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IFOAM has been actively involved in the UN Committee for Food Security and the UN climate change meetings and we will be actively involved in Rio+20 as we believe that Organic Agriculture brings very important multifunctional benefits to our world.

Our planet has around 1 billion undernourished people. 80% of them are farmers or landless rural laborers who do not get either enough food, or income, to feed their families. Logically, the way to solve hunger is to strengthen smallholder farmers and grow the food locally, where it is needed, by the people who need it.

The majority of the world’s poor farmers are traditional farmers, who are largely organic by default. Significant increases in yields can indeed be achieved by teaching these farmers to add organic by design to their traditional farming with improved soil nutrition, pest and disease control, water use efficiency, weed control methods and ecological intensification.

A report by two UN agencies, UNCTAD and UNEP, found that Organic Agriculture significantly increases yields in Africa. Their survey showed that the average crop yields increased by 116% for all African organic farming projects that were surveyed.

Investing in organic farming is therefore highly effective in order to empower the poor to produce sufficient healthy food for their families. However, there is a wise old saying that ‘Man does not live by bread alone’. These farmers, just like everyone else, need more than just a subsistence diet. They need to have an income in order to be able to send their children to school, pay for medicine and health care, veterinary treatment for their livestock, clothes, a house and the usual basic necessities of life. The funds for these necessities must come from the trade of their surplus produce. They need to have access to markets in order to earn the money they need.

There is another wise old proverb: ‘Never put all your eggs in one basket.’ Market diversity is the key. Markets need to cover all areas: short chain, such as local farmer markets and local shops; direct to consumers, such as consumer subscription agriculture; regional markets with Participatory Guarantee Systems (PGS); and national and international markets using third-party certification systems. Enabling growers in the developing world to access the higher value markets in the developed world is an important part of the many strategies that are needed to ensure financial returns to one of the most impoverished sectors on the planet.

This is one of the reasons why IFOAM has been actively involved in PGS, the GOMA project and the COROS and why the IFOAM Family of Standards is so important. We need to facilitate as many market opportunities as possible to ensure that farmers get a fair price for their produce.

Andre Leu - IFOAM President
The size of the countries represent, proportionally, certified organic area with overall 37 million hectares worldwide. The total organic certified land is 80 million hectares.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Global Totals</th>
<th>Leading Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries with data on certified Organic Agriculture</td>
<td>160 (2008: 154; 2000: 86)</td>
<td>Australia (12 mil. ha), Argentina (4.2), US (1.9)</td>
</tr>
<tr>
<td>Organic agricultural land</td>
<td>37 mil. ha (2009: 37.1; 2008: 35.2, 1999: 11)</td>
<td>Falklands (35.9%), Liechtenstein (27.3%), Austria (19.7%)</td>
</tr>
<tr>
<td>Countries with &gt; 5% organic agricultural land</td>
<td>25 (2009: 24; 2008: 22)</td>
<td>Finland (7.8 mil. ha), Brazil (6.2), Cameroon (6)</td>
</tr>
<tr>
<td>Further, non-agricultural organic areas</td>
<td>43 mil. ha (2009: 41; 2008: 31)</td>
<td>India (677,257), Uganda (187,893), Mexico (128,826)</td>
</tr>
<tr>
<td>Producers</td>
<td>1.6 mil. (2009: 1.8; 2008: 1.4)</td>
<td>India (677,257), Uganda (187,893), Mexico (128,826)</td>
</tr>
<tr>
<td>Organic market size</td>
<td>$US 59.1 bn. (2009: 54.9; 2008: 50.9; 1999: 15.2)</td>
<td>US ($US 26.7 bn.), Germany (8.4), France (4.7)</td>
</tr>
<tr>
<td>Organic per capita consumption per year</td>
<td>$US 8.6 (2009: 8)</td>
<td>Switzerland ($US 213), Denmark (198), Luxembourg (177)</td>
</tr>
<tr>
<td>Countries with organic regulations</td>
<td>84 (2009: 74; 2008: 73)</td>
<td></td>
</tr>
<tr>
<td>Organic certifiers</td>
<td>549 (2011) (2010: 523; 2009: 489)</td>
<td>Japan (59), US (57), South Korea (33)</td>
</tr>
<tr>
<td>Number of IFOAM Affiliates (as of 31.12.2011)</td>
<td>870 affiliates (2010: 757; 2008: 734; 2000: 606)</td>
<td>Germany (105), India (50), China (41), S. Korea (39), US (39)</td>
</tr>
</tbody>
</table>

Source: The World of Organic Agriculture 2012, IFOAM and FiBL

Note: Data as of 31.12.2010
The IFOAM Action Group in 2011 at a Glance

IFOAM’s Action Group and Its Network

Global Network
Self-organized IFOAM Structures

The IFOAM Network

IFOAM’s Advocacy Targets
IFOAM’s Clients
IFOAM’s Service Providers
IFOAM’s Friend & Allies
IFOAM’s Clients
IFOAM’s Service Providers

Global IFOAM
Affiliates
General Assembly
World Board
Committees & Task Forces
Officers
Departments
IFOAM Daughter Organizations

IFOAM Regional Bodies
IFOAM Sector Platforms

AgriBioMediterraneo (ABM);
IFOAM France (AsAFI);
El Grupo de America Latina y el Caribe (GALCI);
IFOAM EU Group;
IFOAM Japan.

