

## 18<sup>th</sup> Organic World Congress

Written inputs from panelists of the Main Track Session

10A: [The roadmap to sustainability](#)

The Organic World 2017 and 2020:

What changes do we want to see at the next OWCs? (Panel discussion)

Tuesday, 15 October 2014 (09:30-11:00)

## **The Roadmap to Sustainability**

### **The Organic World 2017 and 2020: What changes do we want to see at the next OWCs?**

#### **Background**

The Organic World Congress (OWC) will analyze the situation of the Organic world in 2014, discuss issues and develop strategies. Approaching our visions in a changing environment requires constant adjustments and actions. This applies equally to farmers, the value chain, consumption and the organic support sector. The OWC is an opportunity to reach shared conclusions on what actions and alliances with likeminded organizations (e.g. nature conservation or animal welfare NGOs) are needed so that the Organic World can grow and become more sustainable at the same time.

#### **Session Objectives**

Based on the conclusions of the previous debates, this session looks into the future and discusses necessary strategies, alliances, institutional adjustments and actions to set the foundation for positive developments leading up to the next OWCs in 2017 and 2020.

#### **Leading Questions**

- How does the Organic World need to change before 2017/2020? What are the priorities to address?
- Which objectives do we want to achieve and for which targets do we need to aim?
- Who will have to do what, how and by when?
- How can we assure that the priorities established are really implemented?
- What are the main messages and how should participants communicate them?
- How do we monitor, evaluate, communicate and report to the Organic World and to the outside?

**Methodology:** Panel discussion with 4-5 panelists

**Moderator/Rapporteur:** Mathew John/Thomas Cierpka

#### **Speakers**

- Katherine DiMatteo, Sustainable Food Trade Association, USA
- George Siemon, Organic Valley, USA
- Sümer Hasimoglu, Eastern Anatolian Agricultural and Livestock Production Association, Turkey
- Gunnar Rundgren, GroLink, Sweden
- Christopher Stopes, IFOAM EU Group, UK
- Roberto Ugas, IFOAM WB & Universidad Nacional Agraria La Molina, Peru

**Gunnar Rundgren<sup>1</sup>**

**From extraction to regeneration: Food and farming as keys to transformation**

Industrial food and farming is based on practices, principles and mechanisms, which are not compatible with equitable and truly sustainable development, human or planetary welfare. Since agriculture dominates over 50% of the primary biological metabolism of the planet's terrestrial systems and food production is also shaping the development of the seas and arctic regions, how we manage food production is essentially how we manage the planet. Almost all major environmental challenges are strongly linked to our food production system.

Most people feel a profound discomfort over how their food is produced and how this affects both the quality of the food and the world we live in. As a response to this organic farming, fair trade and alike has developed. However, these systems are by and large still subject to the endless competition in the market place, and increasingly so the more successful they are, which limits their transformational power. Real change of our farm and food system must be linked also to changes in social institutions. Because of the pivotal role of food and its way of engaging people it is also the best starting point for the building of such institutions. This has already begun with efforts such as community supported agriculture, local food movements, participatory guarantee systems and urban farming.

A truly regenerative food and farm system will close loops of flow of energy, nutrients and most importantly meaning and culture. It will also have to reflect the role of our agriculture system for management of the planet at large. Such a system can't be based on the capitalist market's imperatives of endless competition and rent-seeking.

This new path is a one of re-generation and co-production of resources, innovation, knowledge and meaning embedded in new relationships which to a large extent transcend the division between producers and consumers imposed on us by a capitalist market economy. Increasing prices of energy and general discomfort with the results of globalization will assist in the transformation. Like most earlier profound transformations of human society it will develop by a mix of new relations and adaptations of existing components and institutions.

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The abstract and the paper is based on a book<sup>2</sup>, which will be launched at the conference, if agreeable.

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<sup>2</sup> Tentative title, *From Extraction to Regeneration: Food and Farming for the 21st century*

## Roberto Ugás

I think we need to pursue the strategy of opening up our collaboration and synergies to increasingly more relevant international stakeholders with common interests and goals, even if organic agriculture may be of minor importance to them. This certainly requires more clarity in our approaches given that trying to have an important voice in spaces like, for instance, Biofach and the Committee on Food Security at FAO is confusing to many. How to promote a niche market and at the same time promote our understanding of agriculture well beyond that market.

