



MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH

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**40TH MEETING OF THE ASSEMBLY OF REGIONAL
RURAL DEVELOPMENT STANDING WORKING GROUP
(SWG) IN SOUTH EASTERN EUROPE**

**PROMOTION OF ORGANIC FARMING, OVERVIEW
ABOUT THE ORGANIC SUCCESS STORY**

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Less-Favoured Areas, Organic Farming



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14-20

Entwicklung für den Ländlichen Raum









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ERSTE



Why Organic Agriculture in Austria?

- Because it works
- The consumer wants it
- Good prices for the farmers and trade
- You can do it without chemistry
- The way of Austrians agriculture is not intensification
- It protects environment (water, soil, air)
- Organic = sustainable

Programme of the Austrian Government

".... Organic farming has proven that productive, environmentally sound market-oriented management is also possible all together. The expansion of organic farming marketing is therefore a worthwhile goal and a corresponding promotion/support required. ... "

5 factors for making organic agriculture in Austria a success story

1. Farmers committed to the idea of organic agriculture
2. Consumers demanding environmental friendly type of agriculture
3. Common rules (EU-Law)
4. Multiple strategies for marketing (ranging from direct marketing to supermarkets)
5. Action programme (*financial support*)

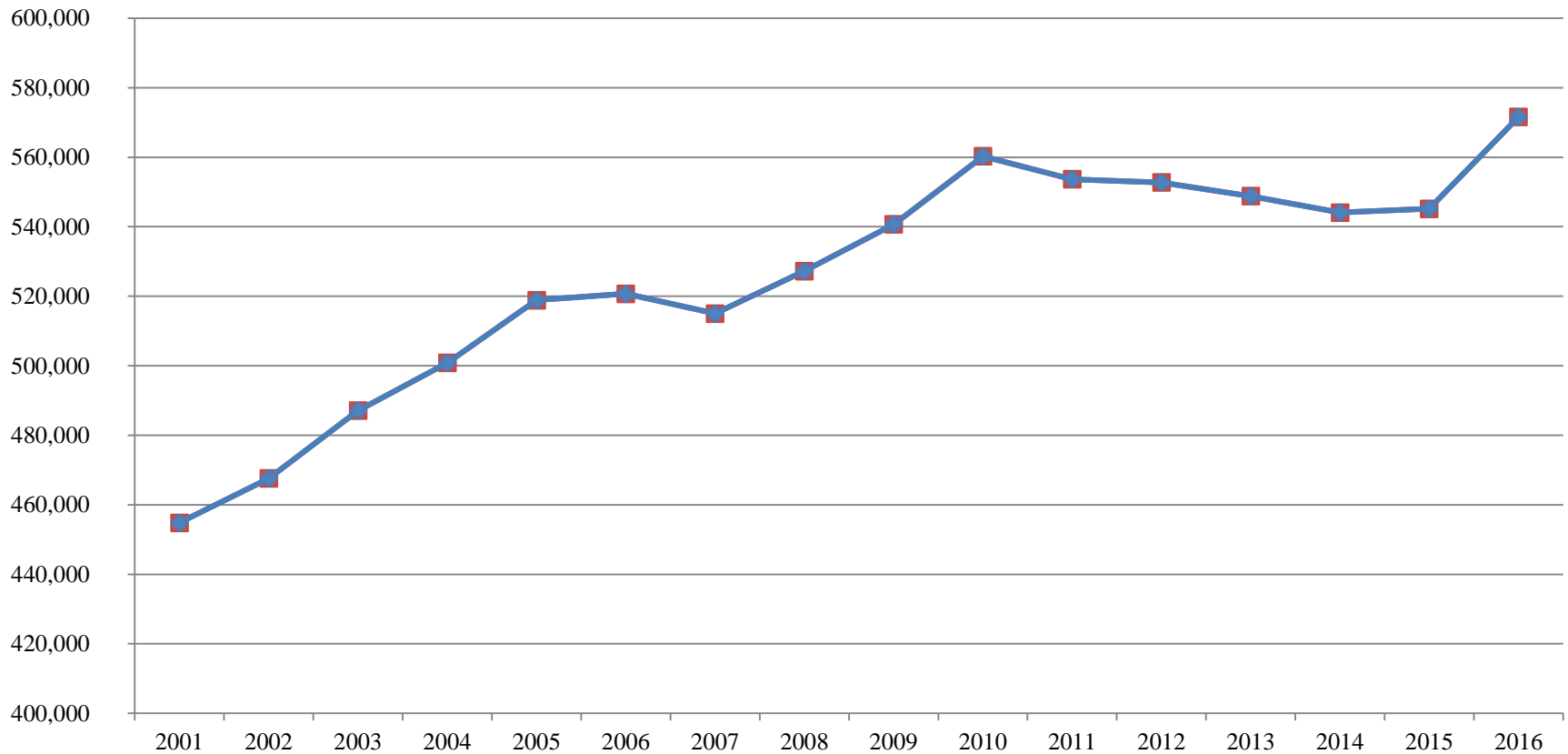
Main obstacles

- Lacking Know-how
- Higher risk
- Prejudice
- More working hours
- Organisation of labour force (Vegetable)
- New investments (particular stable)
- Logistical problems (milk)
- Changing of rules (e.g. changing of stable area and feed rules, lacking of plant protection products (copper...))

