

Organic Farming: Realizing a market growth opportunity: Utilization and Enhancement of Organic Agriculture in the AARINENA Region in Dates, Olives, Medicinal Herbs and Cotton Sub-sectors.



**Post Harvest / Linking Farmers to the Market
FAO-GFAR /AARINENA**

**Eng.Nabeel Ismail Abu-Shriha
NGOs Focal Point**

Back Ground

- organic food is a growing business with good long-term prospects. It still only accounts for a small proportion of overall agricultural land: 2.3% European Union, 2.2% for Australia, 0.23% for the United States of America and 1.30% for Canada. Developing countries including, for example Uganda (1.39%) , Sri Lanka (0.65%) , Tunisia (0.36%), Egypt (0.19%) ,China (0.06%), India (0.03%) , and Philippines (0.02 %) (SOEL-Survey, February 2004).
- Organic agriculture is one among the broad spectrum of production methods that are supportive of the environment.
- Organic agriculture is based on minimizing the use of external inputs, avoiding the use of synthetic fertilizers and pesticides. and requires a particular mind set or attitude on behalf of the producers.
- "Organic" is a labeling term that denotes products that have been produced in accordance with organic standards throughout production, handling, processing and marketing stages.



7.6 North America



Figure 33: Organic agriculture in North America

In North America almost 1.5 million hectares and 10,500 farms are under organic management

(Source: SOEL-Survey, February 2004; Graph: Minou Yussefi, SOEL)

7.4 Europe

Helga Willer and Toralf Richter¹

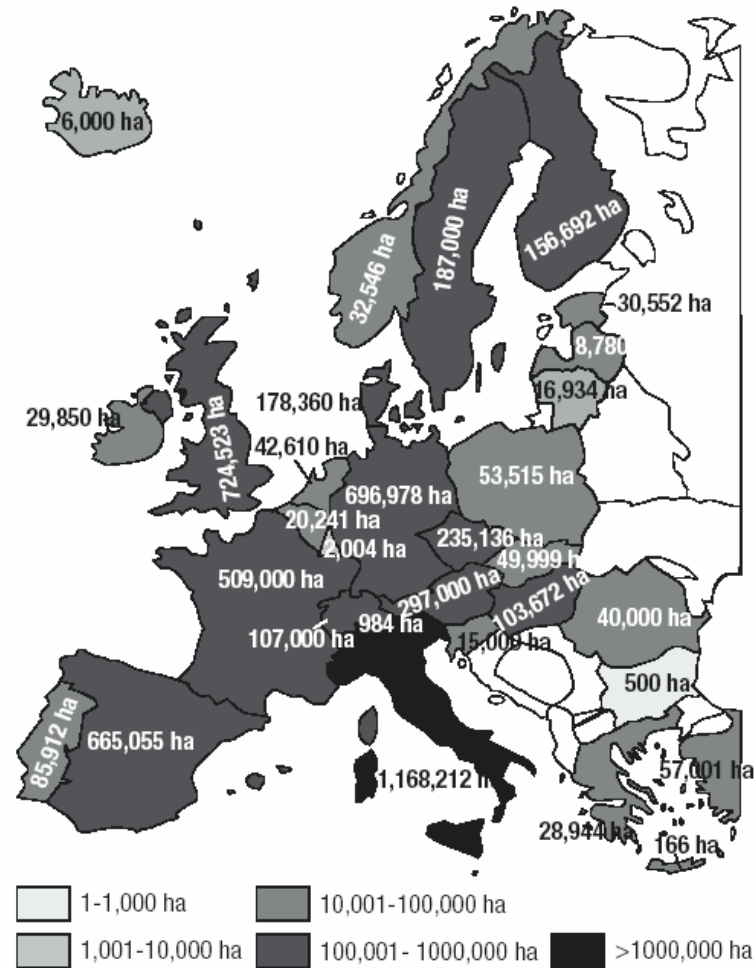


Figure 9: Organic agriculture in Europe: more than 5.5 million hectares and almost 175,000 farms are under organic management. (Source: FiBL/SOEL-Survey, February 2004; Graph: Minou Youssefi, SOEL)

