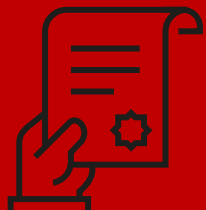




The Green Future for Bio Districts in The Netherlands



What is organic?



Organic is an **official term** for a method of food production and gives a **guarantee** that a product has been produced under specific circumstances.



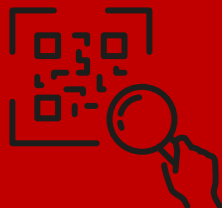
Can be recognized by the **quality label**: the green leaf.



All rules are embedded in EU legislation. The claim 'organic' is **legally protected**.



Each member state has one or more controlling bodies responsible that is also responsible for registration and certification.



The rules apply to **all steps** in the chain of production. An end product is therefore only organic if all parts of the supply chain are have been certified (utmost transparency).



The rules are on top of further EU and national legislation and control. Organic products can therefore **'double trusted'**.

Four principles of organic agriculture

Care
Health
Ecology
Fairness

THE PRINCIPLES OF HEALTH, ECOLOGY, FAIRNESS, AND CARE ARE THE ROOTS FROM WHICH ORGANIC AGRICULTURE GROWS AND DEVELOPS.



Health

ORGANIC AGRICULTURE SHOULD SUSTAIN AND ENHANCE THE HEALTH OF SOIL, PLANT, ANIMAL, HUMAN AND PLANET AS ONE AND INDIVISIBLE.



Ecology

ORGANIC AGRICULTURE SHOULD BE BASED ON LIVING ECOLOGICAL SYSTEMS AND CYCLES, WORK WITH THEM, EMULATE THEM AND HELP SUSTAIN THEM.



Fairness

ORGANIC AGRICULTURE SHOULD BUILD ON RELATIONSHIPS THAT ENSURE FAIRNESS WITH REGARD TO THE COMMON ENVIRONMENT AND LIFE OPPORTUNITIES.



Care

ORGANIC AGRICULTURE SHOULD BE MANAGED IN A PRECAUTIONARY AND RESPONSIBLE MANNER TO PROTECT THE HEALTH AND WELL-BEING OF CURRENT AND FUTURE GENERATIONS AND THE ENVIRONMENT.

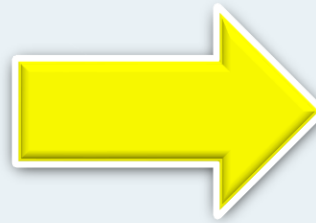


Actieplan

Groei van biologische productie en consumptie

Biologische landbouw kan in Nederland een belangrijke rol spelen in de transitie naar een duurzame en toekomstbestendige landbouw. Met dit actieplan zetten we als Rijksoverheid de ambitie neer om biologische productie en consumptie fors te laten groeien. De acties zijn een vertrekpunt om samen met ketenpartijen aan de slag te gaan.