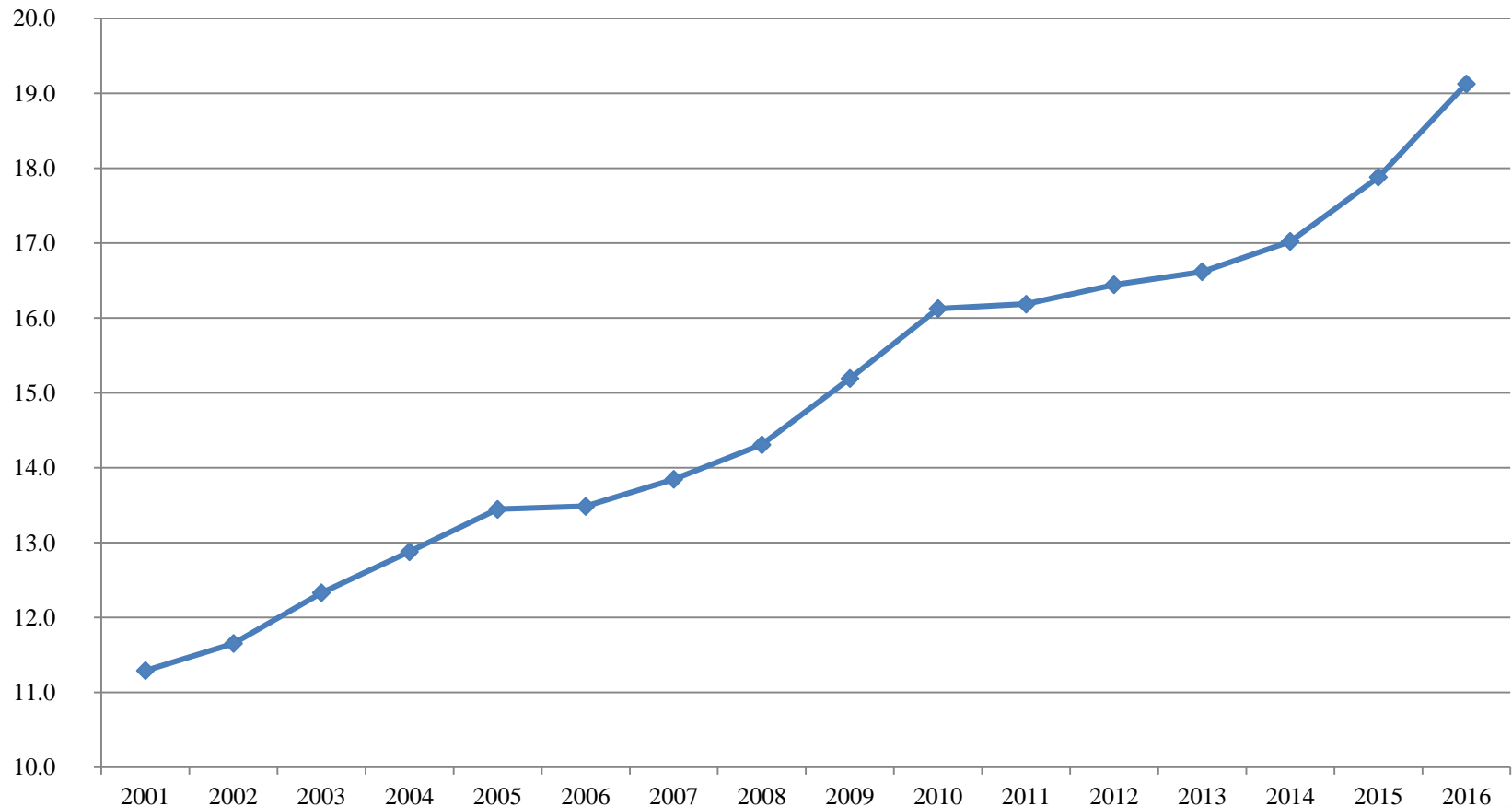
Main challenges

- No approach in direction ‘conventional’
- Keeping high prices - balance of supply and demand
- Reduce the risk of OF (e.g. diseases)
- PR-work, better information of the consumer
- Bringing the products closer to consumer

