

# Shaping the Future: Global and National Policies Empowering the Organic & Agroecology Transition

**Thu**  
12 Feb  
12:00–13:15

 **Istanbul**  
(NCC Ost)



## Speakers



**Paul Holmbeck**  
World Board, IFOAM  
Organics International



**Dr. David Amudavi**  
Executive Director,  
Biovision Africa Trust



**Katie Fettes**  
Organisation Director of  
Policy & Research,  
Canadian Organic  
Growers



**Patricia Flores**  
Senior Manger, Global  
Academy, IFOAM  
Organics International



**Adrien Trouvadis**  
Programme Manager,  
GRET



**Sahar Brahim**  
Project Coordinator,  
IFOAM Organics International

## Moderator

# Shaping the Future:

## Global and National Policies Empowering the Organic & Agroecology Transition

### AGENDA

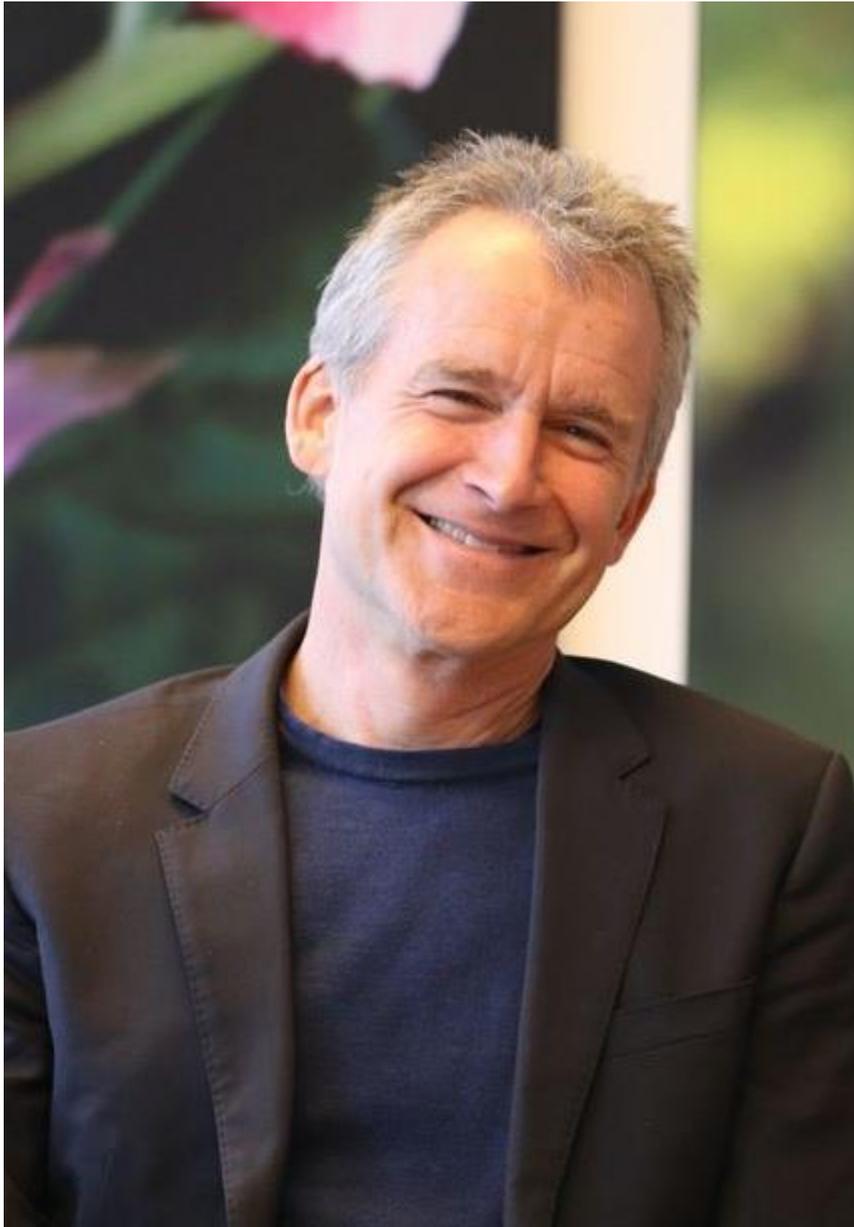
- Welcome and Introduction | **Sahar Brahim** | 5 min
- Europe – Policy Perspectives | **Paul Holmbeck** | 12 min
- Asia – Regional Agroecology Policies | **Adrien Trouvadis** | 12 min

**Audience Time! (8 min)**

- Americas – Canada | **Katie Fettes** | 12 min
- Americas – Latin America (Brazil) | **Patricia Flores** | 12 min

**Audience Time! (8 min)**

- Closing Reflection and Key Messages | **Paul Holmbeck** | 6 min



# Paul Holmbeck

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- World Board Member, IFOAM – Organics International
- **Director, Holmbeck EcoConsult**
- Former Director Organic Denmark



# Global & National Policies Empowering the Organic & Agroecological Transition

## *Breakthroughs & Lessons from Denmark and EU*

Paul Holmbeck

**IFOAM - Organics International (World Board)**

Fmr. Director, Organic Denmark

**BIOFACH 2026**



*Photo:  
Arla Foods*



**99,6% of  
Danish  
Consumers  
know the  
Organic  
Label**



**25% of all  
eggs; 40%  
of veggies  
produced  
are  
organic  
today**

**80+ percent  
buy organic  
products  
*every week***

**Organic  
market shares:  
Milk 38%  
Carrots 59%  
Flour 30%  
Plant milks:  
73%**

# 3 Key drivers for organic success:

- ✓ Coordination
- ✓ Collaboration

Policy

In most EU member states, Policy is NOT investing much in market development or organic sector capacity

Organic sector Capacity

Market initiatives



***A national Organic Policy  
Framework or Action  
Plan is essential for  
creating a thriving  
organic farming sector***



# The Netherlands:

National Organic Action Plan *started in the organic sector*

- **Organic stakeholders** develop full strategy for market, public procurement, farm transitions -- *recommended actions for both ministry and private sector actors*
- **Organic Advocacy:** Ministry takes ownership of priority actions & goals
- Launch: **National Organic Action Plan**
- *We did all of this in 12 months.*



## 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

# Another entry point:

**Integration of Organic Farming as a central tool and pillar in broader national and EU policies where organics delivers.**

**Case: Organic is a pillar of Denmark's Climate Strategy for Agriculture  
This leveraged €85 M for....  
Organic Innovation  
Farm transition  
Organic Plant-based foods**



