### BioFach 2013

February 13-16, 2013 - Nuremberg, Germany

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<th>HoReCa Forum</th>
<th>Room/Venue: Krakau</th>
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<td>Date: 14/02/2013 (Thursday)</td>
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**Organic Horeca Certification - Developments around the world**

**Speaker(s)**

- **Prof. Dr. Carola Strassner (Presenter)**  
  UASM – University of Applied Sciences Muenster  
  Germany

- **Emanuele Busacca (Speaker)**  
  IFOAM EU Group  
  Belgium

- **Valerie Monnin (Speaker)**  
  Bio Suisse  
  Switzerland

- **Michael Baker (Speaker)**  
  BFA - Biological Farmers of Australia  
  Australia

- **Cristina Vicente-Almazán Castro (Speaker)**  
  DYNAMIS  
  Spain
**The HORECA sector in the EU Organic Regulation**

**Council Regulation (EC) No 834/2007**

**Art. 1 – Aim, Scope and Definition**

3. This Regulation shall apply to any operator involved in activities, at any stage of production, preparation and distribution, relating to the products set out in paragraph 2. However, mass catering operations shall not be subject to this Regulation. Member States may apply national rules or, in the absence thereof, private standards, on labelling and control of products originating from mass catering operations, in so far as the said rules comply with Community Law.

**Art. 2 – Definitions**

(aa) ‘mass catering operations’ means the preparation of organic products in restaurants, hospitals, canteens and other similar food business at the point of sale or delivery to the final consumer.

Including in this way public sector (e.g. military, hospital or school canteens) and private sector (e.g. restaurants, café’, etc.)

**Organic Regulation Review**

- Process of review of the Organic Regulation
- The impact assessment started in 2012 and it is still ongoing
- The European Commission will likely prepare a legislative proposal by the end of 2013

**Commission Report to the EC and the EP (2012)**

The Regulation specified in its Article 41 which particular issues must be reviewed:

(a) the scope of the Regulation itself, in particular as regards organic food prepared by mass caterers; “

Conclusions of the Commission Report

“There is currently no objective need to extend the scope of the Regulation to mass caterers.”

IFOAM EU position

While broadly in line with IFOAM EU Group position, this conclusion ignores the IFOAM EU Group view that the use of the word organic in relation to catering establishments does need protection on the EU level. We feel that detailed rules should be formulated on Member State level and in Member States where rules are already in place misuse should be strictly prosecuted by authorities.
Organic Horeca Certification Switzerland

Valérie Monnin, Key Account Manager
February 14 2013, Nürnberg

Swiss Organic Market – Sales Retail

- Non-stop growth
- Organic products account for 6% of the food retail market

Swiss Organic Market – Consumption Frequency

- Almost every Swiss buyer once a year organic products
- Just under 60% buy regularly organic
- Organic is an integral part of the consumption habits

Bio Suisse Brand: the Bud

- 90% of the Swiss organic farmers work under the Bud
- organic products carrying the Bud brand have in Switzerland a market share of about 60%

Swiss Organic Market - Horeca

Legally no need to be certified and controlled in order to praise organic products

- 4.4% use organic products = 1’000 Horecas*
- Trend: growing
- About 10% are certified and/or registered
- Trend: stable

While the importance of the Bud in the retail market keeps growing, the development in the Horeca is under pressure
3-steps Bio Suisse Horeca concept

Model 1
Certification/Licence

Bud «cooking»

Component «cooking»

Cooking with Bud products

Model 2
Certification/Licence

Model 3
Brand use contract

SWOT-Analysis

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<th>Strengths</th>
<th>Weaknesses</th>
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<td>Positive trend for organic products</td>
<td>Organic and Horeca networks are separated</td>
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<tr>
<td>Awareness «Bud» brand</td>
<td>Practicability of our Horeca models in daily practice</td>
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Opportunities

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<th>Threats</th>
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<td>Transmit the added value of Bud organic products</td>
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<td>Generate goodwill and positive image in the industry</td>
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<td>Organic vs. «Bud»</td>
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<td>Price sensitivity especially by contract food service companies</td>
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Strategic focus 2012+

- Focus on communication about the **added value** of organic products and the bud brand
- **Collaboration** with well-knowned horeca professionals and food magazines
- **Additional values**; website, app, horeca materials, networking activities

then

- Contract (model 3) Brand use contract
- Certification / Licence

Thank you for your attention
Who is Australian Organic Ltd?

- 25 year old industry group, 1300 members, 2,000 certified clients (from industry of 3,000) oriented towards promotion of organic food and farming
- Owns Australian Certified Organic “Bud” brand
- Is recognised and respected in the organics industry as professionally focused and mainstream in orientation
- Has a “broad church” of membership and operators in its ranks, reflecting the industry
- Has subsidiary activities promoting organics to urban consumers and to rural sector in Australia.

Certified Organic Restaurants

- Only a small number of restaurants are certified in Australia
- Some include:
  - Organic Char Brisbane
  - Wray’s Organic shops and café’s - QLD
  - Peasants Pheast - Sydney

THE VOICE OF AUSTRALIAN ORGANICS
Restaurants using organic produce

- There has been an increase in catering companies and restaurants using certified organic produce
- Increase in direct sales from farm to restaurants, cutting out retailers and wholesalers.

Well known Chefs in Australia

- Mark Best - Pei Modern restaurant in Melbourne
- Kyle Kwong
- Agape – Simon Lawson
- Peter Gilmore of award-winning Quay restaurant in Sydney

Issues

- Understanding of certification requirements (menu, cleaning, In Conversion and organic produce)
- Cost of certification

Australian Organic Information

Free information downloads:
- Australian Organic Market Report (Biennial)
- Organic Advantage e-zine
- Bud Organic magazine
- Australian Organic Producer magazine

www.austorganic.com