Development of organic areas 2001-2016



Development of the share of organic area 2001-2016



MARKET

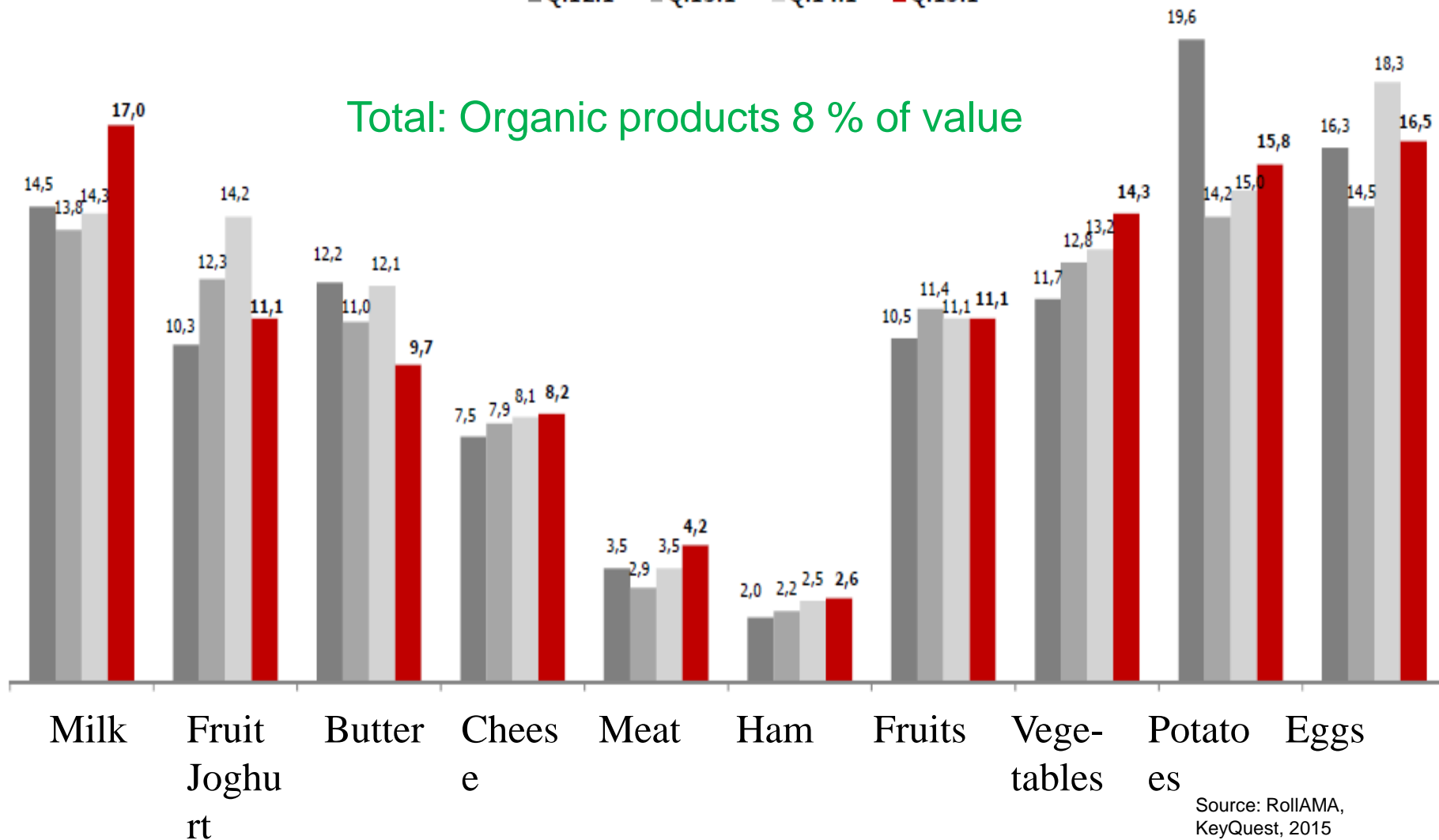
Turnover of organic products

- Amount: 1600 Million EUR
- 73% Supermarkets
- 10% Organic shops
- 6% Direct marketing
- 5% Catering
- 6% Export

SHARE ON ORGANIC PRODUCTS (VALUE) IN SUPERMARKETS

■ Q.12.1 ■ Q.13.1 ■ Q.14.1 ■ Q.15.1

Total: Organic products 8 % of value



Push and Pull Strategy

Push-Strategy

Support of
supply

Pull-Strategy

Support of
demand

**Support of PR and
processing devices**



- Compensation payments (agri-environmental programme)
- Support of farm infrastructure
- Extension service
- etc.