International Organic Accreditation Services (IOAS);
Organic World Foundation (OWF).

Aquaculture Group;
Intercontinental Network of Organic Farmers’ Organisations (INOFO);
Organic Retailers’ Association (ORA);
Organic Trade Forum (OTF).

The IFOAM World Board

From left to right: Manjo Smith, Volkert Engelsmann, Eva Torremocha, Frank Eyhorn, Benjamin Cole, Mathew John, Andre Leu, Roberto Ugas, Gabi Soto, Matthew Holmes
IMPLEMENTING INNOVATIONS STRATEGICALLY

Five pillars offer novel services, campaigns and platforms: IFOAM responds to a changing organic environment

After approval from the World Board in 2010, IFOAM’s five-pillar strategy is published in May 2011. This is the start of a fresh understanding of who IFOAM is and of the difference it can make to the Organic World. While still uniting, leading and assisting the Organic Movement (i.e. IFOAM’s membership) and preserving the ‘essentials’, e.g. the four Principles of Organic Agriculture, or the definition of organic farming, IFOAM also launches new services, campaigns and platforms. The Umbrella pillar (membership and communications) revises the layout of IFOAM’s corporate brochures and the electronic periodicals. It re-launches the print edition of the Ecology & Farming magazine and introduces the so-called ‘Landmarks’ of Organic Agriculture. The Advocacy pillar expands the three campaigns with a Green Economy and an Organic Alternative for Africa campaign. The Value Chain pillar (including Organic Guarantee System, OGS) launches the OGS Courier, the Family of Standards and the Global Organic Mark. The OSEA II Project (regional cooperation for organic standards and certification capacity in East Africa), is the biggest activity of the Program pillar. A global study on Participatory Guarantee Systems (PGS), mandated by a Peruvian University, initiates its activities. The new IFOAM Academy, the fifth strategic pillar, prepares its first course in South Asia.

Undoubtedly, in 2011 the Organic World Congress (OWC), the World Organic Fair and the IFOAM General Assembly (GA) in Namyangju City, South Korea, are the highlights of the year for the Organic Movement. With 250,000 visitors, these events break a record, becoming the most well attended IFOAM events ever: 2,000 people from 76 countries follow over 150 OWC sessions. The IFOAM General Assembly (GA) also boasts an impressive attendance rate (309 proxies and a quorum of 49%) and takes informed and, in some cases, even surprising decisions. One of those is the election of 80% new World Board members, despite a very high level of satisfaction with the achievements of the previous term. The message is clear: IFOAM’s GA wants to accelerate change toward the common vision of the global organic movement.

THE ORGANIC LANDMARKS

• Definition of Organic Agriculture
• The 4 Principles of Organic Agriculture
• The Scope of Organic Agriculture
• The IFOAM Family of Standards
• IFOAM Positions
• IFOAM Policy Briefs.
The Organic Umbrella. Membership grows and strengthens IFOAM’s international representation base. The umbrella affirms its capacity to perform as a professional service provider and continues to ensure relevant information output, while offering platforms for exchange.

The year 2011 boasts an increased membership of now 870 affiliates in 120 countries. And what a dynamic membership it is! At the IFOAM Summit in Nuremberg, Germany, Affiliates gather to prepare their participation in the General Assembly (GA) by exercising their democratic right to propose a World Board candidate and/or put forward motions, recommendations and bids.

At the 17th Organic World Congress, the IFOAM World Café allows virtual participants from across the globe to join the GA sessions via internet connection. Other World Cafés are held during the African Ecological Organic Agriculture Conference in Nairobi, Kenya, the Climate Conference CoP18 in Durban, South Africa, and the IFOAM Summit in Nuremberg, Germany, bringing together participants from fifteen countries. These are examples of IFOAM’s continued efforts to reach out to the organic world, beyond conventional channels of communication.

IFOAM also reaffirms its capacity as a value-adding, professional service provider. Over a dozen events organizers entrust IFOAM with the promotion of their organic events. During the 64th UNDPI conference, in Bonn, Germany, IFOAM is coordinator of the focal group of Germany-based NGOs and develops the conference blog.

Five editions of the Ecology & Farming magazine are published in print and made available free of charge to all IFOAM Affiliates, while the DVD and brochure ‘David against Monsanto’ is launched in English, French and Spanish as a response to current GMO challenges.

Finally, in a bid to maximize IFOAM Affiliates’ visibility and outreach, the 2011 Membership E-Directory is published as a free e-publication.

**Highlights**
- Membership increases from 757 to 870;
- 5 editions of Ecology & Farming;
- 15 newsletters;
- 4 IFOAM World Cafés;
- Support of 10 international events;
- 17th Organic World Congress;
- Patronage of BioFach;
- IFOAM Organic Summit at BioFach.

One Earth, One Passion: Implementing Innovations Strategically
**Organic Advocacy.** A significant increase in the level of participation in UN processes helps establish IFOAM as a leading and respected stakeholder in international negotiations related to sustainable agriculture.

