

MINISTERIUM
FÜR EIN
LEBENSWEERTES
ÖSTERREICH

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OVERVIEW ABOUT THE ORGANIC SUCCESS STORY

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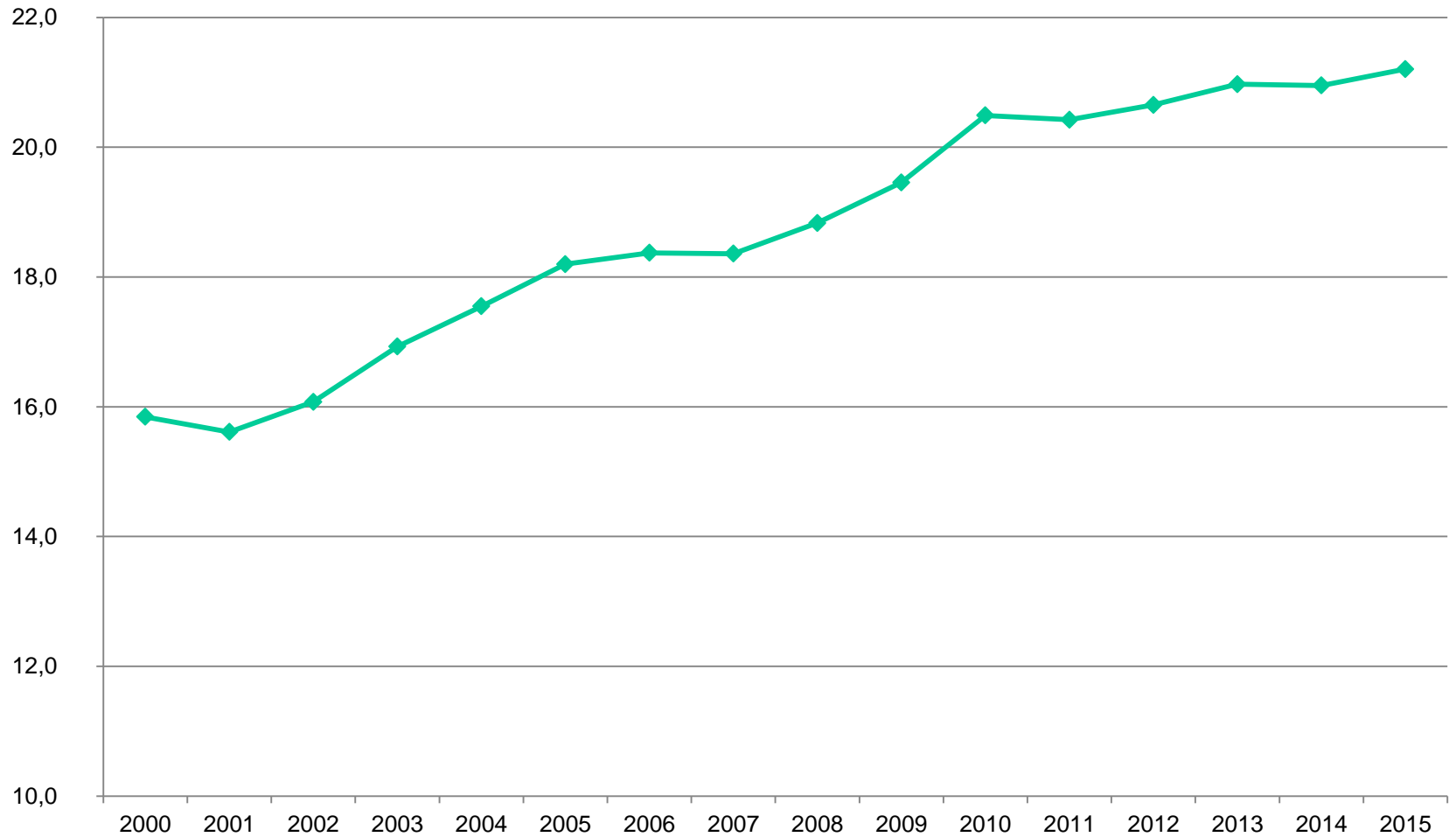
Unit II/3–Agri-Environment, Mountain Farmers and
Less-Favoured Areas, Organic



Milestones of OF development

- 1927 First bio-dynamic farm in Carinthia (South Austria)
- 1959 First OF farmer association
- 1976 First lecture about OF on the University for Agriculture
- 1980 Common guidelines for the cultivation of the OF-associations
- 1981 Starting with OF-research (Ludwig Boltzmann-Institut)
- 1981 OF as a subject on University for Agriculture
- 1984 Ordinance (rules) given by the Ministry for Health and Environment
- 1989 Guideline for OF in the Codex Alimentarius
- 1990 First financial support for OF of Ministry for Agriculture
- 1995 Access EU and follow the rules R 2092/91
- 1995 Implementing Rural Development (Agri-Environmental Programme – ÖPUL)
- 2001 First Action Programme for Organic Production

Development of the share of organic area



Main success factors

- **Programme of the Austrian Government** "... Organic farming has proven that productive, environmentally sound market-oriented management is also possible all together. The expansion of organic farming marketing is therefore a worthwhile goal and a corresponding promotion/support required. ...
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5 factors for making organic agriculture a success story

1. Farmers committed to the idea of organic agriculture
 2. Consumers demanding environmental friendly type of agriculture
 3. Common rules
 4. Multiple strategies for marketing (ranging from direct marketing to supermarkets)
 5. Action programme (*financial support*)
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Main obstacles

- Lacking Know-how connected with higher risk
 - General higher risk
 - Prejudice
 - More working hours
 - Organisation of labour force (Vegetable)
 - New investments (particular stable)
 - Logistical problems (milk)
 - Changing of rules (e.g. changing of stable area and feed rules, lacking of plant protection products (copper...))
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Main challenges

- Be different – no approach in direction conventional
 - Keeping high prices - Balance of supply and demand
 - Reduce the risk of OF (e.g. diseases)
 - PR-work, better information of the consumer
 - Bringing the products closer to consumer
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