



I am



Marian Blom

Project leader

- Organic regulation
- Research coordination
- Plant production

Work in organic since 2002

MSc Organic Agriculture at WUR 2006



Basic data

The organic sector in NL (2014)

Farming

More than 1,600 organic farms
3.0 % of agricultural land is
farmed organically
+/-60,000 hectares

Processing & Trade

Almost 2,000 companies
Strong position on international market
Est. 1 billion €/year export

Consumption

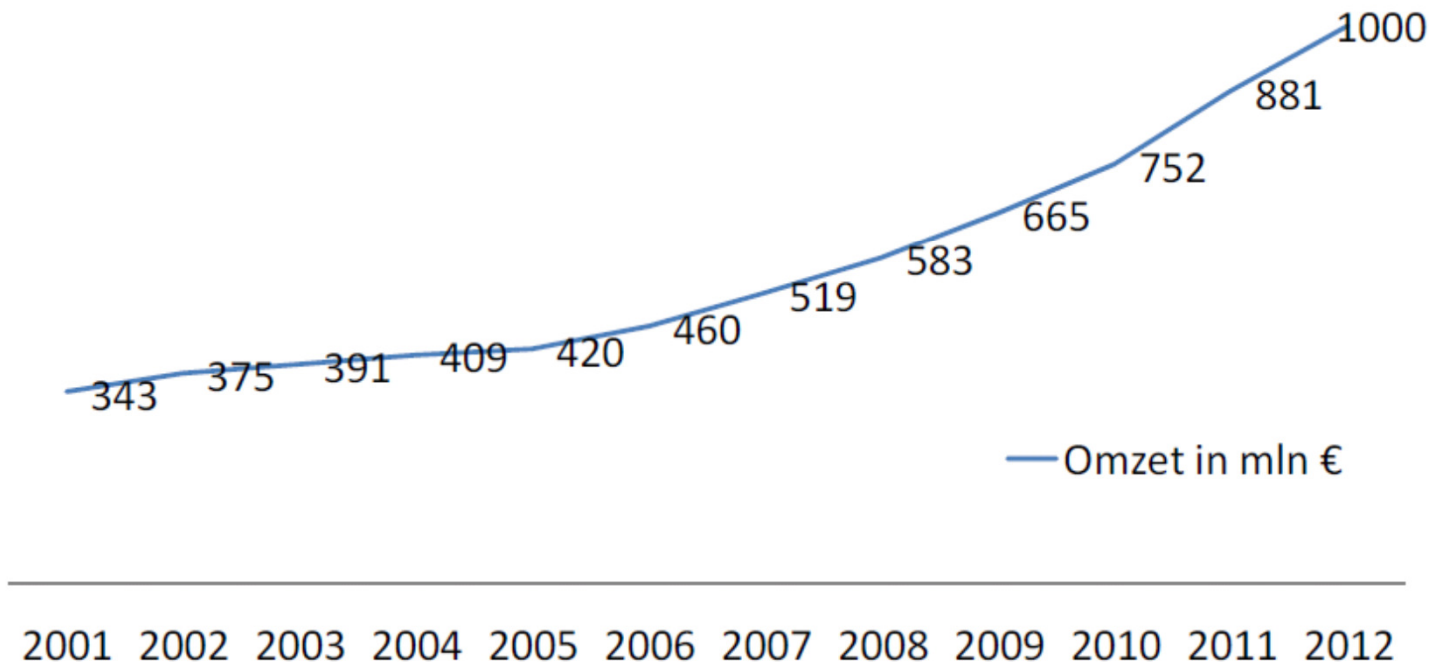
+/- 1 billion €/year
2,5 % of total Dutch consumption

Large division between product
groups:

Potatoes, vegetables, fruit: 3,9%
(2013)
Eggs: more than 12 %
Butter& cheese 1,4 %



