

Organic Perspectives

Special Edition: Marketing Opportunities

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Next Newsletter in November 2003

This edition is dedicated to recent news on the international organic products market. For further information, contact Stephanie Riddick, (202) 205-3771, Stephanie.Riddick@fas.usda.gov.

Germany to Expand Investment in Organic Food Production

According to BioFach, 72 per cent of German organic food producers and traders want to increase investments in the next three years. The business-oriented study was funded by the German Ministry of Agriculture. The survey interviewed 146 companies with combined organic sales exceeding 500 million EUR in 2002. Because many of the companies had already expanded recently, they did not appear to need much additional funding at the present time. The study explores possible sources for investment capital and information.

Source: For more information visit <http://www.Biofach.de>.

OTA Obtains Market Research Contract From USDA's Foreign Agricultural Service

The Organic Trade Association (OTA) will conduct research on international trade opportunities and challenges in foreign markets. This is funded by the Foreign Agricultural Service's International Cooperation and Development Program Area. This research is important because often, little information is available on organic agricultural production, certification procedures, and trade opportunities in overseas markets. Research results will be used to enhance OTA's annual export strategy, which is funded by the USDA Market Access Program (MAP).

Source: For more information visit <http://www.ota.com>.

Organic Lunch Offered in a French School

At least one school in Paris offers daily organic lunches to 400 school children. The cost is approximately 50 percent higher and the school pays the difference. Some local officials have voiced support for this program citing the benefits of organic meals.

Source: For more information visit <http://www.BioFach.de>.



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Organic Research is Small But Growing Rapidly

A new study reports that the number of organic research sites is still far below that of conventional agriculture, but organic acreage is growing rapidly. A study by the Organic Farming Research Foundation calculated that .13 percent of the 885,962 acres in the land grant system were dedicated to organic research. The land for this research doubled between 2001 and 2003. States with the largest programs included: Washington, New York, Iowa, Ohio, Minnesota, North Carolina, and West Virginia. This information was compiled in the organization's "State of the States" second edition report.

Source: For more information visit <http://www.ofrf.org>.



European Nations Organize Around an Organics Future

At the latest meeting of the group of national organic food associations from Belgium, Germany, Latvia, Austria, Slovakia, Czech Republic, and Hungary in the Czech Republic in June, it was decided to set up an international organic food federation with headquarters in Vienna at the end of 2003. This is reported by the magazine *BioHandel*.

The main purpose of the federation is to concentrate the impact of all the national organic food associations in Europe, in order to assert the interests of the industry more effectively, for example, in Brussels. Its tasks cover mainly lobby work and the development and agreement of European-wide standards for qualification and ranges. The development of international projects for general promotion of the industry is also on the agenda. Steps have been taken to contact players in the industry in all the remaining EU member states.

Source: For more information visit <http://www.BioFach.de>.

Quebec, Canada Move Forward With an Organic Trade Agenda

The Accreditation Council of Quebec maintains an organic product approval system for imported products. The council is currently modifying organic standards in the province to harmonize them with other standards in North America, including USDA's National Organic Program Standards (NOP). The Council wants to gain NOP certification for organic producers in Quebec because of the large U.S. market; a target for exports. Consultations with USDA are expected later in 2003. Proposed changes will be reviewed for approval by the Council's Board of Directors. Canadian certifiers will be required to comply with any new standards in 2004.

Source: For more information visit <http://www.organicstandard.com>.

EU Organic Action Plan Survey Results Released

The FAS office in Brussels reports that the European Commission (EC) has released the results of their online survey for the European Union (EU) Action Plan for Organic Farming. The survey, started in February 2003, was conducted during a 6-week period to assist the EU in prioritizing important issues in the development of organic farming policies. The top few issues listed as, "Very Important" on the survey included the Common Agricultural Policy (CAP), trace ability, marketing, and research. The EC is expected to release its final Action Plan early in 2004.

