

Demand of the World Market in Organic Products

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Small scale family farms

are the core of organic farming infrastructure worldwide as well as the support of biodiversity, yet without support they are fragile against competition





Biodiversity and local economy is essential for the future



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Biodiversity and local economy is essential for the future domestic market




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Domestic market creation the key to sustainably support local agricultural production





**What you can
say when selling
organic food**



Labels: Free from..., Non-GMO, Vegan, Fair-trade, Raw, ethical.....



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Conventional food is considerably more expensive than organic food

It can represent around 200,000,000,000,000.- TBH Two hundred thousand billions!!!

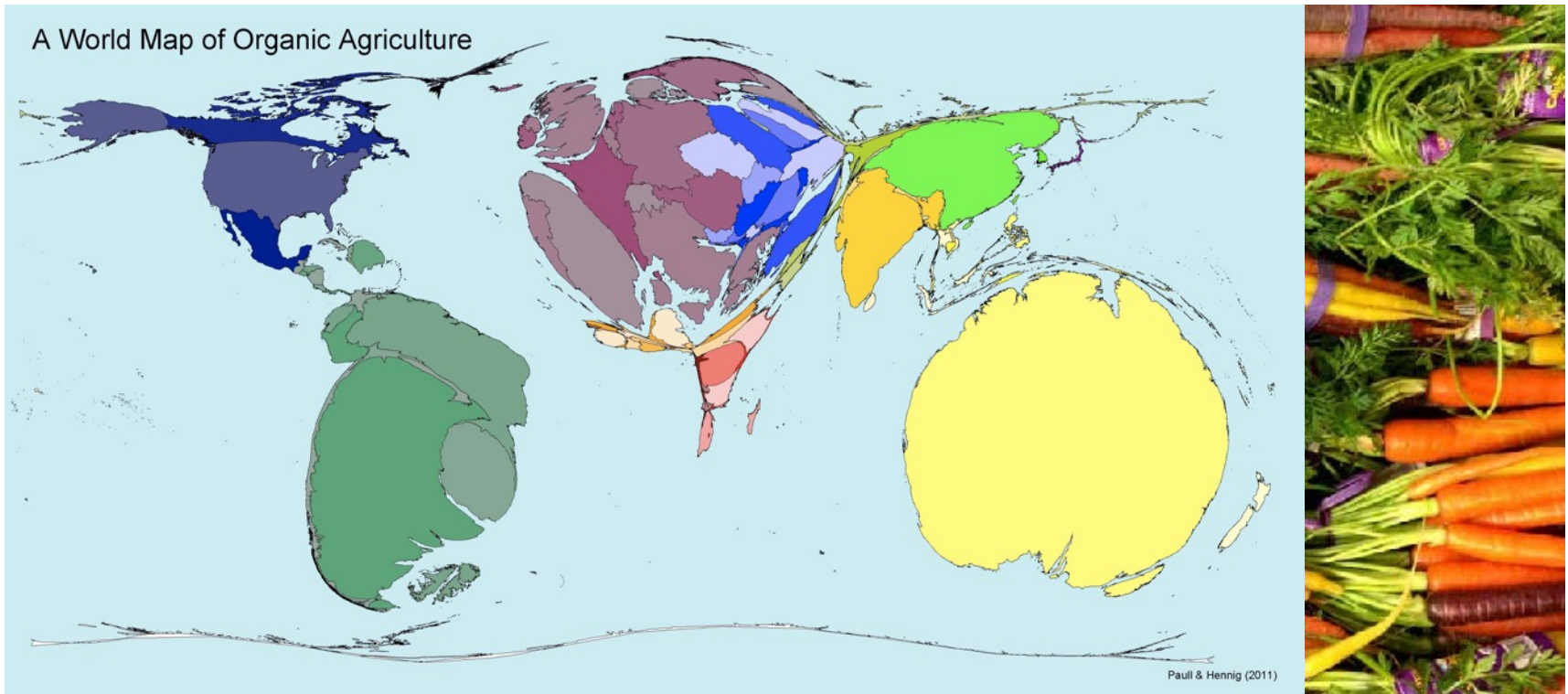
For a long time the organic industry has been having a discussion about so-called externalized costs. But far from all consumers are aware of the fact that the low price of food is achieved at a cost because of the chemicals used in agriculture, factory farming and the severe consequences for the environment. Or they put it to the back of their minds. It's high time to tell people the truth. This is the reason why Volkert Engelsman, head of the Dutch organic company Eosta, has launched the information campaign "The True Cost of Food". Organic supermarkets have started to promote the campaign.