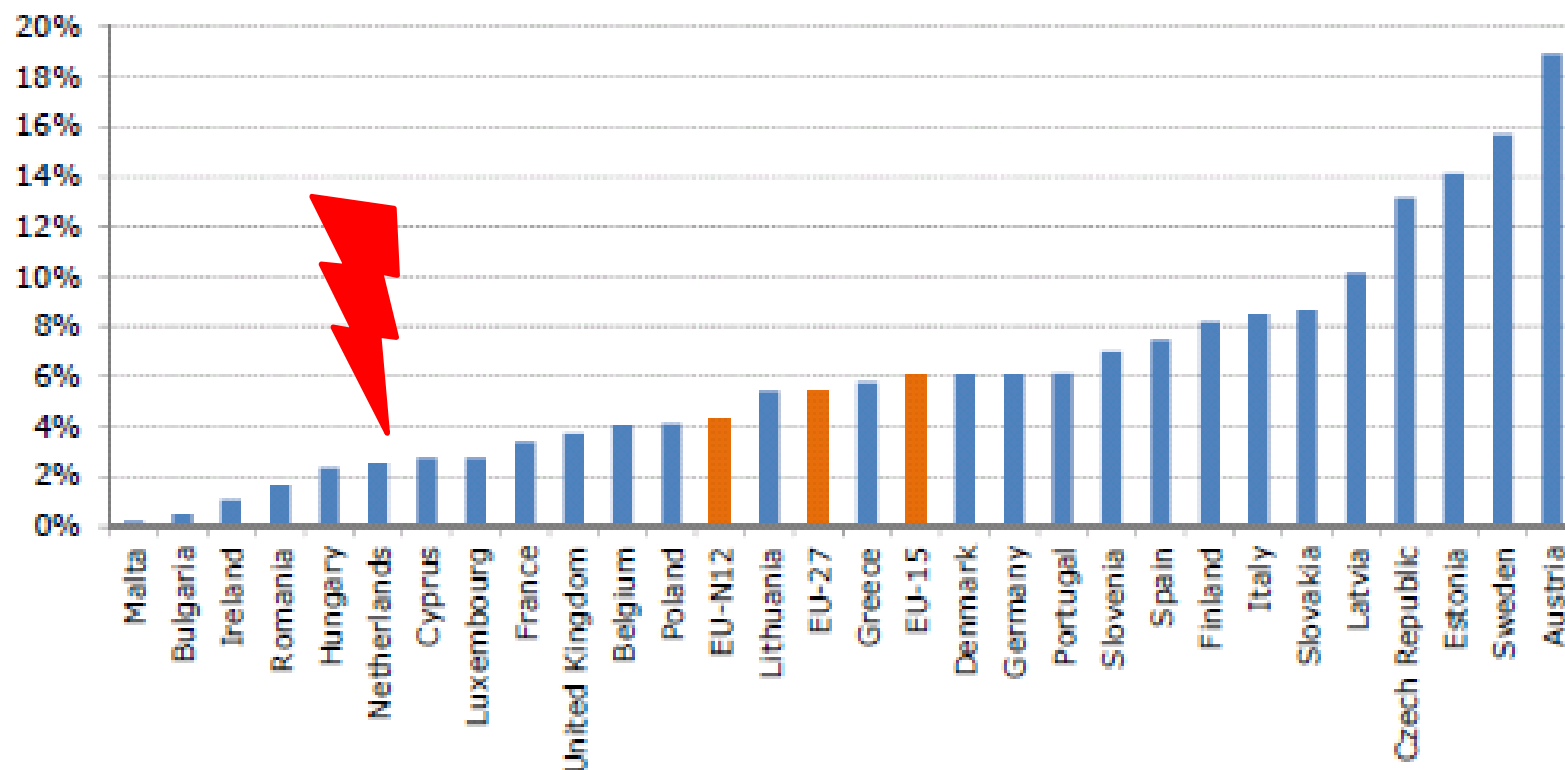
Organic turnover development NL 2001 - 2012



Basiert auf Bio- und Nachhaltigkeitsmonitore 2001-2012



Graph 4. Share of the organic area in the UAA in the EU Member States, 2011



Bron: Facts and figures on organic agriculture in the European Union, DG Agriculture and Rural Development



Bionext – umbrella organization for the
organic sector NL

Situated in Zeist, next to Utrecht



- * Foundation (not for profit)
- * Advocacy, communication, coordination, PR, lobby, education, services
- * Focus: working on EU level but always for Dutch organic sector