7.3 Australia/Oceania

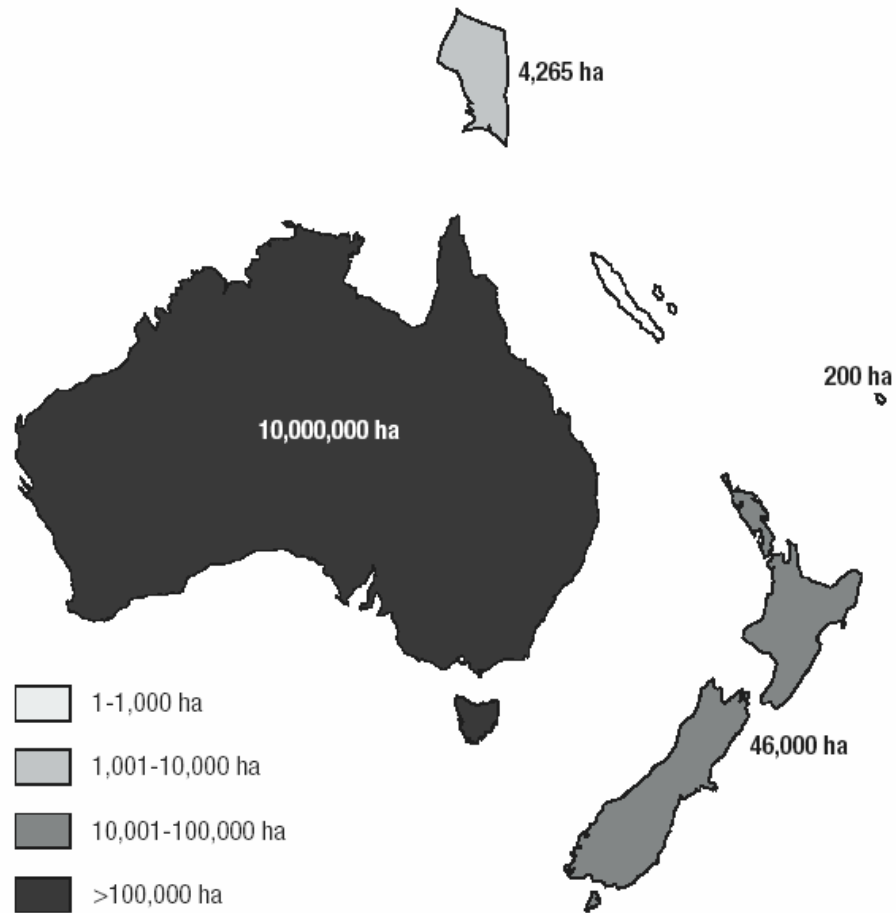


Figure 8: Organic agriculture in Australia and Oceania

In Australia/Oceania more than 10 million hectares and 2,000 farms are under organic management – this is the largest area in the world.

(SOEL-Survey, February 2004; Graph: Minou Yussefi, SOEL)

