

HoReCa Forum

Room/Venue: Krakau

Date: 14/02/2013 (Thursday)

Time: 16:00 - 16:45

Organic Horeca Certification - Developments around the world

Speaker(s)



Prof. Dr. Carola Strassner (Presenter)
UASM – University of Applied Sciences Muenster
Germany



Emanuele Busacca (Speaker)
IFOAM EU Group
Belgium



Valerie Monnin (Speaker)
Bio Suisse
Switzerland



Michael Baker (Speaker)
BFA - Biological Farmers of Australia
Australia



Cristina Vicente-Almazán Castro (Speaker)
DYNAMIS
Spain

HORECA sector in the EU Organic Regulation


Emanuele Busacca
IFOAM EU Group



The HORECA sector in the EU Organic Regulation

Council Regulation (EC) No 834/2007
Art.1 – Aim, Scope and Definition

3. *This Regulation shall apply to any operator involved in activities, at any stage of production, preparation and distribution, relating to the products set out in paragraph 2. However, **mass catering** operations shall **not** be subject to this Regulation. Member States may apply national rules or, in the absence thereof, private standards, on labelling and control of products originating from mass catering operations, in so far as the said rules comply with Community Law.*




The HORECA sector in the EU Organic Regulation

Council Regulation (EC) No 834/2007
Art. 2 – Definitions

(aa) 'mass catering operations' means the preparation of organic products in restaurants, hospitals, canteens and other similar food business at the point of sale or delivery to the final consumer.


Including in this way public sector (eg. military, hospital or school canteens) and private sector (eg. restaurants, cafe', etc.)



The HORECA sector in the EU Organic Regulation

Council Regulation (EC) No 834/2007
Organic Regulation Review

- Process of review of the Organic Regulation
- The impact assessment started in 2012 and it is still ongoing
- The European Commission will likely prepare a legislative proposal by the end of 2013
- Commission Report to the EC and the EP (2012)




The HORECA sector in the EU Organic Regulation

Commission Report to the EP and the EC
on the application of the Organic Regulation on organic production and labelling of organic products.
(May 2012)

"The Regulation specified in its Article 41 which particular issues must be reviewed:

*(a) the scope of the Regulation itself, in particular as regards organic food prepared by **mass caterers**;"*




The HORECA sector in the EU Organic Regulation

Conclusions of the Commission Report

"There is currently no objective need to extend the scope of the Regulation to mass caterers."

IFOAM EU position

While broadly in line with IFOAM EU Group position, this conclusion ignores the IFOAM EU Group view that the use of the word organic in relation to catering establishments does need protection on the EU level. We feel that detailed rules should be formulated on Member State level and in Member States where rules are already in place misuse should be strictly prosecuted by authorities.



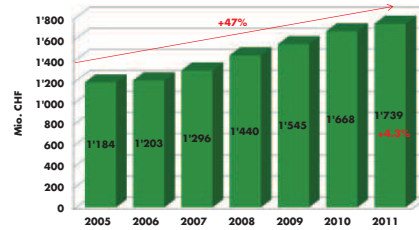


Organic Horeca Certification Switzerland

Valérie Monnin, Key Account Manager
February 14 2013, Nurnberg



Swiss Organic Market – Sales Retail



- Non-stop growth
- Organic products account for 6% of the food retail market

2. April 2013

Source: Bio Suisse 2



Swiss Organic Market – Consumption Frequency



Source: ind. Market research Bio Suisse, 11/11



Bio Suisse Brand: the Bud

- 90% of the Swiss organic farmers work under the Bud
- organic products carrying the Bud brand have in Switzerland a market share of about 60%



- Positioning: Geschmack, Genuss, Authentizität
Taste, „a real treat“, authenticity

2. April 2013

Source: Bio Suisse 4



Swiss Organic Market - Horeca

Legally no need to be certified and controlled in order to praise organic products

- 4.4% use organic products = 1'000 Horecas*
- Trend: growing
- About 10% are certified and/or registered
- Trend: stable

*incl. ind. Restaurants, chaine, caterers, schools, ...

Quelle: Gastro Suisse / Bio Suisse 5



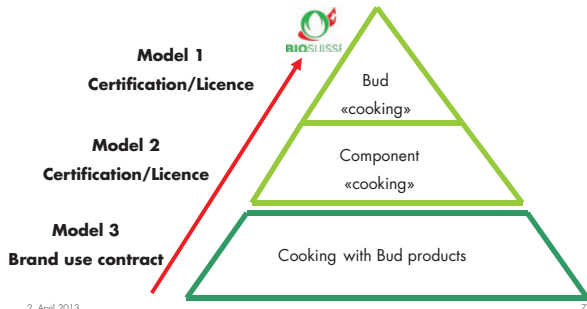
While the importance of the Bud in the retail market keeps growing, the development in the Horeca is under pressure

