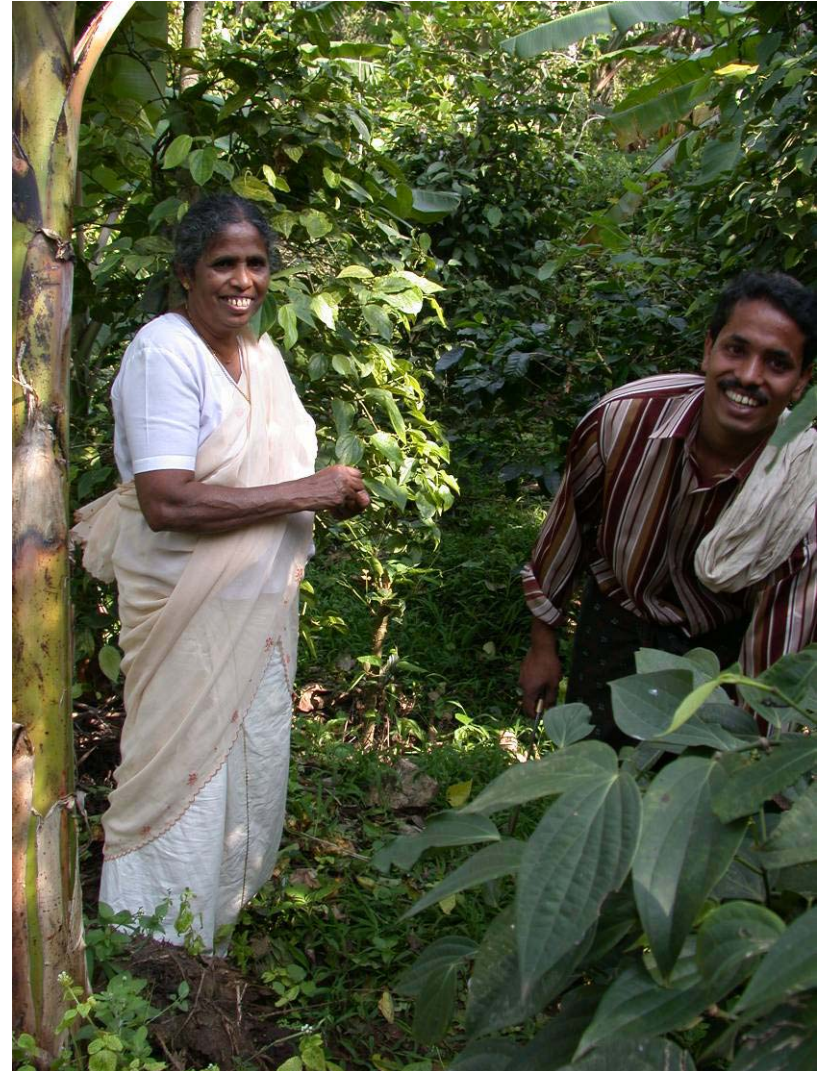


Organic Agriculture in India

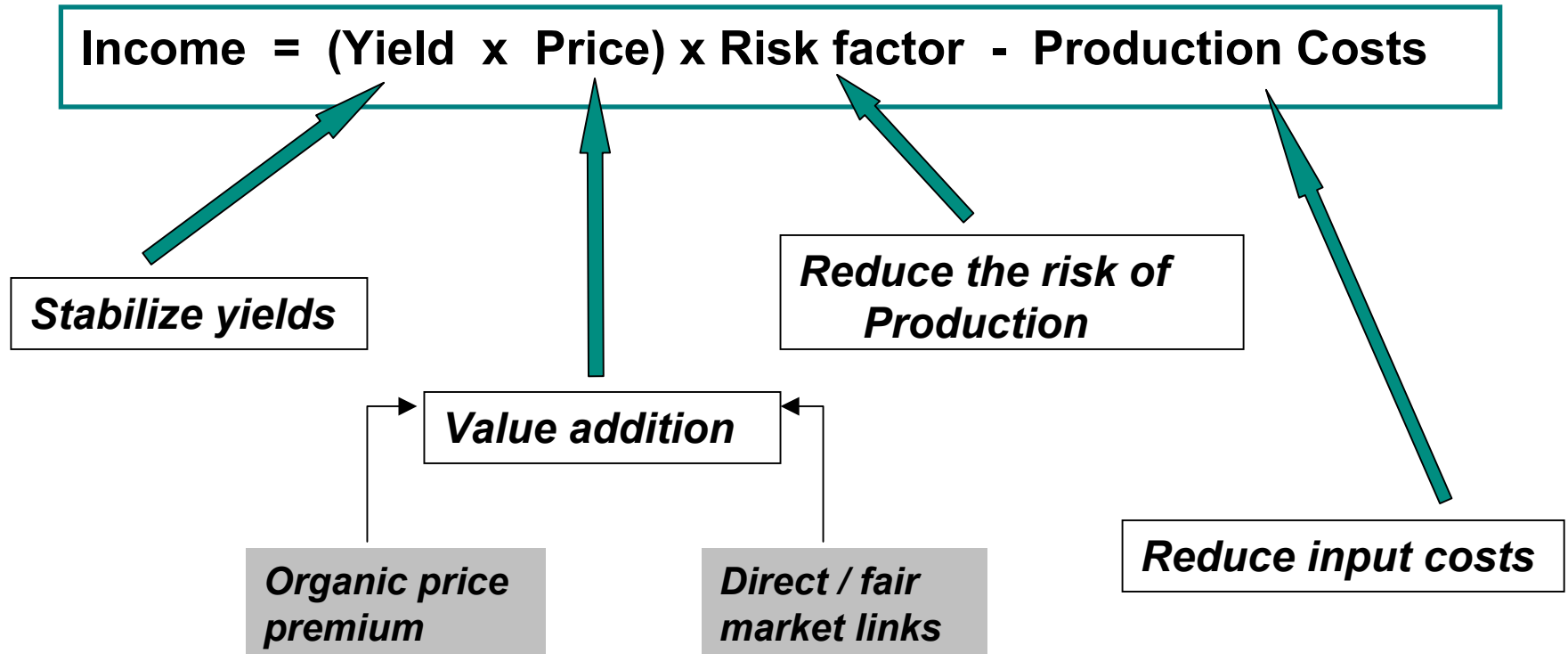
- **Significance of Organic Agriculture in India**
- **The organic agriculture sector in India**
- **Activities of FiBL in India**
- **Conclusions**

