

Organic Policies and organization building that drive organic breakthroughs:

Lessons from Denmark, EU and worldwide

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holmbeck
eco / consult

IFOAM
ORGANICS
INTERNATIONAL



Photo:
Arla Foods

Strong organic policy is built on "The Why" of organic.



In Denmark: 11 of 12 parties now support organics!

Making the case for organics: Use recent breakthroughs in recognition for Organic farming & Agroecology



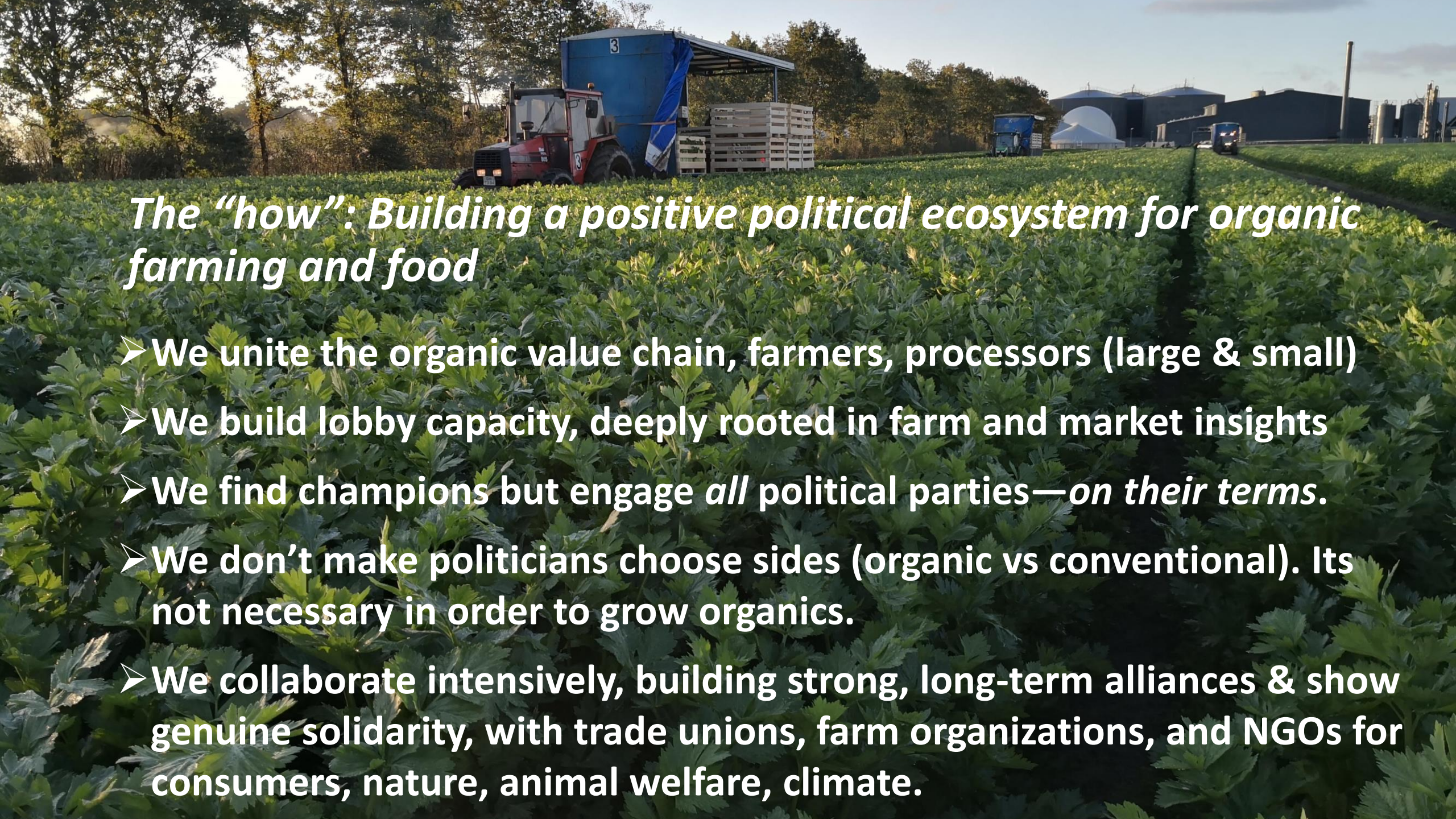
⇒ 50 countries

⇒ 130+ intl partners

Science speaks. IPCC, UNEP, FAO, World Food Security Committee point to organic + agroecology's contribution to:

Food Security
Soil Regeneration
Water quality
Lower N loss

Biodiversity protection
Climate adaptation & mitigation
Farm incomes & rural economies
Reduced pesticide exposure



The “how”: Building a positive political ecosystem for organic farming and food

- We unite the organic value chain, farmers, processors (large & small)
- We build lobby capacity, deeply rooted in farm and market insights
- We find champions but engage *all* political parties—*on their terms*.
- We don't make politicians choose sides (organic vs conventional). Its not necessary in order to grow organics.
- We collaborate intensively, building strong, long-term alliances & show genuine solidarity, with trade unions, farm organizations, and NGOs for consumers, nature, animal welfare, climate.

