

**The Organic and Natural Food Movement in North America, Asia, the Philippines and Community Participation**

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- ▶ The market for organic products continues to grow. In 2010, the global organic market increased to US\$ 59 billion. The sector grew considerably in the US and many European countries. Some 37 million hectares of agriculture area was certified organically.
- ▶ Germany has the second biggest organic market worldwide ( US\$ 7 billion), and has the highest number of members of the International Federation of Organic Agriculture Federation Movements (IFOAM).

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- Spearheading the movement is the International Federation of Organic Agriculture Movements (IFOAM)
- The mission is leading , uniting and assisting the organic movement in its full diversity.
- The goal of IFOAM is the worldwide adaptation of ecologically socially and economically sound systems that are based on the principles of Organic Agriculture.

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- IFOAM's major aims and activities:
- Provide authoritative information about organic agriculture, promote its worldwide application and exchange of knowledge
- Represent the organic movement at international policy making forums
- Make an agreed international guarantee of organic quality a reality.

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- Establish, maintain and regularly revise the international IFOAM Basic Standard as well as the IFOAM Accreditation Criteria for Certifying Programs
- Build a common agenda for all stakeholders in the organic sector.

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- ▶ It has 757 affiliates in 115 countries.
- ▶ About one third of the world's organic agricultural land-12.5 million hectares-is located in emerging markets. Most of this land is in Latin America, with Asia and Africa in second and third place. There are 1.6 million organic producers and 400,000 are in India.

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- ▶ In September 2011, the International Society of Organic Research held their 3<sup>rd</sup> Scientific Conference at the IFOAM Organic World Congress in Korea.
- ▶ Described as a milestone for the development of the organic sector in Korea and other Asian countries, stakeholders including farmers, consultants and researchers were in attendance.

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- ▶ In the US, the organic market grew from US\$ 8.6 billion in 2002 to US\$ 26.7 billion in 2010. Also, in 2010, Africa represents 34 per cent of the organic producers, Asia, 29 percent, Latin America, 17 per cent and one percent in North America.
- The United States is the leading country in terms of organic product sales.

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- The country is considered to be the fastest growing market for organic food with a growth rate of 14 percent yearly.
- In 2009, the US had certified organic farms occupying 1,948,946 hectares equivalent to .60 percent of its total agricultural land.

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- There is now a proliferation of food eco-labels.
- ▶ Organic agriculture is based on the principles of health, ecology, fairness and care.

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- ▶ Interest on organic food has been steadily growing in the US. Food service is a growing outlet for organic food as evidenced by the availability of organic menus/food in schools, cafeterias, restaurants, museums and parks.
- ▶ The implementation of the US national organic standards in October 2002 gave impetus for large companies to enter the organic marketplace.

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- Canada's first distributor of natural and organic products was the SunOpta Distribution Group, which combined several regional distributors in a nation-wide network.
- In 2010, the SunOpta Distribution Group became part of UNFI, North America's leading distributor.
- Canada's organic certified farms measure to 703,678 hectares, 1.04 percent of total agricultural land in 2009.

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- Fueled by consumer interest, large companies have started to introduce organic versions of their established brands. More mainstream
- Consumers are being exposed to organic food through supermarkets, fast food chains and convenience store retailers.
- According to the World of Organic Agriculture, there is a high demand for organic food in both US and Canada but supply is not enough.

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- ▶ Asia which is home to about 60 per cent of the world's population has a small market for organic products. Sales are largely in the affluent countries in the region. The Asian market is valued at US\$ 750 million accounted for mostly in Japan.
- ▶ Growth in demand for organic products is estimated to be the highest at 30 per cent in China.
- ▶ Other Asian countries with large organic markets are South Korea, Taiwan, Singapore and Malaysia.

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- Organic agriculture as a holistic production management system avoids use of synthetic fertilizers, pesticides, and genetically modified organisms, minimizes pollution of air, soil and water and optimizes the health productivity of interdependent communities of plants, animals and people.

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- The term agriculture is used in the widest sense to include crop/livestock systems, organic aquaculture and organic harvesting of non-timber forest products.
- Agriculture products include food, fibers, medicinal and cosmetic raw materials.
- Organic agriculture includes the entire food supply chain, from production and handling, thru quality control and certification to marketing and trade.

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- In the marketplace, the organic claim requires certification and related products are distinguished by an organic label. Organic labels are obtained through third party certification and grower groups
- As earlier stated, the organic community has adopted four overriding principles for organic agriculture.
- Principle of health: should sustain and enhance the health of soil, plant, animal and human as one and indivisible.

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- Principle of ecology: should be based on living ecological systems and cycles, work with them and help sustain them.
- Principle of fairness: should build on relationships that ensure fairness with regard to the common environment and life opportunities.
- Principle of care: organic agriculture should be managed in a precautionary and responsible manner to protect the health and well being of current and future generations and the environment.

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- Agriculture is the main employer in rural areas and wage labor provides an important source of income for the poor. Thus by being labor intensive, organic agriculture creates not only employment but improves returns on labor, involving also fair wages and non-exploitative working conditions.
- Organic agriculture offers a great potential in local sourcing of diversified foods, through low carbon systems and shorter supply chains to the extent possible.

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- Imports are a way of augmenting local supply of organic products in these countries.
- Through an organic food co-op, people involved in organic gardening are able to come together and sell their produce to consumers who are members of the co-op. People who join such a co-op have access to wholesome, healthy organic food products that have grown locally.