Why organic farming in India?

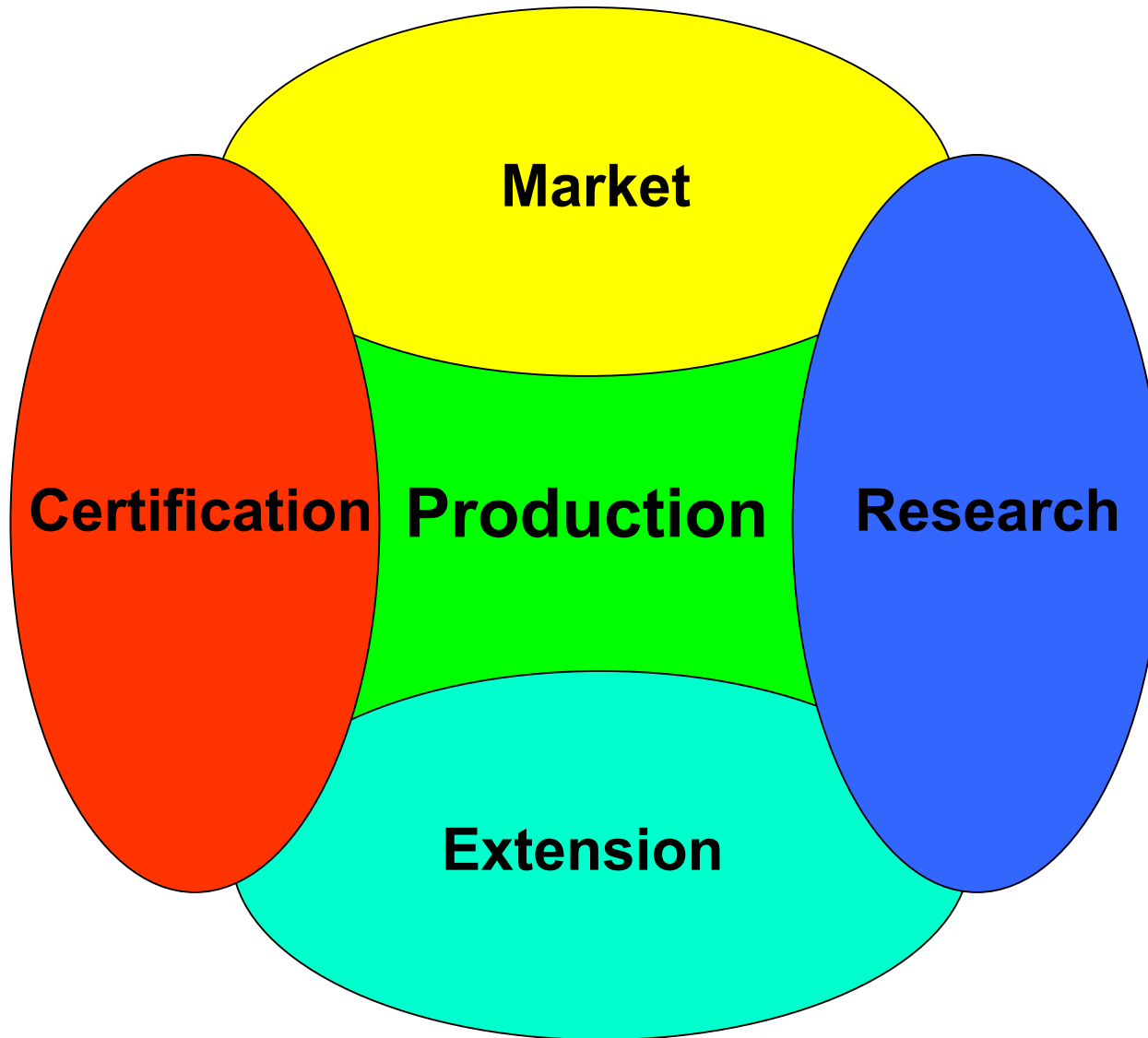
- Focus on improvement of farmers' livelihoods → development orientation
- Main target group: marginal farmers on marginal land
- Need for efficient management of natural resources (soil & water) to maintain agricultural productivity
- Healthy and tasty food, better environment



Sustainable Increase of Farmers' Income



What is needed for Organic Agriculture to be successful?