7.2 Asia

Ong Kung Wai¹

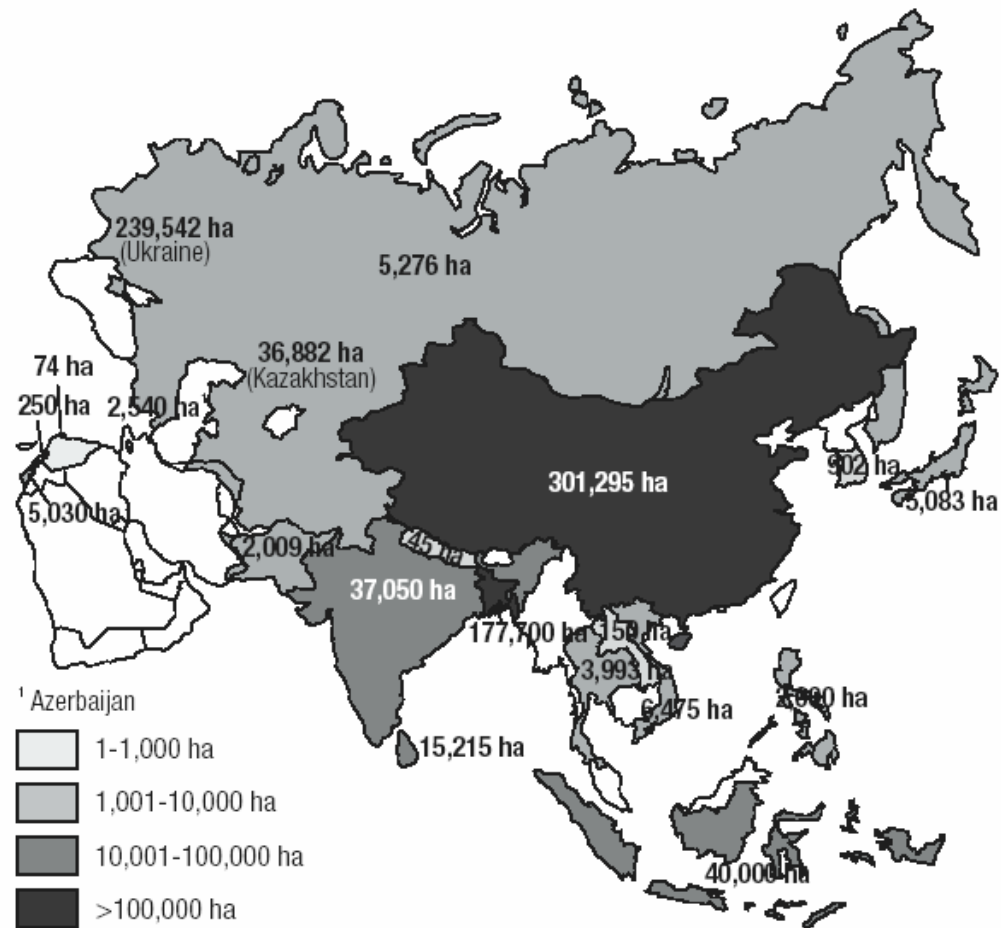


Figure 7: Organic agriculture in Asia

In Asia about 880,000 hectares and more than 61,000 farms are under organic management.

(Source: SOEL-Survey, February 2004; Graph: Minou Yussefi, SOEL)