EU Green Deal & Farm-to-Fork



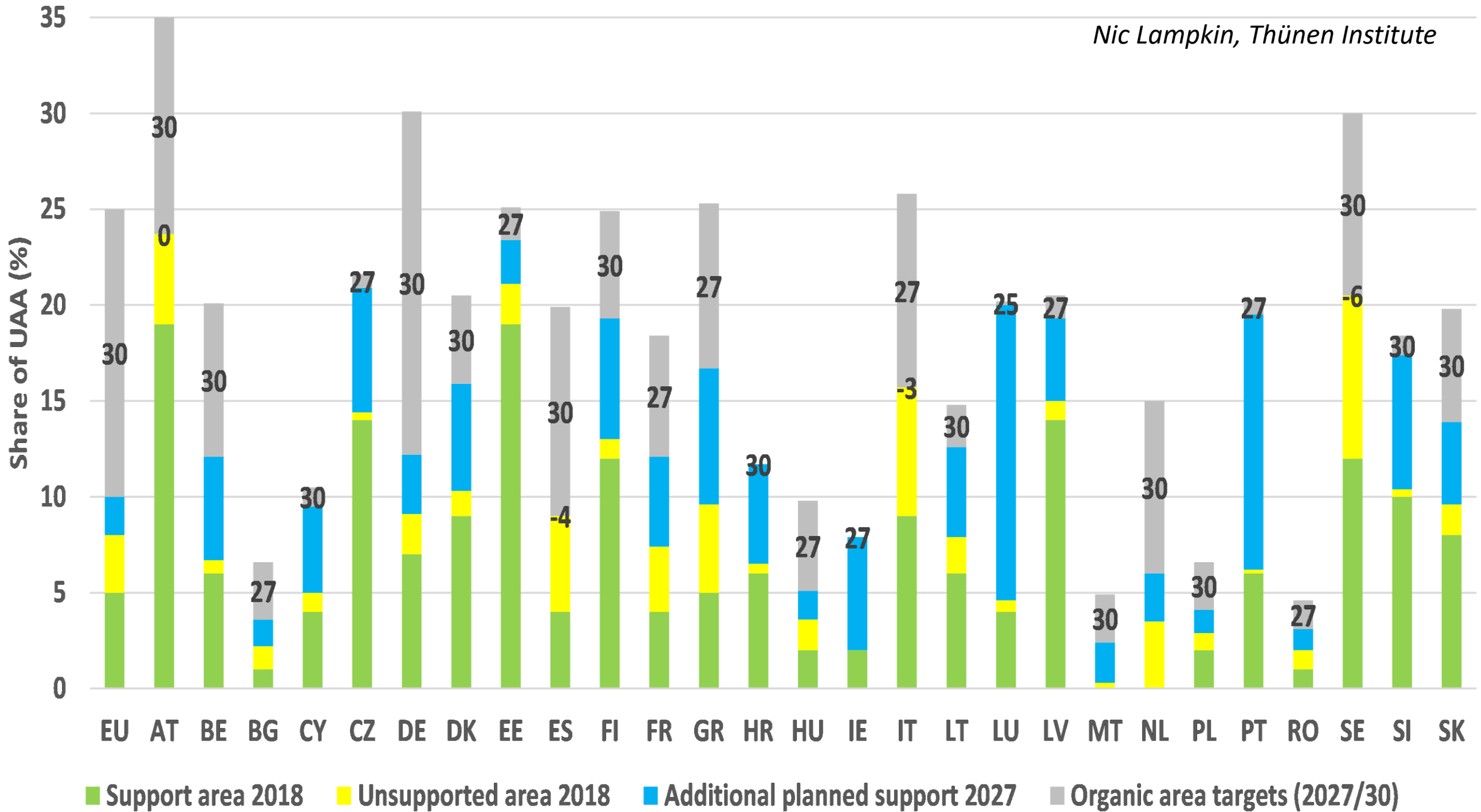
Organic food and farming is now a central pillar of EU policy for climate, biodiversity, water quality and rural livelihoods!

New goal of **25 percent** organic farm area in the European Union
New **EU Organic Action Plan**

All 27 EU member states have set organic goals.