Organic Production in India – in a nutshell



- Large number of companies, NGOs, farmer organisations and government agencies promoting organic agriculture
- Estimated* 12'000 certified organic farms in 210 projects, cultivating more than 200'000 ha certified organic land
- Wide range of organic products in different States
- Government programmes to support organic farming
- Good chances on the export market; domestic market coming up

* Estimate of APEDA, 2003

Organic Producers in India

- Individual farmers
- Farmer groups
- NGO projects
- Companies
- Estates



Extension: Training and Advice

- NGOs and companies organizing farmers
- Govt. extension service, RAEOs
- Indian and international consultants
- Training activities, workshops
- Training and extension material



Most needed:

- Developing organic packages of practices
- Offering professional advice to farmers



Markets for Organic Products???



Export Markets:

- Which products? Where?
- Prices?
- Requirements? Specifications?
- Quality management?
- Processing?

Domestic Markets:

- Profile of target group?
- Which market channels?
- Linking supply and demand
- Marketing skills



Market Study on Indian Organic Products

Domestic and Export Markets

- Stakeholders
- Production
- Trade
- Consumers
- Potentials
- Obstacles

Implemented by FiBL, Switzerland, and ACNielsen ORG-MARG Pvt. Ltd., India

Supported by SECO, Switzerland

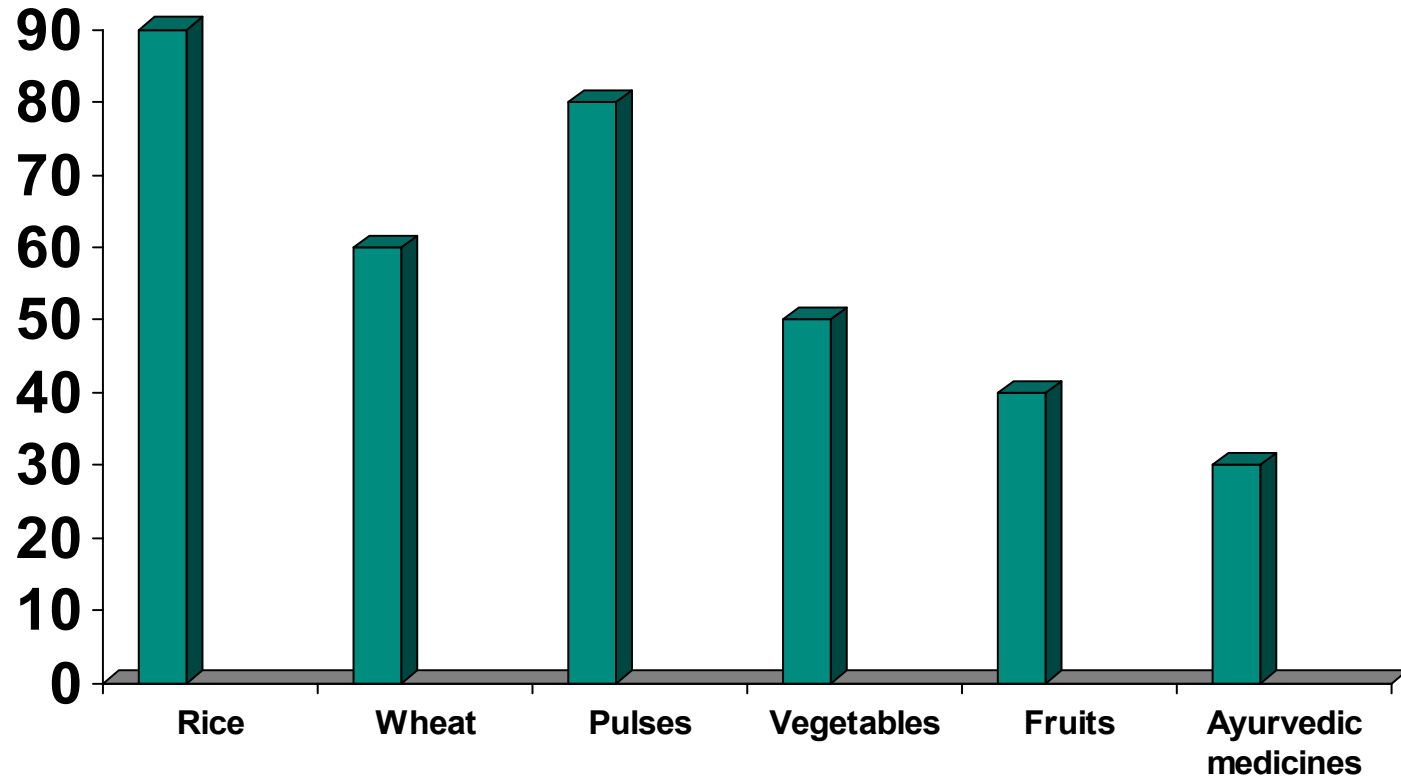
December 2002

Available on www.indocert.org

Potential for Indian Domestic Market

Interest in which organic products?