Of those responding to the survey 45 percent were consumers, 12 percent farmers, 11 percent national organizations, 9 percent advisors, 3 percent traders, 3 percent international organizations, 2 percent processors, and 9 percent others. France was the country most represented in respondents (23 percent) followed by Austria (14 percent), Italy (13 percent), and Germany (11 percent).

Source: For more information visit <http://www.fas.usda.gov>.



USDA News

FAS Organic Products Web Site

The FAS Organic Products Web site at <http://www.fas.usda.gov/agx/organics/organics.html> offers constant updates in the "Hot Markets" section.

Visit the page frequently for the latest news!

The most recent FAS international reports on organics markets and issues include:

- Austria: Opportunities for U.S. Exporters and Market Information
- Korea: What is needed when exporting products to South Korea?
- European Union: EU Action Plan for Organic Farming – Online Consultation Results

Trade Shows: Plan Now for 2004!!

Alimentaria (Barcelona, March 8-12, 2004)

We invite you to exhibit your products under the USA Pavilion at Alimentaria in Barcelona, Spain, March 8-12, 2004. Alimentaria, a biennial event, is the largest food and beverage exposition in the Iberian Peninsula.

Organic agriculture and demand for organic products is a sector that has been growing. Organic products have gained their space in hypermarket shelves, and Alimentaria 2004 will be an excellent opportunity for U.S. companies to exhibit organic products in a show visited by buyers of all food distribution chains in Spain. In 2002, Alimentaria received more than 3,000 exhibitors occupying 82,000 net square meters of floor space, with 141,000 professional visitors from 80 countries.

BioFach Germany (Nuremberg, February 19-22, 2004)

The FAS Trade Show Office and the FAS Office of Agricultural Affairs at the American Embassy in Berlin invites you to exhibit your products under the USA Pavilion at USDA-endorsed BioFach 2004 at the Exhibition Centre in Nuremberg, Germany. BioFach, held annually, is the world's largest organic trade show.

For more information on exhibiting at these international events, contact Sharon Cook in the USDA/FAS Trade Show Office at Sharon.Cook@usda.gov or (202) 720-3425.

Upcoming Events

For a complete list of events, visit the FAS Organic Products Web site "[Calendar of Events for the Organic Industry](#)".

International

- **October 18-20, 2003** – NATEXPO (formally the DIETETIC), Organic Health and Dietetic Trade Show, Paris, France. Contact information: Sylvie Dalouche, (33-1) 49 09 6068, sdalouche@comexpo-paris.com.
- **December 3-5, 2003** – Natural Products Asia. Contact information: <http://www.naturalproductsasia.com>.
- **February 19-22, 2004** – BioFach, Germany. Contact information: <http://www.biofach.de>.
- **April 4-5, 2004** – Natural Products Europe/Organic Products Europe. Contact: <http://www.naturalproducts.co.uk>.

Domestic

- **November 7-9, 2003** – National Nutritional Foods Association (NNFA) – Northwest. Seattle, WA. Contact <http://www.nnfa-northwest.com/tradeshows.htm>.
- **December 11-13, 2003** – National Nutritional Foods Association (NNFA) – Southeast. Orlando, FL. Contact: <http://www.nnfase.org/soho/>.
- **March 4-7, 2004** – Natural Products Expo West (Organic Products Expo – BioFach America). Anaheim, CA. Contact: <http://www.naturalproductsexpo.com>.

ADDITIONAL RESOURCES:

- ❑ FAS, **AgExport Services Division's Organic Page** <http://www.fas.usda.gov/agx/organics/organics.html>
- ❑ **National Organic Program** Web site - <http://www.ams.usda.gov/nop>

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Editor's Note: As publishers of *Organic Perspectives*, USDA-FAS AgExport Services continuously strives to maintain a partnership with the organic food community by sharing information and providing export assistance through our many export program services. For more information on how we might support your company in establishing opportunities abroad, please contact us at (202) 205-3771.