Proposal to Host

IFOAM ORGANIC WORLD CONGRESS 2020
6 – 10 APRIL, 2020
AUCKLAND, AOTEAROA, NEW ZEALAND
Invitation by the Soil & Health Association of New Zealand

To the delegates at the General Assembly of IFOAM, 2017, Tēnā koutou katoa. Greetings to you all.

Thank you for this opportunity to offer to host the Organic World Congress (OWC) in Auckland, Aotearoa, New Zealand in 2020. Aotearoa, New Zealand hosted the OWC in 1994 at the Biological Husbandry Unit of Lincoln University. The OWC has not been held in the southern hemisphere since 2005, when it was held in Adelaide.

The Soil & Health Association of New Zealand extends the invitation to all international delegates to attend IFOAM 2020 in Aotearoa, New Zealand, especially delegates from developing nations and youth.

Our magnificent country is a popular tourist destination and is also strongly focused on agriculture. There will be exciting opportunities for OWC 2020 delegates to explore our country, to sample indigenous foods and to visit organic farms and businesses, including participatory guarantee systems such as OrganicFarmNZ.

The Soil & Health Association of New Zealand confirms its readiness to sign an agreement with IFOAM—Organics International based on its policy 15.

On behalf of the National Council of the Soil & Health Association of New Zealand, I warmly invite you to accept this bid to host the 2020 Organic World Congress in Aotearoa, New Zealand.

Ngā mihi mahana,

Marion Thomson
Chair, Soil & Health Association of New Zealand
Host Organisation

Who are we? The Soil & Health Association of New Zealand is one of the world’s oldest organic organisations, having been founded in 1941 as the Humic Compost Club. While our name has changed, our principles remain the same, and are embodied in our motto:

Healthy soil – healthy food – healthy people
Oranga nuku – oranga kai – oranga tāngata

The Soil & Health Association of New Zealand is a not-for-profit registered charity and is the largest membership organisation with 2,800 members supporting organic food and farming in Aotearoa, New Zealand. We publish Organic NZ, the only magazine in Aotearoa, New Zealand that is solely focused on organic food, farming, and gardening.

The Soil & Health Association of New Zealand’s multi-level advocacy for an organic and GE-free Aotearoa, New Zealand includes making submissions to government, defending in court the right of communities to be GE-free and supporting grassroots start-up funding for organic gardens in schools, communities, and marae (Māori meeting house).

In 2016, the Soil & Health Association of New Zealand became the proud owner of BioGro New Zealand, the largest organic certification company (established in 1983). The Soil & Health Association of New Zealand has been a long standing member of IFOAM.

We are confident that we can provide an inspiring and memorable Organic World Congress and would be honoured to welcome you and provide a platform for networking, learning and sharing, according to the IFOAM principles of health, ecology, fairness and care.

The Aotearoa, New Zealand Organic Sector

The Soil & Health Association of New Zealand is invested in continuing the incredible growth rate of the organic sector, building on the increasing consumer desire for organic products here in Aotearoa, New Zealand and globally.

The Aotearoa, New Zealand organic sector has grown by more than 11% per annum since 2012, according to the 2016 New Zealand Organic Market Report. “Certified organic is a sustained global shift in consumer behaviour and Aotearoa, New Zealand stands to benefit immensely from increased engagement. Organic fresh fruit, wine, dairy processing and domestic retail sectors are thriving in this country and each is backed by a solid export sector that is diversifying into new markets, particularly Asia”.

Further information highlighting this growth can be found on the (OANZ) Organics Aotearoa New Zealand website http://www.oanz.org/publications/reports.html

Soil & Health Association of New Zealand Achievements

February 2015 Sponsorship and organisational support for the Food Matters Aotearoa, New Zealand conference for over 350 delegates. International Keynote speakers include Professor Gu Xiulin, Dr. Vandana Shiva, Emeritus Professor Don Huber, Professor Gilles–Eric Seralini.


February 2003 Launch of OrganicFarmNZ, an IFOAM PGS (Participatory Guarantee System) member which supports organic food production for the local community.

May 2003 Organic Sector Conference in Christchurch, Aotearoa, New Zealand, for over 400 delegates.

2000 Soil and Health Association of New Zealand Conference. Attended by more than 400 delegates, the conference theme was ‘making Aotearoa New Zealand organic by 2020’.