% of replies



Source: Interviews of 50 upper middle class citizens of Mumbai. ACNielsen ORG-MARG Pvt. Ltd., 2002

Export: Products and Volumes

Product	Exported (t)
Tea (Black tea, green tea)	3000
Coffee	550
Rice	2500
Wheat	1150
Pulses	300
Spices (mainly pepper and ginger)	700
Fruits (Banana, pineapple, mango etc.)	1800
Nuts (Cashew, walnut)	375
Cotton	1200
Herbal Products	250

Estimates for certified organic products. Source: ACNielsen ORG-MARG Pvt. Ltd., 2002

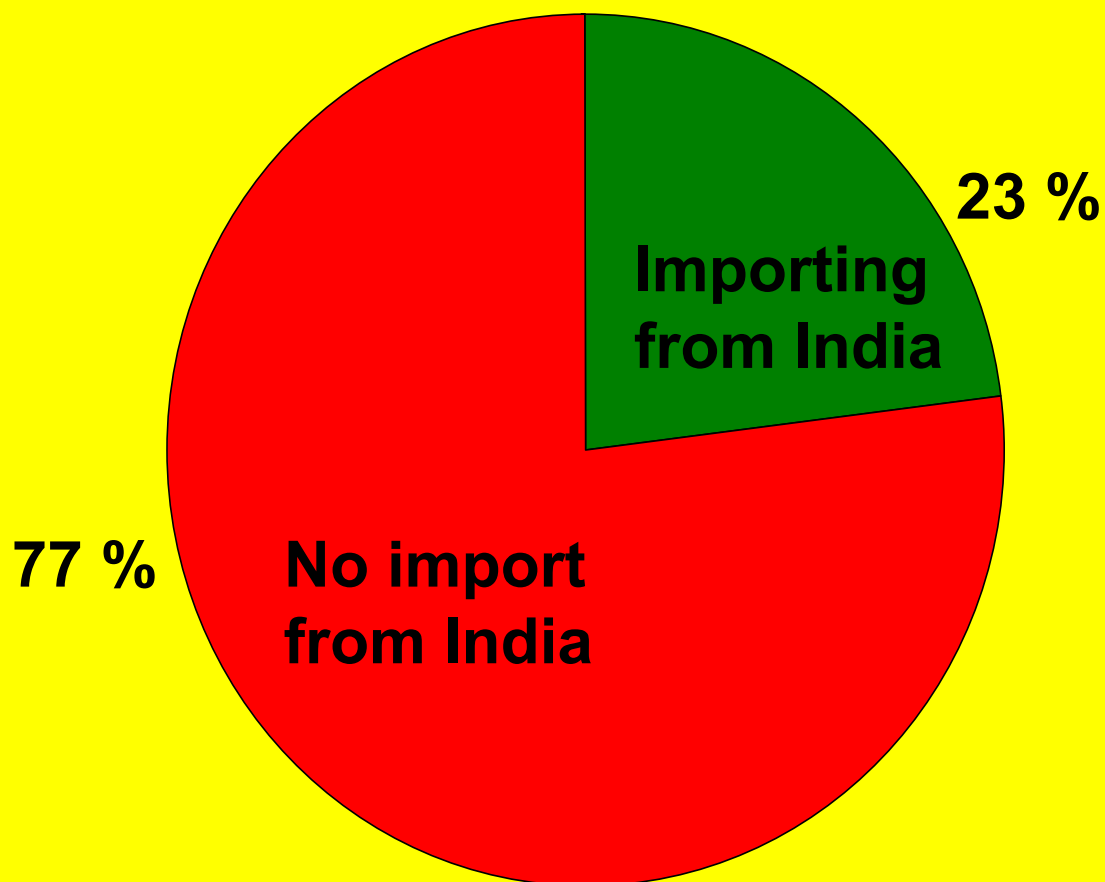
Export: Potential for specific crops

Product	Sales	Potential	Availability
Tea	good - moderate	good - moderate	good - moderate
Rice	very good - good	good	poor
Protein grains	good	very good - good	poor
Spices	good - moderate	very good - good	moderate
Vanilla	good	very good - good	poor
Mango	moderate	moderate	moderate
Pineapple	good - moderate	good - moderate	moderate
Nuts	good	good	poor

Replies of 21 importers in Germany, Netherlands, UK, Switzerland, Japan and USA. Source: FiBL, 2002

Export Markets: Buying from India

Traders buying respectively not buying organic products from India



47 Importers interviewed in Germany, Netherlands, UK, Switzerland, Japan and USA. Source: FiBL, 2002

Organic Certification and Accreditation in India

- ☑ **NPOP: National Standards based on IFOAM Basic Standards**
- ☑ **NPOP: Accreditation system based on IFOAM / ISO 65**
- ☑ **Accredited national certification bodies**