Bionext

Works for the organised organic production chain



Biohuis = 1.000 organic farmers

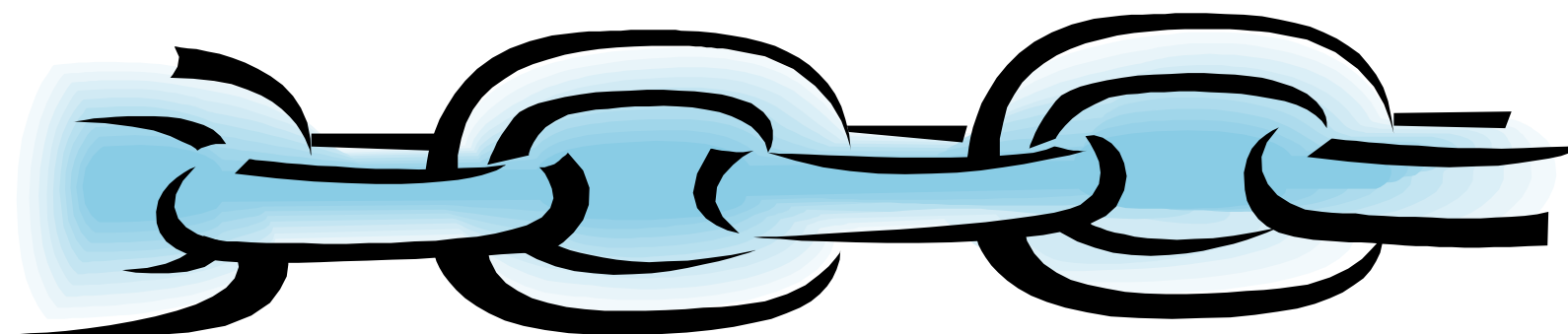


VBP = 100 organic processing and trade companies , representing 70% of turnover in organic



Biowinkelvereniging = 100 organic shops

+ 20.000 consumers (through consumer campaigns)



biohuis



bio winkel
vereniging.nl



Bionext organization

- Exists since 2011 out of a merger of 4 organisations and projects.
- 15 people, 9 fte + freelancers
- Turnover +/- 1,2 million €/year
- Contributions from founding organizations + project income.



Ambitions:

What do we want to achieve?

- 10% growth of organic per year, in area and turnover.
- Improve the quality of the organic products that are sold
- Improve cooperation between organic and conventional sector.