# EU Organic Goal of 25 % organic in 2030

## EU Organic Action Plan today:



**Boost consumption  
(Promotions fund)**

**Research/Innov.  
(30% of all funding  
to organic)**

**Mobilize Public  
Procurement**

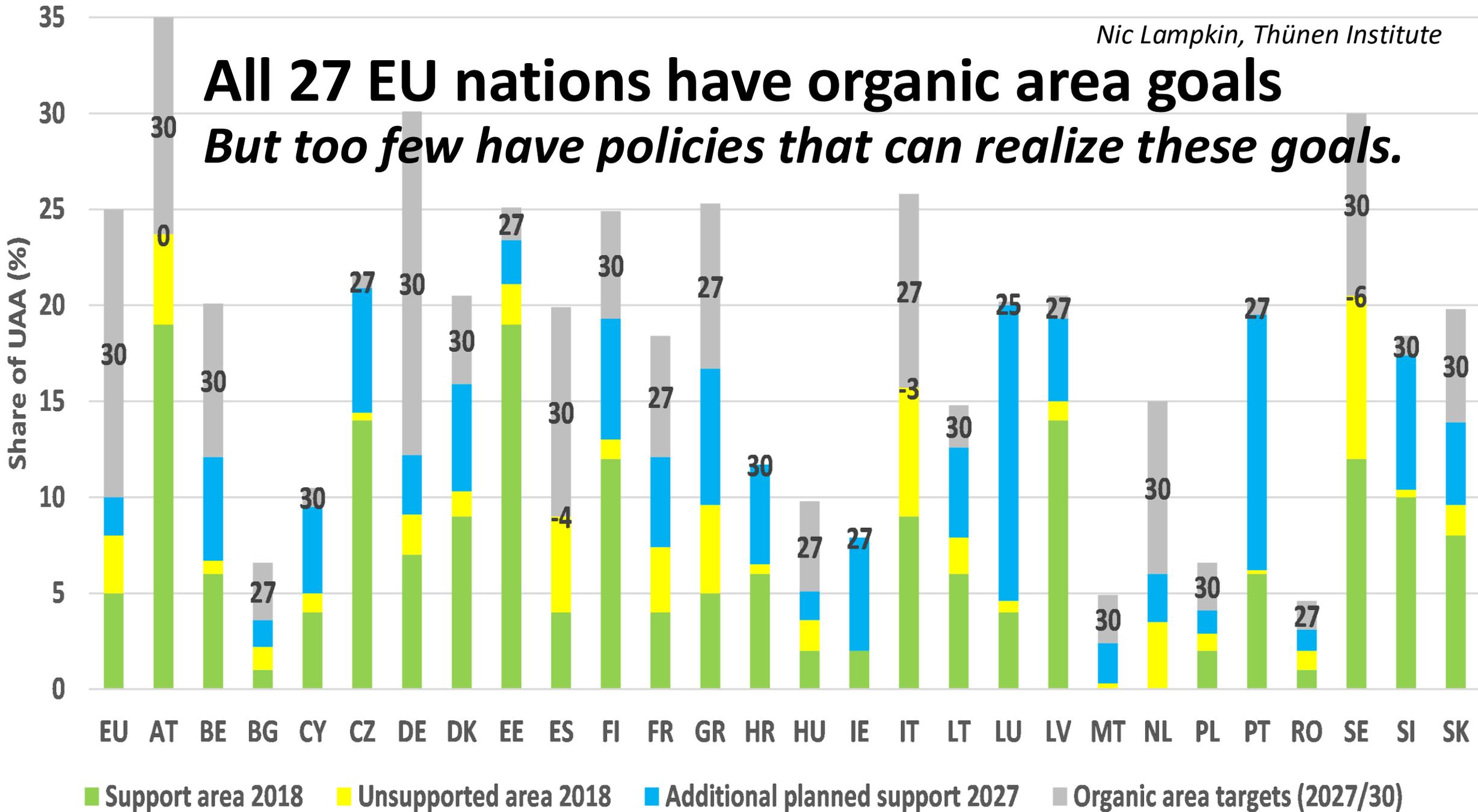
**Support farm  
transition (Organic  
in all national farm  
subsidy strategies)**

**Address fairness  
and blockages in  
supply chains**

**National focal  
points share best  
practices**

# All 27 EU nations have organic area goals

## *But too few have policies that can realize these goals.*



# New EU Action Plan must stimulate EU & National action

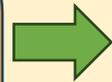
## Sticks

Enhanced Organic Policy Review. All MS must have organic market goals. Require MS actions and CAP Strategic Plans adequate for goal realization.

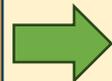
## Carrots

Integrate organic goals and spending targets across EU programmes.

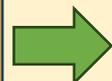
Support Member States in developing organic policy.



**Organic policy & spending targets** for CAP, Regional Development, Research & Promotions



More **peer-to-peer exchanges** among policy makers; sharing best organic policy practice



**Mobile Policy Development Team:** on-site support for 27 MS in developing & implementing organic Action Plans

# Denmark: Both Push and Pull Policies for organics

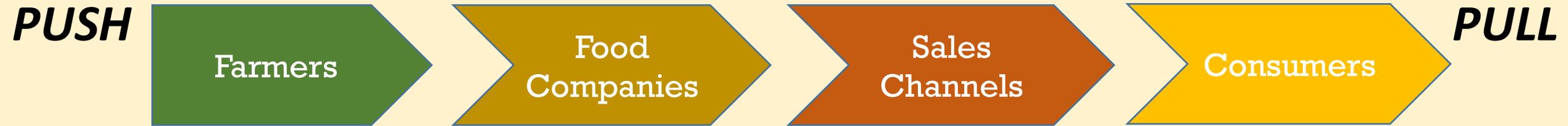
- ✓ Organic subsidy
- ✓ Paid Certification
- ✓ Training/Demos
- ✓ Research & Dev
- ✓ Innovation Centre
- ✓ Conversion advice

- ✓ Product development
- ✓ Market info
- ✓ Organic School
- ✓ Supply Chain dev.

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!



# Denmark: Both Push and Pull Policies for organics

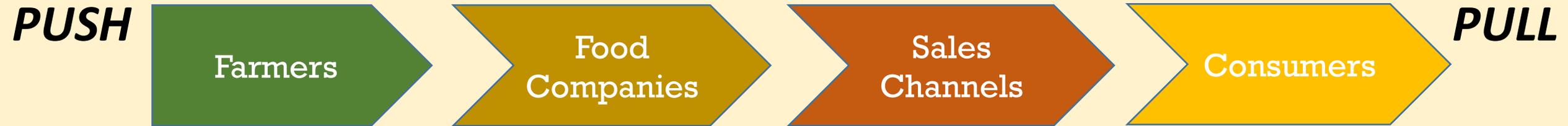
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## Market Development targeting:

- ✓ Supermarkets
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- ✓ Local markets
- ✓ Public procurement

- ✓ Consumer awareness



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

*In red: Actions implemented via organic associations and actors.*

*Investments are needed to build capacity in European organic organization that can drive change in fields & markets*





PUSH Case:  
Free "Organic Transition  
checks" motivate  
farmers, debunk myths.

Photo: Naturmælk

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

## ***PULL Case:***

***Small public investments in market development and Organic Sector Organization leverage resources & powerful platforms in retail.***

***In Denmark, Retail Partnerships made organics **available, visible, affordable & meaningful** for consumers.***

***And are a major reason for Denmark's high market shares.***



*Photo: Coop Danmark*

# 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

National Policy can incentivize  
and leverage action in local &  
provincial governments:

NL: Regions & Biodistricts

Denmark's Counties:

40% of counties partner with Organic  
Denmark to motivate farmers to go organic  
in critical drinking water areas

**Organic Public Procurement**

National goal of 60% organic and financing  
for city transitions

**Advocacy & Policy wins build on  
"The Why of Organic"  
*We bring solutions!***

**Organic Farming is an effective political tool, because it delivers on multiple issues. It can win support across the political spectrum.**