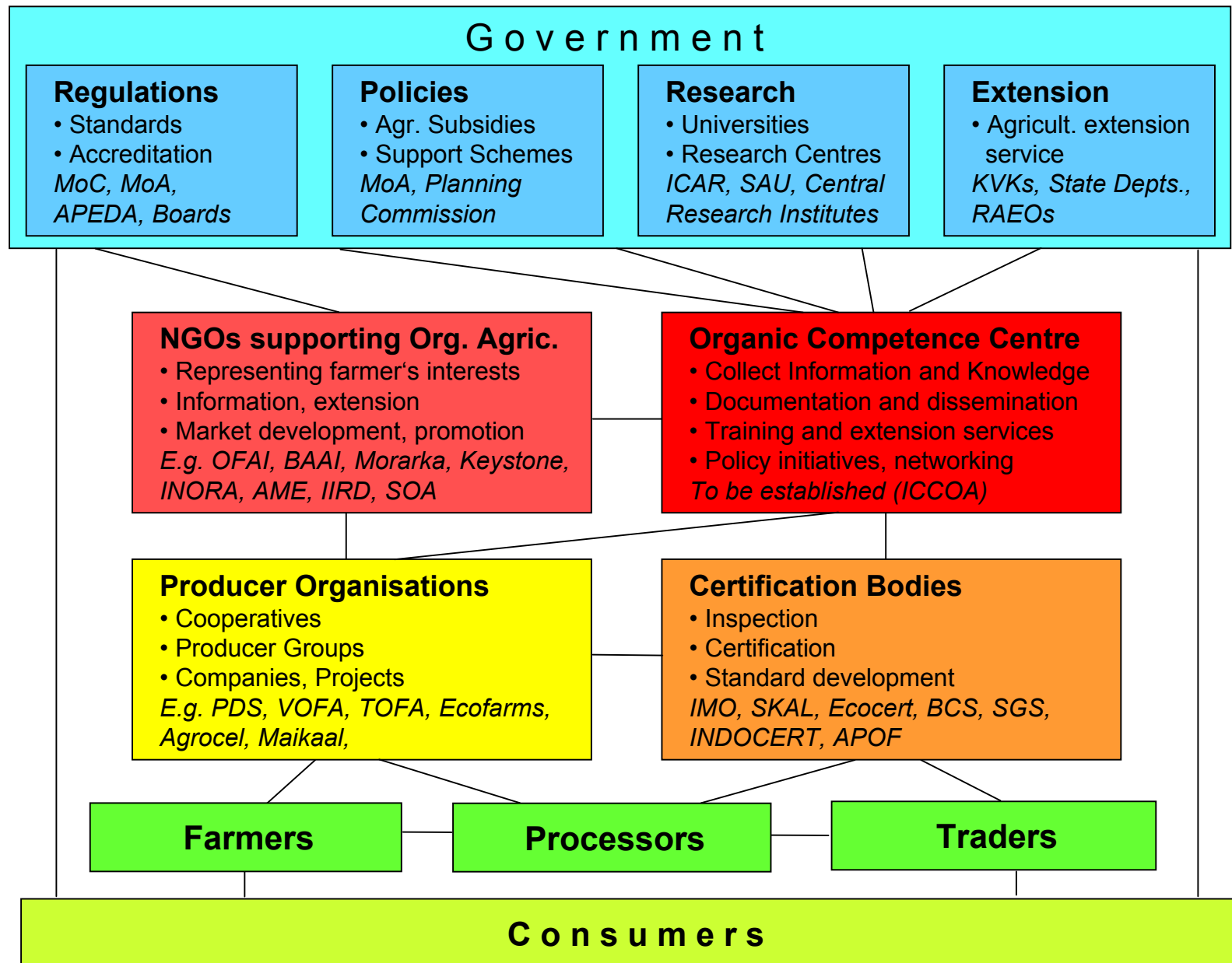
Most needed:

- Organizing smallholders for group certification
- Improving proficiency of certification bodies
- Gaining international recognition

Agricultural Universities, Agricultural Research Institutes, Krishi Vigyan Kendras

- **Comparison of production costs, yields and income in organic and conventional farming systems**
 - **Improvement of organic production technologies (PoPs)**
 - **Research on inputs to organic farming**
- Make the results available to producers and to policy makers**

The Organic Agriculture Sector in India



FiBL Activities in India

- **Local initiative, local project ownership**
- **Funding through various donor agencies (SECO, SDC, WWF, Hivos, SST)**
- **Fields of activity:**
 - **Inspection and Certification**
 - **Accreditation and legal framework**
 - **Organic cotton (Research and extension)**
 - **Capacity building**
 - **Market Development**
 - **Sustainable Tourism**
 - **Policy dialogue and strategy development**

Organic inspection and certification for domestic and export markets

In collaboration with FiBL,
bio.inspecta (CH) and
Naturland (D)



