Wed
Feb 15
11:30-12:30

How to engage citizens when communicating the value(s) of organics?

BIOFACH 2023
Istanbul (NCC Ost)
Our Speakers

Alex Cullen
Commercial and Marketing Director
Soil Association Certification, UK

Oriol Urrutia
Co-Editor
Bio Eco Actual

Iris Kazazi
Director
Albanian Association of Marketing
Understanding of fruit and vegetables amongst UK 6-12 year-olds

23% ¼

ifoam.bio
The starting point for engagement

To be able to present the solution, people need to know and care about the problem.
So what do people care about?

Top 6 reasons for buying organic

1. No pesticides
2. Better for the environment
3. Perceived better quality
4. Taste is better
5. Better for animal welfare
6. Perceived health benefits

Emotional brand levers

“A brand I love”
“It’s for people like me”
“It’s distinctive”
“I have a personal experience of it”
Meeting people where they are

TOGETHER WE CAN MAKE A WORLD OF DIFFERENCE

DON'T SPOIL OUR SOIL! THERE IS NO PLANET B!

ORGANICS IS CLIMATE ACTION!
TAKE ACTION, BECOME A MEMBER TODAY

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Thank you

Alex Cullen
Soil Association Certification, UK
Why should I buy organic?

• Visualize the relation between food system & climate change
• Health benefits
• Organoleptic appreciation
• External costs not reflected in retail price – Common Goods!

Organic pioneers feel this is obvious – but it’s essential to continue to communicate this every day!

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As I see how conventional farmers and food multinationals in The Netherlands were for decades able to postpone necessary measures to change their food and farming system, I realize **we as the organic sector have been much too polite**. Successful climate activists like Extinction Rebellion, MOB and Greenpeace show us how to create urgency around the climate crisis and our survival on this beautiful plane.

Bavo van den Iderst
Why is plant based leading new generations’ “conscious” shop decisions?

• Putting a face to the problem
• “We are better than that”
• Easy consumer decision / imitation → If I don’t want to contribute to this food system, I’m going vegan/vegetarian/flexi
• Less price barrier
  → Perception of doing what’s right
  → Greenwashing completed

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How do we get there – Are we too polite?

• Citizens, institutions, food industry and organic movement working together for the same purpose.
• Getting into Mass Media Agenda
• In-Store Visibility and Communication of the values & benefits of choosing organic.

→ Organic as an opportunity – I am contributing!

Organic is for me.

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Case Study: Semana Bio (Spain)

• Semana Bio was held for the first time throughout all in 2022.
• 7 days to promote the production and consumption of organic products through:
  • Visits to organic farmers
  • Commercial activities at retail level
  • Activities in the public catering sector
  • Activities in schools

Get to know what organic really is!

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Thank you!

Oriol Urrutia,
Bio Eco Actual Co-Editor

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Organic Trade for Development (OT4D)

Iris Kazazi
Albania
Local Context

- Organic sector not yet well developed;
- Small size farms (average 1 ha);
- Modest government incentives for organic
- Confusion/failure understanding “organic” concept;
- Media messages: Misleading public
- Increased retail no of organic;
- Consumers willingness for organic
- Most of organic imported
Awareness Campaign

- Public/Citizens in focus (research, define messages for audience, etc);
- Probio Campaign toolkit
- Probio Launch event with the Minister (journalist, media)
- Educational activities (schools, study tours, tasting and kids events)
- Smaller events in main cities
- Journalist workshop
- 4 Albanian organic producers part of the #IGrowYourFood campaign
Krifca: Bujqësia organike, investim afatgjatë

Nga Gjergji Mima - 02/05/2022

TIRANË, 2 maj /ATSH/ Ministria e Bujqësisë dhe

The Ministry of Agriculture, Food, Krifca, and others...
Results

- Access in premium market for organic producers
- More than 6,000 views from journalists social media
- AAM becoming leading source of information for organic sector
- Local producers using ProBio toolkit materials
- Increased Ministry interest in organic (promotion, events)
- Media delivering “correctly” messages for organic
- Consumers looking for certified products –labels
  (Source: retailing partners)
Challenges

- Limited support for organic sector
- No organic operators
- Stakeholders willingness to promote organic in different levels (education)
Thank you!
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