IFOAM commences important new advocacy partnerships with the World Food Program and the African Union, which significantly increases recognition amongst agencies and governments of the relevance of Organic Agriculture to today’s key challenges. Advocacy activities and outcomes are significantly accelerated by an effective and streamlined working partnership between the staff, World Board and a growing number of active and committed advocates from the membership.

While the highlights of the year are centered around the outcomes achieved in its Climate Change and Organic for Africa! campaigns, it is IFOAM’s proactive embracing and championing of the Rio+20 process that will deliver the most significant long-term benefits and opportunities for our members and stakeholders. The UN 2012 conference on sustainable development in Brazil offers a ‘once-in-20-year chance’ to usher in a new era of opportunity and collaboration. IFOAM makes a submission to the compilation of the ‘Zero Draft’ version of the Rio+20 outcome document. It demonstrates the unifying power of the multi-functionality of Organic Agriculture in addressing diverse issues related to sustainable development: food security, land grabbing, climate change, drought and land degradation, livelihoods and biodiversity.

The focus on Rio+20 in the latter months of 2011 sets in motion a comprehensive campaign to showcase the potential of organic green economies in enabling the transition to sustainable development. IFOAM’s Rio+20 campaign going forward will be centered on the single goal of positioning and enabling the organic movement and its practices, systems and business models to lead the global shift to sustainable agriculture and livelihoods based on the four principles of Organic Agriculture.

### Highlights

- South African President Jacob Zuma’s ‘organic speech’ at the High Level Climate Smart Agriculture Event at CoP17 in Durban;
- IFOAM led UN side events on addressing hunger with the African Union and the World Food Program and on ecological intensification and climate change adaptation with the governments of Switzerland and Malawi respectively;
- Organic Agriculture incorporated into the Rio+20 Zero Draft Outcome document;
- Increasing uptake of IFOAM’s key messages by FAO, UNCTAD, WFP and AU;
- Closing plenary speeches by IFOAM on behalf of Farmers Constituency at UNEP, UNCSD and UNFCCC meetings;
- Increasing relevance and momentum of IFOAM’s advocacy campaigns, especially the Organic for Africa! campaign.

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**64th UN DPI/NGO Conference Bonn, Germany:** W. Douma (Hivos), M. Arbenz (IFOAM), H. Herren (Biovision), V. Shiva (Navdanya) and U. Hoffmann (UNEP) at the IFOAM Workshop *Changing Agriculture Now: Ways to Implementation*
**Organic Value Chain.** The new IFOAM Organic Guarantee System takes shape, reveals its new services and establishes its relevance. Meanwhile, IFOAM enters the era of direct advocacy to governments in favor of PGS and equivalence.

2011 is a time of strategic developments within and around the IFOAM Organic Guarantee System (OGS). IFOAM norms undergo major revisions, with the development of the draft IFOAM Standard and the approval of the COROS (Common Objectives and Requirements of Organic Standards) by IFOAM’s membership. The issue of the use of nanotechnology in organics makes its way into the IFOAM norms (both the COROS and the IFOAM Standard) and an official position on the issue is published.

The Family of Standards, centerpiece of the new OGS, is launched and a first round of assessments against the COROS and approval of applicant standards is completed. The Family begins receiving support from governments that recognize its value in approving equivalent standards for imported products. The Global Organic Market Access Project, a partnership of FAO, IFOAM and UNCTAD, promotes and advances regional harmonization and equivalence efforts by governments, especially in Central America and Asia.

IFOAM continues to coordinate and spread information on Participatory Guarantee Systems (PGS) through its PGS Committee and its monthly Global PGS Newsletter. A new element is added, with the approval of the IFOAM PGS logo and the quality review of PGS initiatives as a basis for granting the use of the logo and listing in the IFOAM online PGS database.

A new category of tools for policy advocacy is created, with the approval of two policy briefs, one on how to best regulate organic imports based on the concepts of harmonization and equivalence, and one on how governments can support PGS. IFOAM also uses other channels to promote desirable guarantee system frameworks, through consultancy advice to national associations on organic standard development, and through participation in the ISEAL *Code of Good Practice for Assuring Compliance with Social and Environmental Standards.*

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**Highlights**

- 62 standards in the IFOAM Family of Standards: 50 approved, 12 applicants;
- COROS approved with 94% of the votes;
- 495 comments received and answered on the IFOAM standard;
- 11 issues of The Global PGS newsletter.

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Hervé Bouagnimbeck (IFOAM) learns from the oldest PGS initiative in Peru (Huanuco, Peru).
Organic Programs. IFOAM consolidates and develops partnerships in project development and implementation.

In its second year, the Agriculture and Food Security towards Full Sustainability! project continues to encourage the uptake of Organic Agriculture as a tool to address food security, climate change adaptation, biodiversity and sustainable resource management in the global South. This partnership with Hivos supports core activities targeted at developing countries, such as advocacy, PGS, global communication technologies and capacity-building.

Activities supporting the implementation of the East African Regional Standard, the development of the conformity assessment system, the promotion of the regional mark and the raising of consumer awareness, marks the first year of implementation of the OSEA II Project (regional cooperation for organic standards and certification capacity in East Africa).

IFOAM further cooperates with the African Union, COLABORA and KOAN, on the organization of the IFOAM conference Ecological Organic Agriculture: The Alternative for Africa at the UNEP Headquarters in Nairobi, Kenya. Cooperation with other African partners and FiBL continued on the African Manual, the first draft of which was launched during the conference.

