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Agriculture and Rural Development

THE EU ORGANIC FARMING CAMPAIGN: Promotion in Practice



Overview

- Background
- The campaign
- Measures
- Conclusions





Background



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Dynamic agricultural sector

**Organic farming
in the EU**

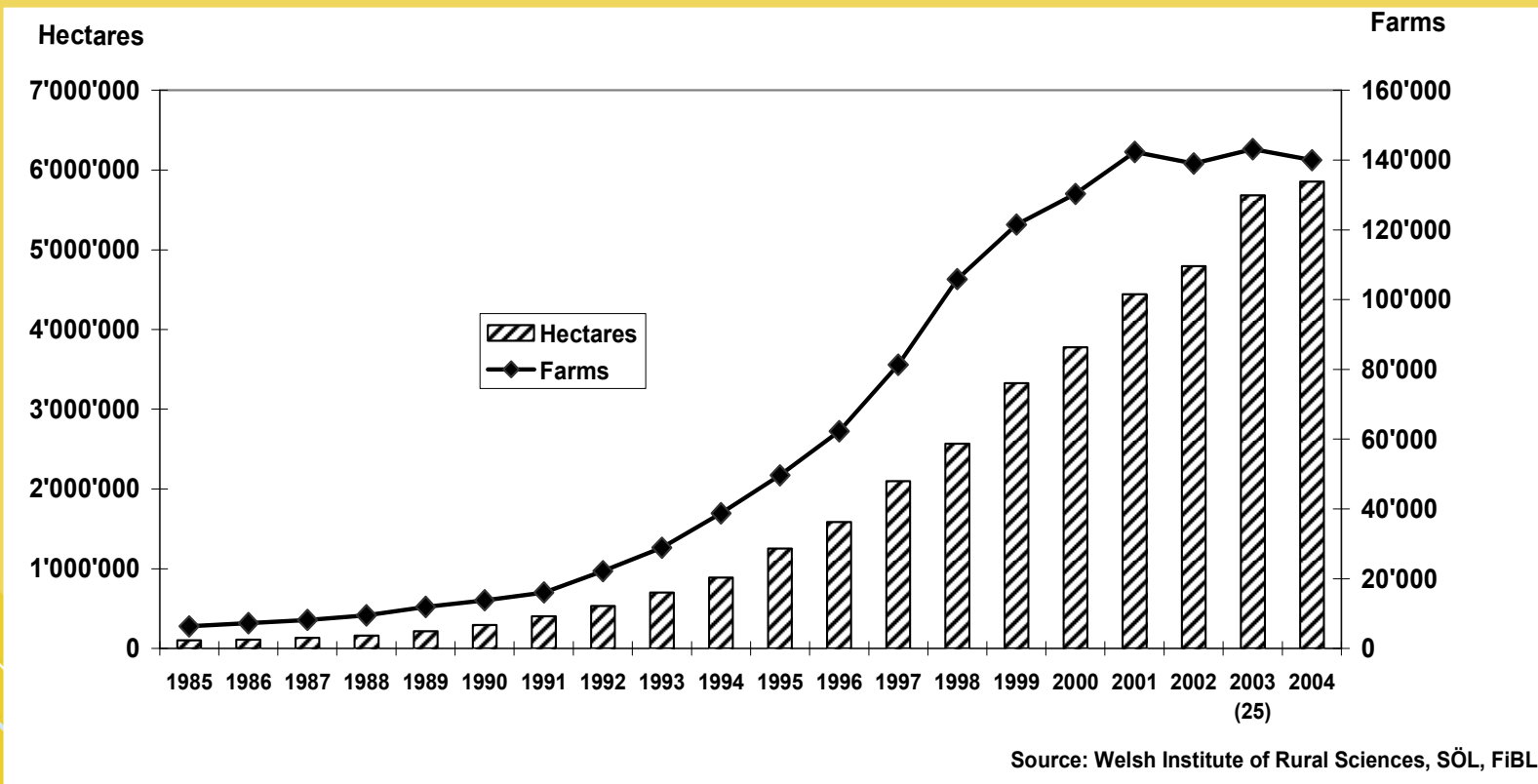


Differences between Member States

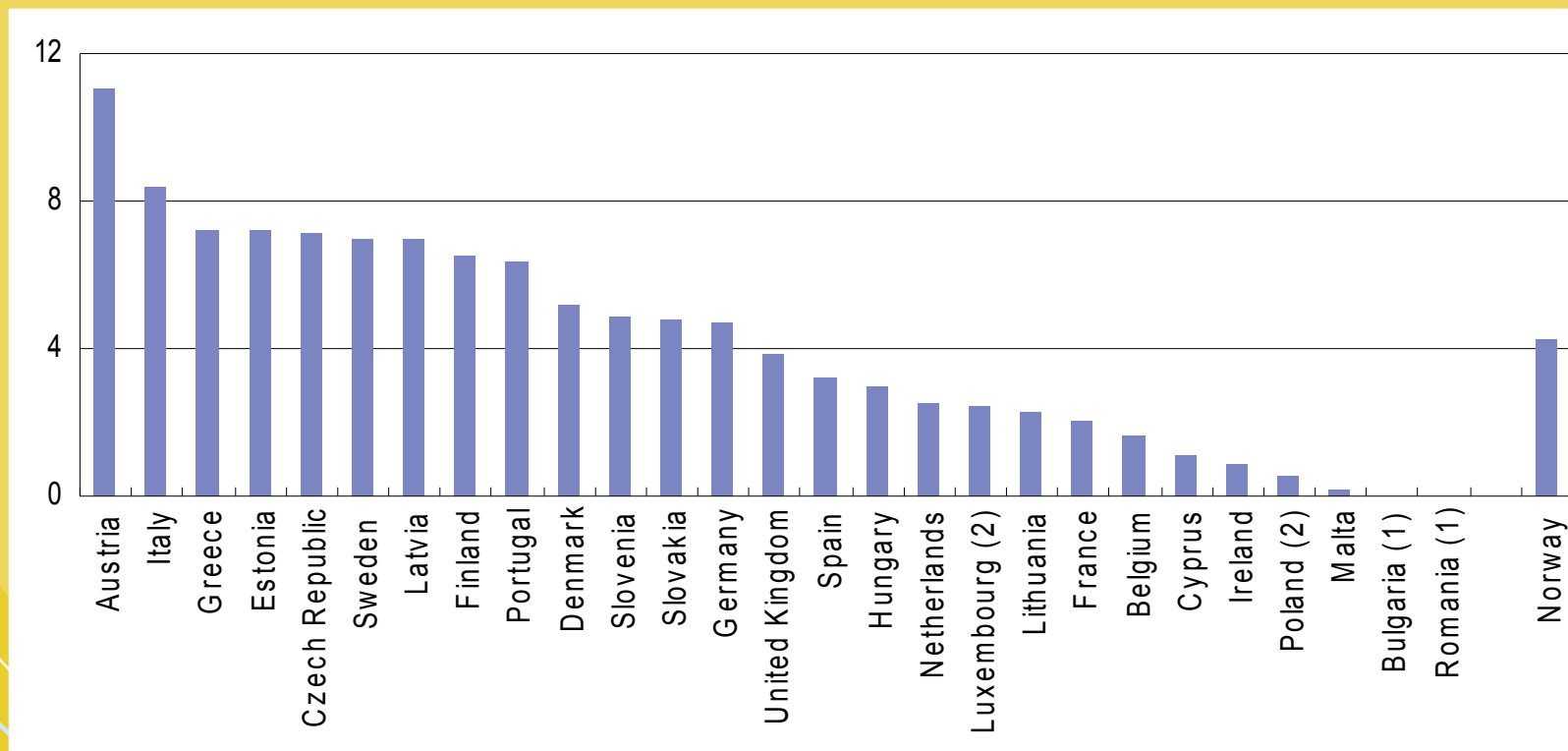
Supply - demand imbalance



Organic production in the EU since 1985



Area occupied by organic farming, 2005 (% of UAA)