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- During the past 20 years, different social actors at various levels worked towards the development of human capabilities and environmental stewardship as their priorities.
- These actors are basically the working rural poor, all linked to the land, and are part of the local community. In various ways, they framed their issues and demands on the concept of sustainable agriculture.

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- In 1990, the Philippine Sustainable Agriculture Coalition (PHILSAC) was founded by 15 NGOs to embark on sustainable agriculture fairs in various parts of the country.
- In 1991, the Philippine Forum was established with the PAKISAMA launching its sustainable projects nationwide.
- In 1993, the Department of Agriculture launched an integrated pest management program for its commitment on Agenda 21.

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- Then there was the Philippine Commission for Sustainable Development that pursued sustainable agricultural programs. The College of Agriculture of the UP Los Banos also reoriented agricultural curriculum towards sustainable agriculture.
- A national organic congress organized by the Organic Industry Technical Working Group held in 2001 that resulted in a sectoral consensus on the plan, the launching of the Organic Certification Center of the Philippines (OCCP) and the holding of the first general assembly.

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- ▶ The Philippine National Standards Specification for Organic Agriculture was prepared by the Organic Certification Center of the Philippines (OCCP) and was adopted by the Department of Agriculture in 2003 through the Bureau of Agriculture and Fisheries Product Standards (BAFPS). The BAFPS Technical Committee on crops and livestock subjected these organic agriculture standards to a series of Technical Reviews and Public Consultations.

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- ▶ These standards for organic agriculture have been prepared for the purpose of providing a uniform approach to the requirements which is the basis of the following conversion of organic agriculture, crop production, livestock, processing, special products, labelling and consumer information.

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- ▶ Organic agriculture standards consist of the following parts which linked to each other:
- ▶ Conversion to organic agriculture
- ▶ Crop production
- ▶ Livestock
- ▶ Processing
- ▶ Special products
- ▶ Labeling and consumer information

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- ▶ Conversion is the determining factor through which an organic agriculture farming system can be certified.
- ▶ The Organic Certification Center of the Philippines (OCCP) is the local organic certification and inspection body. OCCP is composed of 35 individual and group members mostly NGOs.

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**Participatory Certification**

Key players in the country are into participatory guarantee systems adapted to local markets and supply chains. It enables direct participation of producers, consumers and other stakeholders.

This means the choice and definition of the standards, the development and implementation of certification procedures.

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- ▶ In September 2011, a public consultative meeting for the Asian Regional Organic Standards (AROS) was conducted by the Bureau and Fisheries Product Standards. This was in cooperation with the Global Organic Market Access (GOMA). The aim is to promote and foster equivalence and harmonization of organic standards and technical regulations in Asia.
- ▶ AROS may also be adapted to serve as the national standard for the individual countries in the region.

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- To actualize the unified vision of the organic agriculture industry and achieve its objectives, the various key players developed a plan (2007-2010) to address issues.
- The collaboration with government should include:
- Regulations and guidelines
- Certification and accreditation

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- Market promotion and networking
- Information on organic agriculture for producers, handlers and processors
- Research development and extension.
- Civil society engagement in the organic movement is extensive in the country. And there many actors.

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- The Negros Island Sustainable Agriculture and Rural Development (NISARD) has its Negros Island Certification (NICERT) as a response to the growing needs of various organic producers in Negros seeking certification both for local and international organic markets.
- The program aims to emphasize the role of organic agriculture in socio-economic development, ecological sustainability and a strategy for climate adaptation and mitigation.

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- Harbana Farms, owned and managed by Gil Carandang whose passion is to develop the indigenous life of the soil right on their farms. He brings indigenous microorganisms as another tool for sustainable farming.

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- Sibol na Agham at Teknolohiya (SIBAT) advocates groundbreaking technologies using science and technology that promotes community based village level sustainable development.
- It has a people's store that serves as a display center for organic food products, herbs, and handicrafts.

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- PAKISAMA addresses volatile food prices among other concerns. It has established commodity cluster organizing in 11 provinces.
- Food Bowl Market Association is located at Eton Centristhat serves as a market place for fair trade practices to capture bulk buying and promote alternative lifestyle. This is in partnership with the World Agape Foundation.

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- MASIPAG. Magsasaka at Siyentipiko Para sa Pag-Unlad ng Agrikultura is one of the oldest organizations engaged in sustainable development. It is best known for its rice varieties.
- OPTA. Organic Producers Trade Association. Established in 1993 and its members include producers, academics, advocates and consumers. OPTA operates a coop store in Quezon City.

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- ▶ Philippine Rural Reconstruction Movement. Provides a broad based agricultural support.
- ▶ Philippine Development Assistance Programme. Developed a national development program on sustainable growth.
- ▶ Regional Organic Agriculture Development. A network of NGOs, farmers organizations, consumer groups and local government units supported by Xavier University.

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- ▶ While the conventional food industry still dwarfs the organic sector with \$ 550 billion in yearly sales, it is only growing at 2 to 3 per cent annually while the organic industry has enjoyed several years of 17 to 20 percent growth rate.
- ▶ In the Philippines, the annual growth rate of the organics is approximately 10 to 20 per cent, most of which is related to herbal and food supplement products. Organic products may carry an average of 20 to 30 per cent price premium over conventional products.

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- ▶ The Philippine exports include muscovado sugar, dessicated coconut, fresh Cavendish bananas, banaba leaves, banana chips, virgin coconut oil, mango products, coffee, herbal tea and supplements.
- ▶ The domestic organic food market is estimated to be around US\$ 30 million. Exports to the US were worth US\$ 18 million in 2004.

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Healthy soils equals healthy food equals healthy people!

THANK YOU.