Ambitious



Verification + Impact:
EKO license & EKO label

Sustainability Standard

**Technical
Commission**

Certification + Output:
EU organic logo

EU regulation

Skal

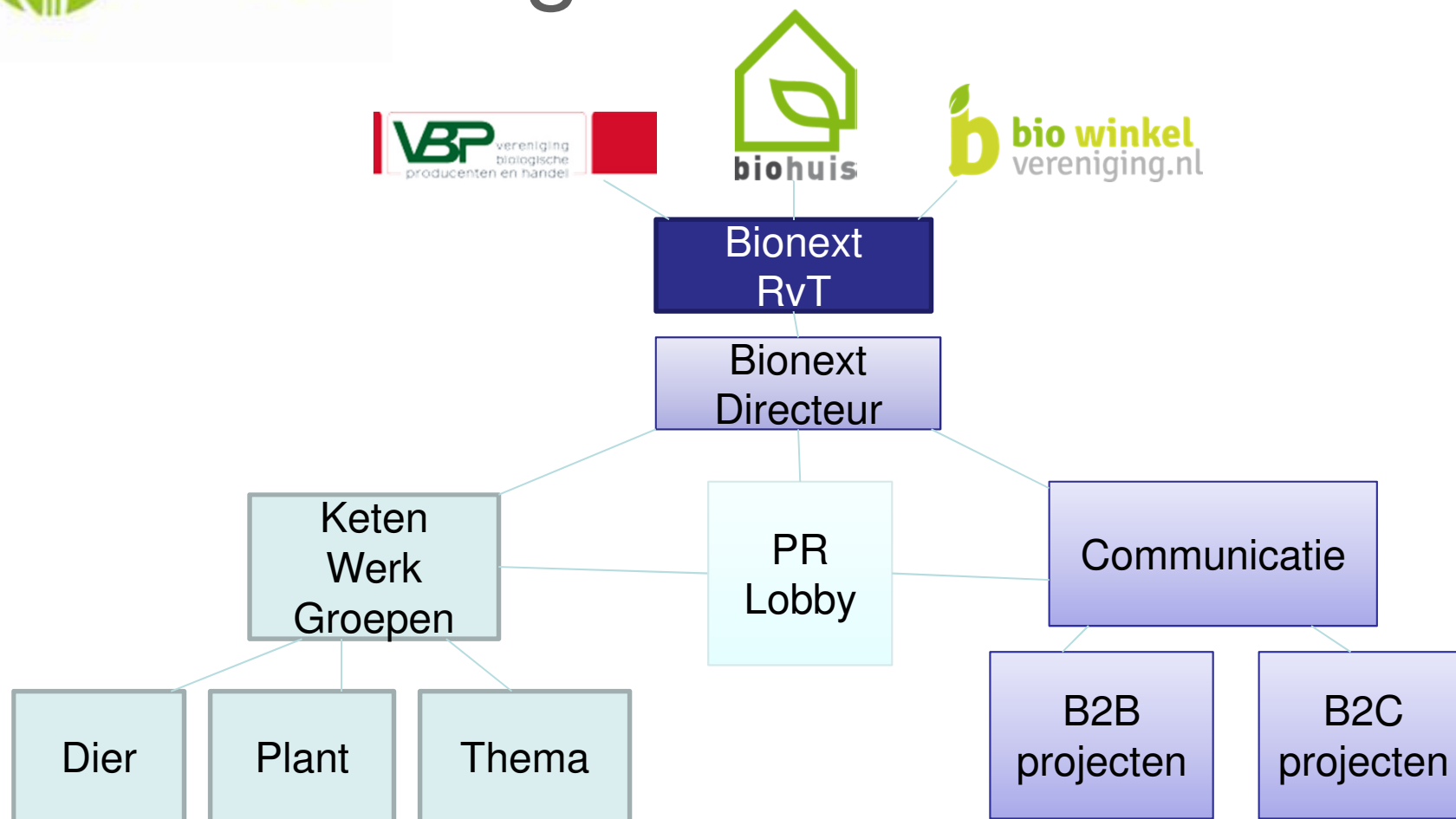
Institutional





Bionext

Organisatie Bionext





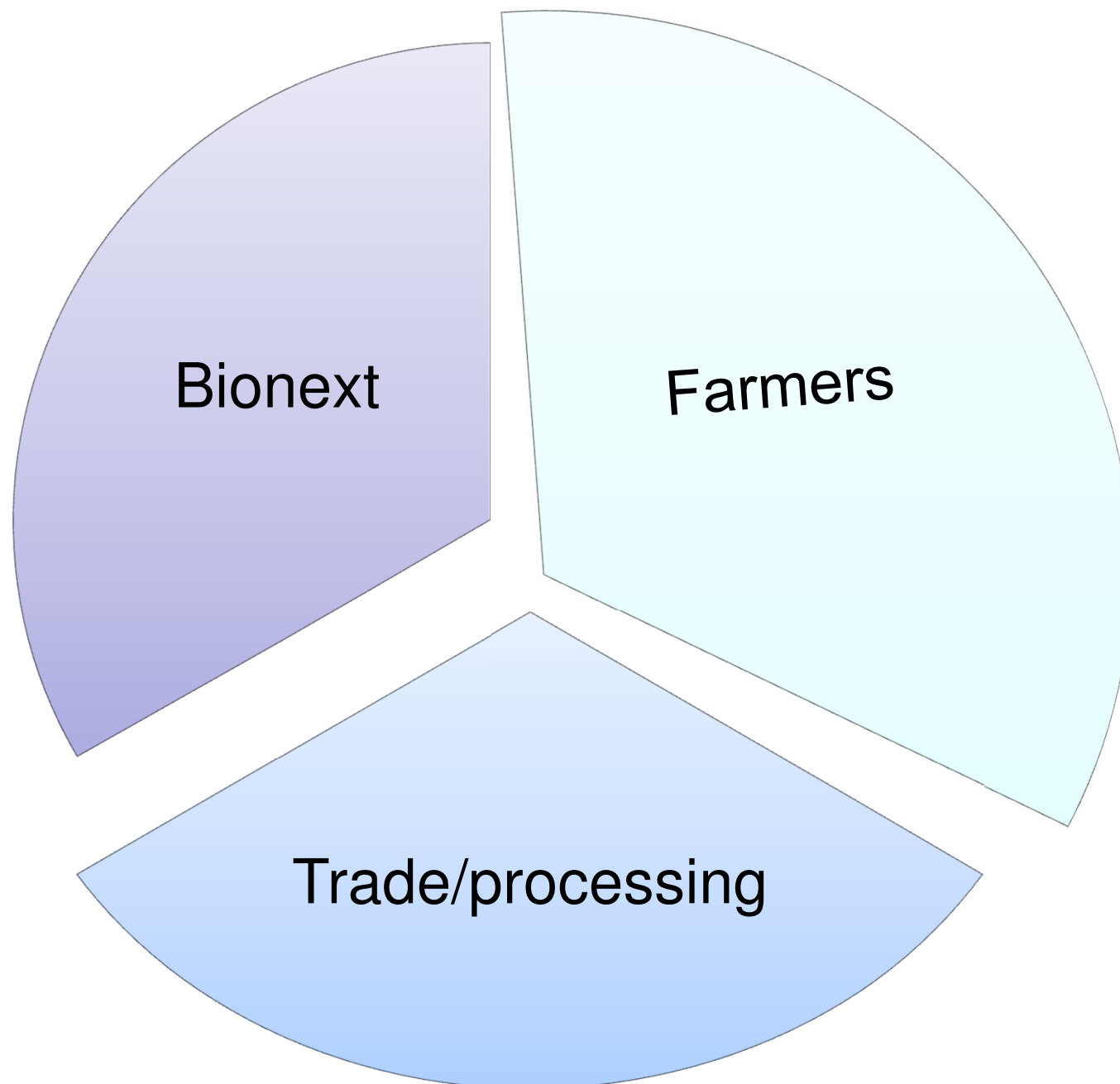