The Common Fund for Commodities (CFC) project on organic tea, in its final stage of implementation in India, undergoes a successful final evaluation in China.

A new partnership is initiated with Peruvian and Canadian partners, under the leadership of the Universidad Nacional Agraria La Molina in Lima, Peru, in the context of the project Ecological and Socio-economic Intensification for Food Security in Smallholder Agriculture in the Central Andes. This project includes a global comparative study on the interaction between traditional social processes, e.g. seed conservation systems, and PGS.

In a very competitive environment and after several calls for proposals, with various partners, a project proposal by IFOAM is selected by the European Commission (EuropeAid). The approved project, Bridges for Organic Knowledge in Korea in the DPR of Korea, is a partnership between IFOAM and its only local member, the Pyongyang International Information Center for new Technology and Economy.
The IFOAM Academy. After an intensive phase of curriculum development, the South Asia Leadership course is ready to start. Scholarships for participants from low-income countries are invited!

Organic people can be organic leaders! Leadership needs talent, vision and commitment, but it also needs learning and interaction with likeminded people. The curriculum for the Organic Leadership Course has been developed and will be used in the pilot course. It covers the following areas:

a.) organic farming;
b.) organic processing, trade and consumption;
c.) organic guarantee systems;
d.) supporting structures;
e.) advocacy and policy setting;
f.) management and leadership skills; and
g.) communication.

25 participants, present and future leaders and decision-makers of the organic movement from nine countries in South Asia, are ready to embark together with IFOAM and its Indian course partners on a learning process. Over nine months, there will be monthly e-learning sessions and two residential trainings of one to two weeks each. Participants are expected to design and implement their own project, and to make a public presentation.

This course model is ready to be adapted to other areas around the globe to meet the demand for an international organic leadership training hub. Interest is expressed – and possibilities are explored – to organize this course in Mandarin, Korean, Spanish and Arabic. Eastern Asia, Latin America and the Middle East, but also industrialized countries like North America, Europe and Oceania are penciled into the agenda for future IFOAM training courses.

The initial pilot course is supported by Hivos, so that the fee for tuition and the residential trainings can be covered. It is important that the fees of courses in the global South can be subsidized in order to facilitate fair access to the course for participants who may be financially less well off, but who demonstrate potential. IFOAM continues to look for stakeholders in the organic movement, who are ready to support the course participation of one or several applicants from low-income countries.

The pilot edition of the Organic Leadership Course will take place in India.
IFOAM’s Self-Organized Structures in 2011: Our Activities

IFOAM’s Self-Organized Structures: The Regional Groups.

**AgriBioMediterraneo (ABM)**. Another very active year for ABM, marked by an international conference, elections, exhibitions and competitions.

AgriBioMediterraneo started in 1990 as a voluntary initiative and evolved into an official regional group of IFOAM in 1997. It brings together 17 Mediterranean countries: Albania, Algeria, Bosnia, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Libya, Macedonia, Morocco, Palestine, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia and Turkey.

**IFOAM EU Group**. The organization that makes the organic voice heard in Brussels. It celebrates outstanding advocacy successes and is a sought-after partner on the EU political scene.

IFOAM EU Group receives its first invitation to observe the informal council meetings of EU agriculture and environmental ministers. Its expertise is requested by the Hungarian EU Presidency for the organization of a workshop on organic farming as part of the informal meeting of Rural Development Directors.

IFOAM EU continues to draw on its networks within EU institutions to influence the political agenda. The inclusion of organic food, as well as farming, in the 2011 legislative proposals of the European Commission for the reform of the Common Agricultural Policy (CAP) is an important milestone.

Extensive advocacy proves to be highly effective, ensuring that the EU Ecolabel...
does not cover food, and that the new EU wine regulation is based upon the proposal put forward by the IFOAM EU Group.

The organization of events also allows the IFOAM EU Group to have a profound impact. The 5th European Organic Congress in Hungary is described as the most important meeting so far for the organic sector in Central Europe. Similarly, the first IFOAM EU conference on organic food processing in Poland attracts participants from all over Europe.

IFOAM EU as an organization is strengthened: the General Assembly decides to switch from a country to an individual membership fee system, which allows covering 40% of its core budget through membership fees (instead of 20%) - an important step for future financial stability. Also approved by the GA is a motion to review the IFOAM EU internal structures and procedures to make IFOAM EU strong for the years to come.

**EL GRUPO DE AMERICA LATINA Y EL CARIBE (GALCI).** GALCI embraces IFOAM members and diverse partners, with an agenda as varied as the region and a multi-stakeholder and multi-level approach.

2011 is a very dynamic year for GALCI: not only is the regional group able to participate in Global IFOAM’s Organic World Congress and General Assembly in Korea, with a wide and diverse representative group, GALCI’s activities in the region result in significant outputs.

The Andean Community project to foster family ecological agriculture is by far one of its most remarkable achievements. The objective of the program is to position agro-ecological family agriculture as a tool for food security and biodiversity conservation. The overall goal is to fight against hunger.