***We didn't make politicians choose sides.***

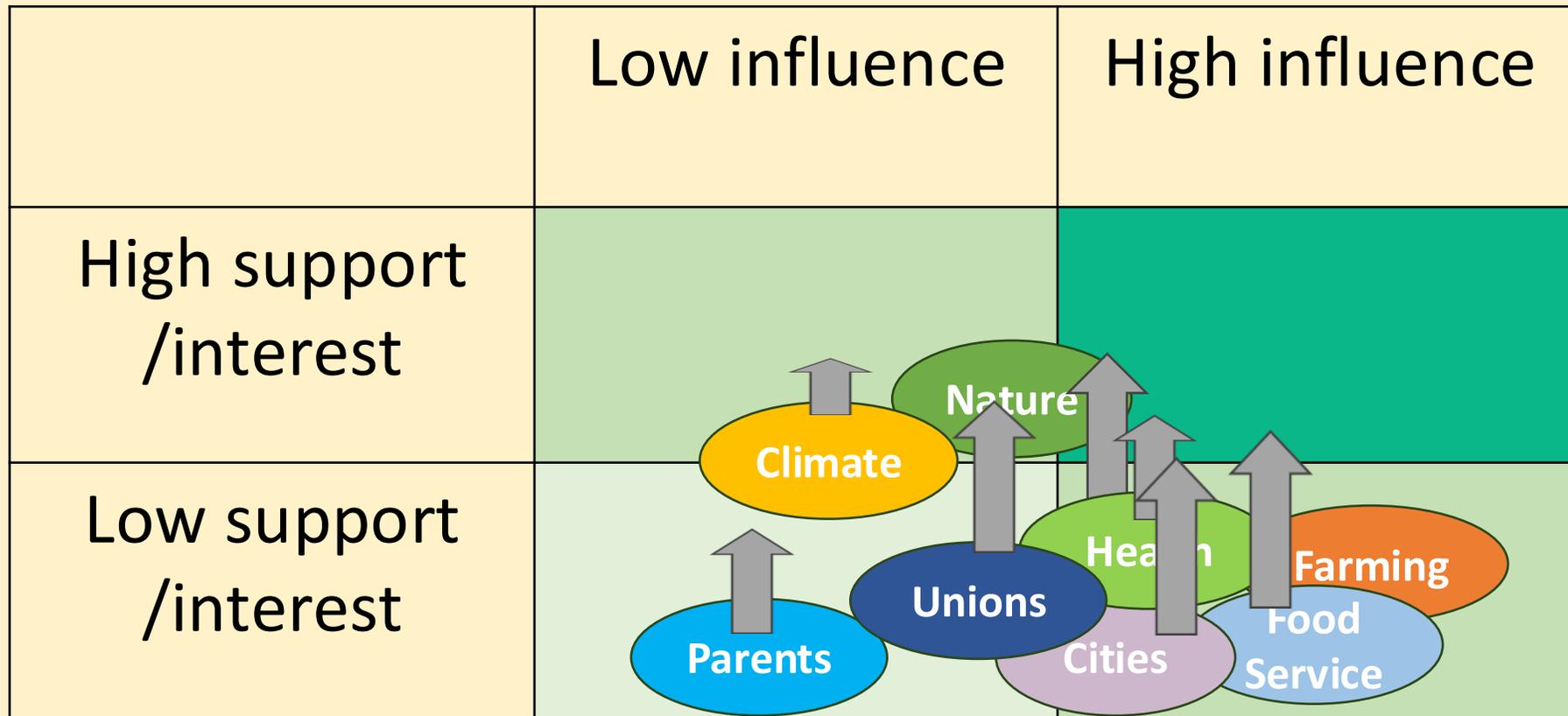
***We engaged, we listened & built alliances to create a supportive political ecosystem.***

Photo: Aarstiderne



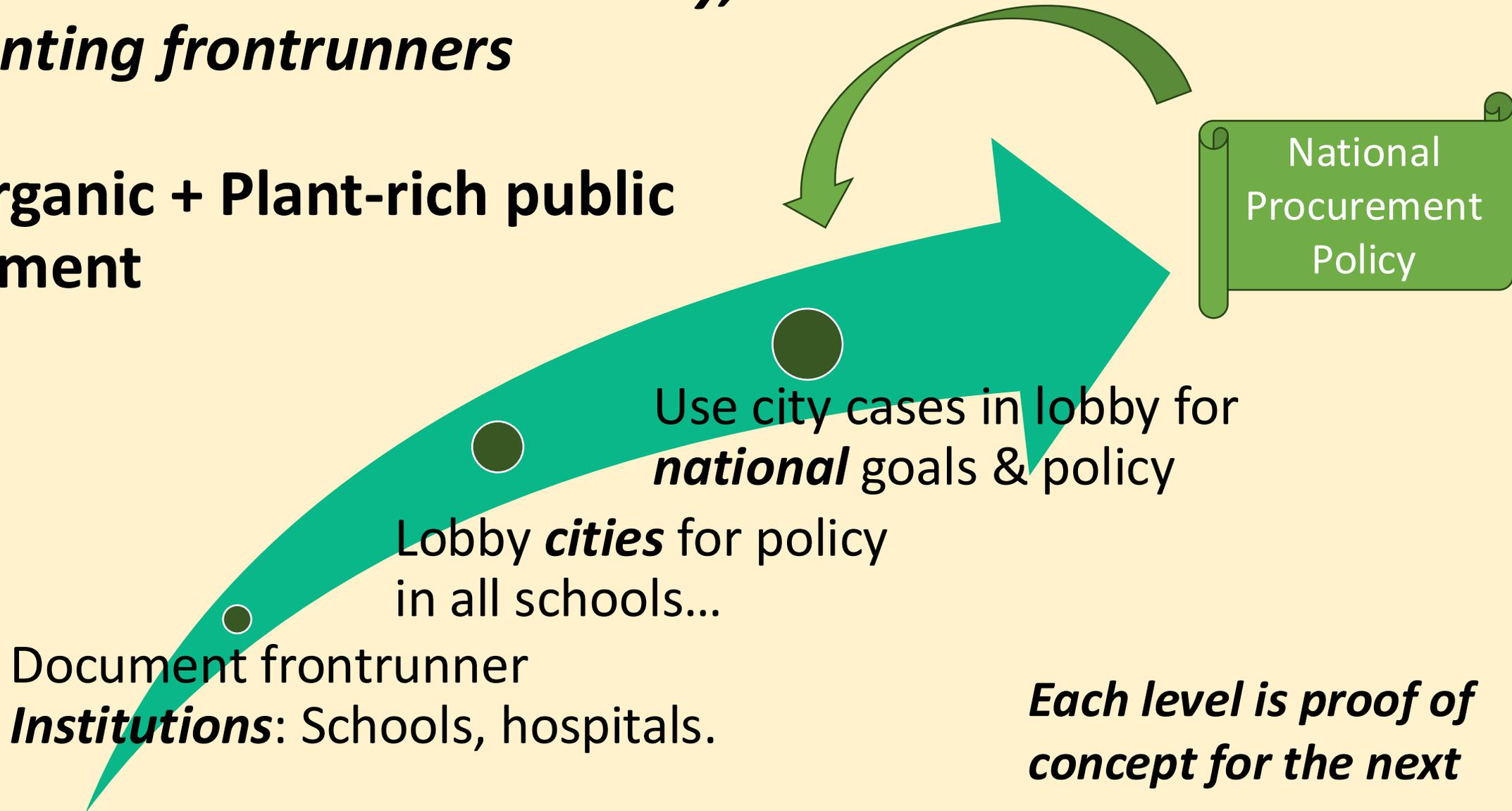
# *We mapped allies based on their interest and political influence*

Case: Organic Public Procurement with holistic framing as organic, plant-rich, healthy, climate-friendly



***We started small where necessary,  
documenting frontrunners***

**Case: Organic + Plant-rich public  
procurement**





## We changed narratives in the agriculture ecosystem....

- *Reduce resistance from conventional farm groups via **dialogue**, joint projects and political self-interest (organic delivers on difficult political demands).*
- *Focus on young farmers, champion farmers and business opportunities to change the narrative.*