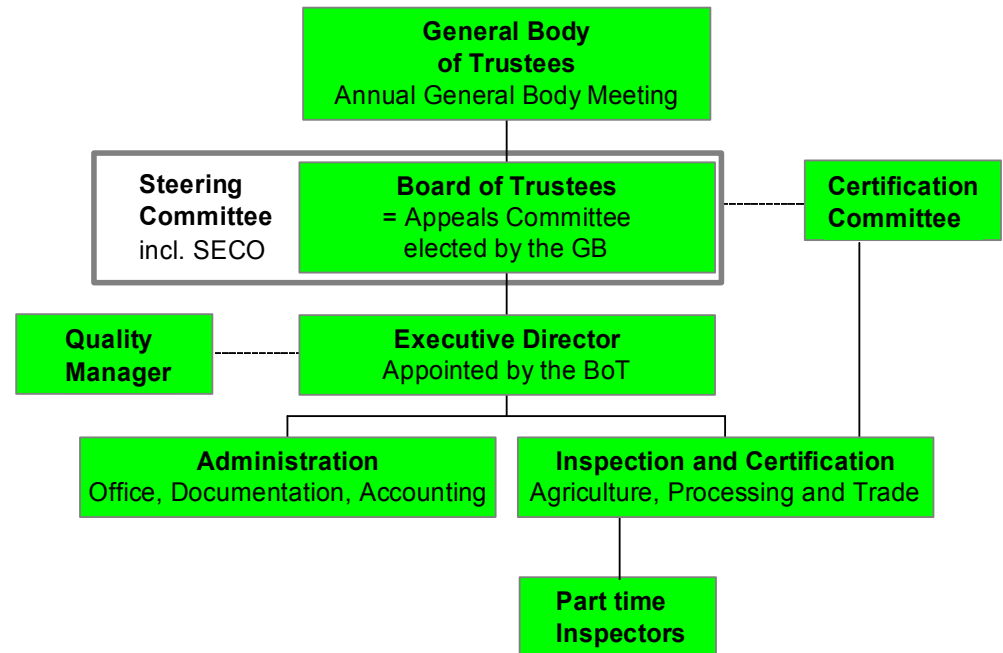
Accredited by Govt. of India

Supported by SECO, Switzerland



INDOCERT: An Indian Initiative

Indian ownership,
international links



The Maikaal Organic Cotton Research Project

Growing Organic Cotton under Groundwater Stress: Lessons from the Maikaal bioRe Project, Madhya Pradesh, India

Project Partners:



Maikaal bioRe, India



FiBL, Switzerland



Intern. Water Management
Institute (IWMI), India

Mandated by:



Swiss Agency for
Development and
Cooperation (SDC)



Remei AG,
Switzerland



World Wide Fund
for Nature (WWF)



Maikaal: Development and Extension

- ❑ Improving the production technologies
- ❑ Developing replication strategies
- ❑ Elaborating manuals and training tool kits
- ❑ Guidelines for efficient smallholder certification
- ❑ Exchange of experience among farmers



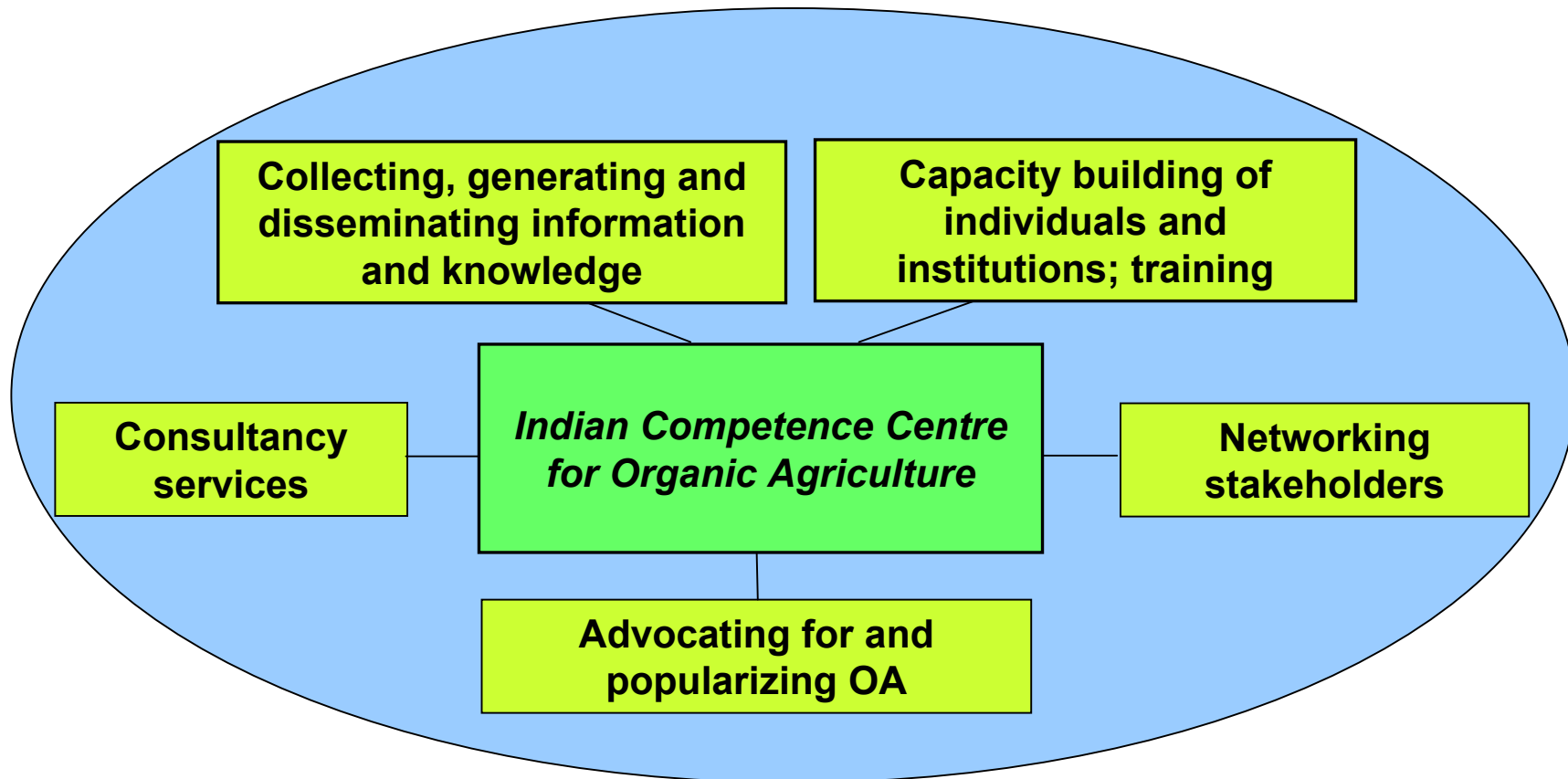
Indo-Swiss Dialogue on Organic Agriculture

