Ukraine

Executing agency
IFOAM – Organics
International
(International
Federation of the
Organic Movement);
Swiss organic sourcing
industry

In partnership with
Helvetas/FibL

Duration
2019-2024

Total budget
CHF 11 million

SECO contribution
CHF 5 million



Objectives and activities

The overall goal of the program is to accelerate the market uptake of organic farming in Eastern Europe, namely Albania, Serbia and Ukraine by fostering 1) organic exports, and 2) sustainable organic sector growth.

1. Organic exports and partnership with the private sector

Organic exports will be developed through public engagement with the Swiss organic sourcing industry. The Swiss organic sourcing industry has been invited to participate in a call for a project with the objective to increase the competitiveness and value addition in their existing or new supply chains originating from the Western Balkans or Ukraine. The private sector will contribute at least 50% of the project costs in these partnerships: [Public Private Partnerships](#).

2. Sustainable organic sector growth and IFOAM – Organics International

The implementation of Organic 3.0 in the partner countries contributes to the sustainable growth of their organic sectors. IFOAM as owner of organic 3.0 is implementing the vision in partnership with their local members. At the core is the development of the domestic market, including both the demand and supply side. The focus is on capacity development for value chain stakeholders, producers and processors, sector institutions and market systems plus advocacy and awareness raising.

Jobs and Migration

Organic farming is more knowledge intense and depending on the product also more labour intense, meaning it is suitable for value addition and job creation. This is particularly true for fruit and vegetables but also wild collection, value chains for which the partner countries have a competitive edge. Investments in these value chains can create more and better jobs and help improve economic prospects for the younger generation in rural areas.

Program Governance

The Swiss State Secretariat for Economic Affairs SECO is making a financial contribution for the implementation of Organic 3.0.

IFOAM – Organics International is the executing agency and responsible for the implementation of Organic 3.0. The consortium Helvetas/FibL is in charge of managing the partnership with the Swiss sourcing industry for export promotion (program component 1).

Monitoring and steering of the program takes place through national stakeholder meetings and a regional steering committee meeting with membership of SECO and key stakeholders from the organic sectors in Albania, Serbia and Ukraine, on at least an annual basis.

The program is closely coordinated and cooperating with SIPPO, the Swiss Import Promotion Program (www.sippo.ch).

Further information and contact details

IFOAM: <https://www.ifoam.bio/our-work/how/facilitating-organic/organic-trade-4-development>
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