**Thank you for listening!**  
**And for your work for organics!**



**More info: [paulholmbeck.com](http://paulholmbeck.com)**

*Photo: Hestbjerg Økologi*



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# Adrien Trouvadis

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- Agronomist
- **Programme manager for agriculture, food systems and public policy** for GRET
- **Expert in advocacy and policy dialogue** - supporting the ALiSEA Network
- Worked as agriculture technical assistant based in Myanmar and Guinea for GRET





# SUPPORTING CIVIL SOCIETY AND FARMERS VOICES IN POLICY DIALOGUE ON AGROECOLOGY IN SOUTH EAST ASIA

Agroecology Learning Alliance in South East Asia (ALiSEA) experience sharing



February 12th 2026, Adrien Trouvadis, [trouvadis@gret.org](mailto:trouvadis@gret.org)





01

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# ALISEA INVOLVEMENT IN POLICY DIALOGUE IN SOUTH EAST ASIA



# ALiSEA

AGROECOLOGY LEARNING ALLIANCE  
IN SOUTH EAST ASIA



An **Open coalition** of **multi-stakeholders** promoting a broad understanding of **Agroecology** (**over 200 members** in the **5 countries** Vietnam, Laos, Cambodia, Myanmar and Thailand)

## Objectives:

1. **Answer need for knowledge exchange and experiences sharing**
2. **Foster interactions and create safe space for multi-stakeholders**
3. **Increase visibility of agroecology of local initiatives**

Celebrating Our Network Members:



# A MOMENTUM FOR AGROECOLOGY IN THE SOUTH EAST ASIA

ASEAN Policy Guidelines Agroecology Transitions has been adopted in October 2024

Process coordinated by LICA, FAO, UN ESCAP, CIRAD

ALiSEA contributed to guidelines content based on its members' experiences in supporting and implementing agroecology in the sub-region

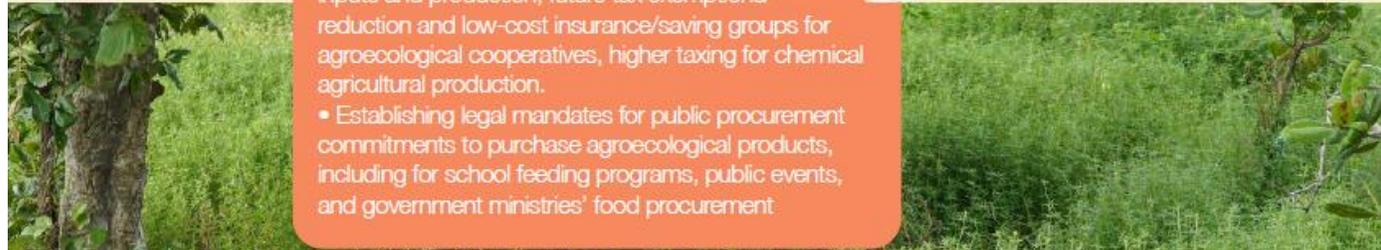
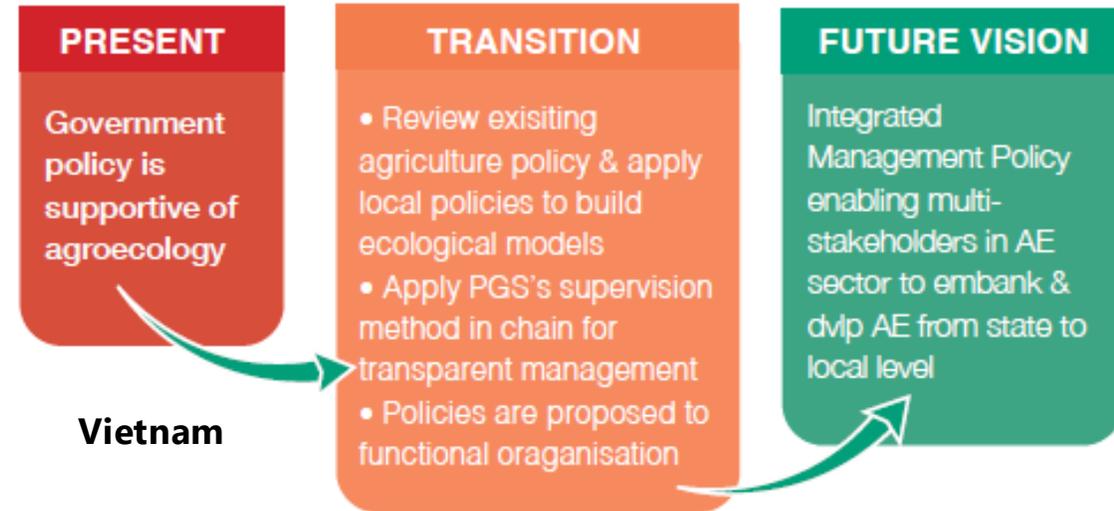
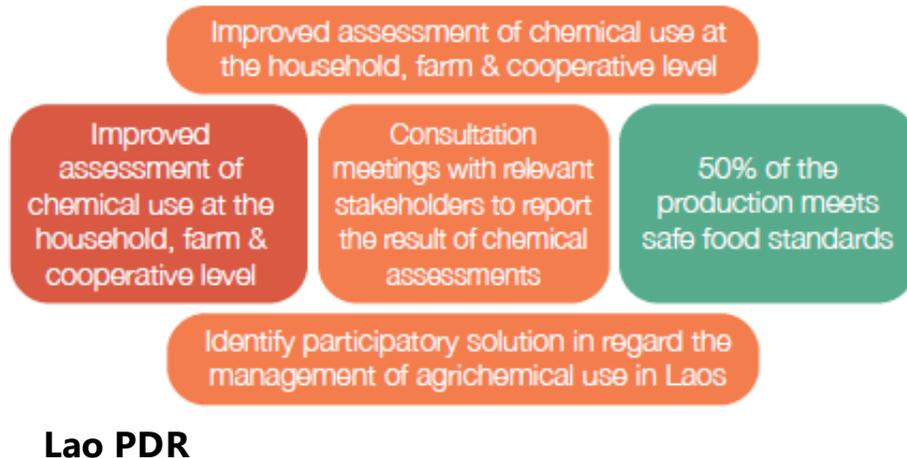


<https://www.aseanaetguidelines.org/>

# TOWARDS A NATIONAL-LEVEL TRANSLATION OF THE GUIDELINES

In 2022, ALiSEA defined national theory of change in Lao PDR, Vietnam and Cambodia in a participative way and multi-stakeholders approach

- Vision and strategic pathways to promote agroecology in the three countries have been defined
- **POLICY IN CENTRAL !**



# ALiSEA AS A REFERENCE ON AGROECOLOGY

**ALiSEA integrated and has been participating in institutional multistakeholders platforms at national level in Cambodia, Lao PDR and Vietnam aiming at promoting agroecology through policies**

**The network shares evidences on agroecology implementation and make the interface between local civil society and farmers organizations and policy makers**

## **Laos – Sub-Sector Working Group on Agroecology (SSWG-AE)**

In Laos, the Sub-Sector Working

## **Cambodia – Cambodia Conservation Agriculture and Sustainable Intensification Consortium (CASIC)**

CASIC serves as Cambodia's national coordination platform for Conservation Agriculture (CA), Sustainable Intensification (SI), and agroecology. Endorsed by the Ministry of Agriculture, Forestry and Fisheries (MAFF) in 2020, CASIC brings together stakeholders from the public sector, private enterprises, research institutions, NGOs, and farmer groups. Its mission is to foster research for development, enhance policy dialogue, promote private sector engagement, and support market creation for CA and SI technologies.

## **Vietnam – National Action Plan for Food System Transformation**

Vietnam's National Action Plan (NAP) for Food System Transformation outlines a comprehensive strategy to make the country's food systems more transparent, responsible, and sustainable. Agroecology plays a central role in this transformation, contributing to higher food safety, improved livelihoods, enhanced resilience, and stronger global competitiveness for Vietnamese agriculture.