Production chain groups

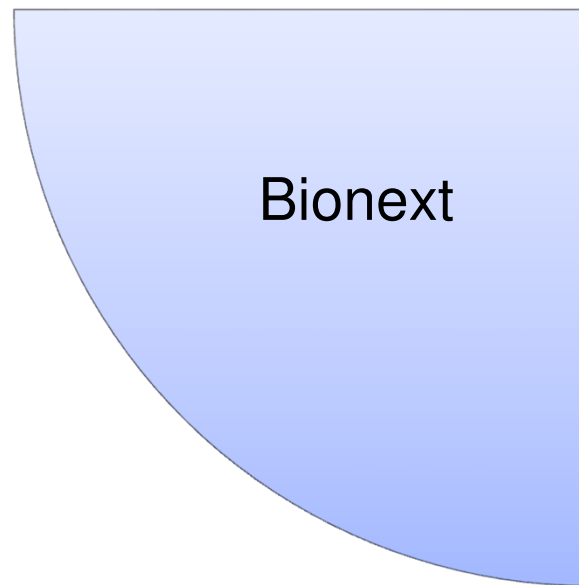
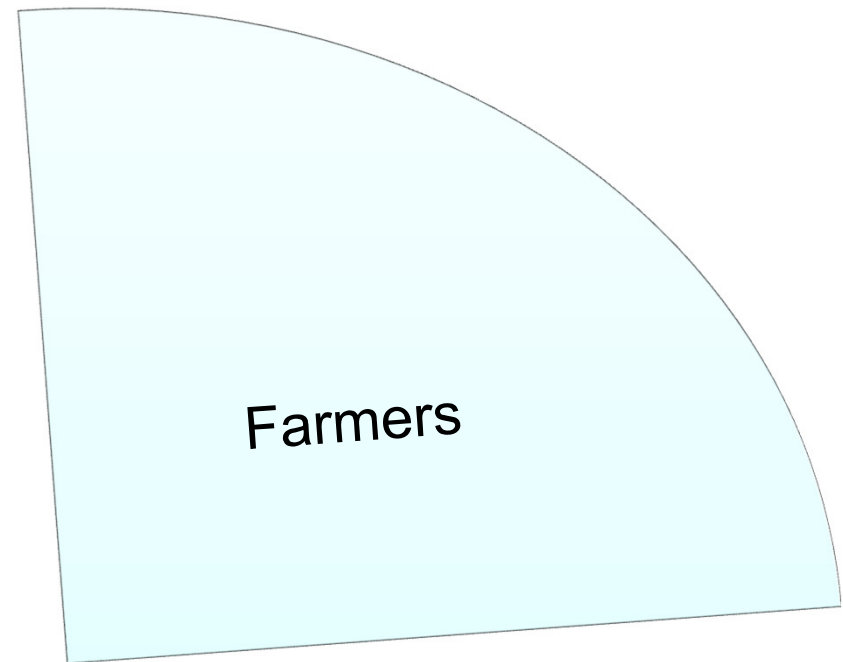
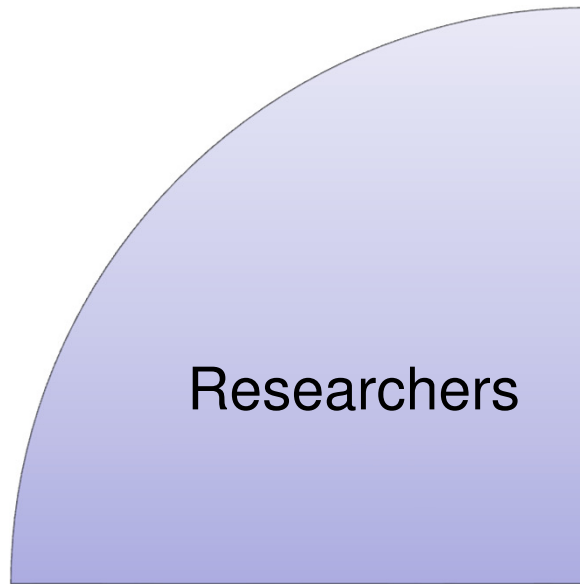
➤ General work