- Indian Govt. Delegation visit to Switzerland in July 2003
- To get an overview on the organisation of the organic agriculture sector in Switzerland
- To identify possible ways of co-operation



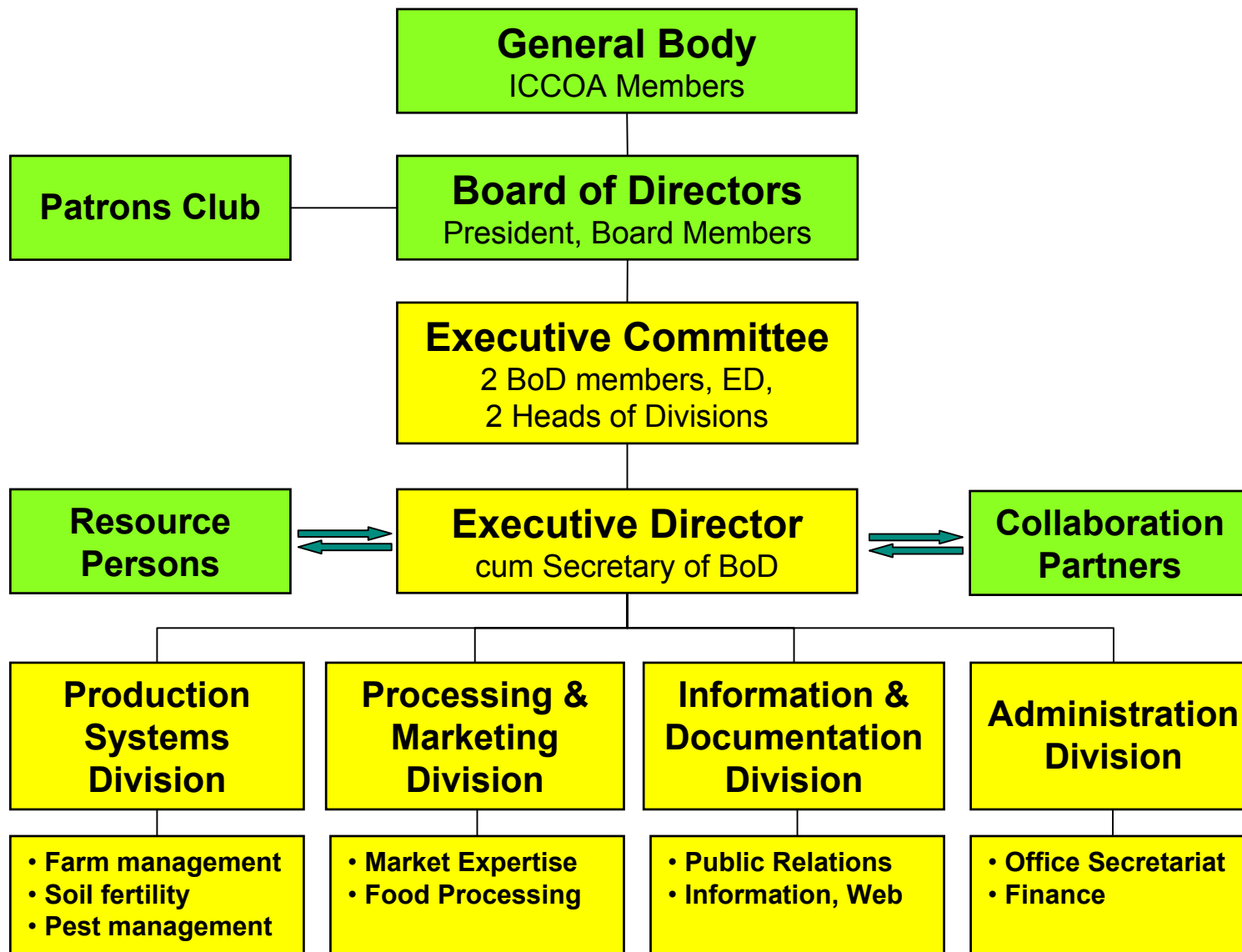
**Shri Sompal, Member Planning Commission;
Dr. Mahesh Sharma, Chairman KVIC;
Dr. G. Kalloo, Dy. Dir. General, ICAR;
Subhash Mehta, FAO Advisor**

ICCOA: Fields of Activities



- A Service Provider to the Organic Agriculture Sector
- Owned and managed by the stakeholders (society)
- Projects and mandates from private sector and govt.
- Collaboration with existing institutions

ICCOA: Organisationnal Chart



ICCOA: Planned projects and mandates (examples)

- Developing a directory for the OA sector in India.
- Elaborating Manuals for organic production of important crops.
- Developing training material for key topics in OA.
- Implementing Training Programs for stakeholders.
- Conducting market research and providing market information.
- Coordinating research projects (production technology, economy, impact assessment etc.).
- Providing information on government support schemes.
- Organizing events for popularizing organic agriculture.
- Providing consultancy for organic farming projects.