7.1 Africa

Nicholas Parrott¹ and Fred Kalibwani²

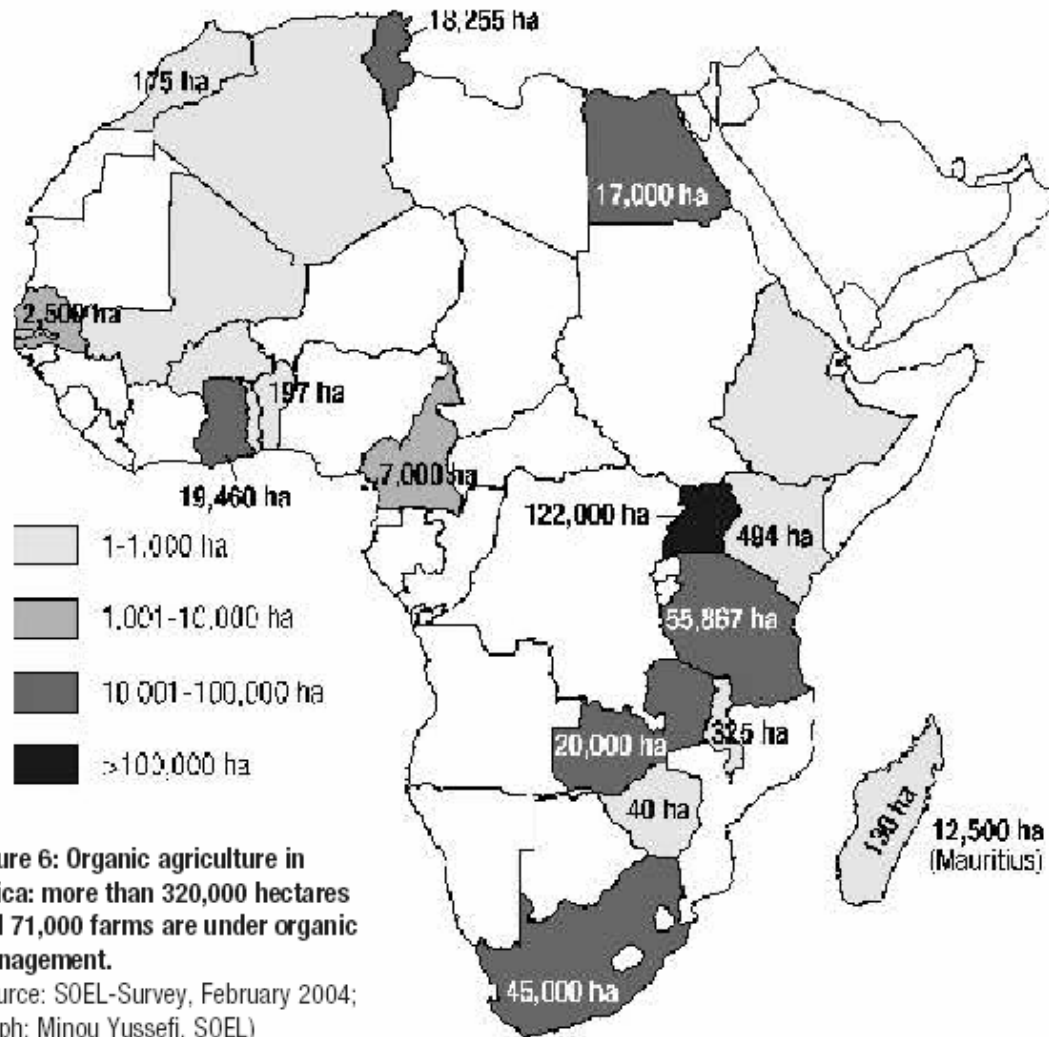


Figure 6: Organic agriculture in Africa: more than 320,000 hectares and 71,000 farms are under organic management.

(Source: SOEL-Survey, February 2004;
Graph: Minou Yussefi, SOEL)

Situation now



- It is still difficult to find precise and up-to-date figures on the state of organic farming in individual countries.
- In order to get a complete picture of the government certified organic farming, a survey among all organic certifiers would need to be under taken.
- Organic agriculture comes as one of the top priorities, specifically with relation to food safety, diversification alternatives in agriculture production, income-generation for small and medium-scale farmers and improves access to markets, mainly through exports.
- Organic Farming project's tasks are to develop and provide services that improve access to information, and to strengthen the capacity to produce, acquire, exchange and utilize information in the AARINENA region.

Organic Farming principal tasks:



1. developing information management and partnership strategies needed for organic production policy formulation and implementation.
2. **promoting contact and exchange of experience: organizing and co-organizing conferences, seminars, workshops and study-visits on the four commodities organic farming priority information themes for the various stakeholders involved in organic farming.**
3. strengthening the networks information and communication capacities through training courses and collaborative arrangements with regional and international organizations.
4. **conducting a survey in the AARINENA countries to collect needed information .**

Desired situation at the end of project:

Organic farming project will be a good opportunity for AARINENA countries to develop new production methods and access new markets .

Networks and its partners will get the support to the dissemination of phytosanitary rules and regulations needed to access the main northern markets.

Setting up local or regional certification programmes, initiating new or supporting existing capacity building programmes .

As well as promoting the exchange of experiences and information between the participated countries.



Project description

Goal: Introduction, intensification and optimization of organic production, environmental protection and the promotion and supporting the access of AARINENA Networks country members organic products to local, regional and international markets.

