

Organic breeding in the food chain:
A cross-sector pool funding strategy

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A cross-sector pool-funding strategy

Mitja Seyffert

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About BÖLW:

- **Since 2002: umbrella organization of the Organic Sector in Germany**
- **represents Organic Farmers, Food Processors and Retailers**
- **€12B turnover, 10% of agricultural area, 16.000 processors, 34.000 farmers**

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BÖLW members



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What the BÖLW project is trying to achieve

- **Implement a reliable and long term funding scheme for organic breeding**
- **Engage the entire Organic Sector**

STIFTUNG
MERCATOR
SCHWEIZ

SOFTWARE AG-
Stiftung

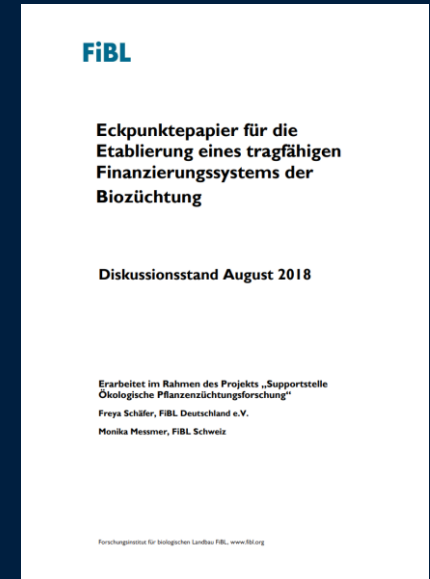
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Project Framework

11 central aspects



[https://www.biobreeding.org/fileadmin/biobreeding/documents/
Kommentierung_der_Eckpunkte_zur_Foerderung_der-
Biozuechtung-vom-Sept-2018.pdf](https://www.biobreeding.org/fileadmin/biobreeding/documents/Kommentierung_der_Eckpunkte_zur_Foerderung_der_Biozuechtung-vom-Sept-2018.pdf)

#BreedingABrightFuture #organicbreeding

19. Oktober 2020

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- 1. Plant and animal breeding should be integrated.**
- 2. The entire organic value chain should be involved.**
- 3. Funding should be raised at the end of the value chain (Point of Sale) based on turnover with organic foods.**

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4. Consumer oriented communication is key.

5. Strengthening of existing support structures.

6. A central coordination structure is necessary.

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7. Transparent and participatory development of payout criteria.

8. Target volume: 20 Million EUR annually.

9. Support of education and training and new initiatives.

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10. Increase financial leverage through match funding.

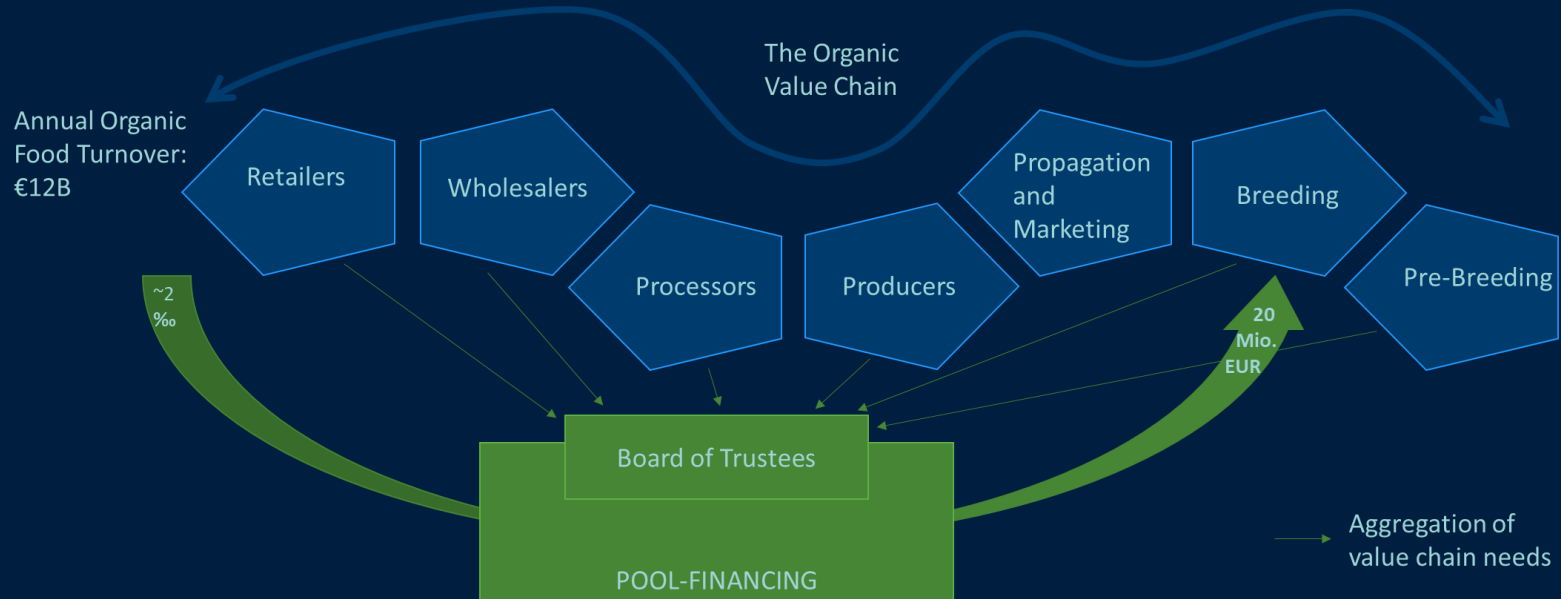
11. Cooperation with conventional breeding initiatives.

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How would that look like?



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Challenges

- **Large variety of different actors**
- **long term benefits vs. short term investment**
- **cooperation in a competitive setting**
- **communication to consumers**
- **and many more...**

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Benefits

a centralized, coordinated approach

- **helps to overcome market failure to deliver diversity**
- **integrates needs of the entire value chain**
- **provides transparency, trust and stability**
- **can facilitate consumer communication**

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Project timeline



Development phase

- fine-tuning the concept paper
- participatory approach

Implementation phase

- implementing the new funding structure
- engaging actors and collect funds
- payout to breeding initiatives

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Thank you

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