More nutritional differences between organic and non-organic food

Organic food is nutritionally different. In 2014, scientific research found significant nutritional differences in organic fruit and veg compared to non-organic; now this has extended to meat and dairy products as well. "This research confirms that what you feed farm animals and how you

The World Map of Organic Agriculture

illustrates the great unevenness of the global uptake of organic agriculture

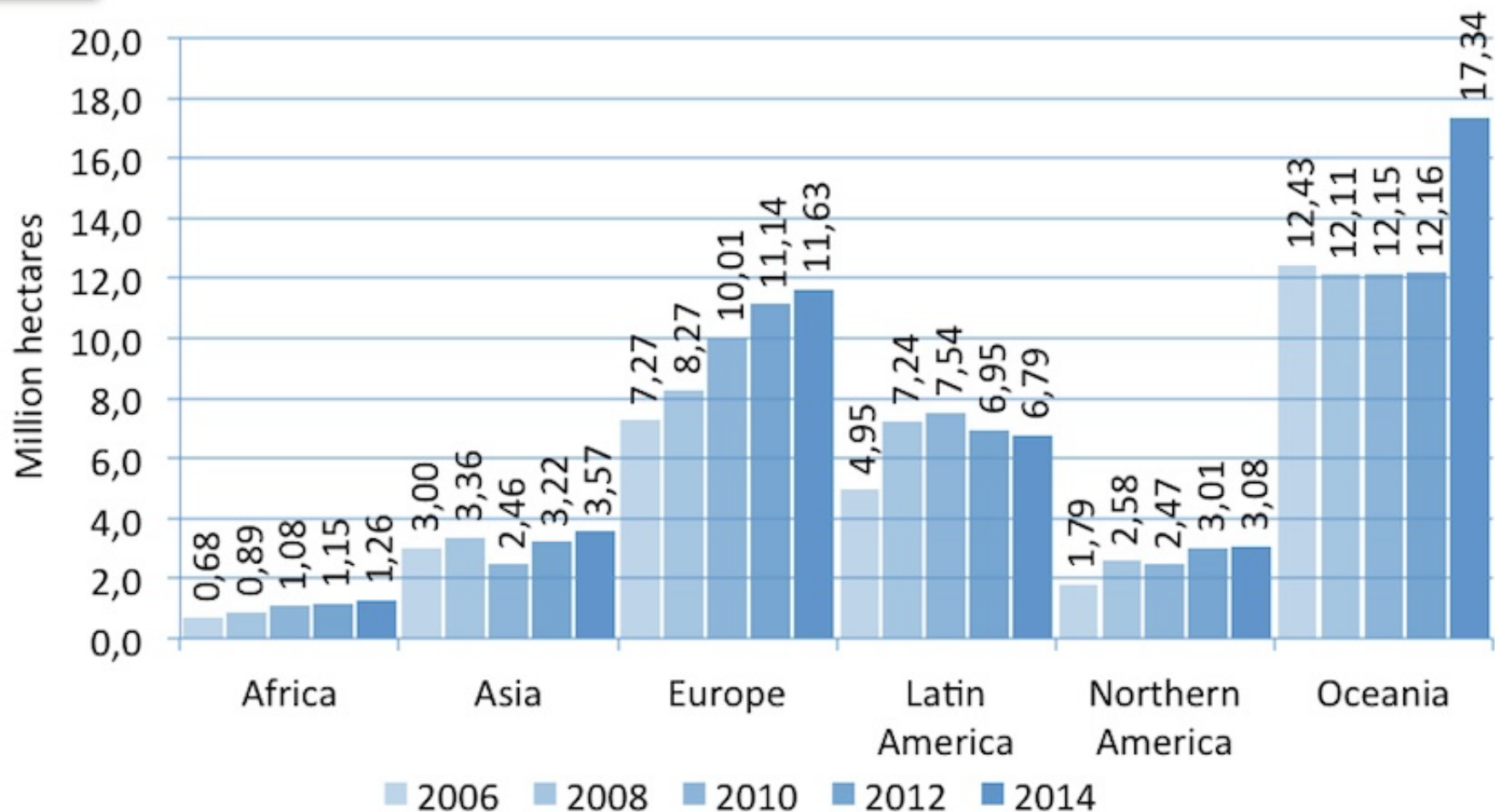


Growth of the organic agricultural land by continent 2006-2014

Source: FiBL-IFOAM survey 2008-2016



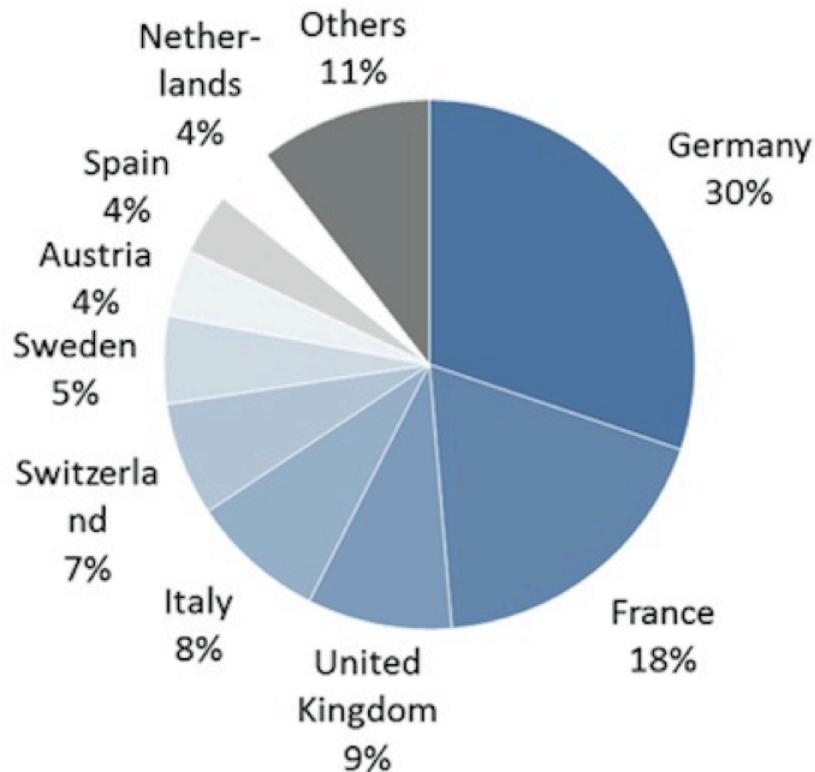
Diagrammbereich



European organic market grew to more than 28 billion US\$ in 2014

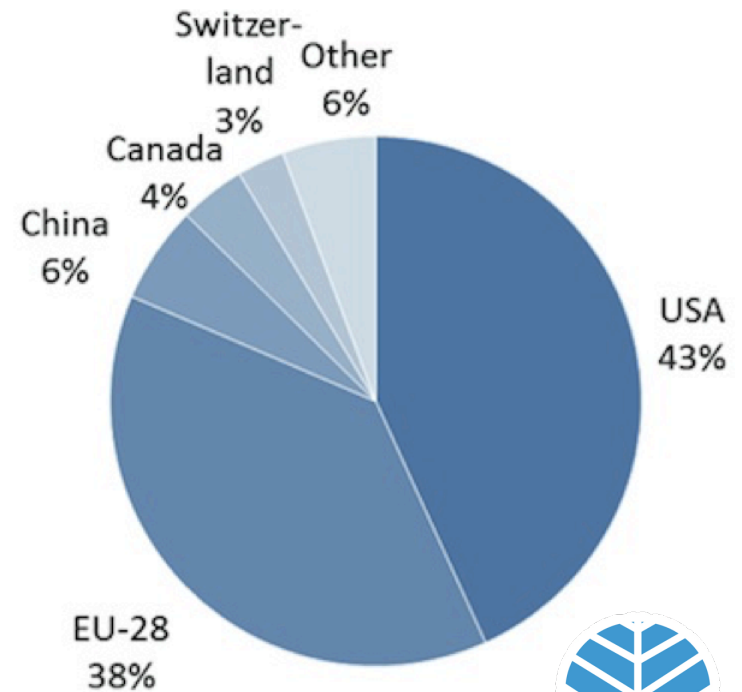
Europe: Distribution of retail sales 2014