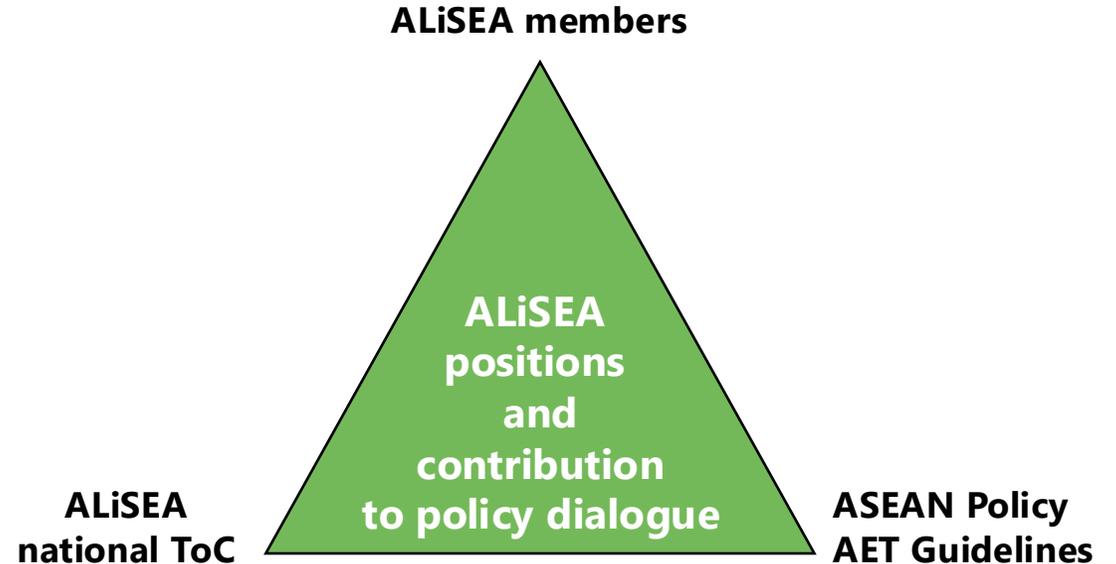
# STRUCTURING ALiSEA CONTRIBUTION TO POLICY DIALOGUE

Acknowledging agroecology political momentum and its position in key multi-stakeholders platforms ALiSEA gathers its members (civil society, farmers, private sector, government, etc) during national consultations in Lao PDR, Cambodia and Vietnam in 2025 to engage the network in policy dialogue

**How to take advantage of the ASEAN AET guidelines to structure ALiSEA's positions and to promote them ?**

## Main Objectives :

- Reinforce the appropriation of the ASEAN AET Guidelines by ALiSEA members
- Identify how ASEAN AET Guidelines fit (1) national realities and (2) ALiSEA vision (national ToC)
- Identify how ASEAN AET Guidelines can inspire ALiSEA positions and messages





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# YOUTH ENGAGEMENT IN AGROECOLOGY AND POLICY DIALOGUE PROCESS

# ENGAGING YOUTHS IN AGROECOLOGY

National consultations of ALiSEA members especially in Lao PDR as well as complementary studies and Gret's experiences in Cambodia reinforce ALiSEA understanding of the challenges regarding youth involvement in agriculture and agroecology :

- Agriculture is widely **perceived by young people as a low-income, labor-intensive, and outdated occupation**;
- **Youth autonomy limitation** due to traditional family structures as land ownership and decision-making authority ;
- **Financial barriers** : limited access to credit, climatic risks and market volatility rendering the sector **economically insecure**.
- **Limited access to land** : important subdivision of lands within families and high prices
- **Weaknesses within agricultural education and training systems** leave many young people insufficiently prepared for modern, sustainable farming.
- Limited effectiveness of governmental initiatives due to **inadequate funding, and a persistent focus on large-scale agribusiness** rather than smallholder or youth-led initiatives.

# ENGAGING YOUTH IN AGROECOLOGY

From this understanding of the obstacles, key recommendations have been raised and handled by ALiSEA :

- 1) **Strengthening Youth organizations/networks capacity to become active and recognized as agroecological actors including in policy dialogue arenas**
- 2) **Increasing positive narrative, awareness and social acceptance of AE among young people**
- 3) **Direct support to implement, finance and document youth led agroecology initiatives**



# THANK YOU FOR YOUR ATTENTION



## ALiSEA

AGROECOLOGY LEARNING ALLIANCE  
IN SOUTH EAST ASIA

<https://ali-sea.org/>



Working with farmers	What are the existing initiatives/experiences contributing to the guidelines?	What interesting recommendations from the guidelines have not yet been implemented or fully implemented in Laos but should be implemented ?	Why these not yet implemented guidelines should be implemented ( <i>experiences appreciated to demonstrate the need</i> ) ?	How the guidelines should be concretely implemented in Laos ( <i>reformulation or precision of the guideline already implemented to be scaled up or not implemented that should be implemented</i> )
Strengthen farmer's, women's and youth organizations and their active engagement in agroecology policy process				
Create enabling conditions to support farmers in transition				
Promote a safe legal and institutional environment				
Harness the potential of digital technologies and data/knowledge management systems				



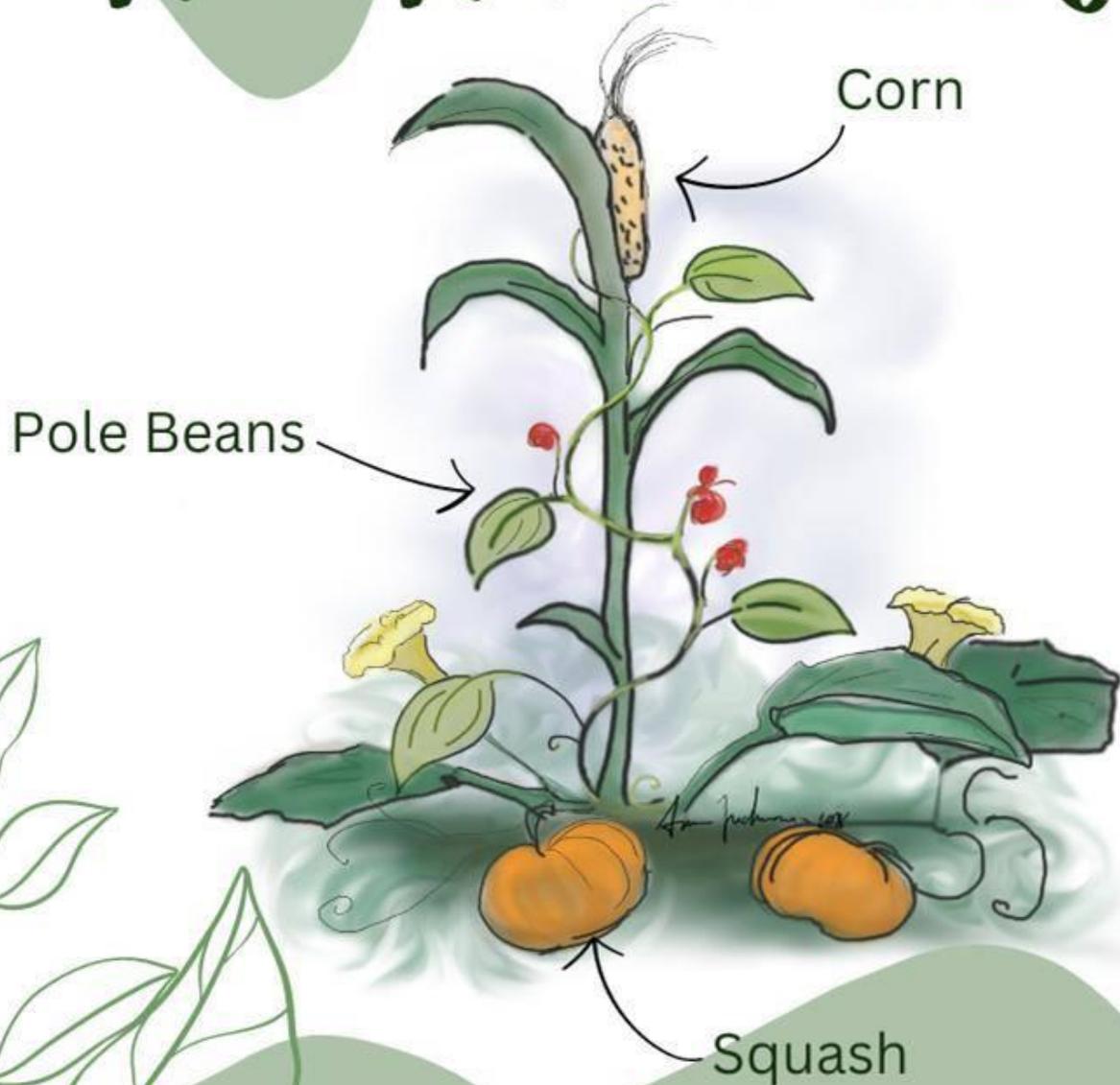
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# Katie Fettes