Partners and Supporters

In offering to host the OWC 2020, the Soil & Health Association of New Zealand has strong support from:

- Organics Aotearoa New Zealand
- BioGro
- OrganicFarmNZ
- Te Waka Kai Ora
- Karma Cola
- Auckland Convention Bureau
- Tourism New Zealand

Detailed information can be found in our appendix document, pages 29 to 33.
Aotearoa, New Zealand is undoubtedly one of the most spectacular places on earth, with incredibly diverse and unspoiled natural scenery. With an ethnically diverse population of 4.5 million people, we have a reputation of being a friendly and easily accessible country for international visitors. Aotearoa, New Zealand is considered to be one of the safest countries in the world. We are proudly GE-free and nuclear-free, with no GE crops having been grown commercially. Our horticultural and agricultural products are world-renowned and we are famous for our kiwifruit, apples, wine, grass-fed lamb and beef, dairy products, and our wool is found in high quality textiles and carpets around the world. Organic production is rapidly growing at 11% per annum across most sectors.

Aotearoa, New Zealand plays an important role in the Pacific region, and hosting IFOAM 2020 gives a special opportunity to have a strong contingent of delegates from nations in the Oceania/Pacific region, amongst countries from around the world.

IFOAM 2020 international delegates will be delighted by a wide variety of experiences at IFOAM 2020, some of which include:

- Experiencing our indigenous Māori culture, being welcomed with a traditional pōwhiri, preparing and eating a traditional hāngi (earth oven feast), learning about the history and stories of the Māori people, the tāngata whenua (people of the land), of Aotearoa, New Zealand.
- Visiting organic community gardens, organic farms and experience wwoofing (willing workers on organic farms).
- Assist in local community projects.
- Rangatahi (youth) can attend next-generation facilitated workshops and enjoy visiting a dedicated youth space. Countries will be encouraged to bring along a youth representative.
- Enjoy the special delicacies of our country, including fresh seafood, organic meat, fruit, vegetables, dairy products and traditional Māori kai such as kūmara (sweet potato), taewa (potatoes), kārengo (seaweed).
- Gather, harvest and prepare traditional Māori Rongoā (medicine) and discover its applications, its origins, and properties and partake in the planting of these.

In the warm, welcoming and beautiful environment of Aotearoa, New Zealand, IFOAM 2020 will offer the global organic community a unique opportunity to focus on what really matters about our food, health, communities, environment, culture and economy, and how organic agriculture can benefit us all in all aspects of life.

Detailed information can be found in our appendix document, pages 18 to 24.
Auckland - Your Host City

A world-class event demands a world-class destination and Auckland has it all. Auckland’s excellent infrastructure network sets the stage for first-rate meetings, conventions and conferences.

Venues and Accommodation

New Zealand International Convention Centre (NZICC) – Congress Venue
Opening in 2019 the NZICC will be a hub of innovation in the heart of Auckland’s CBD. With versatile and multipurpose theatre and hall spaces the centre will be capable of hosting events of up to 4,000 delegates.

Social Programme Venues
There are multiple venues within easy walking distance of the conference venue for social events, reception functions and dinners. These include unique venues with spectacular views on the Auckland waterfront and within central city botanical gardens.

Accommodation Options
With over 6,500 rooms in the CBD ranging from five-star international hotels to budget-friendly lodges, Auckland has a full range of accommodation choices for delegates.

Auckland’s Conference Track Record
Auckland has an impressive track record of hosting successful conferences and business events.

1. World Congress of Chinese Medicine 2016: 1,250 delegates
2. APAC Forum 2015: 1,200 delegates
3. XXXII Scientific Committee on Antarctic Research Meeting and Open Science Conference 2014: 943 delegates

Visas
New Zealand has a visa waiver agreement with many countries. Auckland Convention Bureau can supply you with details of a Relationship Manager at immigration who will guide you through the process of applying for visas for your congress delegates.

Getting around Auckland
Getting to and from Auckland Airport is easy, with shuttle and bus services departing regularly, and safe, efficient taxis. Once delegates have transferred to their accommodation, Auckland’s compact central business district means that it’s easy to get around on foot, or by public transport.