Many have National Policy frameworks or Organic Action Plans

*Some have **integrated Organic Action Plans into national strategies for agriculture, climate and biodiversity***

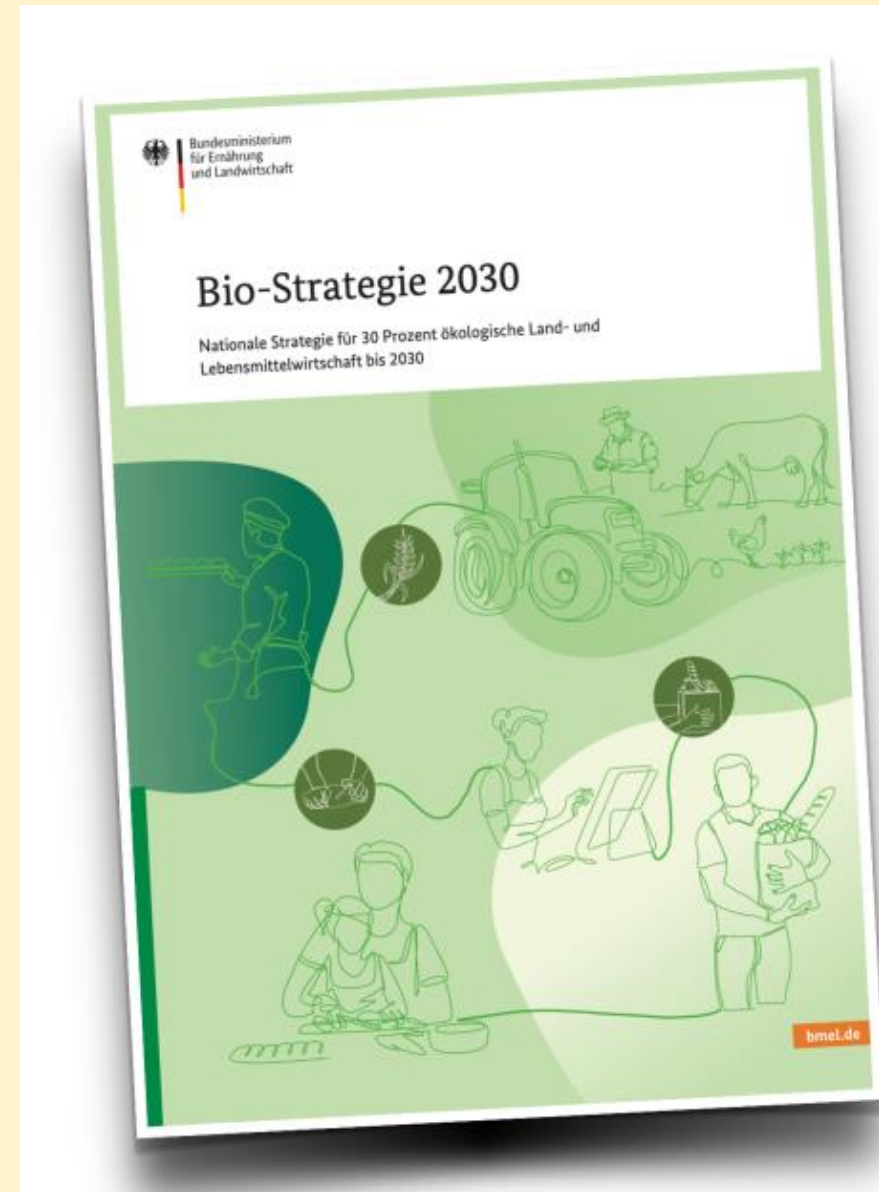


Germany: “Organic Strategy 2030” Action Plan released *in november*

- **A Government-led Plan**, developed through consultations with organic actors/research.
- **Full spectrum** addressing entire supply chain: supporting farmers, innovation and market development.
- **Organic as driver & model for transition in all of agriculture.**

“Organic opens up opportunities for the whole of agriculture and the food industry. For me it is also about innovations. Numerous developments in the organic sector are now widely used, going beyond the organic sector.”

-- Cem Özdemir, Federal Minister of Food and Agriculture



The Netherlands: Organic Strategy from Organic Orgs. as *inspiration* for National Organic Action Plan

- **Organic stakeholders** develop strategy for farm transition, innovation, market development, and public procurement. Recommend actions for both ministry and private sector actors.
- **Ministry takes ownership** of actions and goals they consider most impactful and feasible, utilizing existing resources and new. **Gather in a National Organic Action Plan.**
- Organic integrated into **Strategy for sustainable agriculture**



Groei van biologische productie en consumptie

Biologische landbouw kan in Nederland een belangrijke rol spelen in de transitie naar een duurzame en toekomstbestendige landbouw. Met dit actieplan zetten we als Rijksoverheid de ambitie neer om biologische productie en consumptie fors te laten groeien. De acties zijn een vertrekpunt om samen met ketenpartijen aan de slag te gaan.

15% biologisch landbouwareaal in 2030



Meer biologische productie



Behouden en uitbreiden van productie



Inzet van de keten



Toegang tot geschikte en betaalbare grond

Meer kennis en innovatie



Onderzoek



Van elkaar leren



Blijven innoveren

Meer biologische consumptie en een grotere afzetmarkt



Biologische producten worden bekender



Groter aanbod in meer verkoopkanalen



Betere prijs voor boer en consument

Active use of Organic Action Plans!

