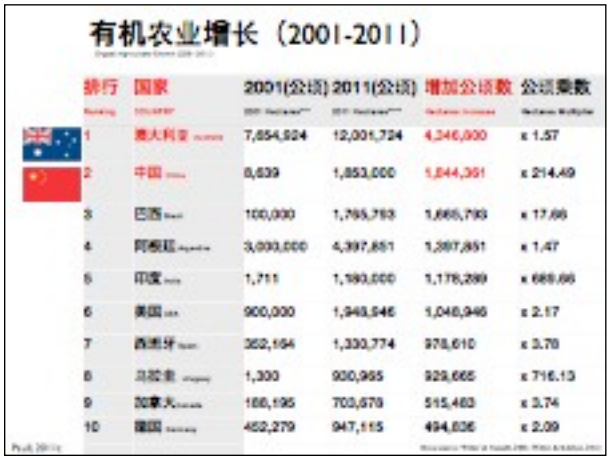
Organic agriculture, organic opportunities, what, why, the big picture, the global picture & where China fits.

A map of the world from an organics perspective - a density equalizing map.
The size of each territory is proportional to the certified organic hectares.
Australia is #1; China in #4.
If China is to be number 2 then it needs to leapfrog Argentina and USA.
To get the top spot China would need to beat Australia.



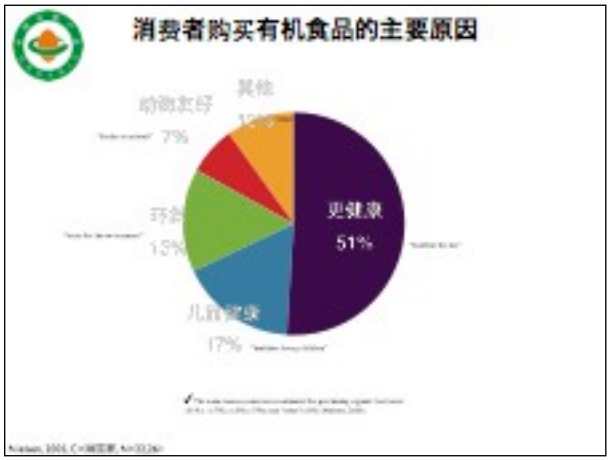
The past decade has been a decade of growth for organic agriculture (OA).
Of the 160 countries that report OA, Australia & China take the 2 lead positions for growth over the past decade.

Let me introduce you to three people who are a part of the organics story.
First there is Professor Franklin King, a US professor of agriculture.
Disenchanted with the USDA and its recommendations, in 1909 he came to see how China, Japan and Korea were producing food.
His detailed account was released in 1911 as Farmers of Forty Centuries.
King was enthusiastic about the Chinese way of food production.

Second is Rudolf Steiner, an Austrian philosopher.
He was the first to call for a new and differentiated agriculture that rejected the developing paradigm of chemical agriculture.

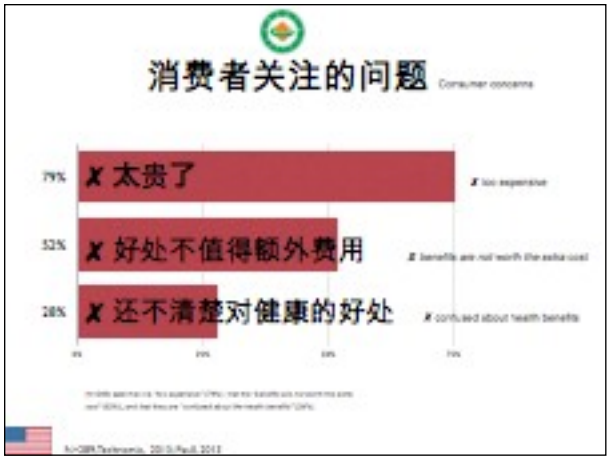
Third, Rudolf Steiner influenced Lord Northbourne in the UK.
Northbourne studied and taught agriculture at Oxford University.
He coined the term ‘organic agriculture’.
He framed the issue as a contest of organic agriculture versus chemical agriculture.

The 5 Nos of OA:
no synthetic fertilizers, no synthetic pesticides, no GMOs, no nanotechnology and no irradiation.

