

1. Introduction

This chapter features the whole range of support measures that were identified through a global study of pro-organic public policies and programs. In the context of these guidelines, a “measure” is a particular approach on a leverage point along the supply chain: in other words, a certain way to attempt to influence decisions by one of the supply chain actors (be it the farmer, the processor, the trader, the consumer) in a particular direction. “Measures”, represented by the paragraph headings in this chapter, are therefore broad categories of policy interventions and might encompass actions of various nature⁵¹.

The following diagram illustrates the relationships between the various points of leverage (decision making by various players) and the measures presented under this chapter. Click [here](#) for a full size Power Point version of this diagram.

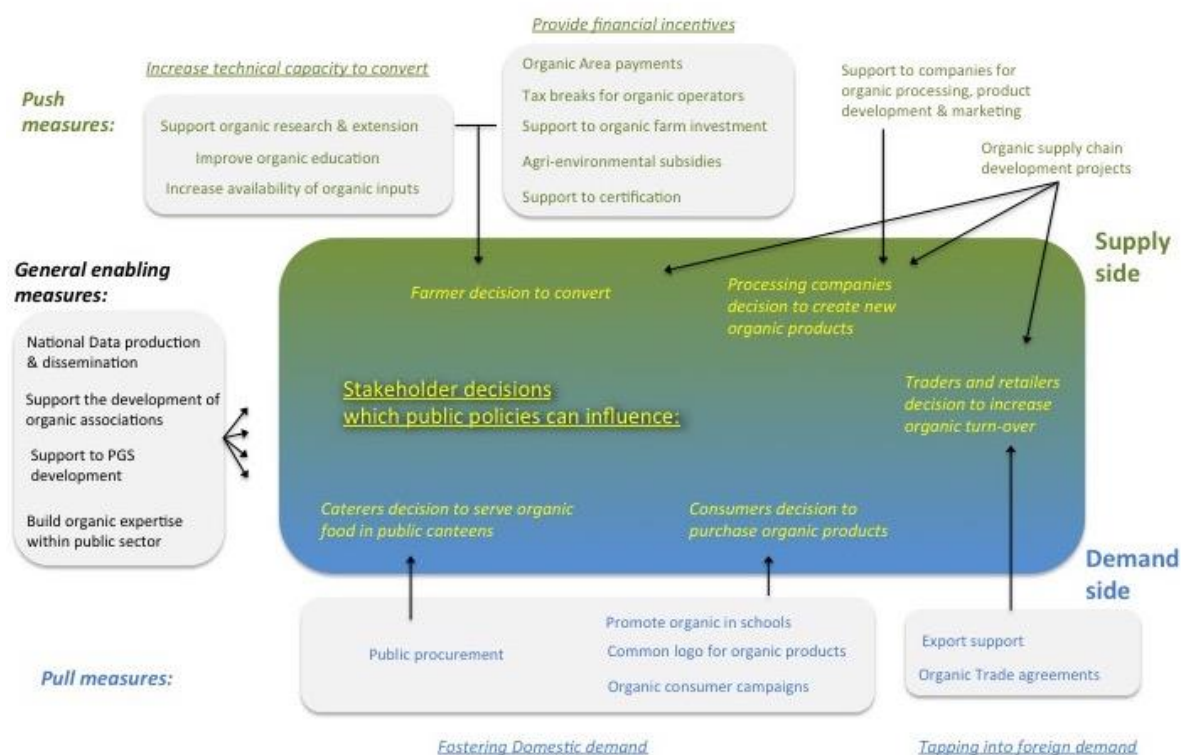


Fig 3: Overview of leverage points and possible policy measures to promote organic development

⁵¹ “Measures” as defined in the literature or policy documents (e.g. in the EU Common Agriculture Policy) do not necessarily correspond to the “measures” as defined in this Chapter. The “measures” presented in this chapter might also unfold into different types of policy instruments. For example, the same “measure” can be implemented in the form of any of the classical policy instrument categories, including legal policy instruments (regulations, in the sense of obligations defined by law), financial policy instruments (economic incentives or disincentives), and communicative policy instruments (including information provision).

Considering the importance, highlighted above, of balancing supply and demand, we have organized this chapter into push (supply) measures, and pull (demand) measures. There are however a few measures which fall in between and address both supply and demand by creating a supportive context for the development of the organic sector. We have clustered them under what we call “enabling” (combined push-pull) measures.

Some of the measures presented are very specifically targeted at organic agriculture. This is for example the case of organic area payments, organic management in public areas, consumer organic promotion campaigns, or the development of a national organic logo. Establishment of such support measures will be based on the values of organic agriculture per se, not on various forms of “sustainable” agriculture.

Other measures may be more easily integrated into broader policy schemes supporting sustainable agriculture and rural development, of which organic agriculture is one of the possible modalities. This is the case with support to farm investment, support to income diversification and agro-tourism, support to companies for processing, product development and marketing, support to agriculture supply chain development projects, support to agricultural input development, or support to certification. Access to support in a certain measure (say subsidies for farm equipment purchase) could be granted only to organic operators (maximum specific effect, best scenario for organic), or be open to organic and non-organic operators, with the following modalities:

- Higher support rates (e.g. higher payment rates) for organic operators
- With priority for organic operators or with preference to organic operators e.g. through a point system where organic operators receive higher scores in the evaluation (less specific effect)
- Or to non-organic and organic operators alike (but the measure might still have a positive effect if it rewards a type of decision that it made more by organic operators than conventional ones).

There are multiple examples of such approaches in the EU agricultural policy, and the detailed access criteria are decided on the state or even sometimes region level. It is therefore also important, in terms of policy development, to consider options for access criteria. The same also applies to some of the pull measures like support to export, or public procurement where support measures may be decided and adopted in a broader context (general trade policy, or promotion of sustainable schemes) but the detailed access criteria for implementation will make a difference in terms of how pro-organic the policy measure is.