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- **Director of Policy and Research with Canadian Organic Growers**
- Worked in American soil health and agricultural policy, and community and international development.
- MA in Conflict, Security, and Development from King's College London
- BA in Peace, Conflict, and Justice Studies from the University of Toronto.

# The Three Sisters



# Organic Policy in Canada: Ready for a Breakthrough

Shaping the Future: Global and National  
Policies Empowering the Organic &  
Agroecological Transitions

Biofach Congress

Katie Fettes, Canadian Organic Growers

February 12, 2026

Presented by Canadian Organic Growers

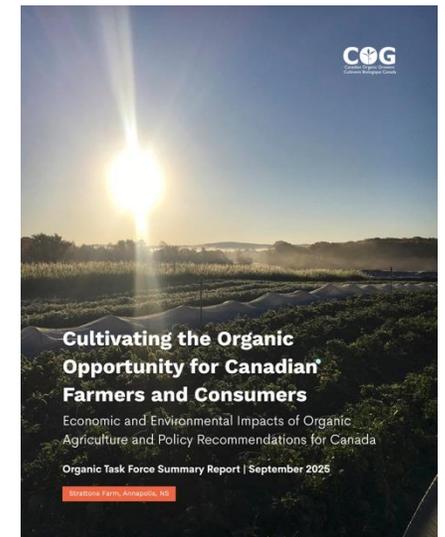


Strattons Farm, Annapolis, NS

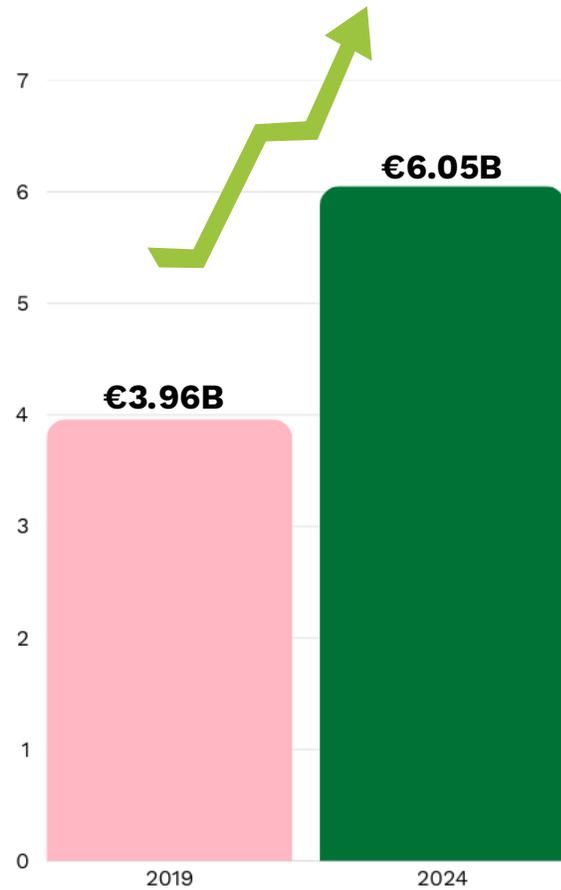
# Organic Delivers Solutions

- ➔ **117% higher** net farm incomes (crops)
- ➔ **Cutting energy use** by up to half
- ➔ **Improved biodiversity** and sustained soil health → climate resilience
- ➔ **35% lower greenhouse gas emissions** per acre
- ➔ **Tripling acreage adds \$1.73B**

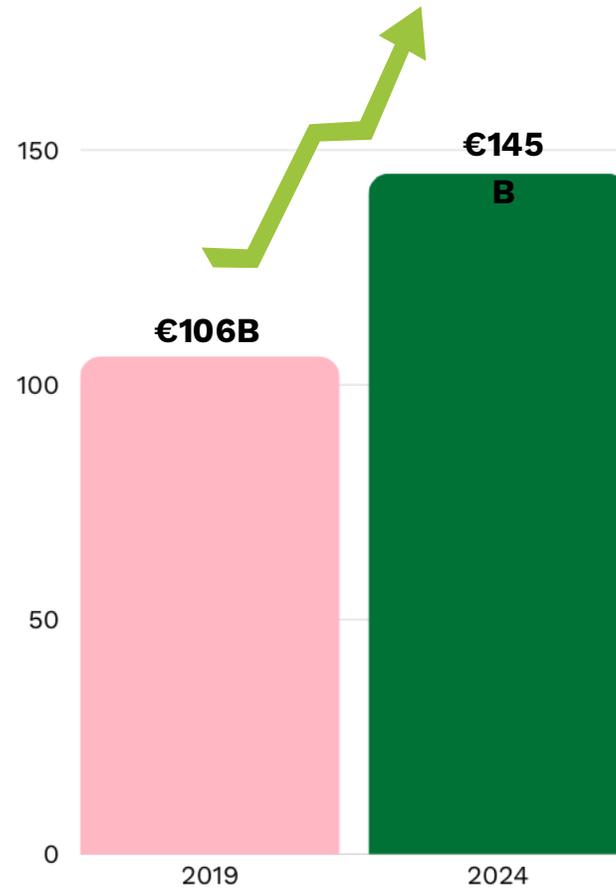
***Farmer-led research  
task force (2025)***



