



Commercialization of Organic in the Pacific

Commercialisation des produits issus de l'agriculture biologique dans le Pacifique

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Presentation outline

Présentation des participants

Jim Pierce

POETCom Overview

Organic
Certification
Growth of Organics

Sashi and Jim:

Case Studies:

Ginger,
Turmeric
Meat

Questions and Discussion

Sashi Kiran

FRIEND Overview
Marketing Organic
Organic Value Chain





Our Vision

Organics and ethical trade: the key contributor to sustaining our cultures and communities; improving farmer livelihoods, people's health and the environment in the Pacific.

NOTRE VISION

Commerce bio et éthique:
La clef pour soutenir notre culture et améliorer la qualité de vie et l'environnement dans le pacifique.



Our Mission

Through coordination, information sharing, networking, capacity building and establishing a regional certification scheme; grow the organic and ethical trade movement and **contribute to a productive, resilient, sustainable and healthy Pacific Island region.**

NOTRE MISSION

Coordonner, transmettre des informations
Construire et établir un schema de certification régional.
Développer le mouvement éthique "bio"

Contribuer à une région Pacifique resiliente, productive et en bonne santé.



Organic Production



La production en agriculture biologique

"Organic Agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic Agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved."

Un système de production qui permet de conserver la santé des sols, des écosystèmes et des populations.

Un système qui s'appuie sur des processus écologiques, la biodiversité et les cycles naturels adaptés aux conditions locales plutôt que de compter sur les intrants ayant des effets inverses.

Un système qui combine traditions, innovations et science au bénéfice de l'environnement et de la qualité de vie.





What is certified organic?

Qu'est ce que l'agriculture biologique certifiée?

- Based on Tradition Innovation and Science
- Application of Consistent Production and Handling Standards
- Development of a Mandatory Production and/or Handling Plan
- Use of only Approved Inputs
- Verification Through Certification and On-Site Inspection
- Every Step of the Production/Processing Chain

- Basée sur les traditions et la science
- Applications de normes
- Développement de plan de production
- Limitation d'usages d'intrants
- Contrôle sur site de production
- Contrôle de chaque étape du processus de production

Organic principles

Les principes de l'agriculture biologique

- **Health** – organic agriculture sustains and enhances health.
- **Ecology** – organic agriculture is based on living ecological systems
- **Fairness** – organic agriculture builds on relationships that ensure fairness
- **Care** – organic agriculture is managed in a precautionary and responsible manner
- **Culture and traditions** – Pacific organic agriculture recognises the value of contributions from traditional agriculture and Pacific cultures.

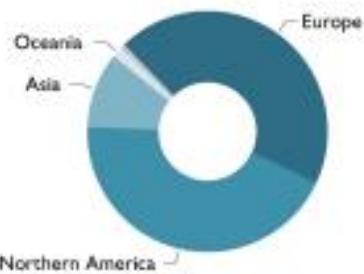


- Santé
- Ecologie
- Equitable
- Responsable
- Culture et Tradition

WORLD: ORGANIC RETAIL SALES 2020

World
almost
121bn €

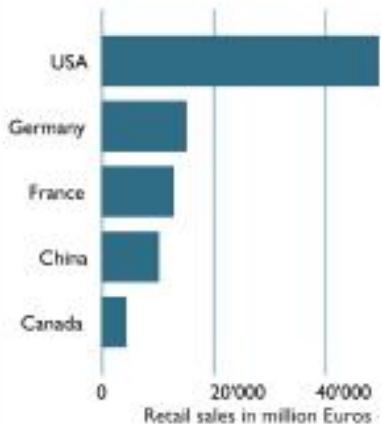
The largest single market is the USA (49.5 billion €), followed by the EU (44.8 billion €). By region, Northern America has the lead (53.7 billion €), followed by Europe (52.0 billion €) and Asia (12.5 billion €).



Distribution of retail sales by region 2020.

Northern America
54bn €

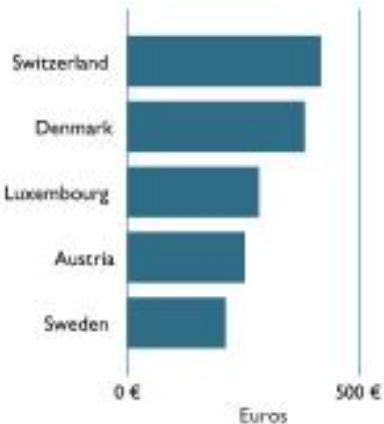
The countries with the largest markets for organic food are the USA (49.5 billion €), Germany (15.0 billion €), France (12.9 billion €) and China (10.2 billion €).



The five countries with the largest markets for organic food in 2020.

418 €
is spent per person in Switzerland

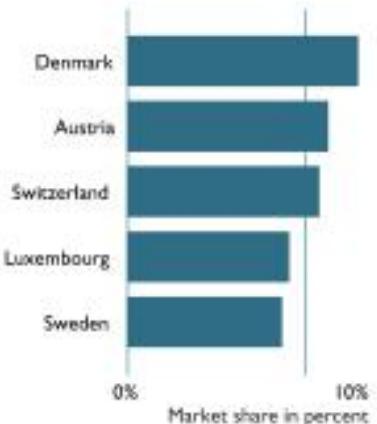
Switzerland has the highest per capita consumption worldwide, followed by Denmark, Luxembourg, Austria and Sweden.