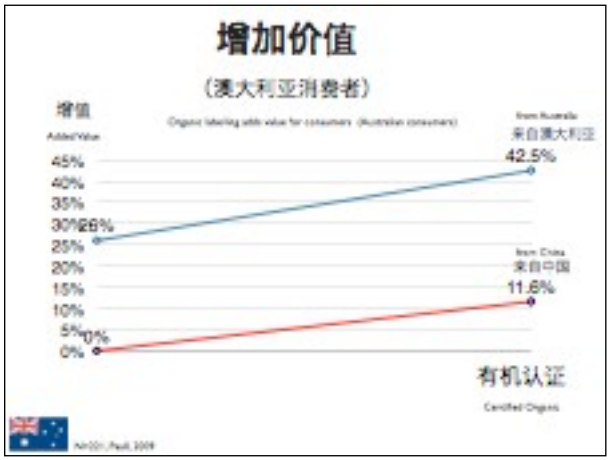


The 4 Yeses of OA - the reasons customers buy organic:
healthier for me, healthier for my children, better for the environment, and kinder to animals.

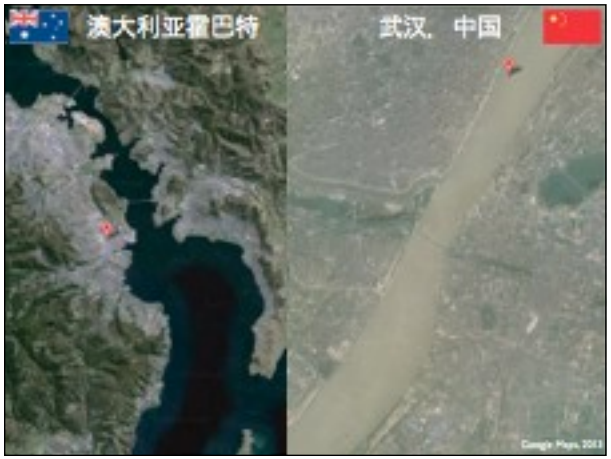
A study this year reported that consumers from USA buy organic to avoid 4 things:
pesticides, hormones, antibiotics, and preservatives.



3 consumer concerns:
the price, are benefits worth it, what are the health benefits?



Certified Organic added 17% to the value of Australian produce,
Certified Organic added 12% to the value of Chinese produce.
For Australian consumers, for food from China, organic helps closes the gap between the attributed value of Australian & Chinese produce
(reducing the gap to 14.4%).



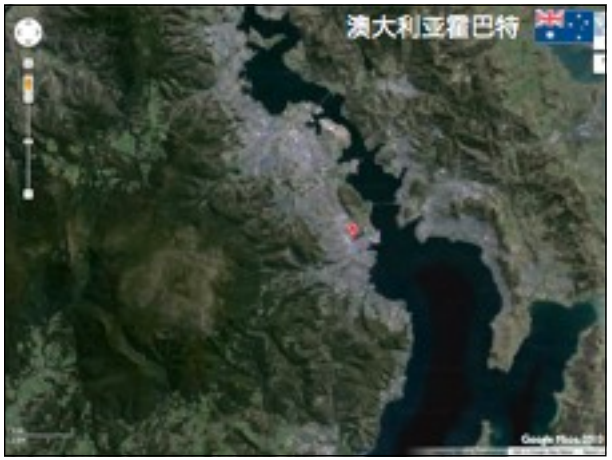
Why should China embrace organic production?
This brings us to pollution!
I have observed and visited China over nearly 30 years.
I witness an economic miracle but an environmental catastrophe.

The view in Hobart.
What can you see?
The answer is everything - colour, and as far as the eye can see.

This is Australia.
Hobart is our most southerly city.

Hobart.
Healthy air.

Wuhan.
Dangerous air.



Colour of water, trees.

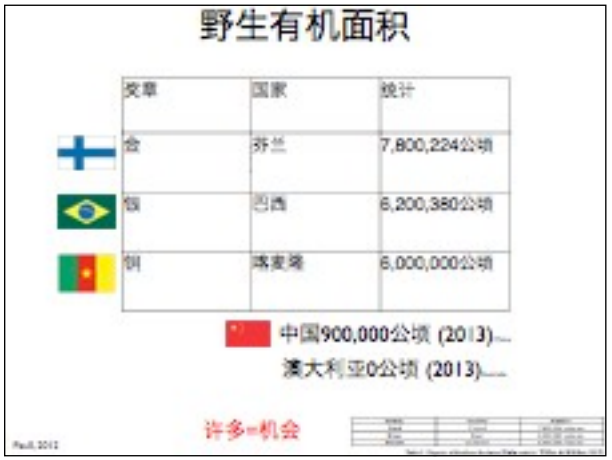
Here is the contrast.

This is China - you see that pollution is not just a Wuhan issue. It is a China issue.
The opportunity is to adopt more clean & green practices - and that includes organic food production.