Source: FiBL-AMI survey 2016



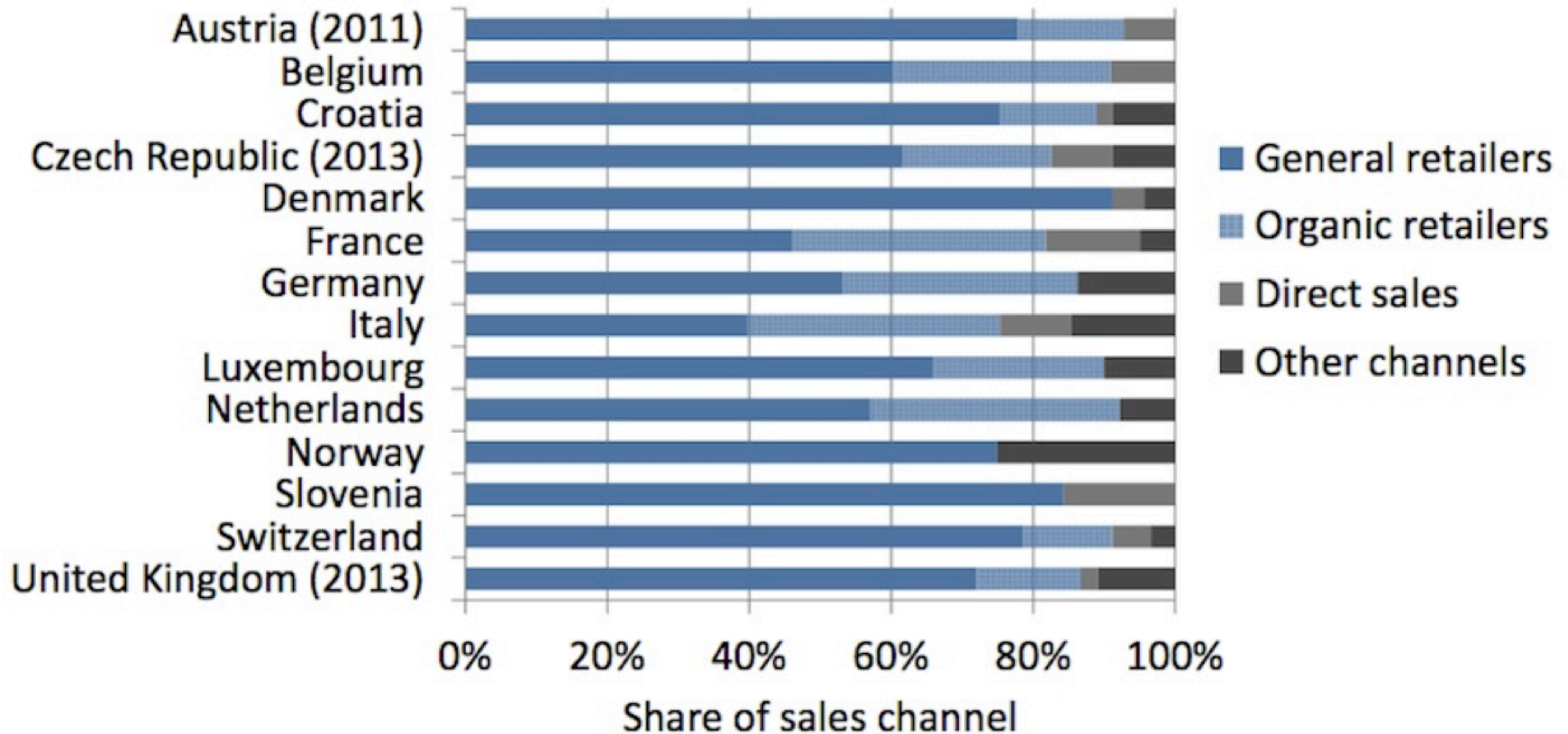
World: distribution of retail sales by single market 2014

