

18th Organic World Congress

Written inputs from panelists of the Main Track Session

10B: [Mainstreaming Organic Agriculture](#): The Organic Sector in 2017 and 2020,
and how to get there (Fish bowl)

Tuesday, 15 October 2014 (11:30-13:00)

Mainstreaming Organic Agriculture

The Organic sector in 2017 and 2020, and how to get there

Background

Conclusions during the Organic World Congress and the developed strategies have to be implemented and require actions for further growth of the Organic Sector. By 2017 and 2020 the socio-economic and ecological environment will have changed and will have an impact on the Organic Sector. The Organic Sector will be shaped by the actions of organic stakeholders, which ideally are aligned and do not contradict each other.

Session Objectives

This final main track session will describe how the Organic World sees the Organic Sector in 2017 and 2020 and define actions needed for all stakeholders “ at the local, regional and global levels “ to achieve the objectives set during the Organic World Congress.

Leading Questions

- What basic external conditions will the sector face in 2017/2020?
- What does mainstreaming mean for the Organic Sector?
- Which actions are required to scale up the Organic Sector?
- How do we mobilize the required investment funds for growth and for improved sustainability?
- How do we assure coherence of actions by the organic sector stakeholders?
- What and how do we want success to be reflected in the OWC 2017 and 2020?

Methodology: Fish Bowl with 4 panelists and 2 open chairs

Moderator/Rapporteur: Markus Arbenz/David Gould

Speakers

- Laura Batcha, OTA, USA
- Volkert Engelsman, IFOAM WB & Eosta, The Netherlands
- Udo Funke, Biofach, Germany
- Manjo Smith, IFOAM WB & Namibian Organic Association, Namibia

Udo Funke

What basic external conditions will the sector face in 2017 / 2020?

- more demand
- shortage of prime quality resources
- More ups and downs (social, political and economical crisis) -> higher volatility
- More organic crisis
- More fragmentation on the demand side: market and consumer
- More concentration / oligopolistic structures on the side of offer:
producers / wholesalers

What does Mainstreaming mean for the Organic Sector?

- good sign:
 - organic products are part of the product shelf
 - Consumers in most countries can buy them + afford them
- Difficulty:
 - Differences (USP) are diminishing between organic + the other products

Which actions are required to scale up the Organic Sector?

In terms of quantity: to allocate enough primary products

In terms of quality: to upgrade ecological aspects

How do we assure coherence of actions by the organic sector stakeholders?

By defining and following one common goal that every stakeholder is aiming at