



# ACTION PLAN

for the development of organic production

COM/2021/141 – 25 March 2021



European  
Commission



# THE TARGET

## **GREEN DEAL – FARM TO FORK STRATEGY AND BIODIVERSITY STRATEGY:**

- “At least 25% of the EU’s agricultural land under organic farming by 2030 and a significant increase in organic aquaculture”

### **IMPORTANT:**

- Organic farming has positive environmental, climate, biodiversity, animal welfare, etc. effects
- Multiplier effects: increases in organic farming have immediate positive impacts on other FtF/BDS targets (fertilisers, pesticides, antimicrobials)

### **AMBITIOUS:**

- Up to 10% higher than what would be reached extrapolating current trends
- Very different starting points for Member States (organic farming accounting for 0.5%-over 25% of agricultural land)



# THE ASSETS AND CHALLENGES

## ASSETS:

- Legal stability, critical for farmers considering conversion (2018/848 entering into application 1/1/22)
- Substantial financial incentives (CAP, Horizon Europe, agricultural promotion policy)
- Public trust in organics
- Public recognition of the organic logo
- Commission analysis and proposed actions widely supported by stakeholders and the broader public (stakeholder consultation – 840 replies)

## CHALLENGES:

- Different starting points Member States
- Always present risk of fraud (consumer trust is everything in organics)



# THE APPROACH (1)

- **Comprehensive** (consumption, production, sustainability)
- **Demand-driven** (consumption first, no conversion without growing demand)
- **Covering the complete value chain** (from farmers to restaurants)
- **Involving a wide range of stakeholders** (EU, Member States, private sector)
- **Assigning prime importance to research and innovation** (30% of the budget for R&I on agriculture, forestry and rural areas for topics specific to/relevant for the organic sector)
- **Mobilising the CAP but also other programmes** (e.g. Horizon Europe, agricultural promotion policy) **and tools** (e.g. Green Public Procurement)



# THE APPROACH (2)

## CLEAR STRUCTURE

- 3 axes
- 23 actions

## FOCUSED ON PLANNING AND IMPLEMENTATION IN ACCORDANCE WITH NATIONAL CIRCUMSTANCES

- Organics in the CAP national strategic plans
- National organic action plans (covering measures beyond the CAP)

## FOCUSED ON DELIVERY:

- Comprehensive monitoring system (progress reports, mid-term review)



# THE CONTENT

## **STIMULATING DEMAND, ENSURING CONSUMER TRUST**

Information measures; agricultural promotion campaigns, awards; greater uptake of organics in public canteens, Green Public Procurement; organic products in school schemes; preventing food fraud, improving traceability; reinforcing the role of retailers, wholesalers, catering services, restaurants and other businesses

## **STIMULATING CONVERSION, REINFORCING THE ENTIRE VALUE CHAIN**

Ensuring the full use of relevant CAP instruments (eco-schemes, rural development environmental management commitments), advisory services, technical assistance, exchanges of best practices and innovations, demonstration farm networks; developing sector analysis; supporting the organisation of the food chain (producer organisations, unfair trading practices, group certification); reinforcing local and small-scale processing (biodistricts); improving animal nutrition; reinforcing organic aquaculture

## **IMPROVING THE CONTRIBUTION OF ORGANIC FARMING TO SUSTAINABILITY**

Research, innovation, demonstration (seed varieties, contentious inputs and plant protection products, yields); animal welfare; more efficient use of resources (plastics, water, energy)





# Thank you



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