In Colombia, the regional body’s Vice President leads, together with government bodies and civil society actors, the *VI Latin American Meeting of Farmers, Innovators and Researchers on Organic Agriculture*. Keynote speakers, including the Vice Minister of Agriculture and Rural Development of Colombia, address food security, climate change, rural economy and public policies for Organic Agriculture.

In Bolivia, the third meeting of the *Latin American Participatory Guarantee Systems Forum*, strengthens an increasing number of PGS initiatives in the region. A dialogue with competent authorities is initiated to introduce membership contributions within the Andean Community for a regional organic regulation.
IFOAM FRANCE (AsAFI). IFOAM France, the Association of IFOAM’s French Members, develops and improves the structuring of its system of internal consultation.

AsAFI consists of representatives of French organic organizations, including producers, processors, distributors and scientists, who work together to develop positions representative of the professional organic sector in France.

For several years, AsAFI has been an important forum for consultation among members and for dissemination of summaries and communications on different transnational topics related to organic farming, especially regarding the EU regulation.

To stimulate discussion toward joint positions, working groups are established, composed of experts agreed upon by the board. Guidelines are under consideration that would instruct processes of information-gathering, discussion, consultation and decision-making, as well as dissemination of results. Three AsAFI delegates to the IFOAM EU Board and one editorial assistant are responsible for communications. Four topics are prominent in 2011: greenhouses, wine, poultry and animal feed. Working groups on the following topics exist or are underway: regulation, research, seeds, PGS, seaweed, poultry, medicinal herbs, inspections, cosmetics and climate change.

IFOAM JAPAN. Raising awareness among the general public about the benefits of Organic Agriculture is one of the foci of IFOAM Japan.

Following the earthquake and tsunami of March 11, 2011, IFOAM Japan begins to collect relief donations from various organizations and individuals in order to raise awareness on the safety and importance of Organic Agriculture and its products, especially with respect to radioactive contamination. After the disaster, specialized organic distributors are quick to set up their own systems to measure radioactivity levels in their products and to answer related questions from customers. As a positive consequence, the demand for organic food increases significantly.

IFOAM Japan’s General Assembly (GA), held in August, focuses on bringing into action the Eastern Japan Great Earthquake Organic Agriculture Network (Great Earthquake Organic Net), electing a World Board and amending both the Organic JAS Certification System and the Organic Agriculture Promotion Law, drawing on the Principles of Organic Agriculture. The GA also serves to prepare the organization of pre- and post-conference tours, sessions and reports in the context of Global IFOAM’s Organic World Congress in South Korea.

At the Tokoton Organic Symposium, IFOAM Japan presents the outcomes of the Organic Market Research (OMR) Project and later publishes a report, after spearheading the research. The IFOAM Japan Seminar sums up the more than 40-year history of Organic Agriculture in Japan and defines its future direction. The event serves as an opportunity to lay the foundation for IFOAM Japan’s plans to promote Organic Agriculture in the next five years.
Organic Retailers’ Association (ORA).

Professionalizing the last link of the long chain, from field to shelf, is ORA’s mission. It is retailers’ capacity to sell organic products according to their special value, special story and USP (unique selling proposition) that ultimately builds organic’s perceived value.

ORA builds on years of experience to continue engaging in professionalization measures for organic retailers. With the development of the ECO QUALIFY SYSTEM, in cooperation with leading EU experts, ORA implements a comprehensive tool for vocational training in this sector. Components include: qualification standards for staff and management, a quality assurance system and qualification handbook for training institutes and trainers (including Certification System), and finally the development and installation of the Eco Qualify IT Platform for online vocational training.

ORA takes initiative to integrate this new training offer into the IFOAM Academy, thus offering its benefits to the broader IFOAM network. Plans are laid for continuous development of additional e-learning units in the years to come. ORA’s EU innovation transfer project (based on ECO QUALIFY) in Bulgaria, Greece, Romania and Turkey, is an important indicator of the need for capacity building in organic retailing worldwide.

The Intercontinental Network of Organic Farmers Organisations (INOFO).

The 2011 assembly proves that farmers organizations can cultivate relations across continents. INOFO facilitates a newly conscious relationship between organic farmers’ organizations: With their own professional network, farmers now have their own voice.

58 farmers delegates from 27 countries assemble in South Korea, representing about half a million farming families. Three years prior to this, farmer delegates at the Global IFOAM General Assembly in Vignola (Italy) 2008 had mandated the setting up of their own network. Statutes were approved in 2009, marking the start of INOFO’s work to strengthen the voice of farmers worldwide.

INOFO is beginning to find its rightful place alongside other farmers’ organizations in the policy-making and development activities around intergovernmental organizations, like those based in Rome (FAO, IFAD) or at events elsewhere (Rio+20).

In 2011, the focus is on seeking out farmer delegates mandated to present best practice at the IFOAM World Congress and represent organic farmer organizations at the INOFO Assembly.

During its Assembly in South Korea, INOFO’s 2011-2014 program is sketched out. It emphasizes the farmers’ voice (preparation of the IFOAM GA 2014 in Istanbul, Turkey, and the defense of farmers’ rights and food sovereignty); agricultural ecology and economy (models of agriculture, production modes & reproduction, modes of distribution and guarantee); and internal organization.