Source: FiBL-AMI survey 2016



Retail sales by channel in selected European countries 2014, based on retail sales value (million euros)

Source: FiBL-AMI survey 2016



US organic market achieves new record high

In 2015, the market for organic products in the United States reached a new peak of **US\$ 43.3bn**



Despite record growth, there's still too little organic food in USA



According to new data released by the Department of Agriculture, the number of certified organic farms and operations in the United States surged by almost 12 percent from 2014 to 2015, according to the Environmental Working Group. There are now 21,781 certified organic operations in the country – an increase of nearly 300 percent since USDA began tallying them in 2002. The total U.S. retail market for organic products is valued at **\$39 billion**, and according to the Organic Trade Association, sales of organic food account for nearly **5 percent of total food sales nationwide**.

Recognizing the need to bolster one of the fastest growing segments of American agriculture, Congress expanded support for many valuable organic programs in the 2014 farm bill.



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European organic market should generate US\$ 39 billion by 2020

The report categorizes the organic food and beverages market in Europe into four major distribution channel segments. They are: Supermarkets and hypermarkets, Grocery stores, Online retailing and Others. The top vendors in the organic food and beverage market in Europe listed are: Tesco, Metro, Carrefour, Ahold and Rewe Group. **Leading supermarket chains have launched their own private-label organic products.**



German organic market grows to US\$ 9.3 billion

Total turnover of organic food and beverages grew in 2015 by 11.1% The number of organic farms and the area of organically managed land also grew. “Once again in 2015 demand grew more strongly than in previous years. More and more people are opting for organic food and are supporting the conversion of agriculture,”.



France: significant organic growth across the board in 2015 the retail is focusing on organic

The organic market in France has been growing steadily for years. Turnover in the whole organic sector has now reached **US\$ 6 bn**, which equates to growth of 10% compared with 2014. The number of companies in the organic industry, from organic farmers, processors and wholesalers to retailers, has risen to 42,216, a pleasing expansion of **7.2%**.



UK: Organic market grows to US\$ 2.7 billions

Organic Market Report launched on 23 February 2016, reveals the organic market continued to experience steady **growth of 4.9% in 2015**. This is the **third year of consecutive growth** for the UK organic sector, now worth £1.95 billion



China is one of the top 4 organic markets worldwide

According to the statistics turnover of organics in China in 2014 was in fourth place behind the USA, Germany and France and contributed **6 % to retail sales of organics worldwide.**



For years there were no official figures available for the organic market in the People's Republic of China, even though this huge country has for a long time been supplying a lot of organic products. Organically managed land, the volume of production and organic consumption have grown strongly in recent years and have, according to the data we now have access to, catapulted China into fourth place in the worldwide ranking of organic markets. China should not be underestimated as a producer of organic raw materials

China's organic market is growing dynamically. “Don't forget China on the organic map,” You realize he's fully justified in saying that when you look at the figures and see just how quickly the market is developing: according to the market report “Organic Industry Development Report of China” in 2013, almost 10 million tonnes of organic goods were produced in China, approximately 7 million for the domestic market and the rest for export (around 600,000 tonnes from wild collection). This volume was produced on a good 3.5 million hectares – nearly one percent of the total agricultural land in China. Most organic production is concentrated in the north-eastern provinces and on the coast. In recent years, organic production in the north-western provinces like Sichuan, Guizhou and Inner Mongolia has been growing apace.