# The Organic Opportunity



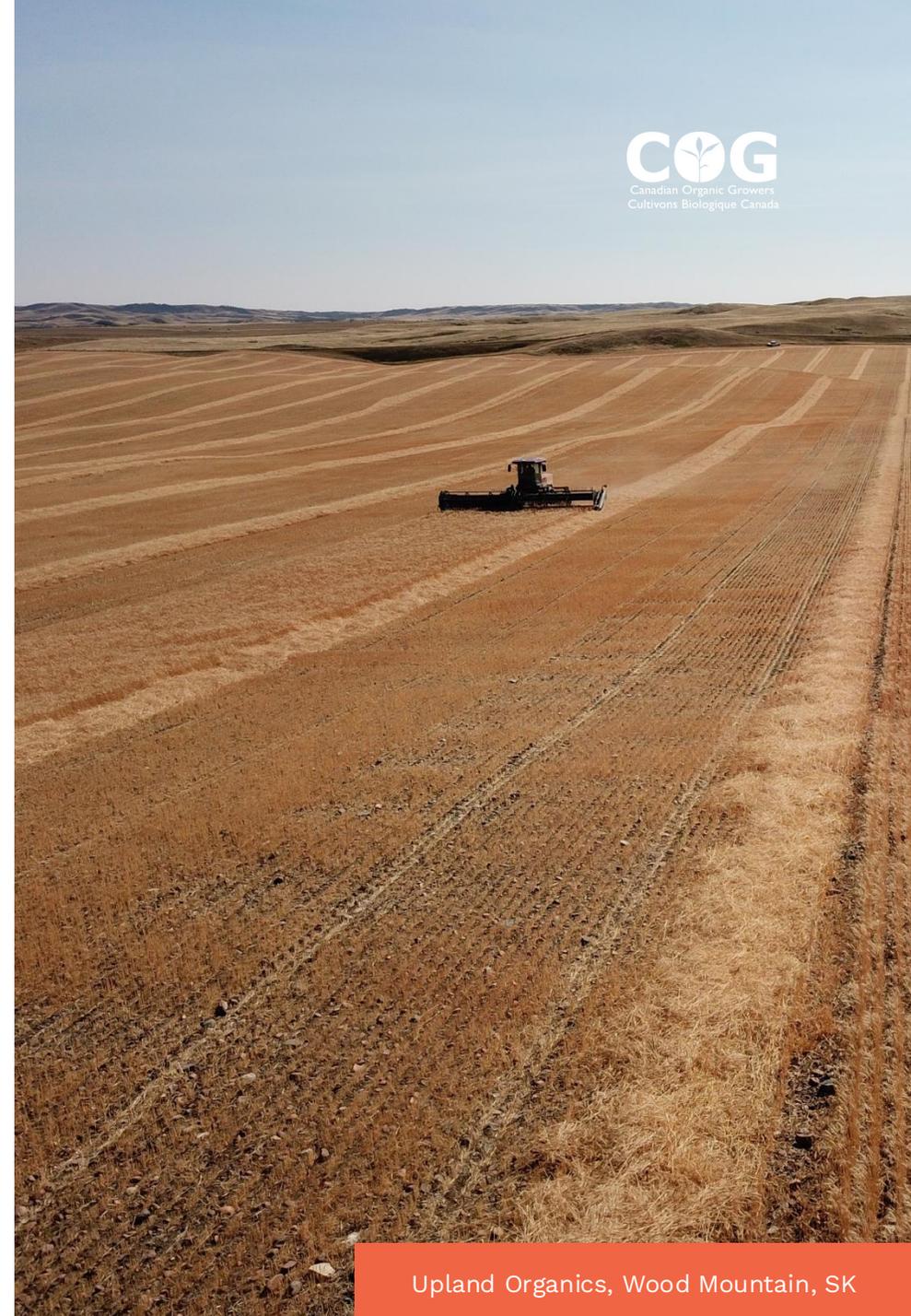
Canadian Market



Global Market

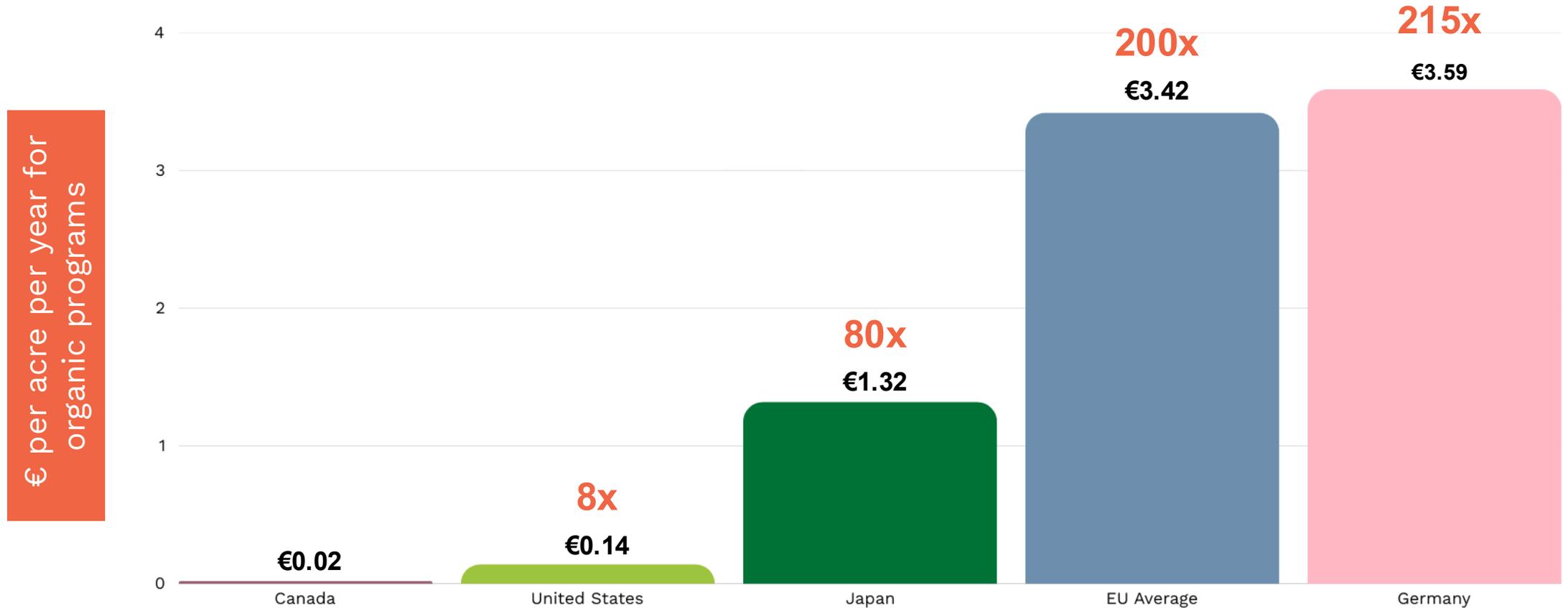
# But organic farmers and farmland are in decline...why?

- ➔ Farms and farmland overall are in decline (23% drop in farmers, 8% drop in farmland over past 20 years) → consolidation
- ➔ Farm economic pressures and risks
- ➔ Smaller operations direct marketing
- ➔ Certification complexity and burden
- ➔ Lack of organic **policy** and competitiveness →



# No national policy and limited funding

*Competitiveness challenges*



# Working Together: Canadian Organic Alliance



## Partners



# National Organic Action Plan for Canada



**Pillar 1: Accelerate Growth and Innovation in Organic Production**



**Pillar 2: Grow Organic Markets and Demand**



**Pillar 3: Strengthen Policy, Regulatory, and Data Infrastructure**

*Created and published by Canadian Organic Alliance in Oct 2025 → now used in advocacy*

# Current/Catalytic Priorities

- ➔ **Secure the organic framework**
  - Improve access to organic data
  - Secure and fund Canadian Organic Standards
  - Establish funding mechanism
  
- ➔ **Farm retention, resilience, and renewal**
  - Maintain research funding, scale up extension
  - Improve access to risk management programs
  - Provide farm transition support
  
- ➔ **Access and develop markets**
  - Trade equivalency arrangements
  - New Market Diversification programs
  - Procurement (National School Food, Buy Canadian)

# Entry Points

- ➔ Next Agricultural Policy Framework (2028-2033)
  - Prelim. priorities: markets and trade, growth and competitiveness, science and innovation, resiliency
  
