

July-Oct. 2006, sixth edition



ORGANIC TRENDS

NEWSLETTER FOR ORGANIC FARMING AND FOOD DEVELOPMENT IN CHINA

Upcoming events ~ Reporting activities ~ Introducing projects ~ Consumer guide ~ Useful websites & publications ~ Jobs ~ International organic food trends ~ Who is who? ~ Contact details

ORGANIC TRENDS aims to promote environmentally friendly and healthy food production and processing. Offering a forum for producers, distributors, retailers, consumers as well as academicians, it reports on recent trends in organic farming and food development and provides consumer information. Contributions are welcome!

Editor: China Environment and Sustainable Development Reference and Research Centre (CESDRRC)

Supporters: BioFach China, Centre for International Migration and Development (CIM)



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I. Seminars, Workshops and Trade Fairs

- ◆ From Sep. 5 to 7, the 2nd **OCEX (Organic China Expo)** was held at the Beijing International Exhibition Centre.

II. News from China and International Trends

- ◆ **Organic denim just the ticket for trendy greens – report from the Hong Kong Fashion Week**

The trend of going organic has extended from food to fashion, with organic denim likely to be the next big thing for autumn and winter next year, says a trend expert. Fashion and style research company Worth Global Style Network predicts people's increasing awareness will spur demand for jeans made of organically farmed cotton, making it a big hit for autumn 2007, depending on the availability of organic fabrics. The company's head of trends Catriona Macnab who spoke on the opening day of the Hong Kong Fashion Week said only small niche labels and designers were advocating eco-friendly fashion because of high production costs. But Ms Macnab said the high-end consumer market would welcome organic fashions. 'It's going to be a long-term trend', she said, 'younger consumers are very aware what we are doing to our planet.' According to company research, organic textiles made of materials farmed without chemicals first began with T-shirts, lingerie and baby wear. Now the trend is extending to denim.

Raw organic cotton prices were 25 to 30 per cent higher than conventional products, while at the retail level garments could be 6 to 12 per cent more expensive. Ms. Macnab said the production of organic fashion garments was now mainly happening in Europe and America, but she predicted the trend would arrive in Asia soon. (Excerpts from an article by Vivienne Chow, South China Morning Post, 2006-7-12)

The following news are quoted from past issues of the BioFach newsletter, which is a free online service of BioFach. Newsletters are sent out bi-weekly via email. The newsletter is available in English, German, Spanish, and soon also in Chinese. For free subscription please go to www.biofach.de/main/d3zq3jg8/d6szfm8q/page.html

- ◆ **Motivation for buying organic varies between continents**

In a worldwide Internet survey on organic food, the market research institute ACNielsen interviewed 21,100 consumers in 38 national markets in Europe, Asia-Pacific, North America and South Africa. More than two thirds of the worldwide interviewees said: "Organic food is healthier for me and my children than other food." 41 % of the Europeans interviewed focus on their own health and 19 % think that environment-friendly cultivation is the main argument second to their own health – a significantly larger share than on other continents. Whereas animal protection is very important in Germany (29 %), only 2 % state this as a reason for buying organic products in the USA and Asia-Pacific region and 0 % in Latin America. See www.acnielsen.de (from BioFach Newsletter 14.7.2006)

- ◆ **Delegation from Jinan visits Germany**

A six-headed delegation from Jinan, Shandong Province was invited to Germany not only to learn more about the organic industry, but in particular to visit organic livestock farmers. Shandong is one of the most important livestock production areas in China. Opportunities to start organic animal husbandry in Shandong are under assessment in co-operation with Hela-Foods, Schweisfurth Foundation and BioFach China. (from BioFach Newsletter 22.9.2006)

III. Introducing International Agencies for Certification

◆ **IMO: Institute for Marketecology**

IMO, one of the first and most experienced international agencies for inspection, certification and quality assurance of eco-friendly products, is a department of a Swiss non-profit foundation (Bio-Stiftung). For more than 20 years, IMO has been active in worldwide organic certification, having certified projects in more than 70 countries.

IMO offers certification according to national standards (such as the European Regulation (EEC) N° 2092/91 for organic production, the Japanese Organic Standard (JAS) as well as the American National Organic Program (NOP)), and many private labels (such as Bio Suisse, Naturland, Demeter, EurepGAP, Utz Kapeh, FSC, IVN, MSC). IMO cooperates with any existing label schemes on the market to suit customers. In an evermore complex global market they support the administration processes of import authorization and market access.

