Challenges for development of local markets in the CEE region

Reflections from the discussions of IFOAM EU CEE expert group

Joanna Wierzbicka, IFOAM EU
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Roadmap to the organic Vision 2030 – strategic directions

- **ORGANIC ON EVERY TABLE**
  - Policy makers & citizens widely recognise the contributions of organic and promote it
  - Citizens continue to choose organic food and have easy access to it
  - Organic and agroecological practices are employed on more than half of EU farmlands

- **IMPROVE INSPIRE DELIVER**
  - Organic food & farming systems are resilient, continuously improve their performance & inspire change
  - A paradigm shift in knowledge, education and learning reconnected society with food & farming
  - Organic contributes to delivering healthy & sustainable diets

- **FAIR PLAY FAIR PAY**
  - Farmers and workers are paid fairly; value and power are equally distributed across the system
  - New business models and communications foster trust between all actors
  - The environmental, social and public health costs and benefits of farming are reflected in payments to farmers and in the cost of food

See more on: [https://euorganic2030.bio/](https://euorganic2030.bio/)
Making it happen – strategic directions – needs of the organic stakeholders from the CEE region

IFOAM EU expert group on building capacity of the organic movement in the CEE countries – set up in 2016 to build representation and advocacy capacity of the organic movement in CEE region

- EU countries + Serbia, Macedonia, Ukraine. Aiming to involve Albania, Bosnia & Hercegovina, Montenegro

- Put forward the needs of organic stakeholders from the CEE region into IFOAM EU work

- Facilitate the engagement of organic stakeholders from the CEE region in IFOAM EU work

- Develop project to improve specific capacities
## Market development – challenges in the CEE countries

### PROCESSING
- Growing demand for processed products, while processing infrastructure is not developed
- Low willingness to invest in organic processing
- Export of raw material instead of encouraging consumption on local market
- Small market = higher logistic costs (e.g. transport)

### CONSUMERS
- Weak consumer demand lined to high prices and limited purchase power
- Insufficient awareness about organic food and farming
- Limited access to reliable, scientifically proven information

### RESEARCH
- Need for more data about organic market
- Need for more resources for research and science to improve efficiency and productivity (e.g. organic inputs)
- Weak advisory services and insufficient cooperation between science and practice

### MOVEMENT
- Lack of strong umbrella organisations coordinating development efforts
- Need for stronger cooperation and partnerships between stakeholders to get inspiration and to exchange knowledge
Thank you for your attention