



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



See more on: <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