Possible discussions at OWC 2017, 2020:

Priorities	Challenges	Who
Higher relevance of discussions related to regional priorities	Some regions are too diverse.	Regional groups
Participation of farmers	Farmers are not interested in congresses.	INOFO, by definition, but who else?
Measuring the impacts of organic farming on livelihoods and environment	What is impact? Why do we need to measure?	TIPI and other research networks
Actively promote the use of modern technologies in organic agriculture, including biotechnology	Biotech is not only GMO.	TIPI and other research networks
Can we really speak of non-certified organic agriculture?	How to characterize this sector? Is it relevant to measure it?	TIPI and other research networks
Short marketing channels are great but how to upscale them?	Organic value chains have limits but we don't measure them.	All
Dialogue across versions of sustainable farming systems	Harmonization is possible but to a certain point? Yes, they allow some use of prohibited substances but they also exist and grow faster than organic.	CBs, IFOAM, IOAS, ISEAL
International Year of Family Farming 2014	Was it worth? 3 and 6 years later, what changed after the IYFF?	IFOAM, INOFO, donors
Investing in organic value chains	Investors and donors want to see impact. What does organic have to offer?	Financial institutions, ethical investors, government officials
How to fund IFOAM?	Membership fees and grants are not enough.	All

## **George Siemon<sup>3</sup>**

### **Biography:**

One of the nation's foremost organic agriculture advocates for nearly two decades, Organic Valley's CEO George Siemon is best known for his leadership in organizing farmers and building market support for organic agriculture. In 1988, Siemon joined a group of family farmers in Wisconsin to found the Cooperative Regions of Organic Producer Pools (CROPP). More commonly known by its brands Organic Valley and Organic Prairie, CROPP has grown to become the largest organic farming cooperative in North America. Siemon was instrumental in developing the national standards for organic certification; initiated Farmers Advocating for Organics, the only organic-focused granting fund in the U.S., and currently serves on the boards of directors for The Organic Center and Global Animal Partnership. In 2012, George was awarded the Natural Resources Defense Council's Growing Green Award in the "Business Leader" category, and the Social Venture Network's Hall of Fame Impact Award in the "Environmental Evangelist" category.

### **Description of ideas for the session:**

#### **Cooperating Organically with the 21<sup>st</sup> Century**

The Organic World has some very important contributions to agriculture, and we need to find new, creative ways to expand our reach, our choir and our practitioners in order to spread the message. For this IFOAM session, we want to contribute the concept of what it means to be a "cooperative" and how to cooperate with each other in the 21<sup>st</sup> century. Cooperatives have a very important role today in agriculture. As CROPP Cooperative members make up 10% of all organic farmers in the U.S., we have learned lessons that will be eye opening for IFOAM attendees to hear as we reflect on our 25<sup>th</sup> year as a successful organic cooperative. Regarding the work of change, we will ask tough questions of IFOAM members and the Organic World: What are our priorities and do they match the Organic World's? Who will lead the charge toward change? Who will fund the work toward change? Individuals cannot answer these questions—they must be answered, supported and driven forward cooperatively.

#### **How does the Organic World need to change before 2017/2020? What are the priorities to address?**

We need to build real bridges between conventional and organic agriculture. We need to learn to listen and to put forth our models sincerely and effectively. We need to go beyond the "them-us" paradigm that we are currently suffering in agriculture and find ways to bridge our differences and find common ground.

#### **Priorities:**

We need more money to fund more educational work to show the benefits of organic. It is simply not getting out to the masses.

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We need more money to fund more research on farms and in the behavior and attitudes of consumers.

**Which objectives do we want to achieve and for which targets do we need to aim?**

Find more effective ways to bridge to key sectors that can benefit the most from organic.

An example of these sectors are pasture and grazing groups; groups interested in perennialization of agriculture; dairy sector interested in promoting the benefits of milk (milk is in serious decline in the U.S.); researchers both on farm and studying the behaviors and attitudes of consumers; and of course FUNDERS.

Take a deep dive into how cooperative business structures can benefit farmers first.

Pooling not only products but also resources to provide needed services such as research, marketing, sales and communication efforts to prove of the benefits of organic.

Look at models for all of the above and see what we could do more of in the most cost effective way.

Create a strong and dynamic network of IFOAM members willing to keep with this topic and carry it forward to a written vision, purpose and plan.