1) Not available

2) Data for organic Farming, 2004

Source: Eurostat



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The Campaign



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Legal basis



- European Action Plan for Organic Food and Farming (2004): Action 1
- Council Regulation (EC) No 2826/2000 (repealed by Council Regulation (EC) No 3/2008)



How it was developed

- Multiannual (3 years) EU-wide information and promotion campaign
- Expert Group for the promotion of Organic Agriculture



The main message



The approach



umbrella style-approach



Printemps Bio 2006
(co-financed by the EU)



Bio Benessere
(co-financed by the EU)



Bio, mijn natuur
(co-financed by the EU)



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Objectives



✓ To inform target groups



✓ To increase consumer awareness



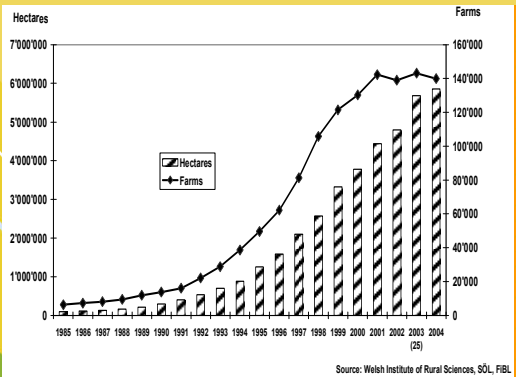
✓ To encourage farmers



Objectives



✓ To increase the trust in organic farming



✓ To contribute to the growth of organic farming



Campaign slogan

- « Organic farming.
Good for nature,
good for you. »



Target groups

- **Consumers:** 8 to 80 yrs old
- **Stakeholders:** Producers, suppliers, processors, etc.
- **Multipliers:** Academics, teachers etc.



Measures



Website

Organic farming website in 22 EU languages

www.organic-farming.europa.eu

- Information and communication platform for all target groups



Website: what it offers

- For the consumers: information on organic farming
- For stakeholders: a toolbox with communication tools to promote organic production



Toolbox: what it provides

- Easy and free of charge access to a variety of materials for promotion campaigns.

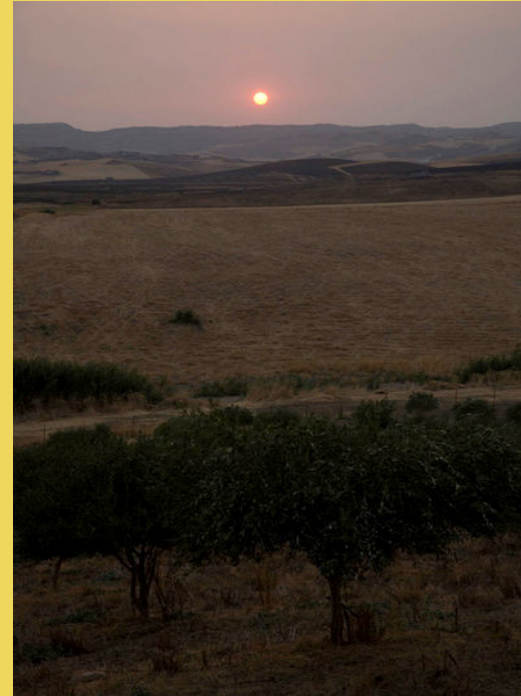


Toolbox: what it contains

- Set of slogans and messages
- Marketing material including brochures, leaflets, posters, etc.
- Radio and TV material
- Photo list
- Information packages: different target groups



Conclusions



EU co-financing

- Council Regulation (EC) No 3/2008
(OJ L No 3, 5.1.2008, pg. 1)
- Commission Regulation (EC) No 501/2008
(OJ L No 147, 6.6.2008, pg. 3)





THANK YOU FOR YOUR ATTENTION



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