2. April 2013

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3-steps Bio Suisse Horeca concept



SWOT-Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Positive trend for organic products • Awareness «Bud» brand 	<ul style="list-style-type: none"> • Organic and Horeca networks are separated • Practicability of our Horeca models in daily practice
Opportunities	Threats
<ul style="list-style-type: none"> • Transmit the added value of Bud organic products • Generate goodwill and positive image in the industry 	<ul style="list-style-type: none"> • Organic vs. «Bud» • Price sensitivity especially by contract food service companies



Strategic focus 2012+

- Focus on communication about the **added value** of organic products and the bud brand
- **Collaboration** with well-known horeca professionals and food magazines
- **Additional values:** website, app, horeca materials, networking activities

then


- Contract (model 3) Brand use contract
- Certification / Licence

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Thank you for your attention



**Organic Restaurants in Australia
Horeca Forum Biofach 2013**

Michael Baker
Chief Certification Officer
Australian Certified Organic






Who is Australian Organic Ltd?

- 25 year old industry group, 1300 members, 2,000 certified clients (from industry of 3,000) oriented towards promotion of organic food and farming
- Owns Australian Certified Organic "Bud" brand
- Is recognised and respected in the organics industry as professionally focused and mainstream in orientation
- Has a "broad church" of membership and operators in its ranks, reflecting the industry
- Has subsidiary activities promoting organics to urban consumers and to rural sector in Australia.






Certified Organic Restaurants

- Only a small number of restaurants are certified in Australia
- Some include:
 - Organic Char Brisbane
 - Wray's Organic shops and café's - QLD
 - Peasants Pheast - Sydney






Organic Char

STARTERS

Bananae Farm chicken wings w/ ginger, chilli, garlic, Vietnamese herbs 14
 Oysters w/ ponzu vinaigrette, wakame salad, frying fish roe 18
 Sweet corn fritters w/ coriander raita 14
 Braised beef w/ pars, mash 15
 Seared scallops w/ crisp vegetables & ginger, garlic, soy vinaigrette 19
 Larder jerk marinated ham w/ spiced savory, nashi relish & sour cherry glaze 17

MAINS

Coorong Angus short ribs w/ soy & ginger glaze, beetroot cumin salad, w/ fennel & sea salt tabna 26
 Massaman spiced lamb cutlets w/ warm salad of mushrooms & butternut pumpkin 29
 Wood fired roasted Angus Sirloin w/ roasted tomato, chilli lime relish & herb salad 27
 Coriander & pepper crusted Barramundi wings w/ potato puree & baby vegetables 26
 Herb crumbed Wagyu rump w/ buttered garden vegetables 29
 Pappardelle w/ fennel, rocket, pumpkin & preserved lemon 24

FROM THE PASTURES to Share 432.5 per person (Min 2)

Roasted Darling Downs Stockyard wagyu beef w/ roasted root vegetables,
 Chinese roast duck w/ cinnamon stick, Chinese red vinegar glaze, Asian greens & jasmine rice
 Slow cooked Inland Sea Organic Saltbush lamb shoulder on the bone w/ roasted organic root vegetables

SIDES

Asian greens w/ cavalo nero, oyster sauce, roasted almonds 11
 Steamed jasmine rice 8
 Beetroot cumin salad w/ fennel & sea salt tabna 9
 Zucchini fritters w/ herbroom tomato jam 9
 Wood fired oven roasted organic root vegetables 9
 Shoestring fries w/ tomato salt 9
 Baby asparagus & duck egg 11
 Winter greens w/ roasted almonds 9

DESSERTS

Mexican Dream pannacotta w/ fresh fruit, freeze dried lychees & Persian flax 16
 'Eton Mess' broken meringue w/ passionfruit curd, mango & pepper 16
 Toasted marshmallow, warm poached pear w/ quince 16
 Crème Brûlée w/ hazelnut financier & cinnamon ice cream 16
 Chocolate brownie, dry caramol, chocolate rocks w/ banana & thyme ice cream 17
 Australian Ask your waiter for their origin Served w/ pickled celery, apple & crisp bread 28
 European Ask your waiter for their origin Served w/ honeycomb, North Old pepper rig paste & crisp bread 32




Restaurants using organic produce


- There has been an increase in catering companies and restaurants using certified organic produce
- Increase in direct sales from farm to restaurants, cutting out retailers and wholesalers.




Well known Chefs in Australia


- Mark Best - Pei Modern restaurant in Melbourne
- Kyle Kwong
- Agape – Simon Lawson
- Peter Gilmore of award-winning Quay restaurant in Sydney





Issues

- Understanding of certification requirements (menu, cleaning, In Conversion and organic produce)
- Cost of certification




Australian Organic Information

Free information downloads:

- Australian Organic Market Report (Biennial)
- Organic Advantage e-zine
- Bud Organic magazine
- Australian Organic Producer magazine

www.austorganic.com