Why do consumer buy organic products

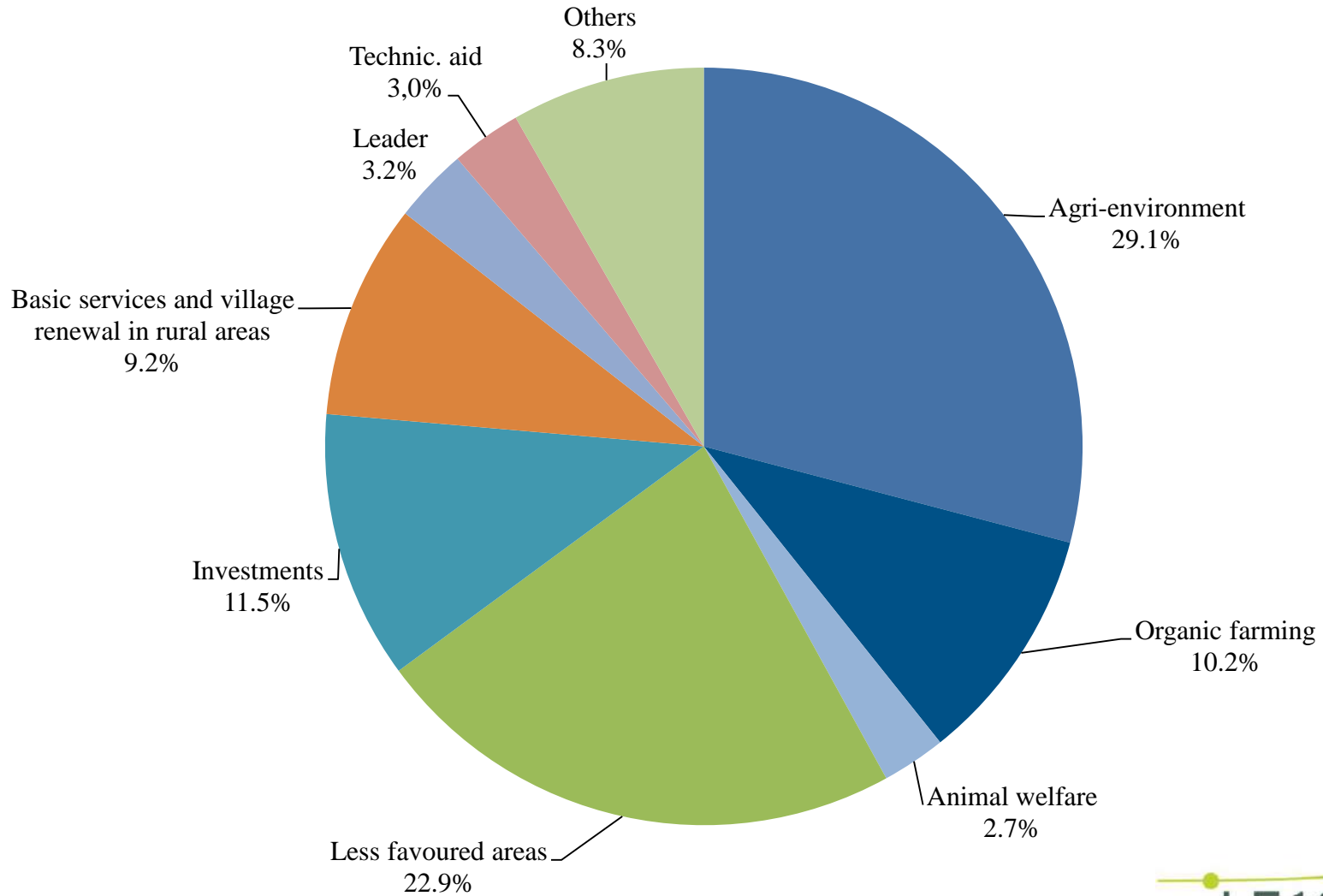
1. From BIO it is expected that it is healthier
2. No "Chemistry" (artificial sweeteners in the food in the fields and in the animals)
3. Better taste
4. Especially animal-friendly husbandry
5. Environmental Protection

Organic Actionprogramme

- **Agro-environmental programme - ÖPUL**
- **Extension service, education, counselling**
- **Support of investments on farm**
- **Cooperation**
- **Schools**
- **Support of processing**
- **R&D**
- **PR-work**

RURAL DEVELOPMENT PAYMENTS 2014-20

TOTAL = 1.100 MIO EUR/YEAR



Agro-environmental programme **ÖPUL** (**ORGANIC FARMING**)

- With ÖPUL, we have been setting priorities for the protection of **biodiversity**, the preservation of **fertile soils**, the provision of **pure water** and for **climate protection** for two decades. The path towards **organic farming**, which is a main pillar of ÖPUL, has proved to be very forwardlooking and is seen today as a role model for many other countries.
- **Contribution:** Compensation for added costs/reduced yields due to organic farming of arable land, grassland, permanent/special crops and for the maintenance of structural landscape elements.

EDUCATION AND EXTENSION SERVICE (COUNCELLING)

1. Courses, seminars, excursion, conferences
2. Information material, e.g. soil, natur protection, biodiversity, life stock keeping, pastures, nutrition of plants and animals
3. Train the Trainers
4. Education of future teachers
5. Internet platforms for teaching material
6. Working groups

RESEARCH AND DEVELOPMENT

Focus on grassland (milk) and arable land

- Who: State owned (eg. Universities, State Institutes for research) and private institutions (focus on evaluation)
- Cooperation with other EU-Memberstates → **CoreOrganic**
- European Innovation partnership (EIP) → cooperation research/counseling/farmer
- Group of farmers organized by NGOs

Agriculture-Schools

The training for future organic farmers in agricultural schools is an important success factor for the Austrian organic agriculture.

In the high schools for agriculture of the Ministry for Agriculture (eg. Raumberg) is the "Organic Farming" a separate subject.

In the Agricultural Secondary School in the town Schlägl exclusively organic farming is taught.

Many school-farms have been converted to OF.