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One Earth, One Passion: IFOAM’s Self-Organized Structures

**Key Figures**
- Four new EU-funded projects for the professionalization of Organic Retailers;
- Installation of an IT platform for online training: four different modules with 12 specific e-learning units, translated into seven different languages (launch planned for winter 2012/13).

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ORA takes initiative to integrate this new training offer into the IFOAM Academy, thus offering its benefits to the broader IFOAM network. Plans are laid for continuous development of additional e-learning units in the years to come. ORA’s EU innovation transfer project (based on ECO QUALIFY) in Bulgaria, Greece, Romania and Turkey, is an important indicator of the need for capacity building in organic retailing worldwide.

The Organic Trade Forum hosts presentations and discussions and offers space for matchmaking at ANUGA, a large food exhibition in Cologne, Germany. Participants include: Brio (Italy), an organic fruit and vegetable distributor; organic meat supplier Friland (Denmark); Andechser Molkerei Scheitz (Germany), the largest fully organic dairy in Europe; and Alter Eco (France), which provides mainstream multinational retailers with 100% fair trade, organic and carbon neutral products. Wal-Mart Mexico presents its corporate social responsibility activities and Sresta (India) shares its organic product line and chain store, 24 Letter Mantra. The Organic Integrity Network intends to prevent organic fraud by enhancing information exchange.

The International Organic Accreditation Service (IOAS). The IOAS continues to expand its services and influence in the field of conformity assessment. With new management in 2011 and working with an increasing number of private and regulatory schemes, the IOAS is set to continue this trend.

Since the IOAS was founded by IFOAM to operate the IFOAM accreditation program with the wider purpose of contributing to the development of Organic Agriculture, the IOAS has pursued this goal over almost 15 years. In 2011 it finds itself operating eight conformity assessment programs, with two more in development. Two of these are in conjunction with government authorities and the remainder with various private scheme owners. During the year, the IOAS is integrally involved in working with, or responding to interest from scheme owners in using the IOAS as their accreditation body, all schemes being in the field of organic and sustainable agriculture, environmental management and social justice. At the same time the IOAS continues to share its expertise through the provision of training courses, conference presentations and project work. Such diversification of activity strengthens IOAS’ role in supporting the IFOAM mission.

The Organic World Foundation (OWF).

The Organic World Foundation (OWF), a fully IFOAM-owned subsidiary, registered as a charity in Switzerland, supports IFOAM with funding its core functions and activities and with increasing the visibility of organic production in the world. The purpose of the foundation is offering protection to humankind, nature and the environment by promoting Organic Agriculture. It supports the exchange of knowledge and ideas related to its purpose, it provides information to the public and it represents the Principles of Organic Agriculture. The OWF is grateful for donations, pledges and bequeaths. It also offers corporate social responsibility opportunities. The core capital and the coverage of operations were provided by FiBL, Switzerland.
The Value Chain in Focus

Organic Producers. In 2010, the global organic market increased to US$ 59 billion. 37 million hectares of agricultural land - stable in comparison to the previous years - were certified organically. There is continued need for action to utilize the potential of Organic Agriculture in the service of smallholder family farmers.

Every year, IFOAM, with the support of FiBL, compiles statistics on organic farming and consumption. The 2012 edition reveals that 95% of monitored certified organic agricultural markets are located in Europe and North America. On the other hand, 1.3 out of 1.6 million organic producers are living in developing countries. The same 80% of organic farmers hold only one-third of certified organic agricultural land; hence, their individual farms are smaller than 10 ha - and non-certified organic farms are likely to be even smaller.

Interest in the well-being of farmers and the coverage of basic needs for their families has always driven the development of organic farming. This objective becomes even more important as organic farming expands from high to low-income countries. IFOAM has long been working on harmonization and the removal of trade barriers in order to facilitate market access for farmers - with success, as livelihood impact studies and the increasing trade volume from South to North indicate.

Recognizing that building consumer trust and creating leaner certification processes alone do not have sufficient impact, IFOAM has intensified its political activities in recent years. The IFOAM Smallholder Position Paper expresses this shift of priorities. National organic stakeholders in the North and South lobby for improved conditions for smallholding family farmers. Similarly, IFOAM advocates at the international level (mostly to UN bodies) for (organic) farmer-friendly policies addressing issues like good physical and institutional infrastructure, grants for conversion or market development projects etc. The achievement of impact depends on complementary work at both levels, national and international, and on joining forces with allies, since certified organic farming represents less than 1% of all farmers. La Via Campesina, for example, realized in 2011 that lobbying for food sovereignty and farmers’ rights is not sufficient, and that agro-ecology is equally important for farmers’ sustainability.

Two member motions at the IFOAM General Assembly (GA) highlighted the suggested UN Year of Family Farming for which IFOAM is in the initiator’s group. Before the end of 2011, the UN approved the declaration of the Year of Family Farming in 2014.
**Processing and Trade.** Systems diversity is key to the success of the organic sector. The challenge is mutual recognition to keep organic universal and credible in the market. The Family of Standards could be THE tool for achieving ONE organic world.

