

26 August 2020

INVITATION SEMINAR & PRESS EVENT – Natexpo Lyon 21st September

Farm to fork strategy: how to balance supply and demand towards 25% organic in 2030

BIOLS.EU presents in a press conference an update of organic production and consumption figures 2019 in the EU and the results of a BIOLS.EU consumer survey into organic in France, Italy and Germany. In the following seminar session the enormous challenge for Europe to meet the target of 25% organic in 2030, as set in the ‘From Farm to Fork Strategy’, is discussed.



Monday 21st September 2020

12.00 – 13.00 PM

Location: Natexpo, Booth L111, Agora.



The Farm to Fork strategy, published on the 20th May 2020 as part of the European Green Deal, is the guideline for a fair, healthy and environmentally friendly food system. It defines – amongst others – a crucial role for organic. **Michaël Wilde**, director at Bionext, welcomes influencers and professionals in the organic food chain and journalists to the press conference and seminar on Monday 21st September. BIOLS.EU provides you with **information on developments in organic production and consumption 2010 – 2019 in EU**. Extrapolation of these figures towards 25% organic market share in 2030 makes clear that a huge additional effort has to be made, although some EU countries (e.g. France) are performing better than others.

Not only organic farmland has to be extended, but demand as well has to be scaled up. Campaigns to communicate the benefits of a healthy and sustainable organic lifestyle are indispensable to inform consumers and to stimulate consumer demand. More consumers have to recognize the EU organic logo as a guarantee for higher quality sustainable products that perfectly fit in a healthy lifestyle. **Atie van Olst** presents first results of a BOLS.EU **consumer survey into consumer awareness in France, Italy and Germany**, providing relevant information for further action.

In the BIOLS.EU seminar experts in international organic developments will provide more in-depth information on and discuss the enormous challenge for Europe to meet the target of 25% organic in 2030, as set in the 'From Farm to Fork Strategy'.

Bavo van den Idsert, counselor at the Organic Processing and Trade Association (OPTA) will present the **ins and outs of the European Commission's Farm to Fork Strategy**. He will continue with the **OPTA roadmap on how to achieve these goals** – and more specifically, the target of 25% organic farming in EU in 2030 - effectively. The Farm to Fork Strategy is addressing the entire food chain and requires revolutionary changes in all links, from farmer to consumer. It's not only about a thorough review of the Commission's Agricultural Policy and the use of the Commission's funds to make a fair, healthy and environmentally friendly food system possible. It's a huge challenge to move towards a healthy and sustainable EU food system. Influencing consumers' decisions towards a healthy and sustainable organic lifestyle is not only about promotional campaigns, although they will no doubt contribute. Financial incentives that quickly reduce the price difference between conventional and organic, education, and transparency about real and fair food will be necessary as well.





BIOLS.EU (BIOrganicLifeStyle.EU) is an international project in which the Italian organization European Organic Partners (EOP) and the Dutch organic organization Bionext cooperate. It's a three years campaign (2019 – 2021) in France, Italy and Germany, financed with aid from the European Union. The main objective is to promote organic lifestyle and to emphasize on the specific features of organic agricultural production methods in the EU. The campaign aims to raise more awareness for the European organic logo.

REPLY

Yes, I will attend the seminar 'Farm to fork strategy: how to balance supply and demand towards 25% organic in 2030' on Monday 21st September 12.00 – 13.00.

For more information please contact Atie van Olst, email: atie.biolseu@gmail.com, phone: +31 6 53 175 785.

The press conference and seminar will be in French.