**Who will have to do what, how and by when?**

1. The first work is always getting the most important stakeholders together and having them reach consensus on the most important work to do and who will do it. IFOAM is already taking the lead to convene key stakeholders. Not one presenter can do this. It needs to be well-vetted.
2. If it is important, then how will it be funded? We cannot ask important work to be done solely by volunteers. What organization will step up and help find ways to fund these changes? IFOAM? Other organic organizations?
3. CROPP Cooperative will be involved with the learning journey on how cooperatives can be agents of change and what change we have managed through our cooperative structure.
4. Regarding the work of change, it is first about changing attitudes. This is an opportunity to revisit why we do what we do, as well as an opportunity for us to find ways to work together. An example, last year at Biofach in Nuremburg, a group of European and U.S. dairies all met to try to figure out how they can achieve self-determined pay price. It was a dynamic gathering, and this year, one of the organic dairy groups from Holland actually announced a self-determined pay price and got it! We need to share where we have wins and how it was accomplished. The question

here is more about this: What is IFOAM's role in convening inclusive activities of its members?

### **How can we assure that the priorities established are really implemented?**

Establish the priorities first and half the work is done. Implementation strategies will probably not be possible at this panel but if we come up with very focused priorities, work groups could be established to meet outside of the conference and report back at the next IFOAM gathering. What IFOAM structures are already in place to support the changes that are identified?

The best way to create implementation is have a paid staff with the responsibility and the funds to support their work. That can be accomplished if the focus of the work is very well defined and very focused with a serious visioning team fleshing out ideas on a high level.

### **What are the main messages and how should participants communicate them?**

- It is time to work harder to build bridges to stakeholders outside of organic.
- Cooperatives are compatible with organic and are a great way to pool resources to be more effective in bridging, in education and increasing our research ability.
- Without more funds for education and research we cannot do the work we need to do to influence and change agriculture and promote the good organic practices that can increase our health and lower agriculture's impact on the environment and human health.

### **How do we monitor, evaluate, communicate and report to the Organic World and to the outside?**

If you identify key IFOAM members who will be high level visionaries, and find a way to fund a staff, then it will be part of their charge to develop a plan and vision that includes what success looks like. It is more than a paper, however, but of course a whole session. If this is meaningful change, it will span over 3-5 years and be a program that will need ongoing monitoring, evaluation and reporting with clear deliverables.

**Sümer Hasimoglu<sup>4</sup>, MS, PhD**

### **Short Biography**

Sumer was born in Artvin/Turkey. He received his education in Turkey and the USA. After completing his MS and PhD programs in Animal Nutrition and Livestock Production at University of Nebraska, USA he went back to Turkey, taught at graduate and undergraduate levels and conducted research at the University of Ataturk, Agriculture Faculty, Erzurum, as an Associate Professor for 21 years. Worked for FAO in three assignments. He was awarded by the Alexander von Humboldt Foundation Research Fellowship. He conducted research at Jean-August University, Göttingen, Germany. Later he went to USA, established a commercial feedlot research section for a consultancy company. Later he joined to work for an environmental company for 16 years. Retired in 2005 when he was the Director of Quality Control Laboratory of a Pharmaceutical Company in Cody; Wyoming and settled down in Schwerin/Germany. He has published four books and has more than 120 publications. He has developed a method-Per Adult Human Unit versus Per Capita- (Copyright ©1989) and has been working on its practical application on the evaluation and prediction of food production and consumption in developed and developing countries. He has been also working as Volunteered Adviser to help the poor North Eastern Black Sea and Eastern Anatolian organic agriculture farmers and their Associations, in Kelkit and Erzurum, Turkey for more than four years and still cooperating with the organic research institutions, universities, and NGOs in EU Member States and Ministry of Agriculture of Turkey.

### **How Does the Organic World of Globe and EU Need to Change Its Organic Food Consumption Evaluations for 2017-2020 and Which Targets to Aim- (Comparing Per Capita-PC versus Par Adult Human Unit Method-PAHU Evaluations)**

Population assessments provide a simple and practical way of describing the nutritional and socio-economic status of 480 million PC consumers (Excluding EU Candidate State Turkey) that are the main engine of EU's economy as the consumption represents 58% of EU27 GDP. This largest internal retail markets requires EU action because, it remains fragmented along national lines, forming 28 different mini-markets instead and their consumer potentials have not been accurately determined.