PR for organic products



Homepage



Information for kids



Flyer

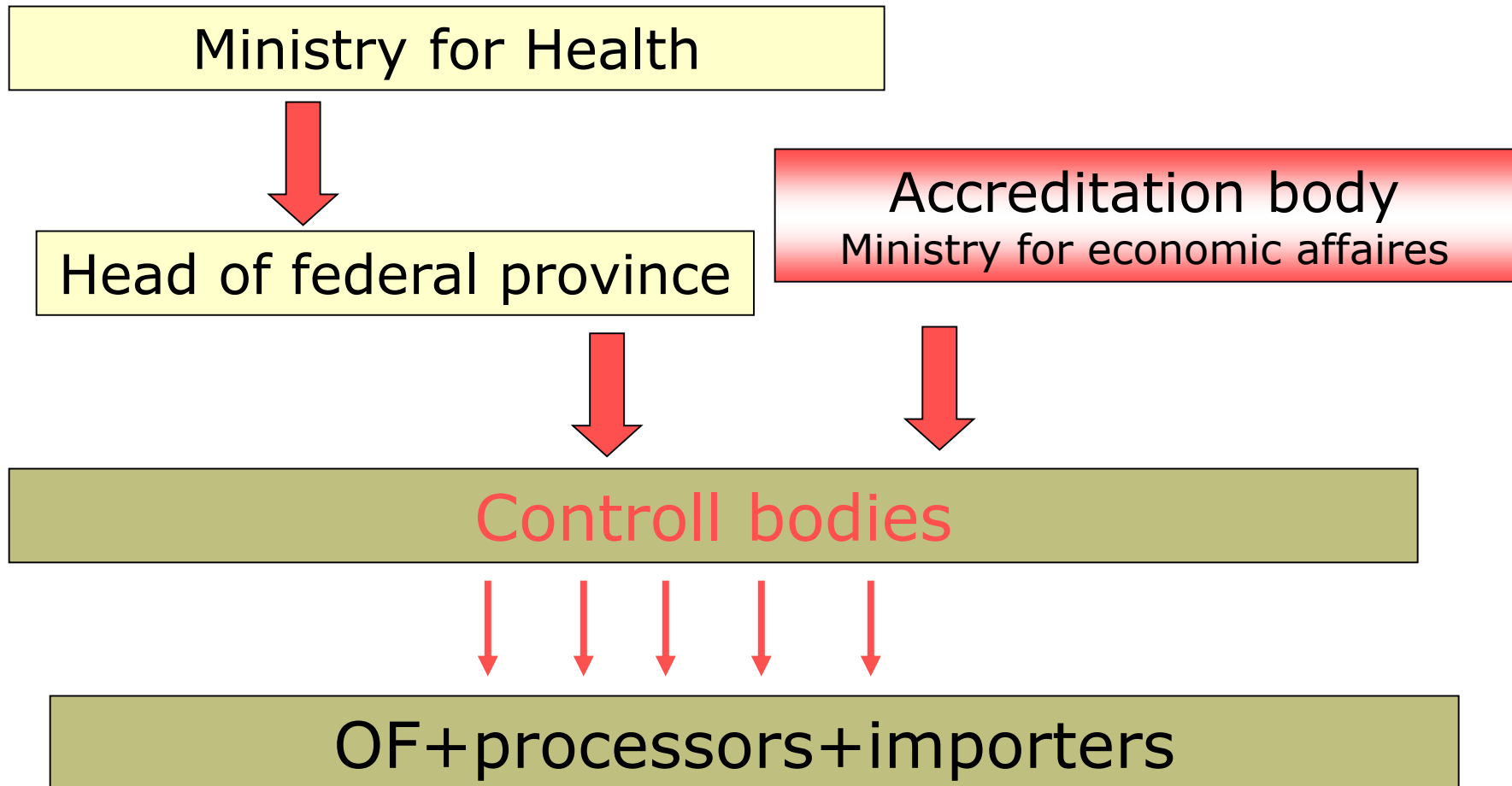


FAQs



Marketing & PR

Controllsystem (Certification) in Austria



QUESTIONS?

I AM SURE!