Ministry of Food, Agriculture and Fisheries of Denmark



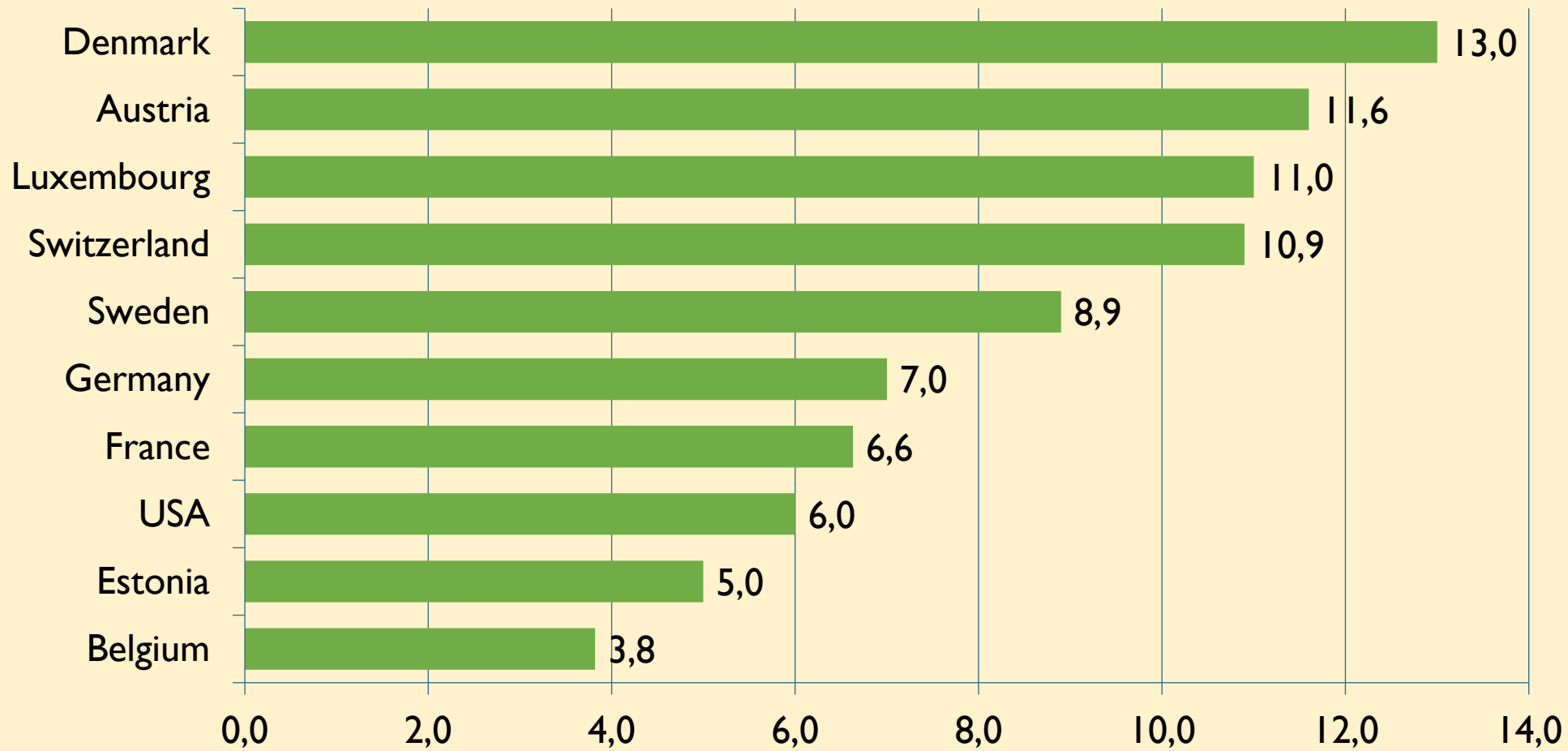
No nation has developed a thriving organic farming sector without a national organic policy framework

Photo:
Axel Månsson A/S



Organic Action Plan for Denmark
Working together for more organics

Policy impact: The ten countries with highest organic retail sales shares



3 of 4 =
Sector
Driven
Growth

But
supported
by
national
organic
policy

Organic share in percent

Source: FiBL statistics 2023,
IFOAM Organics International

Milk: 44,6%

Plantmilk: 69%

Cheese: 11,2%

Pasta: 29,5%

Flour: 29,5%

Oatmeal: 49,9%

Coffee:

16,6%

Chocolate

3%

Beer/Wine

5%

**Minced
beef:**

13,6%

Eggs:

47,4%

Apples: 38,8%

Bananas: 79,5%

Carrots: 56,9%



Organic Market shares in Denmark

Kauzas 2022
Photo: Coop DK





Photo: Hestbjerg Økologi



Photo: Thise Dairy/COOP



Photo: Naturmælk



Organic momentum in agriculture

- ✓ Organic area doubled 2007-20
New goal: 2x again in 2030
- ✓ Eggs (25%) Veggies (30) Milk (13)
- ✓ Organic farmers earn more (8 of last 10 years)
- ✓ Interest from young farmers
- ✓ Organics driving innovation and competitiveness:

“Organic farming is Danish Agriculture’s **strongest** sustainability and value-added concept”
– Danish Food and Ag Council

None of this happened on its own! Key drivers for organic growth in Denmark:

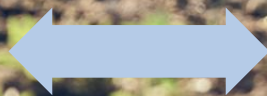
+ Collaboration
+ Coordination



Policy

Organic NGO
Capacity

Market
initiatives





Embedding organic policy as tool in broad policies for climate, jobs, nature

Platform for govt dialogue with organic stakeholders on policy needs/design
(Organic Council)

Invest in Organic NGO capacity to drive policy implementation in market & fields

The "How" of impactful organic policy

Key elements for success

Powerful enabling role in the ministry
Strong Organic Unit working through NGOs

Active use of Organic Action Plans

Balanced Push-Pull:
Goals & actions for both Production & Market

Case: Organic as a pillar of climate policy (NDC)

2021: Danish Climate strategy for Agriculture:
2x organic area as climate tool + additional support for organics

2021: Europe's largest national investment in plant-based foods
50% targetted to ORGANIC plant-based initiatives

2021: Innovation Center for Organic Farming
(Organic Denmark and Danish Food & Agriculture Council)

2020: Plant-based Innovationcenter: organic plant-based supply chains
(Organic Denmark and Vegetarian Society)

Organic central in plant-based, low-waste, public meals

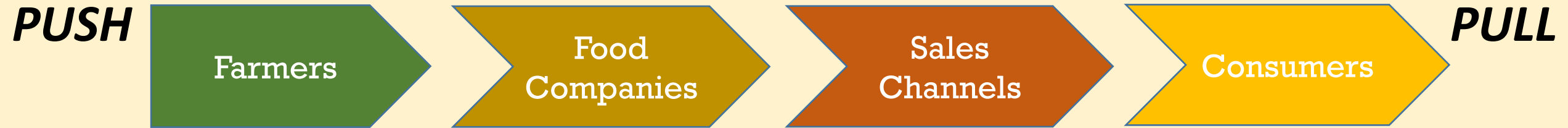
Balanced Push-Pull: Goals & actions for both Production & Market

- ✓ Organic subsidy
- ✓ Paid Certification
- ✓ Training/Demos
- ✓ Research & Dev
- ✓ Innovation Centre
- ✓ Conversion advice

- ✓ Product development
- ✓ Market info
- ✓ Organic School

Market Development targeting:

- ✓ Supermarkets
- ✓ Food service
- ✓ Export promotion
- ✓ Local markets
- ✓ Public procurement
- ✓ Consumer awareness



Policies and collaboration targetting every link in the organic supply chain!



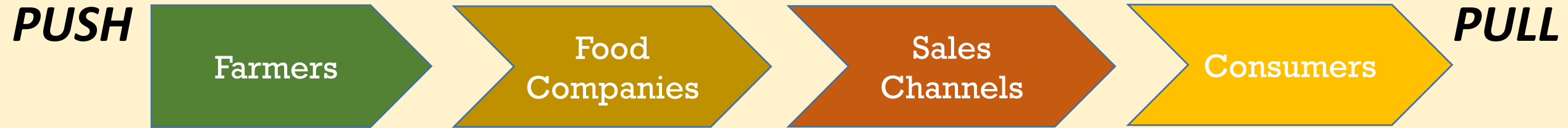
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In red:

***Policy implementation via Organic Fund making
investments in capacity in organic NGOs as catalysts.***



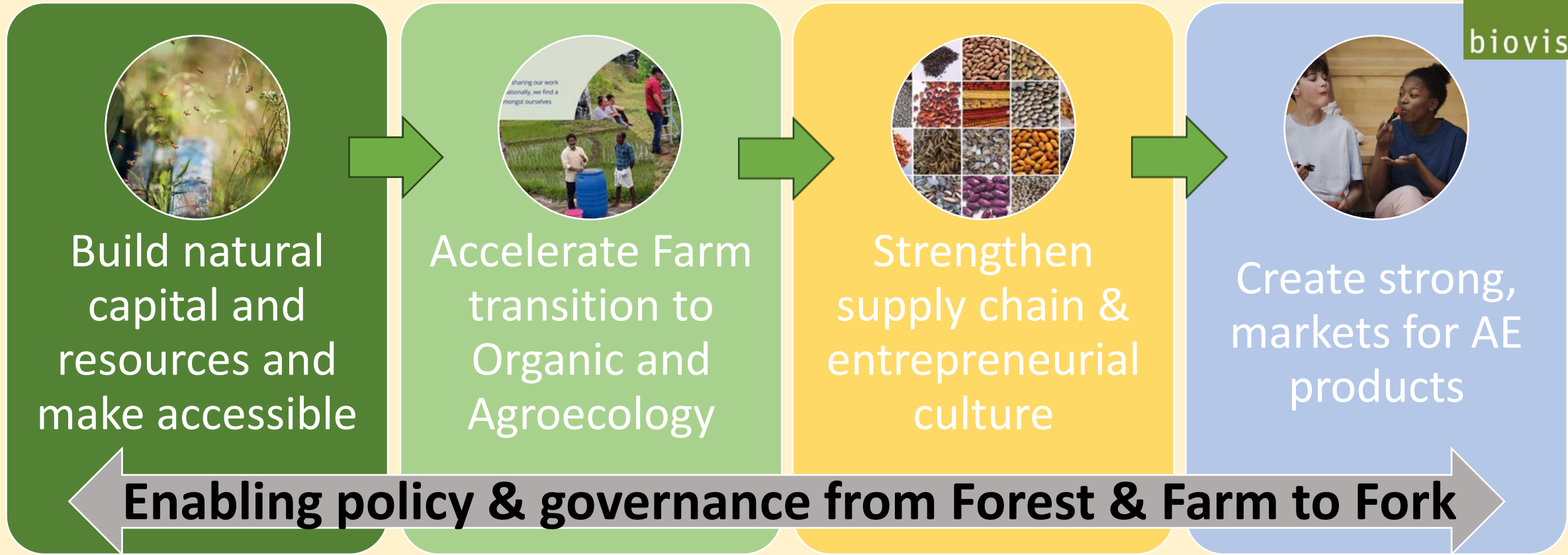
Fund for Organic Agriculture (2001)

A powerful, agile policy multi-tool for:

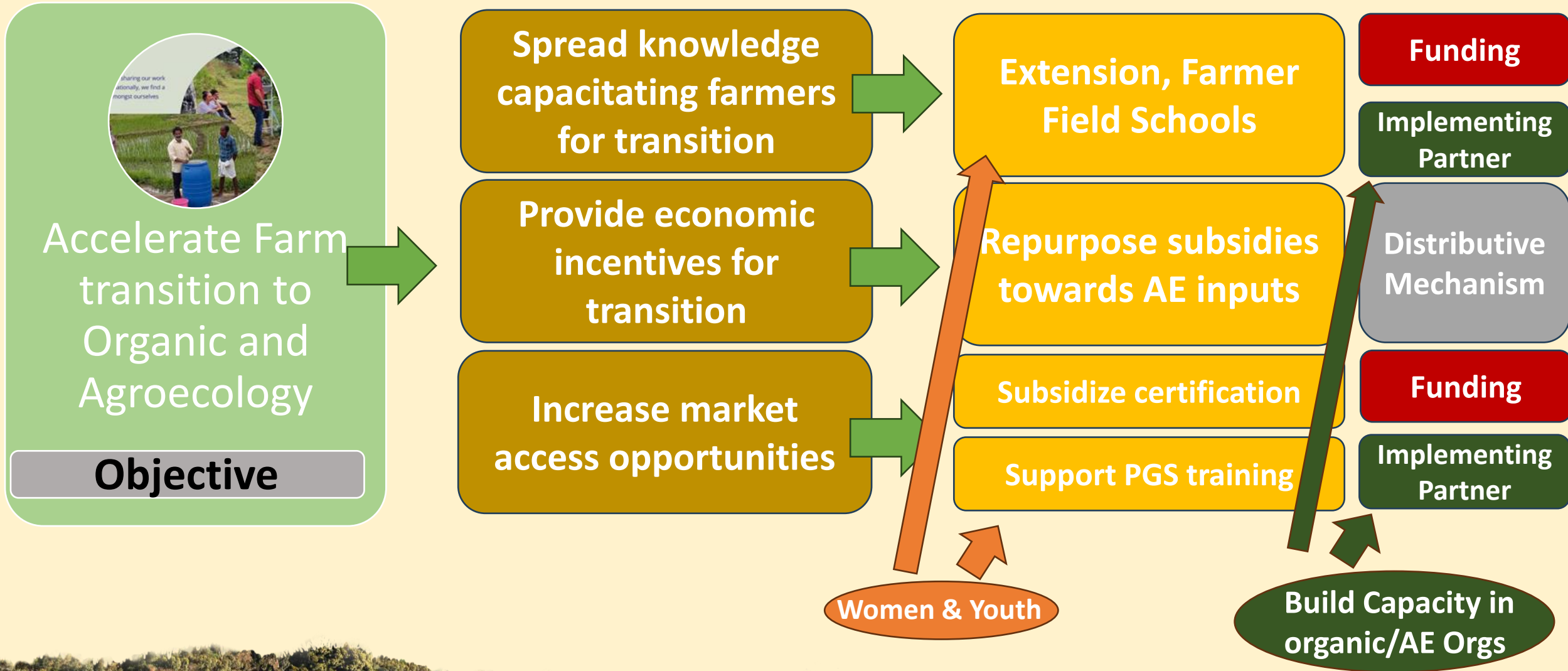
- ✓ Innovation in organic farming
- ✓ Organic advice, best practice
- ✓ Market development