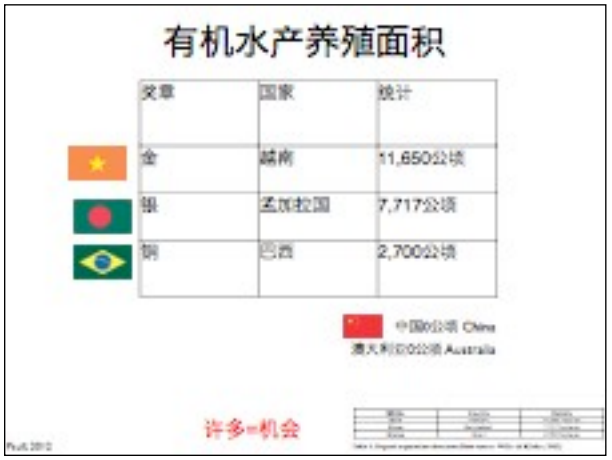
Mao Tse Tung said: “Let a thousand flowers blossom”.
OA cannot solve all of China’s pollution problems but Organic agriculture can be one of those flowers and can contribute to working towards the cleaner & greener China.

China’s supermarkets are making an effort to educate consumers.
Organic also needs a push from China’s universities, government, and food companies.

I take the view that China always aspires to be number 1.
Let's look at who is leading the world in OA - I will look at 12 different ways of measuring leadership.
For certified organic hectares: Australia, Argentina, and USA lead the world - as we saw China is #4 - but organic is more than just agriculture.

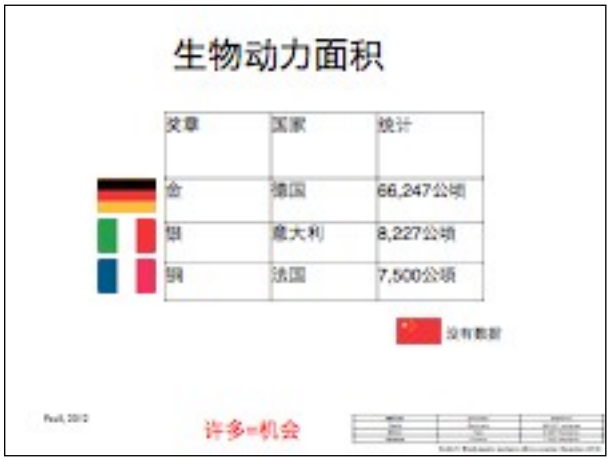


For certified organic wild, Finland, Brazil, Cameroon are the world leaders.
China has almost 1 million hectares of certified organic wild hectares.



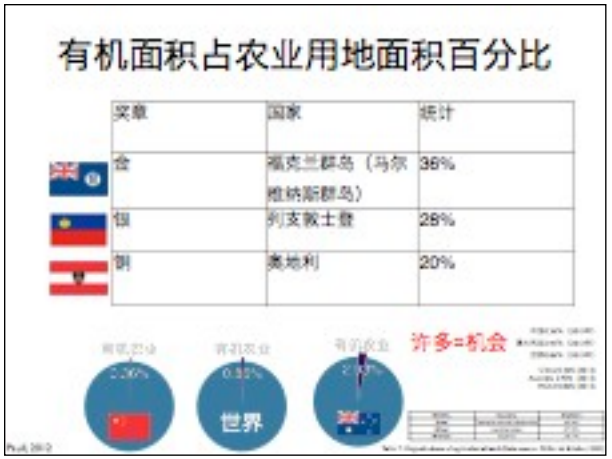
For organic aquaculture, Vietnam, Bangladesh, and Brazil lead the world.
No data for China.

For organic forestry, Portugal, Iceland, and Malawi lead the world.
None reported for China.



Biodynamic is a specialised form of organic agriculture, it follows the principles of Rudolf Steiner.
Germany, Italy, and France are the world leaders.
No data for China.

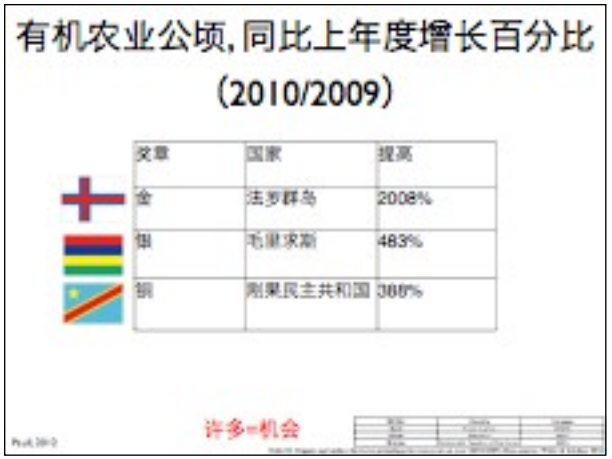
For organic producers, India, Uganda, and Mexico are the world leaders.
No data reported for China.



