

Marketing certified organic wild crops

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Agro Eco – Louis Bolk Institute
Research & advice

LBI-Agro Eco

- ✓ LBI = research in sustainable agriculture since 30 years
- ✓ Agro Eco = consultancy in sustainable agriculture since 23 years
- ✓ Merge in 2008
- ✓ Track record in 60 countries
- ✓ 100 specialists
- ✓ Soil, breeding, biodiversity, chain development, marketing
- ✓ Specialisation on organic production & fair trade

Keep in mind the background

Organic agriculture embraces the concept of naturalness, which includes:

- a. non-chemical approach
- b. agro-ecological approach
- c. integrity of life approach

How to start?

Do you already have a (western) business partner/buyer?

Make a business plan (together with an expert)

(Which) certification needed for market?

Financial help needed in the beginning?

Business plan

production, certification, marketing

Make a plan for conversion to certified organic

ecological aspects

internal control system (for certification)

marketing

economy

Markets

Food: juices, concentrates, jams, nuts, dried fruits, licorice, mushrooms, etc.

Herbs, herbal teas

Cosmetics, wellness (essential oils)

botanical (flower bulbs)

Pharmaceutical (medicinal plants)

Market situation

Actual situation unclear

Some markets still growing (pharma,
wellness)

Food markets lower prices, under pressure

Some figures

- ✓ Production on 33 million hectares
- ✓ Market 35 billion euro/ 45 billion USD
- ✓ Annual growth > 10 %
- ✓ Main markets: EU, USA, Japan

Consumers Buy Organic Because...

- ✓ Health concerns
- ✓ Environmental awareness
- ✓ Concern over food production practices
(GMOs/Mad Cow/Hormones/Pesticides)
- ✓ Improved accessibility/quality/variety
- ✓ Animal welfare

Market conditions

The market = industries,
Not final consumer product export!

Industry wants:

Reliable partners
Transparency, traceability
Long term commitment
Reasonable prices

examples

Wild walnuts:	Kyrgyzstan
Wild apples:	Kazakhstan (concentrate)
Licorice :	Iran
Soft fruits:	Bosnia, Poland, Bulgaria
Kitchen herbs:	Turkey.
Herbs for tea:	Bulgaria
Essential oils:	Portugal, Bulgaria, Italy
Medical plants:	Central Europe, USA
Flower bulbs:	Turkey, Iran
Honey:	Brazil, Africa

Co-financing

50 –75 % co-financing sometimes from:
European programs (Europaid,)
Other governmental programs (GTZ, EVD,..)
Donor organizations, funds

For

Investments
Technical assistance
Project management
Fairs (Biofach,



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Thank you!