Purpose:

- **The project has the specific purpose of the increased involvement of AARINENA Countries in promoting Organic Agriculture. Agriculture in many of those countries is characterized by many resource-poor smallholders. The introduction of OA could offer diverse benefits, such as income generation, natural resource conservation, food self-sufficiency and social development.**



Outputs and principal activities to achieve each output

Output 1-Information about the current situation in the concerned countries regarding market and organic production of olives, dates, cotton, medicinal and herbal plants is collected, and analyzed.

Activities:

1.1 -Carrying out the information survey.

1.2-Data Collection and analysis.

1.3-Interpretation of results, conclusions and recommendations.

1.4-Setting –up the current situation in each country / region.

Output 2-Organic Agriculture in selected sub-sectors in the targeted countries is strengthened.

Activities:

2.1-Setting- up new Information Centers (IC) / Focal points Equip with required information and technical literature.

2.2-Collection and analysis of existing information.

2.3-Development of individual work plans for each IC.

2.4-Development of contacts with the local OA movements to promote OA in the region / country.



Output 3- Participation and capacity in the structures and membership of AARINENA networks is improved.

Activities:

3.1- Ensure the active and successful representation of country members in AARINENA structures.

3.1.1- Provide financial support to representatives from member countries for increased participation .

3.1.2- Facilitate capacity building for key persons at the regional level and in AARINENA committees and internal structures.

3.2-Develop and implement an appropriate policy to promote gender balance and regional balance further within AARINENA.

3.2.1- Setting up an internet platform for training on OA.

3.2.2- organize or support targeted trainings for trainers to organize and finance the translations of important OA / FAO documents into major languages.



Output 4- The Potential of Organic Agriculture in regard of Social, Environmental and Economic Benefits is recognized.

Activities:

4.1-Development of a strategy to promote the potential of OA in its full diversity from income generation through biodiversity, food security and rural development.

4.2-Development of relevant position papers for the strategy.

4.3-Establish a participatory review of the “Principles of Organic Agriculture” (POA).

4.3.1- Capacity building to advocate for POA.

4.3.2- Development and implementation of mechanisms to broaden recognition of POA.

4.4-Identification of and linking up with existing “organic” programs and networks.

4.5-Promotion of AARINENA’s mission and position at national and regional levels.

4.6-Collection, documentation and publication of good case studies about OA and food security.



Output 5- Organic marketing is improved at all levels in AARINENA countries (local, regional and export marketing).

Activities:

5.1-Facilitation of the development of local and regional markets.

5.1.1- Development of PGS (Participatory Guarantee Systems).

5.1.2 - Development of ICS (Internal Control Systems) for smallholders and linking up with local marketing

5.1.3- Support to targeted training and set up of PGS (Participatory Guarantee Systems) and local marketing systems.

5.1.4- Promotion of local organic marketing.

5.2- Support to the development of regional/national standards according to the standards of international markets.

5.2.1-Enhancing capacity building of existing certification bodies.

5.2.2- Training of operators in organic as well as EUROPGAP practices; which will be a must for penetrating international markets.



Output 6- Advisory strategy, including consultancies and development agencies, for AARINENA countries with an emerging sub-sector (olive, date palm, and cotton, medicinal and herbal plants) organic products is developed and implemented.

Activities:

6.1-Develop a strategy for advice / governments support, e.g. in regulations, capacity building, extension, etc.

6.2-Develop and produce a comprehensive information package.

6.3-Support governments on request.

6.4-Involve consultancies working with governments to implement the OA /AARINENA advisory strategy, and to actively use OA/AARINENA information package.

6.5-Lobbying of development agencies to implement OA/AARINENA information package in their project / program planning and approach.



Project Justification

Although there is a general growth in organic movement, some countries in the AARINENA region are lagging behind.

Most of AARINENA network members are working on food security issues, sustainable rural development, and poverty alleviation. They are looking for equal participation in the worldwide organic movement, and markets.

Organic Agriculture is often associated with “export agriculture”.