Once again, global organic sales grow remarkably to about US$ 60 billion. Consumer demand remains a main driver of development. When compared to other agriculture product schemes, e.g. Fair Trade, Rainforest Alliance, or Global Gap, organic products are known to have among the toughest product requirements. Yet, while these schemes apply globally only one standard and are purely private initiatives, the organic world is challenged by the fact that 84 countries are regulating organic production and that there are an estimated 150 - 200 private standards that are rarely harmonized. The organic approach pursues its aspiration of creating locally adapted systems and is able to minimize risks of management failure. Still, it also creates problems of coordination in a market that is increasingly globally integrated and that increasingly offers diversified products, dependent on organic ingredients from around the world. It can be frustrating for farmers to overcome the hurdles.

Overcoming the obstacles that litter the path of farmers’ access to the markets that demand their produce, and ensuring processors’ and traders’ access to supply, is challenging. What is recognized as organic in one country under a certain labeling scheme is not necessarily organic in another country, or has a different brand. Unfortunately, most standard owners still demand compliance with their own system and are not open to accept other organic standards as equivalent.

IFOAM recognized these difficulties over a decade ago; together with FAO and UNCTAD, it has been advocating for equivalence. The fact that key markets like the EU, Canada and the US are slowly starting to use equivalence approaches, is a testament to these efforts. Bilateral recognition alone, however, cannot be the ultimate solution for a united organic world with diversified standards and verification systems. 84 regulations (private standards aside) recognizing each other bilaterally would require 3,486 agreements: an unmanageable load.

The tools for a unified global approach are ready. The ‘Equitool’ with COROS (Common Objectives and Requirements for Organic Standards, approved by IFOAM Members in 2011) is used for comparing two or more schemes to decide if they are equivalent or not. Those equivalence assessments are the basis for their inclusion into the Family of Standards, the first and only global overview of organic standards and regulations.

Countries like Saudi Arabia and Australia have understood that it is much simpler to rely on the Family of Standards to recognize imports. BioFach will use the ‘Family’ as a reference for accepting organic products to their fair, starting from 2013.
ORGANIC SERVICES AND DEVELOPMENT. 2011 is a year in which IFOAM’s advocacy messages are increasingly echoed by influential organizations and leaders as a result of the analysis of food and agriculture issues triggered by the 2008 food (price) crisis.

There is a significant shift in awareness of the potential of agro-ecology as an alternative to the industrialized approach to modernizing agriculture. The social dimensions of agriculture also attracts more attention with inclusive, people-centered and rights based approaches becoming much more mainstreamed – partly due to the outcry against the land grabbing phenomenon. The greater understanding of the complex issues surrounding food security results in a more favorable environment for promoting Organic Agriculture.

The United Nations Conference on Trade and Development (UNCTAD) publishes an official policy brief for the UN Conference on Least Developed Countries held in Turkey in May 2011. The brief focuses on IFOAM’s top advocacy priority – poverty and hunger and the importance of investing in smallholder farming in countries where nearly 70% of the population is engaged in agriculture. The brief uses the IFOAM definition of Organic Agriculture and emphasizes the impressive productivity improvements that can be achieved in Africa when farmers are empowered with robust and affordable organic practices. It also picks up on IFOAM’s campaign messages of ecological intensification of farming as opposed to chemical intensification, which disempowers communities and degrades land and ecosystems. IFOAM is grateful to UNCTAD for being crystal clear about the need for a paradigm change and for setting out a comprehensive range of convincing policy recommendations.

Another major asset is the outstanding work of the UN’s Special Rapporteur on the Right to Food, Olivier de Schutter. His report Agro-ecology and the Right to Food, presented to the United Nations Human Rights Council in 2011, states that “the scaling up of agro-ecology is one of the most important challenges of today.” The report calls for policies that prioritize the procurement of public goods over input subsidies, greater investment in knowledge and farmers’ networks and the connection of sustainable farms to fair markets.

These breakthroughs are the result of years of work by the organic movement in pioneering and demonstrating viable alternatives to industrialized food and agriculture. IFOAM will capitalize on this gradual paradigm shift by pushing for enabling policies and building strategic partnerships that create opportunities for our members and partners throughout the world.
One World, One Passion: Organic.

Organic is Life! A record-breaking turnout for IFOAM’s 17th Organic World Congress leaves no doubt: organic has the power to stir passions and mobilize stakeholders from all over the world.

As you walk through the streets in Namyangju City, IFOAM is everywhere. Organic is everywhere. On posters, flags and public information screens. Organized as part of the Organic World Congress (OWC), organic business fairs, food festivals, garden exhibitions, children’s learning games, a culture festival and a celebrity fashion show draw in 250,000 visitors who want to learn what lies behind the slogan Organic is Life!

The Congress itself stretches, with its 150 events, over four days and counts on the participation of around 2,000 participants from 76 countries. 737 papers are presented during various conference sessions and address topics ranging from pest and disease management to data collection and information technology for the organic sector. Organic topics of tomorrow are discussed today.

The OWC also marks the start of a project that distinguishes innovative research in organic, the Organic Farming Innovation Award (OFIA). Initiated by the Rural Development Administration (RDA) of South Korea, the first OFIA sees two awardees emerge as Dr. Shaikh Hossain from Bangladesh wins the Grand Prize of the Systems Value Track, while the prize for the Research Track goes to Dr. Soonbae Kwon from South Korea.