Photo: Coop Danmark/Søris

National strategies: consider these 4+4 Strategic Objectives



Objectives to.....Sub-objectives & Interventions



Seek cross cutting actions as you go





PUSH:
Free "Conversion
checks" motivate
farmers, debunk myths.

Photo: Naturmælk

*Photo: Joachim Kjeldsen,
Innovation Centre for
Organic Farming*



PUSH: Inspiration from research & colleagues

✓ **Barn and field schools: Groups of farmers addressing animal health, soil fertility, carbon draw down**

PULL Policies driving market growth

Consistent political support for ***differentiated*** organic market initiatives:

- ✓ Leveraging retail via partnerships
- ✓ Developing farmer-direct sales
- ✓ Export promotions
- ✓ Consumer awareness initiatives
communicating “the why” of organic

Small public investments that leverage private resources. Making organics available, visible, affordable and meaningful!



Photo: Coop Danmark

Mobilize *local, state and provincial* policy:

Incentivized by national policy

Achieving *provincial & local* goals for climate, water quality, jobs & public meals



LØFT
VERDENSMÅLENE

Kommuner har succes med økologi som redskab

FORÅR 2019

ØKOLOGISK landsforening

ØKOLOGIEN HJÆLPER KOMMUNERNE MED AT JAGTE FN'S VERDENSMÅL:

- STORKØKKENER: SUND, KLIMAVENTLIG MAD
- RENT DRIKKEVAND TIL BORGERNE
- ØGET VÆKST OG FLERE LOKALE JOB
- PLEJE AF NATURAREALER
- SKOLEHAVER MED ØKO-VIDEN
- KLIMAHANDLINGSPLANER PÅ GÅRDENE

STORKØKKEN I ODENSE KOMMUNE MED ØKO-SØLV-MÆRKE RYKKER PÅ FN'S VERDENSMÅL:

” ØKOLOGIEN ER DET RIGTIGE, HVIS VI SKAL PASSE BEDRE PÅ KLODEN

VERDENSMÅL for bæredygtig udvikling

Teaming up with cities

- ✓ Reducing CO₂e emissions through Climate Schools and farm-based climate action plans
- ✓ Partnerships with 35 cities targeting organic conversion and free conversion checks to protect local nature & drinking water supplies.

13 CLIMATE ACTION



15 LIFE ON LAND



6 CLEAN WATER AND SANITATION



*Photo: Linda Rosager Duve,
Innovation Centre for Organic Farming*



**Public
Procurement as
driver for organic
growth**

Photo: Copenhagen House of Food



Public Procurement success: mobilize Policy, Market and Sector capacity

Political support

1. **National goal:** 60 % organic in all public kitchens.
2. **Financing:** Support for cities for education in the kitchens.
3. **National organic cuisine label:** documentation and pride!

Organic Sector mobilisation

1. **Guarantee for supply –** Collaboration in supply chain.
2. **Organic Schools for Food Service Companies.**
3. **Education** and motivation in the kitchens



Holistic, transformative sustainability agenda attracts many allies!