Export markets demand huge quantities of standardized high quality products. Agro-business companies can cope with these requirements but a large number of small-scale farmers in developing countries are left behind by globalization.

For early development of this organic sub- sector the better strategy is to start with the foundations, thus providing the Networks with global platform for the organic agriculture movements.



Innovative nature of the project

The project will build on the following experiences:

The IFOAM Mediterranean Regional Group –

AgroBioMediterraneo: 16 Mediterranean countries are involved in AgriBioMediterraneo.

Training, certification body, technology transfer, and research in the organic products in Egypt.

Integrated Pest Management (IPM) in Jordan.

The organic spirit in Saudi Arabia .

The Emergence of Organic Agriculture in Morocco .

The entire development of the organic agriculture in Croatia has been NGO-driven.

Organic Agriculture in Turkey.



New and innovative approaches which the project will use:

-The scaling and development of domestic organic food markets which is essential for the sustainable growth of organic agriculture and for sustainable rural development in general.

-There is a need for the development of a balance between growth in OA and the demand for organic products. This true knows that not all producers in developing countries can export their organic products to a few markets in the North .

-There are a number of successful cases of local market developments on all continents. Experiences need to be exchanged, compiled and evaluated; effective models and tools drawn up and disseminated in order to develop organic markets in AARINENA country members.



Target beneficiaries:

-Small and medium sized- scale farmers, Processors,
Exporters and Consumers.



Cleaning biodynamic greens



Organic bread sold at street fair

Institutions that might participate and their roles:

In general AARINENA Networks (olive, date palm, Medicinal Herb plants and cotton) member countries: Within each country the following institutions will participate:

Government institutions (GO):

Farmers Organizations (FOs):

Non-Governmental Organizations (NGOs):

Research centers /National Agriculture Research Centers (NARs):



Control of conformity authorizations by organic certifier

Associations and rural communities (CSOs):

Organic Agriculture movements and projects:

Existing certified bodies or organizations (CB):

In particular

Jordan : Project Coordination and acting as Focal Point and Information Center (IC) for the Medicinal Herb plants Network .



United Arab Emirates: Acting as Focal Point and Information Center (IC) for the Date Palm Network .

Egypt : Acting as Focal Point and Information Center (IC) for the olive Network

-The project will be conducted on three phases (I,II, and III).

- Phase I: Data base and information collection, establishing the Information Points, Research and Training.

-Phase II: Training , capacity building and information dissemination, Establishing the Certification body and choosing the projects.

- Phase III: Projects Identification, Project Planning and implementation, communication and exchange of Experiences.



Farm pick-up for Community Supported Agriculture, Canada

Project Team:

- **Mr. Nabeel Abu-Shriha** : Team Leader , Agronomist , AARINENA NGOs Focal point . (Head, Agricultural and Environmental Projects Unit) Amman, Jordan.
- **Dr. Abdelfattah Elzahwey**: Medicinal & Aromatic Department Dokki, Giza-Cairo / EGYPT.
- **Dr. Salah Hegazy Mohamed** : AGROFOOD Co.Cairo /Egypt .
- **Dr. Salam Ayoub**: National Center for Agricultural Research & Technology Transfer (NCARTT) Amman /Jordan.
- **Mr. Tawfiq Sallam Mohamed** : Y-HIGH EXPORT SUPREME COUNCIL SANA'AYEMEN .



Immediate next steps:

Prepare and finalize the concept note: July 8, 2005.

Submission of the Concept Note to GFAR and AARINENA: July 16, 2005.

Exploration and presentation to selected AARINENA committee members.

Proposal writing and document preparation.

Identification of sources of fund and expected donors.

Re-formulation of the draft project to selected donors.

Following acceptance of Concept Note by donors.

Submission of project to donors.

Letter of Agreement (LOA) and official signing of the project with donors.

Executing plans and project implementation.

Donors who might be interested in funding this project:

ALL International donor agencies and bodies: UNDP, World bank, USAID, GEF, GTZ, UNEP, IFAD ...Etc.

Thank You