For the proportion of organic agriculture to total agriculture, the Falkland Islands, Liechtenstein, and Austria are the world leaders.
China is 0.36% organic, which is below the World average of 0.86%, and well below Australia's 2.93%.
So for China a first aspiration could be to achieve the world average.

For per capita organic consumption, Switzerland, Denmark, and Luxembourg lead the world.

For the national organics market, USA, Germany, and France are the world leaders.



For the year-on-year increase in organic hectares, the world leaders are the Faroe Islands, Mauritius, and the Congo
- with big increases in a single year they demonstrate that much progress can be made in a short time.

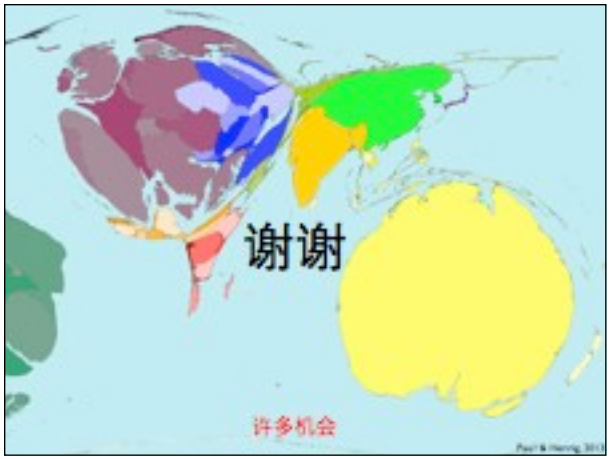
For membership of IFOAM, the International Federation of Organic Agriculture Movements, the world leaders are
Germany, India, and China - this it suggests that China is serious and on the move with the adoption of organics.

For organic research papers, Germany, Denmark, and Switzerland lead the world.
In the organics database of research (orgprints.org), China has 12 papers recorded, and Australia has 97 papers recorded.

Of the 27 leaders in organic agriculture identified here,
Germany tops the list, and both Australia and China are there.

There are many opportunities in organic agriculture for China.
I hope this prompts thinking about the variety of organic opportunities,
and in particular thinking about growing some aspects of organic production.

And one final opportunity - I invite you to publish your organics research in the Journal of Organic Systems (JOS),
or volunteer to be a reviewer, or you could be a guest editor for an issue.



Abstract

A century ago, China's sustainable agricultural practices were documented and praised by US Professor of Agriculture, Franklin King, for the successful stewardship of agricultural land over four millennia. Over the past decade, Australia and China have converted more land to organic agriculture than any other of the 160 countries reporting organic agriculture statistics (for Australia, 4.3 m newly converted hectares, and for China, 1.8 m hectares). Australia accounts for about a third of the world's certified organic agriculture hectares. China's 'economic miracle' has been at the great cost of environmental degradation. There is a role for the development of organic agriculture in China to help achieve a clean green future. Added to this, consumers want safe food and they attribute a premium price to certified organic food. This paper presents a spectrum of indices of organics leadership and reveals great opportunities for growth in the organics sector. There are opportunities for the development of organic aquaculture, organic silviculture, organic forestry, for growing the domestic market and per capita organic consumption, and for publishing organics research. Organic accounts for 0.88% of global agricultural land. Australia's agricultural land is 2.93% certified organic, and for China the figure is 0.39% which offers plenty of room for improvement. China's prevailing levels of pollution call for massive remediation action, and the uptake of organic agriculture can be one component of the solution to restoring China's environment to a healthy state and to providing safe food for consumers.

摘要

一个世纪以前，美国农业学家富兰克林·金就记载了中国的可持续农业实践，并赞扬了四千年来中国对耕地的成功管理和使用。在过去十年，澳大利亚和中国投入有机农业的用地比其他160个有有机农业数据报道的国家都多(澳大利亚新投入430万顷，中国新投入180万顷)。澳大利亚有机农业面积的占世界认证的有机农业总面积的三分之一。中国的"经济奇迹"是以对环境的巨大破坏为代价的。而发展有机农业可以为中国带来一个绿色的未来。不仅如此，消费者也需要安全的食品，他们也愿意为认证的有机食品付更多的钱。本文展示了有机领导力的几项量种方式,以及在有机方面巨大的发展机会。这些机会包括有机水产业，有机野外产业，有机森林产业，国内有机市场和人均有机消费量的增长，以及有机研究成果的发表。全球有机耕地面积占耕地总面积的0.88%。澳大利亚有机耕地面积占其耕地总面积的2.93%。中国有机耕地面积占其耕地总面积的0.39%。这对中国来说还有很大的发展空间。中国现在的环境级需改善。而有机农业的推广可以成为修复中国环境以及提供健康食品的解决方法。

Thank you.

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中国 - 澳大利亚

有机=机会

China - Australia
Organic Opportunities

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