Indian Organic Market Development Project

- **Project approved by SECO in May 2004, project duration: June 2004 – December 2007**
- **Goal: Facilitating market access (domestic and export) for Indian organic farmers**
- **Local implementation through ICCOA, in collaboration with FiBL**
- **Project contents:**
 - **Awareness creation**
 - **Market intelligence**
 - **Building up supply and market chains (pilot projects)**
 - **Capacity building in organisational development, quality management, marketing, fair trade etc.**

Sustainable Tourism and Organic Agriculture in the Sangla Valley

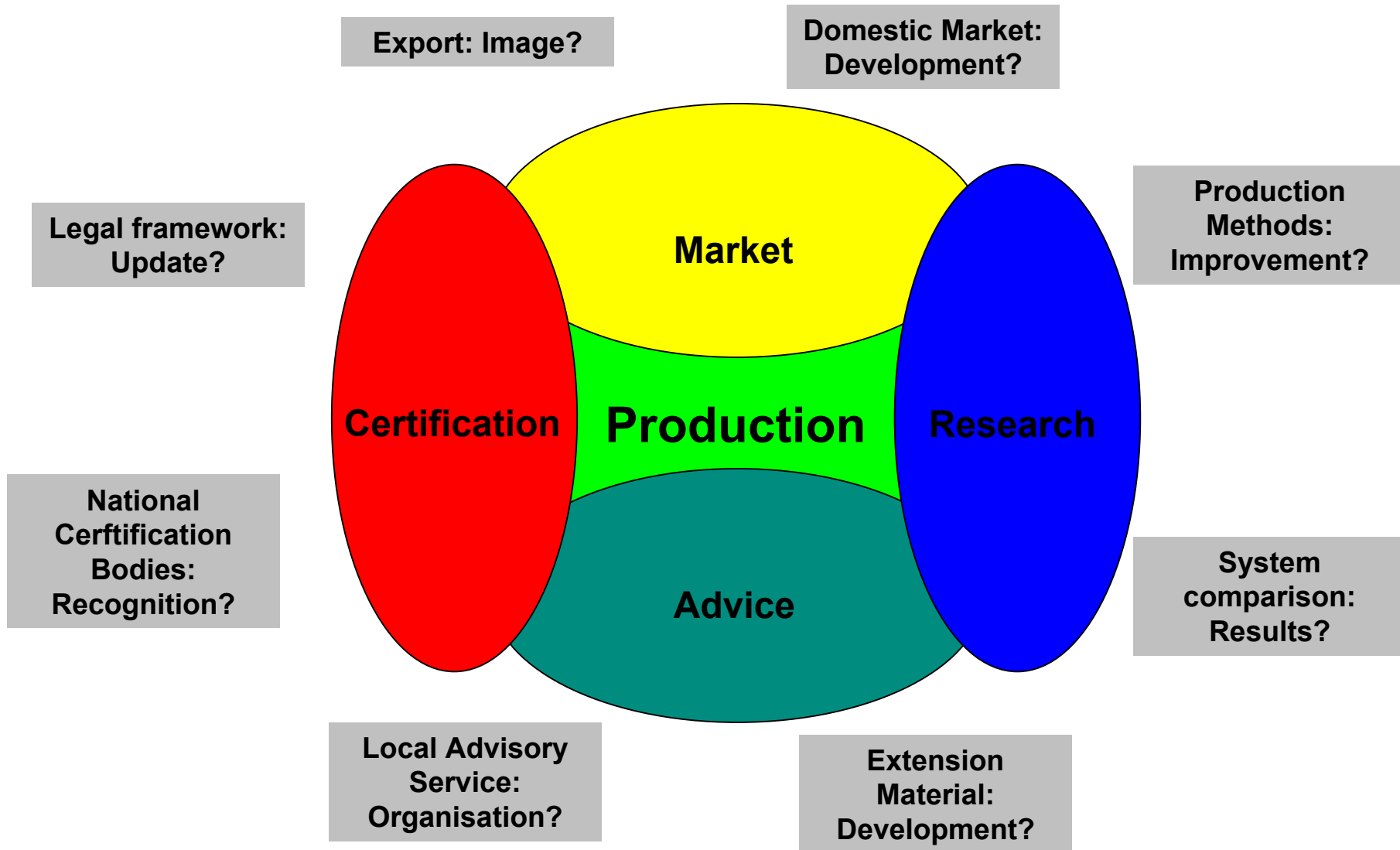
- Initiative of Sangla Valley Sustainable Development Group
- Two ETH Diploma students to prepare basis for a possible project
- Collaboration with Indian universities
- Funding through SST



The Sangla Valley in Himachal Pradesh, close to the Chinese Border

- **Large number of NGOs, companies and farmer organisations**
- **Govt. policies to support organic agriculture (central and State level)**
- **Domestic organic market (food crops) expected to come up**
- **Indigenous certification bodies emerging (e.g. www.indocert.org)**
- **Indian Competence Centre for Organic Agriculture (ICCOA) for exchange of information, generation of know how, offering services (www.iccoa.org)**

Conclusions: Challenges ahead



The Future of Organic Agriculture in India?

Trends:

- Growth of production → Market links?
- Mainly smallholders → Entrepreneurship?
- Increase of activities → Networking?

Challenges:

- Market links?
- Entrepreneurship?
- Networking?