USA and Germany are among the major buying countries

Denmark, the world's first 100% organic country?



Danish consumers are the most pro-organic consumers in the world, according to Organic Denmark, an association of companies, organic farmers and consumers. **Nearly 8 % of all food sold in Denmark is organic**, the highest percentage in Europe. And Danish organic export has risen by more than 200 percent since 2007.

The Danish government is working on drastically increasing the nation's supply of organic food. Last year, The Ministry of Food, Agriculture and Fisheries released an ambitious plan to double the area under organic cultivation by 2020 from 2007 levels. **The country aims to achieve a 60 percent goal for organic food served in public institutions**—schools, day care centers, hospitals, etc.—which serve some 800,000 meals per day. To achieve its goals, the Ministry of Food, Agriculture and Fisheries is: Allocating more than 3.3 million Euros for sales promotion on the domestic market over the next few years; **Simplifying the country's organic regulations and subsidizing farmers transitioning to organic;** **Denmark wants to go completely organic “as soon as possible”**. But at least one country has an even more ambitious plan than Denmark. Five years ago, **Bhutan pledged to go 100 percent organic by 2020**.

Other markets having to adjust to Europe's very strict food safety legislation

In recent years, the food sector has been regularly hit by crises,

Increased awareness - consumers look for certification symbols

Currently, 43% of consumers look for a certification symbol when they buy a natural or organic personal care product and people are more interested in making sure the products they put on their skin and bodies are truly organic. This increase in awareness is partly thanks to marketing campaigns such as Organic Beauty Week,

Cuba a potential exporter for organic food to the USA



Since the trade embargo against Cuba was placed in 1960, Cuba has dramatically suffered from the loss of its largest trading partner—us. But, because of the embargo, they also have a very pristine landscape, thanks to lack of pesticide inputs. [Cuba has] an incredible opportunity in the future to be a major supplier of value-added organic products, simply because they have not utilized modern agricultural processes, have not used chemicals and pesticides and so forth that have been used in other parts of the world, including the US.”

Organic cosmetics to grow globally Certified organic health and beauty sales up 21%

The global organic cosmetics market is projected to grow, and is expected to grow to reach around US\$16 billion by 2021. The growing need for chemical-free products in the market comes with the changing lifestyle of consumers, with increased disposable income and rising awareness. Particularly, the organic skin care market is anticipated to be a major contributor to the organic growth, with hair care following in second due to rising hair concerns like dandruff and hair loss.



Opportunities for the domestic and global markets

I see the largest opportunities in rice, palm sugar, palm and coconut oil, coconut water, coffee and spices. Still organic is not special insofar as the consumer basically looks for what he needs in a conventional lifestyle also, so all products Thailand is strong in, have also a potential for organic. Thai cuisine becomes more popular internationally. A special opportunity is on organic shrimps, the market demand is larger than availability. **You are developing more and more finished products with a nice design which is very important for your success on the global market.**

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Global industry analysis on organic coconut water market

Organic coconut water market is expanding at a rapid speed and is replacing many sports drink, explained Digital Journal. It has been noticed that organic coconut water is occupying shelves of many supermarkets and convenience stores, but also online. Consumers nowadays prefer organic beverages over other drinks, which increases the demand for organic beverages. Organic coconut water has become a new and rising trend among the health drinks.



Participation at international trade shows

Essential for an international visibility, should be supported by the state, it is an important source of inspiration, experience and networking



Natural and Organic products exhibitions and trade shows are an itinerary for a whole year

- BIOFACH Nuernberg
- GULFOOD Dubai
- EXPO WEST Anaheim
- NOPE London
- THAIFEX Bangkok
- BIOFACH China Shanghai
- SANA Bologna
- EXPO EAST Baltimore
- ANUGA Cologne
- SIAL Paris
- NATEXPO Paris
- MENOPE Dubai

organic

"DDT is good for me-e-e!" ♪♪



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**Thank you for
your attention**