TOP 10
Friendliest cities in the world
Condé Nast Traveler Reader Choice Awards 2015

1.5 million
people live in the greater Auckland region, around one third of New Zealand’s population

35 MINS
The central city is just 25km (35 minutes’ drive) from Auckland Airport

4th MOST INNOVATIVE CITY IN SOUTH EAST ASIA AND OCEANIA
Global Innovation Index 2015

336+
Weekly flights connecting Auckland to the world

24 International airlines fly direct to Auckland from 33 destinations around the world

New Zealand is the 4th safest country in the world

Detailed information can be found in our appendix document, pages 5 to 14.
Proposed Objectives

Holding the OWC 2020 in Auckland will help strengthen the organic movement in Aotearoa, New Zealand and Oceania and enable the participation of more delegates from this region. It will highlight the urgent need to transition to more sustainable farming and ways of living. We will focus on encouraging the participation of youth, in keeping with the Next Generation focus of this Congress.

The Soil & Health Association of New Zealand supports the overall IFOAM objective for the OWC 2020 of continuing to provide an inspiring and thriving platform for organic and like-minded stakeholders that together foster change towards the worldwide adoption of truly sustainable agriculture, value chains and consumption, in line with the principles of organic agriculture.

We will hold the formal launch of the New Zealand Organic Market Report 2020 which will be presented by the Chair of Organics Aotearoa New Zealand (OANZ). This session will be attended by government officials, sponsors and business leaders at which there will be presentations and speeches.

The Soil & Health Association of New Zealand look forward to hosting 1,250 delegates in Auckland and Aotearoa, New Zealand throughout the OWC 2020. A more detailed programme will be published closer to the three day congress.

This programme will include plenary and breakout sessions and workshops in Tracks to benefit the diverse delegate audience of farmers, organic growers, producers, distributors, certifiers, market experts and scientists.

<table>
<thead>
<tr>
<th>Main Track</th>
<th>Farmers’ Track</th>
<th>Scientific Track</th>
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<tr>
<td>Market Track</td>
<td>Youth Track</td>
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Group visits to organic farms, orchards and vineyards will be available for delegates who wish to experience the beauty and sustainability of Aotearoa, New Zealand’s organic community.

Authentic farm experiences will also be available for delegates who wish to visit Aotearoa, New Zealand prior to the conference. There are over 400 hosts throughout Aotearoa, New Zealand who offer a wide range of farm experiences from high country stations to boutique wineries. Delegates may also choose to experience wwoofing (Willing Workers on Organic Farms). [https://wwoof.nz](https://wwoof.nz)

Pre-Congress Events: 4 and 5 April 2020
Pre-Congress Workshops: 4 and 5 April 2020
Opening ceremony and welcome reception: 4 and 5 April 2020

Day 1  Monday 6 April 2020
Morning: Plenary session
Afternoon: Breakout sessions in Tracks

Day 2  Tuesday 7 April 2020
Morning: Plenary session
Afternoon: Breakout sessions in Tracks

Day 3  Wednesday 8 April 2020
Morning: Breakout sessions in Tracks
Afternoon: Plenary session
Evening: Congress Dinner

Day 4  Thursday 9 April 2020
OWC General Assembly

Day 5  Friday 10 April 2020
OWC General Assembly

All Plenary sessions will have multiple languages including sign language and Māori translations available.
Congress Budget

Sponsorship
To attract delegates from developing countries, as well as youth, we will allocate $100,000 from sponsorship received through networking with not-for-profit organisations, private sector contacts and government agencies.

We will work with the recommendations from IFOAM to identify potential participants from these groups and countries, drawing on IFOAM experience. We will use the experience of attending the OWC 2017 to meet with, and establish, networks with potential delegates who might require sponsorship. We anticipate accessing the IFOAM global PGS network to help to identify these participants.

Budget Summary*

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*NZ GST (currently 15%) is excluded unless otherwise stated.

*This budget has been compiled for feasibility purposes and includes estimated charges for the three day Organic World Congress and two day General Assembly and includes venue hire, day catering, opening cultural function and congress awards dinner.

A detailed Congress Budget can be found in our appendix document, pages 25 to 28.
Getting here is easy

Aotearoa, New Zealand is easily accessible, via direct and connecting flights, to all major international cities. It is approximately a 10 hour direct flight from most places in the Pacific Rim, including Singapore, Hong Kong, China, Tokyo, the west coast of the USA and South America, and is only a 3 hour flight for neighbouring Pacific Islands and the eastern seaboard of Australia.