



Wed

Feb 15

11:30-12:30

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

IFOAM
ORGANICS
INTERNATIONAL



BIOECO
ACTUAL

AAM ALBANIAN
ASSOCIATION
OF MARKETING

BIOFACH2023
into organic

 **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%



1/4

The starting point for engagement

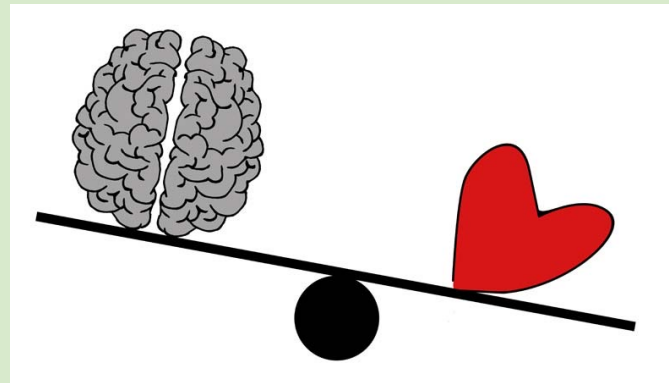


To be able to present the **solution**,
people need to know and care
about the **problem**

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



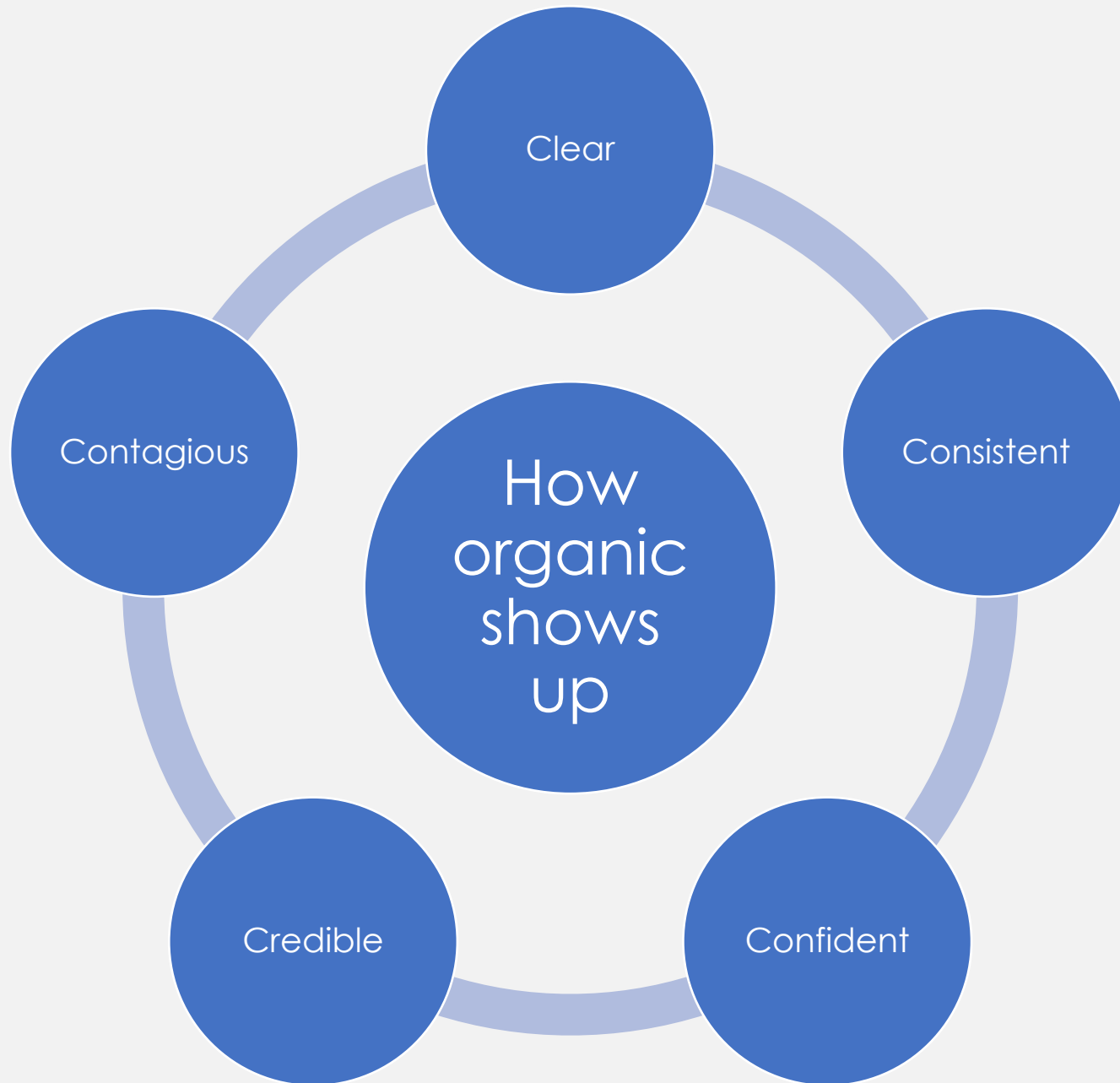
Emotional brand levers

“A brand I **love**”

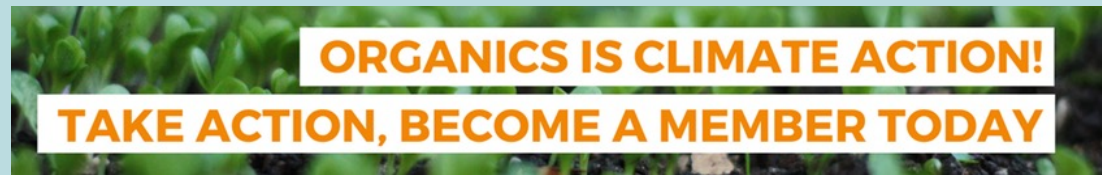
“It’s for **people like me**”

“It’s **distinctive**”

“I have a **personal experience** of it”



Meeting people where they are





Thank you

Alex Cullen

Soil Association Certification, UK

ifoam.bio



Awareness & Action

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!

“ 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 Idsert

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**

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.

ifoam.bio

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!

ifoam.bio

**LA SEMANA BIO LA HACEMOS
ENTRE TODOS**



**Celebra la
SemanaBio®**

Del 2 al 9 de junio de 2022





Thank you!

Oriol Urrutia,
Bio Eco Actual Co-Editor

ifoam.bio

Organic Trade for Development (OT4D)

Iris Kazazi
Albania



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



**ORGANIC
TRADE FOR
DEVELOPMENT**



FiBL



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





Ballina

Ekonomi **Flash** **Lajme nga Vendi**

Krifca: Bujqësia organike, investim afatgjatë

Nga **Gjergji Mima** - 02/05/2022



TIRANË, 2 maj /ATSH/ Ministrja e Bujqësisë dhe



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!
iriskazazi@msn.com
www.pro-bio.al