And then there is IFOAM’s General Assembly. At a time when global challenges abound, the global organic movement remains strongly united and more than ever committed to put organic principles into practice: approximately 200 members from all backgrounds and continents travel all the way to South Korea to participate in the ultimate decision-making forum of the international organic movement. 316 votes are registered, translating into a quorum of 49%.

Among the strategically important decisions of this Assembly is the passing of the Sustainability in Agriculture motion, which determines that IFOAM is to position Organic Agriculture as a holistic, sustainable farming system that is committed to further develop its practices to meet traditional and new challenges.

Organic greenhouse production is another hot topic. The membership rules that the IFOAM Standard for organic production in greenhouses must
encourage an agriculture consistent with the preservation of natural balance in living soils and plants. It is stressed that the living soil nourishes the plant and must not be simply an inert substrate and medium of support. IFOAM’s membership further decides to advocate against the inclusion of agriculture in speculative carbon market schemes (especially those controlled by the international finance system). Support remains strong for alternative financing systems that recognize organic farming projects and agro-ecological approaches for their contribution to the mitigation of and adaptation to climate change - and give fair compensation.

Other areas of debate include the need to encourage, and participate in, research around family farms and the granting of voting rights to IFOAM’s regional bodies and sector platforms (part of the IFOAM Action Group), thus giving them greater influence over IFOAM’s decision-making.

And then there are the people. Organic people who dedicate their lives’ work to the organic cause. And there are many. The Korean Organizing Committee that worked tirelessly to make these events happen. All the volunteers, who - with patience and a smile - assist the masses of international visitors. Five organic leaders who receive IFOAM’s recognition Award. Eight World Board members for whom the G.A. is a moment of good-bye; and eight freshly elected World Board members who embrace the challenge to embark on a new organic adventure.

People like these, all over the world, are the lifeblood of IFOAM. People with a dream, people with a passion. Organic people.

“One Earth, One Passion: Organic is Life!”

Katherine DiMatteo (President 2008-11, closing remarks)
THE ORGANIC FOR AFRICA! INITIATIVE. Working on multiple fronts, IFOAM pushes for the recognition of Organic Agriculture as an effective development strategy.

ORGANIC FOR AFRICA! Organic for Africa! is an initiative through which IFOAM engages with the African Union, the African organic sector and other agencies to help coordinate activities to increase awareness of the multiple benefits of Organic Agriculture. Through this initiative IFOAM seeks to facilitate the integration of Organic Agriculture solutions and opportunities into the core of African policies and agricultural development plans, e.g. the Comprehensive Africa Agriculture Development Programme (CAADP).


DEVELOPING MARKETS, BUILDING CERTIFICATION CAPACITY. In the framework of the IFOAM OSEA II Project (regional cooperation for organic standards and certification capacity in East Africa), IFOAM works with Grolink and the National Organic Agriculture Movements in Burundi, Kenya, Rwanda, Tanzania and Uganda, in close cooperation with organic stakeholders and governments in East African countries, on activities supporting the development of local, national and regional markets. Moreover, the project cooperates with the Global Organic Market Access (GOMA) project to explore options for having the East African Organic Products Standard recognized by the European Union (EU) as equivalent to the EU regulation.

ECOLOGICAL ORGANIC AGRICULTURE: THE ALTERNATIVE FOR AFRICA CONFERENCE, NAIROBI, KENYA. IFOAM successfully organizes, together with the African Union, the Kenyan Organic Agriculture Network (KOAN) and COLABORA, the international conference Ecological Organic Agriculture: The Alternative for Africa at the UNEP Headquarters in Nairobi, Kenya. Some 200 participants from 20 countries throughout the world attend the conference and adopt the Nairobi Declaration for an ‘Ecological Organic Alternative for Africa’. The Declaration is used to continue lobbying a comprehensive range of stakeholders capable of unlocking the potential that ecological and people centered systems offer Africa. It is also at this conference that the partners of the One World Award, IFOAM and Rapunzel, honor late Wangari Maathai with the ‘Very Impacting Person!’ Award. Wanjira Maathai receives the award in lieu of her mother.

IFOAM AT THE 2011 UNITED NATIONS CLIMATE CHANGE CONFERENCE, DURBAN, SOUTH AFRICA. Through successful joint side events with the African Union, World Food Program and the Government of Malawi, and the support of its local members Rainman Landcare Foundation (South Africa) and the Institute for Sustainable Development (Ethiopia), IFOAM strengthens the recognition of Organic Agriculture within the international community during the United Nations Climate Change conference in Durban.
Financial Statement & Thanks

We thank all our Affiliates, Donors, Clients, Supporters and Volunteers!

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Export and Tourism Board, Peru
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Nürnberg Messe, Germany
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100-1,000€
Anne Macey, Canada
Henry W. Short, Australia

Up to 100€
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Over 500,000€
Sida, Sweden

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Norad, Norway

100,000-250,000€
Hivos, Netherlands

50,000-100,000€
KFSAO, the Governor of the Gyeonggi Province and the Mayor of Namyangju City, S. Korea

10,000-50,000€
UNALM, Peru and CIFSRF, Canada
Bio Suisse, Switzerland
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Biovision, Switzerland
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Donations

1,000-5,000€
Nürnberg Messe, Germany

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Henry W. Short, Australia

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One Earth, One Passion
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