Last fifty years Europe's population has been in a demographic transition and EU's family household dynamics have rapidly changed. These changes have implications for many facets of EU's economic and social life. Recent stochastic population projections yield wide error bounds, and the other error comes from PC evaluations because it does not account younger (0-19) and older (65+) age groups and gender differences. PC ``one-size-fits-all'' is defined as "equal to each individual, per unit of population, by or for each

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person". We must be open to rethinking how accurately the current methods (PC, Adult Equivalent, Consumer Unit etc.) represent the true gender differences and the age structure of the real consuming population. EU's economic crisis started in 2008 and silently went on until today. Economic growth evaluated on PC-income, PC-GDP, PC- food consumption including conventionally produced nor organic food etc, and do not measure the real values and quality of life.

When we were looking for a suitable yardstick to measure the level of sustainability of EU or a member country, a suitable instrument could not be found. Although the main existing indexes were examined we had to conclude that none of them seem to fit our needs completely. The main shortcomings are a limited definition of sustainability, a lack of transparency or high complexity and an absence of regular updates. The developed Per Adult Human Unit (PAHU) method (Copyright © 1989) deals with a contemporary issues and aims to reduce the errors (19.4 percentage unit) inherent in PC projections for organic/conventional food and other commodities production and consumptions. While we are making the food policy decisions in a narrow margin of test significance levels, we do not consider the minimum 19.4 percentage unit unintended error coming from the use of PC evaluations in our econometrics evaluations. PC procedure and evaluations disregard younger and older population, plus the gender differences in consumption and production projections. When data is presented on PC basis, assumption must be made that 0-19 and 66-80+ year old age groups will produce and consume as much as a mature person (20-65-year old) and gender differences are disregarded. Calculation of PAHU (20-24-year old as standard age is chosen) is based on anthropometric criteria and obtained the conversion factors for each age group into PAHU (Based on the expression of the proposed metabolic body rate:  $BMR (kcal) = 70(W)^{0.75}$  that is an internationally accepted mathematical equation used with selected anthropometric criteria) applied to obtained the age conversion factors that standardizes the population or a target group.  $PAHU = (I \text{ call it; "Age and gender corrected PC} = PC^{agc}"$  will make target populations comparable on a standardized unit basis. Each mini market's PC and PAHU consumer potentials are evaluated and with the expansion of the EU (1999 – 2010) (Addition of 187 million PC and/or 156 million PAHU, including Turkey and Croatia), the EU population increased to 561 million PC and/or 469 million PAHU consumer potential in the year 2010. In the year 2020, EU28 and candidate country plus dependency of EU-member states, potential candidate countries, countries with future enlargement possibilities (EFTA), micro states and former Soviet Republics; consumption potential will go up to 701 million PC and 591 million PAHU. So, EU with an integrated economic area and a future single currency would be one of the world's largest organized trading, production, and food/ organic food consumption power, plus a major world player in agriculture, food terms and other consumer goods after China and India.

By 2020, 1 in 5 EU citizens will be over the age of 65. People are not having as many babies as used to be. Life expectancy is increasing. By 2050, the number of EU citizen over 85 will triple. A whole new senior living market will

emerge with new product types and services needed including organic food and food products. Consume more organic food on PC/PAHU, have a high potential for spending on discretionary items plus have a higher spending potential on health goods and medical services. Most importantly will visit food outlets more frequently and pay a premium for quality organic foodstuffs. Single or affluent women households have significant potential for the organic beauty and personal care that need to be evaluated accurately on PAHU basis.

Fewer wedding bells are ringing and less population increase is expected in EU. Researchers conclude that the dramatic increase in the number of younger, more affluent people living alone is likely to cause a resource consumption crisis in EU. Current trends show that one or two-person households are growing more rapidly than other types of household. The research conducted in England confirmed that the fastest growth in one-person householders is among people between the ages of 25 and 44, particularly among men aged 35 to 44 who have never married. Every week, these relatively young single men spend 39 percent more on household goods/food than one-person householders over age 60. And every year, they consume 13 percent more energy and use 6 percent more space than their older counterparts. Related to it industry will result in a higher demand for housing options and more organic/conventional food products.

**Action needed:** Planning has never been more important to EU communities that have to search to find ways to create the right climate to accommodate new growth in sustainable ways of organic food production, market, land use and other policy tools. Ordinances and policies need to be retooled to reflect changing priorities and needs by considering above target groups that are described. PAHU versus PC method can be used in evaluation in many economic social issues and areas and may have many EU policy applications.