15% biologisch landbouwareaal in 2030



Healthier soils



Cleaner water



Less emissions



More biodiversity



Better animal welfare

Meer biologische productie



Behouden en breiden van productie



Inzet van de keten



Toegang tot geschikte en betaalbare grond



Meer kennis en innovatie



Onderzoek



Van elkaar leren



Blijven innoveren

Meer biologische consumptie en een grotere afzetmarkt



Biologische producten worden bekender



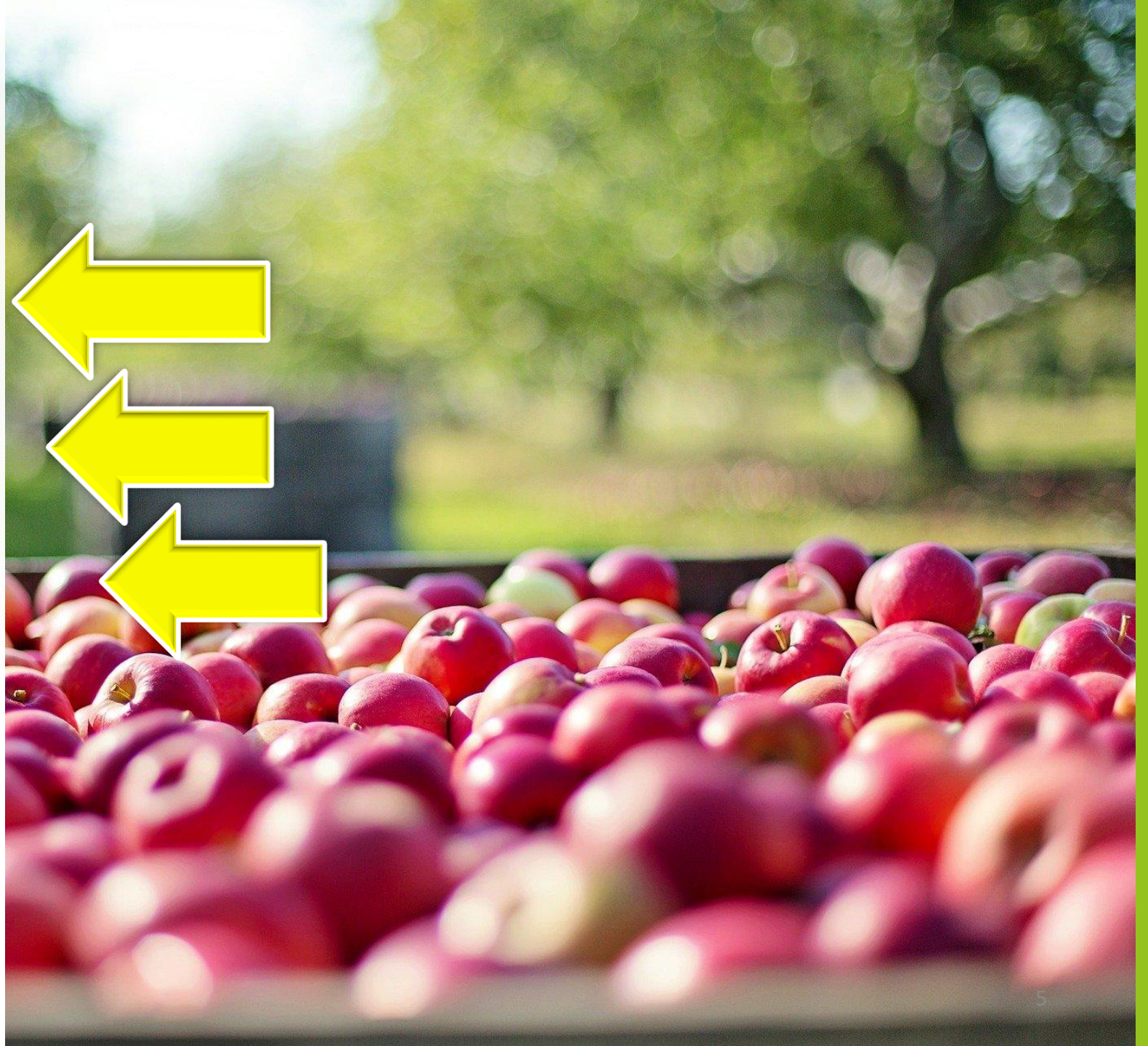
Groter aanbod in meer verkoopkanalen



Betere prijs voor boer en consument

Market Actions

- Consumer awareness campaign and website
- Consultation with supermarkets regarding promotion and positioning
- Organic Regions focusing on local food systems
- Own “government” purchasing 25% organic
- Organic school fruit scheme
- Stimulating organic in the “out of home” segment
- Focus on organic export during international trade missions
- Research to address price differences common vs. organic
- Evaluation of rates of Skal's fee structure



Organic Regions

An organic region or city is a defined geographical area where local governments, public institutions, (new) organic farmers and growers, consumer organizations, local education and healthcare authorities, companies and other parties take concrete steps to purchase locally produced organic products.

Additionally, efforts are actively made to spread knowledge about organic farming and food, and collaboration is explicitly sought with local sustainable food initiatives. There is also attention given to the preparation of meals or meal components. Often, these regions are associated with goals, such as reducing food waste and a more plant-based diets



Main Advantages

1. Reduced carbon emissions
 2. Climate smart
 3. More biodiversity
 4. Healthy, living soils
 5. Less nitrogen emissions
 6. Better water quality
7. Healthier for farmers / growers
 8. Healthier for local population
 9. Better animal welfare
 10. Stronger connection between the cities and rural areas
 11. Trust in organic label
12. Better income for farmers
 13. Good for local economy / tourism
14. Supports broader local policies / plans
 15. Supports EU and national plans



Organic Regions Success factors



Collaboration with local government and municipalities
- (enthusiasm / energy / proactive approach / active support)



Size, diversity and enthusiasm of regional organic network.
(energy, activities & impact)



Connection with local NGO's and other relevant organisations (snowball effect)



Local companies via catering



Collaboration with local hospitality



Education institutions



Health and Care institutions



Events / Tourism

Breda – as an example



Quartermasters

Looking for the potentially most interesting Bio Districts

- Noord-Brabant
- Utrecht & Noord Holland
- Gelderland
- Zuid-Holland
- Overijssel

Fase 1 Inventarise, analyse, advise

Fase 2 Come up with project plans and collaboration agreements.





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Thanks!



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Projects

Noord-Holland Projects

Bio Dichtbij - Local farmers, regional organic stores are making their local heroes visible in the stores. Project will now be expanded to other regions.

‘Eating Amsterdam healthy and sustainable - together!

Consortium that serves +/- 35.000 meals every day: Goal 2030:

- 60% ‘plantbased’
- **At least 25% organic / local**
- 50% reduction in food waste (2019)



Organic Experience Region Zuid-Holland

Local organic farmers contribute directly to the goals of the province.

Focus areas

- Increase the turnover of local (and new) organic farmers
- Recreation & Tourism
- Connecting city with rural areas

Projects

- Food Routes
- Catering
- Bio Dichtbij
- Platform



Bio Province Noord-Brabant

Provincial Goal
(15% areaal in 2030)

Projects:

1. Bio van Dichtbij
2. BioLokaal Brabant
3. Experience Organic in Brabant
4. Organic Cities Eindhoven / Breda / Zutphen





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Thanks!