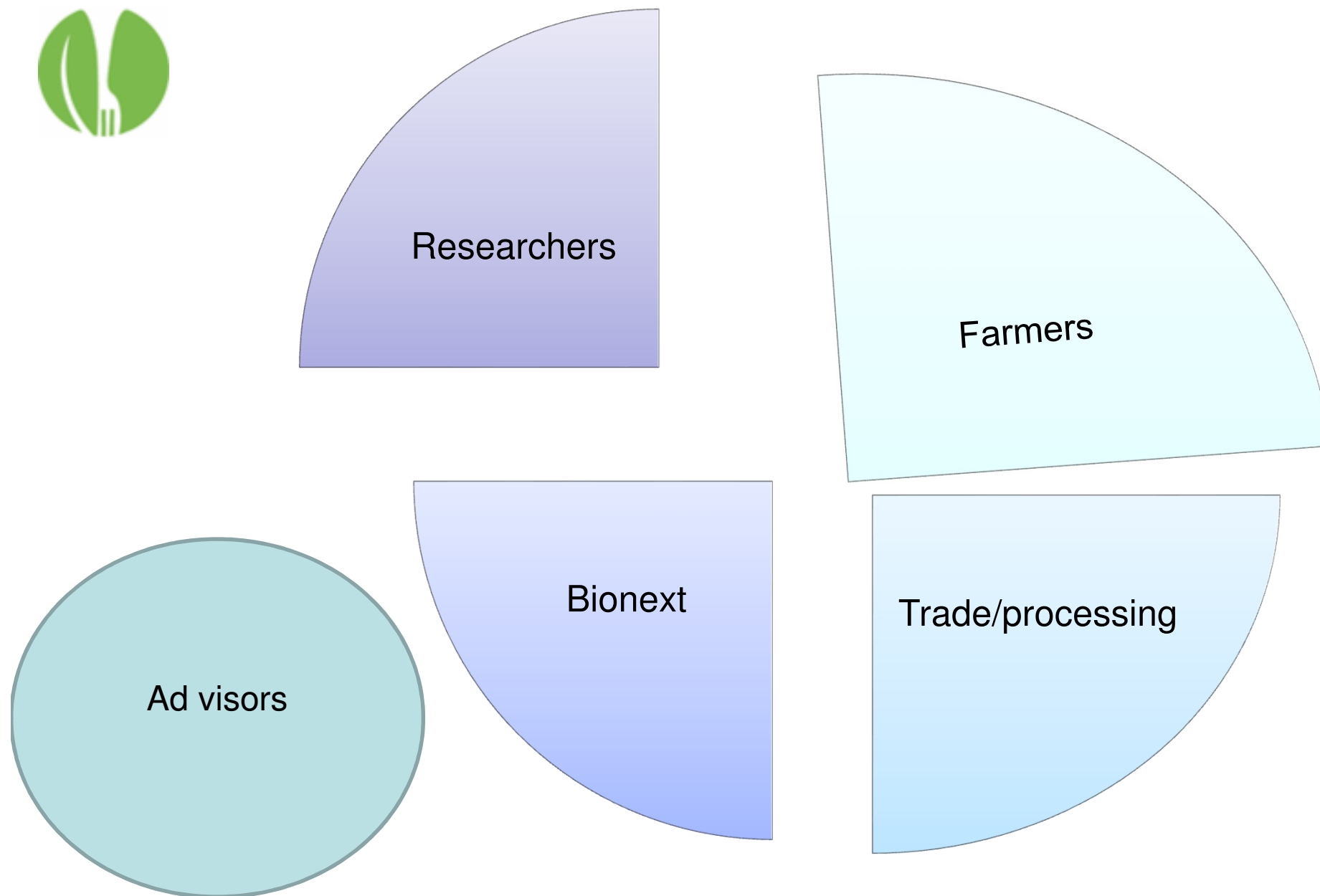
- **Regulatory issues** position making
- **Knowledge development** in organic/ priorities
- **Communication** coordination in case of **crises**

➤ Sector specific activities

- F.e. production chain projects on **sustainable soy chain**, marketing biodiversity

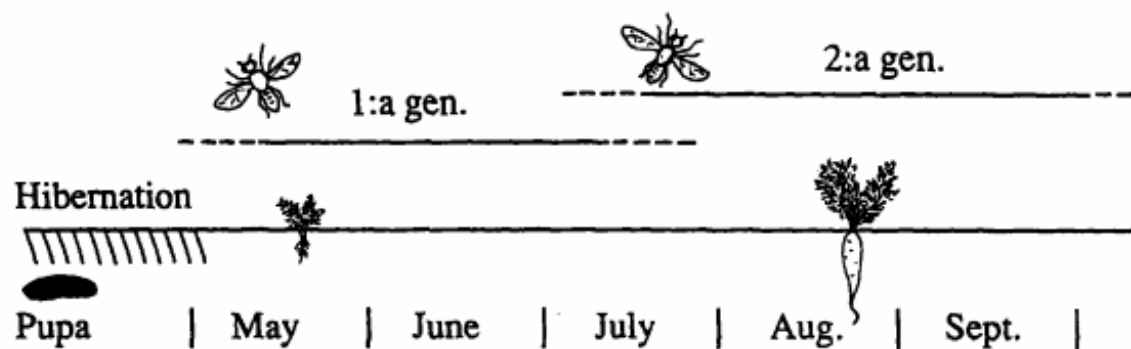








Farm networks with researchers: onion oil against *psila rosae*





Exchange of information

- Biokennis: www.biokennis.org
- Joint projects
- Bio-beurs and Biovelddag
- Bio-Academy



Issues

- Include newcomers
- Information flow
- Private financing
- Cooperation within the production chain



Improvement

- Increase moments for exchanges
- Funding based on participation of both researchers and advisory services