Furthermore, IMO acts as a pioneer in various fields, such as certification of smallholder farmers groups and adequate traceability systems. For many years, IMO has been active in social and fair trade auditing. IMO can draw on over 20 years of experiences in supporting sustainable approaches in many countries. Their expertise has manifested itself in various projects funded by organizations such as FLO, the European Commission, GTZ, IFOAM, SECO, SIPPO, UNCTAD, etc. For more information please check their website: www.imo.ch or contact info@imo.ch

IV. Useful Websites

◆ www.allorganiclinks.com - internet portal for organic development

◆ **Independent Organic Inspectors Association** - <http://www.ioia.net/>

The Independent Organic Inspectors Association (IOIA) is a non-profit, professional association of organic farm, livestock, and process inspectors dedicated to verification of organic production practices. IOIA was founded in 1991 by organic inspectors who recognized the need for uniform inspector processes and protocols to build inspector skills and promote public confidence. The mission of IOIA is to address issues and concerns relevant to organic inspectors, to provide quality inspector training and to promote integrity and consistency in the organic certification process. IOIA provides worldwide organic inspector training and networking services, having over 225 inspector or apprentice inspector members from 16 countries who conduct inspections for a wide variety of private and government organic certification bodies.

◆ **Organic Facts** - <http://www.organicfacts.net/>

Source of factual information on different aspects of organic living including Organic Food, Organic Gardening, Organic Stores and Organic Cosmetics.

◆ **Organic Trends** can be downloaded from the Ecocert website: www.ecocert.cn

V. Publications

◆ **Organic & Wellness News (OWN) – International Newspaper for Organic Trade**

Organic & Wellness News (OWN) is a biannual international trade journal for the organic and natural sectors with worldwide distribution. The editorial coverage includes reports on the people that have made the organic movement grow and stimulated mainstream awareness, company profiles of producers, transformers and retailers, new product announcements, market trends, legislation affecting the environment and the quality of life, as well as an extensive calendar reporting on organic trade fairs, conferences and other organic events. OWN also maintains a very informative website: www.organic-and-wellness-news.com, with a free electronic newsletter.

- ◆ **IFOAM 热带地区有机农业培训手册** (IFOAM training manual for organic agriculture in the tropics), Chinese edition, March 2006.

VI. Upcoming Events

- ◆ **India Organic Congress**

Nov. 9-12, 2006, Palace Ground, Bangalore

Organiser: International Competence Centre for Organic Agriculture (ICCOA).

For more information check the website www.indiaorganic2006 or contact: Mildred Steidle, Tel. +49-89-82075908, email: indiacongress@organic-services.com or Congress Secretariat ICCOA, Dr. Seetharam Annadna, Tel. +91-9845006451

- ◆ **China Green Food 06**

Dec. 1-4, 2006, Shanghai

Organiser: China Green Food Development Centre

As a side event, a seminar on organic food in cooperation with Biofach China will be held.

For more information contact Wang Ming (wmkaren@126.com) or check the CGDC website: www.greenfood.org.cn (in Chinese)

- ◆ **Hi Europe 2006**

Nov. 14-16, 2006, Messe Frankfurt, Germany

Organiser: CMP Information

For information please check: <http://www.hi-events.com/>

- ◆ **BioFach 2007**

Feb. 15-18, 2007, Nürnberg, Germany

Organiser: Nürnberg Global Fairs

For information please check: www.biofach.de

- ◆ **BioFach China International Trade Fair**

May 31-June 2, 2007, Shanghai

For more information, please check www.biofach-china.com

- ◆ **Natural Ingredients Exhibition & Conference**

Oct. 30-Nov.1, 2007, London, United Kingdom

For more information, please check <http://www.ni-events.com/>

VII. Addresses

In this section, as a special service to our readers, we share lists of supermarkets, restaurants and farms that sell/ serve organically grown food in northern China. This list is probably far

from complete, so please let us know if you know of additional addresses and/or have found mistakes. In past issues, we also introduced lists of supermarkets, farms and restaurants in Beijing, Shanghai and southern China. If you wish to receive these lists please contact us: aiwastar@163bj.com