- ✓ Less meat
- ✓ More greens; root veggies
- ✓ Food in season
- ✓ Reduced waste

Healthy, organic, climate friendly, meals *within* the same budget





60-90% ekologi

30-60% ekologi

60-90% ekologi

60-90% ekologi

60-90% ekologi

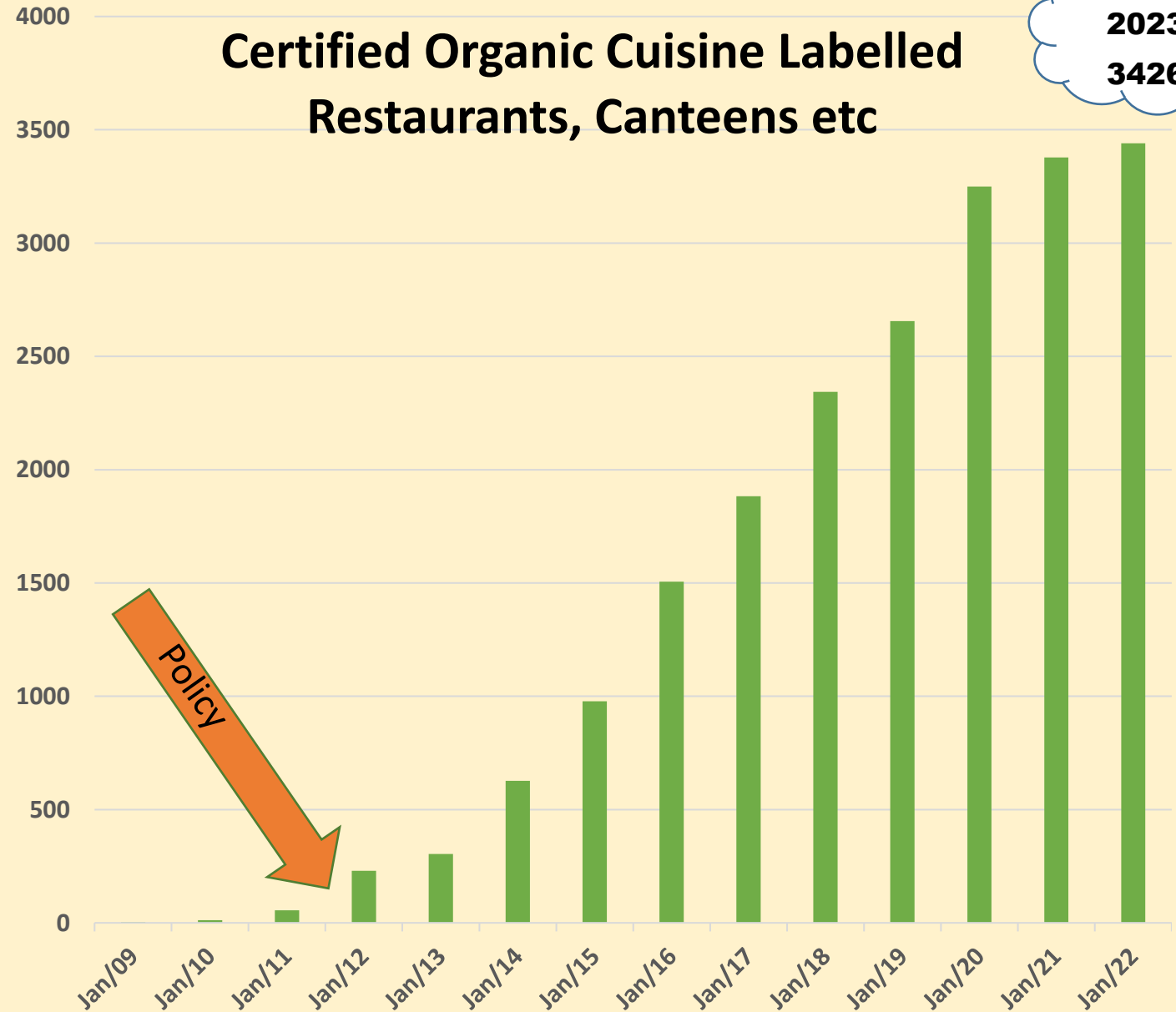
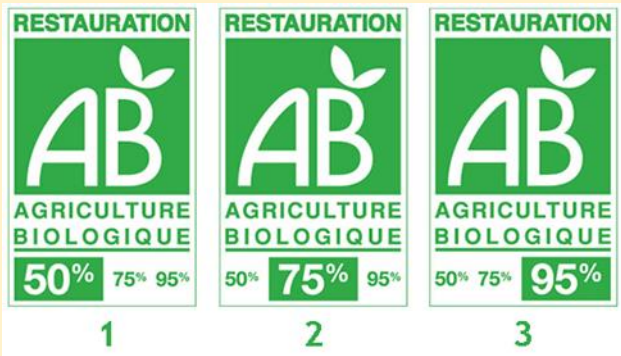
60-90% ekologi

30-60% ekologi

90-100% ekologi

Lilla
Tuffan

THE ORGANIC CUISINE LABEL



Best practice in Organic Public Procurement: The case of Denmark

A successful business case for organic public procurement. With useful lessons for other nations.



Author: Paul Holmbeck¹

December 2020

¹ Director at Holmbeck Eco Consult, more information [here](#)

Policy best practice in
Organic Public Procurement:

The case of Denmark
Here

WHO report on best technical
practice in organic public tenders
Here

Photo: Axel Månsson A/S

Building organic momentum. Possible steps forward.....

- *Unite the organic sector in advocacy, communications and market development.*
- *Develop a strong **National Organic Action Plan** with goals, budgets & actions for both organic farming and market development*
- *Use **policy to build capacity** in organic org. as catalysts for market growth & farm transition*
- ***Integrate** organics into broader policies for climate, biodiversity and rural livelihoods*
- ***Join IFOAM!***
- ***Motivate** everywhere and celebrate people!*



Photo: Aarstiderne



Thank you for listening!

More info: pautholmbeck.com

lfoam.bio