Top five countries with the highest per capita consumption 2020.

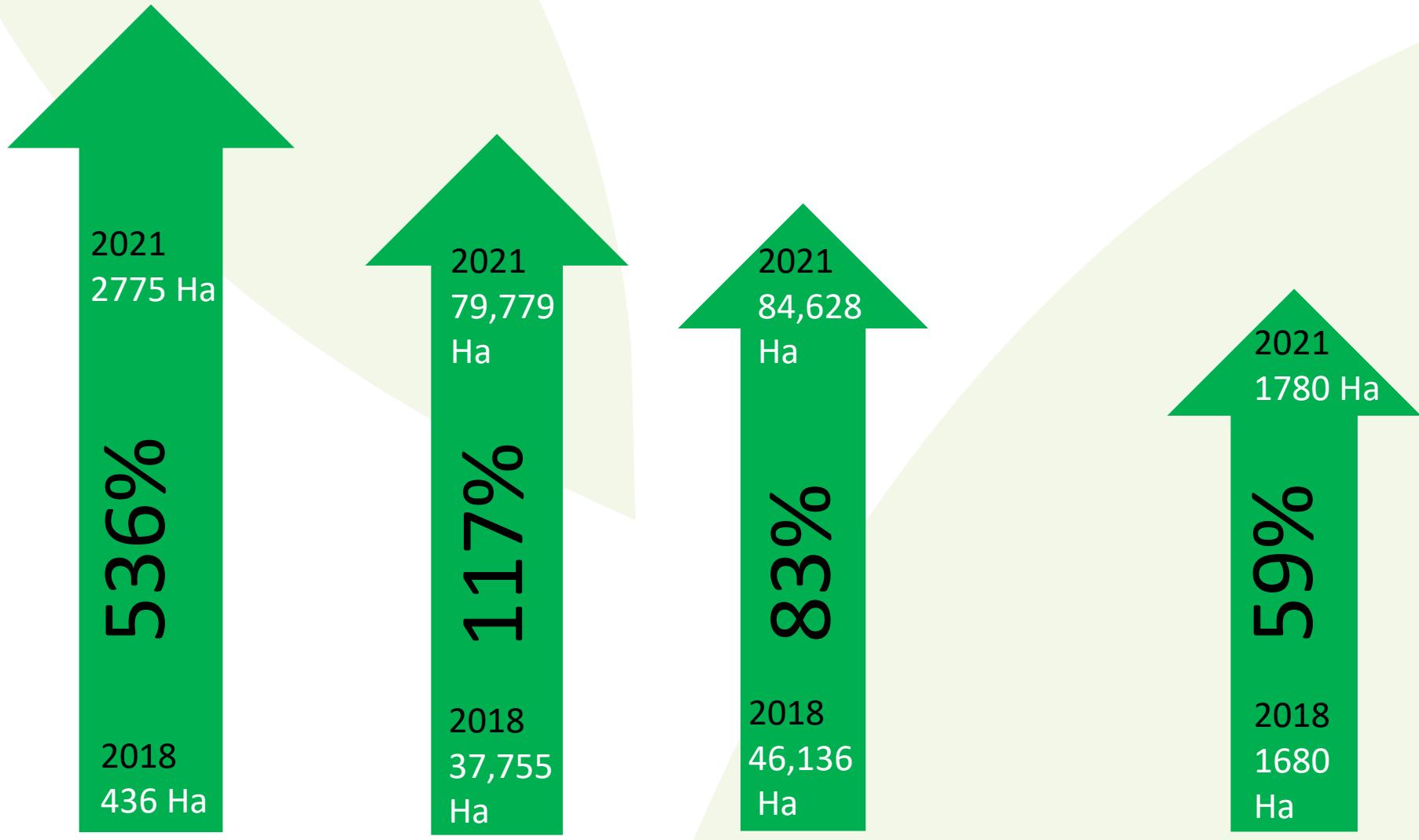
13.0%
of the market in Denmark is organic

The highest organic share of the total market is in Denmark, followed by Austria, Switzerland, Luxembourg and Sweden.



The five countries with the highest organic shares of the total market in 2020.

Pacific: Organic Land in Ha 2018-2021





Organic Seal

Signes de qualité en Agriculture Biologique





PGS COMMUNITIES

PGS Certified – 5 communities & 154 Farmers

Macuata Province

- Nacereyaga Village
- Nasigasiga village
- Nadoiviri Settlement



Nakorotubu District Ra

- Nayavutoka Village
- Verevere Village





Farmers participate in group discussion during organic trainings



Farmers participate during peer review of organic farms



Verevere Farmers pledge not to use chemical in their farms



PGS ORGANIC CERTIFIED PRODUCTS





Wholesale Distributor of FRIEND products





L'EUROPE S'ENGAGE
en région
Auvergne-Rhône-Alpes
avec le FEADER

**MINISTÈRE
DE L'AGRICULTURE
ET DE L'ALIMENTATION**
*Liberté
Égalité
Fraternité*

La Région
Auvergne-Rhône-Alpes


- LA
DRO
ME -





QUESTIONS?





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PÔLE 3 : VÉGÉTAL, DE L'APPROVISIONNEMENT À LA COMMERCIALISATION





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