◆ **Updates of organic stores, restaurants and farms in Beijing**

- **DeRunWu Organic Farm and Grocery Store**

The farm: DeRunWu organic farm is located approximately 50km north of Beijing, in Changping District. Just over one year old, the farm is around 6000m² in size and is in the process of undergoing the three-year process of certification. Owned and run by Ji Yun-Liang, DeRunWu has enjoyed success in establishing its customer base over the past year. They provide weekly vegetable deliveries to individuals, families and restaurants in Beijing, including vegetarian restaurants like Pure Lotus, who appreciate both the organic methods used to grow the foods as well as the superior taste and quality of DeRunWu's produce. Deliveries are available Monday, Wednesday and Friday, and a standard order costs RMB 80 for 500g of freshly picked produce. An order might include items such as tomatoes, eggplant, winter melon, green bell peppers, lettuce, bean sprouts, raw peanuts, and all kinds of greens.

The store: last month, Ji and his wife Wang Yin-Liang (Alison) opened a new organic foods store to provide customers with more flexible access to the farm's produce and to offer a selection of local and imported organic dry goods. The store is situated inside DanShui Town, a small group of storefronts designed around an attractively landscaped central courtyard. Along with a bountiful selection of organic produce from the farm, the store offers a wide variety of Chinese-grown grains, beans and noodles, along with specialty items like vinegar, soy sauce, beeswax products and honey, wheatgrass and barley grass powders, teas, fancy dried mushrooms and soap and personal care products.

The philosophy: Ji and Wang go out of their way to get to know each of their customers and address any specific needs they have. They believe that in the long run, the most important part of their business is building relationships, rather than expanding their customer base or expanding the farm as quickly as possible. As in organic agriculture, taking extra care of one's customers, like paying extra close attention to the health of the land, yields quality lasting relationships and a strong business, somewhat like healthy soil ecosystems and thriving vegetables!

Opening hours: Mon-Fri 9.30-17.30 h, Sat-Sun 10.30-18.30 h

Email jiyunliang@vip.163.com for complete lists of available farm-fresh vegetables and dry goods or to find out more about the farm or store.

Contact: DeRunWu, Room 813, DanShui Town, ShunHuang Road, No. Jia 3 (400m west of Jing Shun Road), Chaoyang District, Beijing, Phone: 10-8459-0809, Fax: 10-8459-0809, Mobile: 1391-189-3712

◆ **The Farm House 六元田园**

The Farm House in Shunyi 顺义 is owned by the Beijinger Cui Yin Song. His farm grows over 100 different types of fruits and vegetables. Cui started the farm out of a personal desire for fresh, healthy food. He has recently opened his farm to the public for fruit and vegetable pickings. The farm also has small scale animal husbandry.

Contact: The Farm House 六元田园, Tel: 86-10-69471657

◆ **The Green Cow Farm 绿牛农场**

Lejen Chen, also known as Mrs. Shanen of Mrs. Shanen's Restaurant has 45 acres of land in Shunyi, the Green Cow farm. Though not government certified yet, Chen's farm supplies her restaurant with 25 types of fruits and vegetable grown in chemical free soil without pesticides.

She also sells produce at the restaurant and supports a vegetable club that delivers food to members. In return, the members send back their organic scraps to serve as compost.

Contact: The Green Cow Farm 绿牛农场, Tel: 80464301 / 13501136920, Donggezhuang, Houshayuzhen, Shunyi, Beijing 顺义董各庄沙峪镇

◆ **Mrs. Shanen's 单太太贝谷面包房**

Run by a Chinese woman who grew up in Brooklyn, this restaurant not only offers fresh bagels with eight types of cream cheese and cheese cake, but also fruits and vegetables from Mrs. Shanen's Green Cow Farm. Wi-Fi Internet, Sun-Thu 7:30 am – 8:00 pm, Fri – Sat. 7:30 am – 8:30 pm. 5 Kaifajie, Baixinzhuang Cun (near ISB). 顺义区西白辛庄村开发街5号
Tel. 80464301

◆ **Beijing Bolongbao Winery**

Wine made from certified organic grape can be delivered to your door. Tel: 88139609

VIII. Imprint

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