

Organic Farming Action Plan 2008-2012

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National Organic Food Conference

W.I.T. 4th September 2008



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Background

- Programme for Government Commitment
 - 5% of land area under organic production by 2012
 - 44,600 hectares at present
 - 215,000 hectares required
 - Growth must be market driven
 - Impediments



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Organic Sector in Ireland

- 44,600 hectares of land (1%) Av Farm size 36ha
- Total 1,445 licences, including 1,230 producers
- Mainly livestock production
- Retail Market estimated at €104M (Bord Bia)
- DAFF is Competent Authority
- 2 Organic Certification Bodies
- DAFF Personnel checking compliance at retail

Initiatives to Date

- Organic Development Committee 2000
- Report Published April 2002
- Main Recommendations Implemented
- Additional Structures
 - National Steering Group
 - Organic Market Development Group
 - Partnership Expert Working Group

Initiatives to Date

- Enhanced Demonstration Farm Programme
- Additional Teagasc Organic Specialists
- External Agronomist expertise
- New Organic Farming Scheme
- Capital Grant Aid Schemes



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Initiatives to Date

- Organic Marketing Plan 2006-2009
 - National Organic Conference
 - National Organic Week 15-21 Sept
 - Organic Awards
 - New Organic Guide & Website
 - UK Consumer & Market Research
- EU Promotion Campaign



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Overview of the Action Plan

- 4 main objectives
- 64 actions
- Lead & support roles defined
- Timeframe for actions
 - Short Term – up to 1 year
 - Medium Term = between 1 & 3 years
- Ongoing Monitoring & Annual Review



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Objectives

- Increase Production in line with market requirements
- Increase the knowledge base in organic food and farming
- Develop the market for organic produce in Ireland and abroad
- Encourage the development of Public



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Procurement Opportunities

Objective 1 – Increase Production

- Actions include
 - Ministerial engagement
 - Allocation of Additional Milk Quota
 - Annual technical conference
 - Regular articles in National Media
 - Targeted meetings with conventional cereal & field-scale horticulture producers



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Objective 2 – Increase Knowledge Base

- Education/Training
 - Extension of Distance Learning Initiative
 - More FETAC accredited courses
 - Third Level Courses
 - Educational/Training DVD
- Research & Development
 - Dedicated Teagasc web page for published scientific research
 - Extension of the grazing system
 - Re-activation of organic cereal variety testing



Objective 2 – Increase Knowledge Base

- Advice
 - Update technical documentation
 - Build on contacts with Ag Consultants
 - Expansion of Discussion Groups
 - Specialised horticultural advice



Objective 3 – Develop the Market

- Consumer awareness
- Supply chain development
- Market intelligence
- Disseminate market information
- Further research of potential export markets
- Revised Marketing Plan



Objective 4 – Public Procurement

- Pilot Project
- Department Head Office
- Requires buy-in from catering staff
- Other Departments/Agencies should be encouraged to follow suit



Summary

- Programme for Government Commitment
- Ambitious Target
- Action Plan builds on existing initiatives
- Needs buy-in & commitment from all stakeholders



Organic Farming Action Plan 2008-2012

Thank You

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