- ➔ National Policies:
  - Food Policy for Canada
  - (New) National School Food Program
  - Federal Sustainable Development Strategy
  - Biodiversity and climate strategies
  - Food Security Strategy (under development)
  
- ➔ Legislative and regulatory reform (Organic Act)
  
- ➔ Provincial, regional, and municipal policies





Barnyard Organics, Freetown, PEI

## Challenges and Opportunities

- Structure and priorities of governments
- Capacity and governance of organic organizations
- Coalition-building with allies and others
- (Re)positioning
- Farmers and value chain actors directly involved in advocacy
- Global solidarity/cooperation



The New Farm Centre, Creemore, ON

# Thank you!

**Contact:**

Katie Fettes

Director of Policy and Research

Canadian Organic Growers

[katie.fettes@cog.ca](mailto:katie.fettes@cog.ca)



# Patricia Flores

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- Senior Manager for Capacity Development and Global Academy – IFOAM Organics International
- Focuses on **sustainable food systems, territorial approaches** for organic and agroecological producers
- MSc from the University of Edinburgh, UK

# Latin America

Patricia Flores – IFOAM Organics International  
Senior Manager  
Capacity Development / Academy



Cultural heritage

# Agroecology: science, practice and movement

Mexico

Andean Community:  
Colombia-Ecuador-Peru-Bolivia

Brazil

## Organic Sector:

Hectares 10 million has. +

Farmers 250 000 +

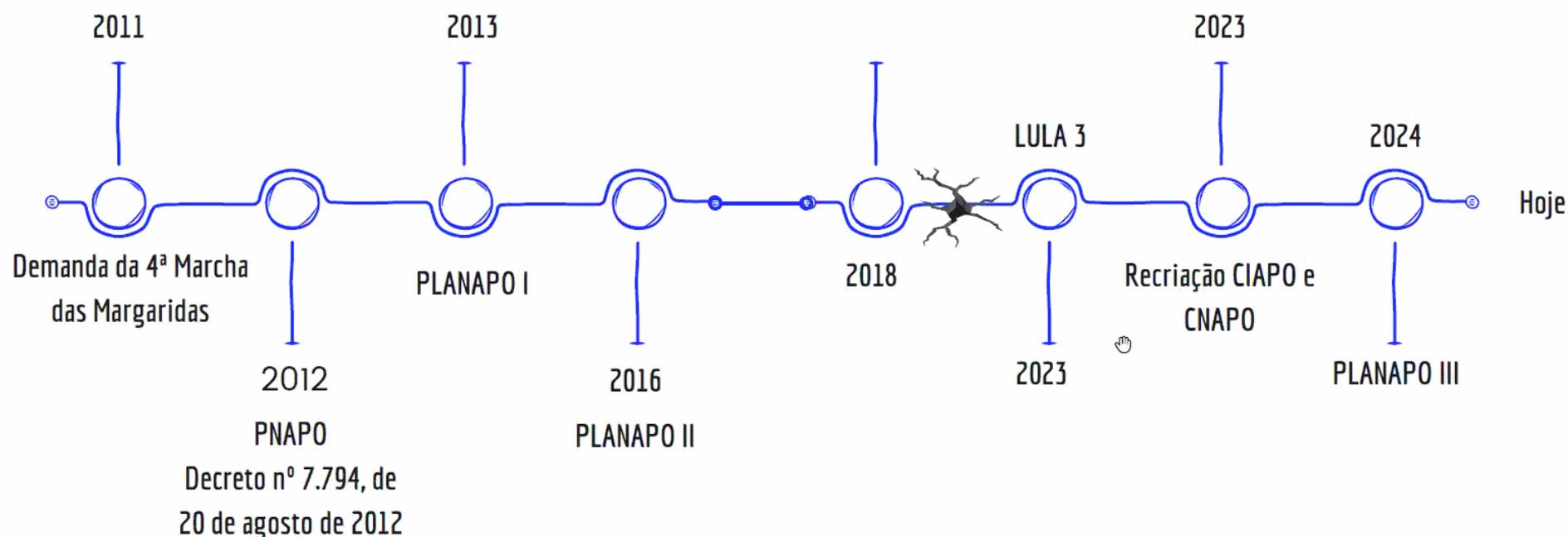
CIAO

Interamerican Commission of OA competent authorities



# A Política Nacional de Agroecologia e Produção Orgânica - PNAPO

Prêmio Políticas para o Futuro edição 2018  
da Organização das Nações Unidas para  
Alimentação e Agricultura (FAO)



# BRAZIL Key Brazilian Policies & Programs



**PNAPO (National Policy for Agroecology and Organic Production):** Enacted in 2012, this framework integrates environmental preservation with the production of healthy, pesticide-free food. It utilizes the **PLANAPO (National Plan)** to set specific goals for scaling agroecological transition.

**PNAE (National School Feeding Program):** 1954. A pioneer program requiring at least **30% of its budget** to be spent on food from local family farmers, with a priority on organic and agroecological products. It currently serves approximately 41.5 million students. R\$ 89 billion investment 2024/25 (14.4 billion

**PAA (Food Acquisition Program):** Enables the government to buy food directly from smallholder farmers at fair prices for distribution to social assistance networks and schools.

**PLANAPO 2024–2027:** The latest cycle focused on increasing the supply of healthy foods and including vulnerable groups like indigenous and *quilombola* communities in family farming incentives.

**National Plan  
for Agroecology  
and Organic  
Production  
(PLANAPO) 202  
4–2027.**

Launched by  
the Brazilian  
Ministry of  
Agrarian  
Development  
and Family  
Farming (MDA)  
government's  
strategy to  
combat hunger  
while

transitioning to

## **Nutritional Outcomes & 2027 Goals**

From Field to Health: Strategic Nutritional Goals



**Pesticide Reduction:** Direct policy goal to lower chemical residues in the national diet.

**Diversity:** Promoting "Neglected and Underutilized Species" (NUS) to increase micronutrient intake.

### **2027 Targets:**

**320,000 Hectares** of new organic production.

**50% Gender Quota:** Ensuring half of the food suppliers in government programs are women.

**Zero Hunger:** Aligning agroecology with the Global Alliance Against Hunger and Poverty.

They are **economic tools** to keep wealth in local rural communities

# Democratizing Organics: The Latin American Model

## **Participatory Guarantee Systems (PGS):**

A Brazilian innovation, together with the Social Control Organisms.

**Short Supply Chains:** Connecting rural agroecology directly to urban centers in **Mexico, Chile, and Argentina** to improve urban nutrition.

# Empowering Women and Youth for Nutritional Sovereignty

Case Study – Nutrition in Mountain Agroecosystems (NAM)

*A multi-country initiative by IFOAM - Organics International designed to improve the diet of mountain communities through Nutrition-Sensitive Agriculture & Agroecology*

## Empowering Women (The Health Guardians):

Action: Implementation of "Fitotoldos" (rustic greenhouses) in high-altitude zones.

Nutritional Outcome: Women introduced leafy greens and vegetables into diets previously dominated by starches. This directly addressed Vitamin A and Iron deficiencies, reducing child anemia in the Andes.

## **Empowering Youth (The Innovation Drivers):**

Action: Creation of Agroecology Field Schools focused on nutrition outputs and market development

Nutritional Outcome: Youth transitioned from subsistence to "Nutrition-Entrepreneurs," producing high-protein ancestral crops and animal products for local markets and school meals.

**Key Impact Metric:** Families participating showed a 25-30% increase in their Dietary Diversity Score (WDDS) compared to conventional farming households



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**Thank you!**



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**Thank you for joining  
us in this journey!**

**Enjoy Tunisian couscous! {Sousse}**

