

BOOK OF ABSTRACTS

SUPPLY & VALUE CHAIN FORUM



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Topic 2 - A life-oriented paradigm to foster the organic movements

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TRUSTWORTHINESS CHALLENGES AND PATHWAY TO FOSTER ORGANIC MOVEMENT IN BANGLADESH

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Summary: The organic farming practice still in unstructured stage in Bangladesh. Due to affluent consumer group has been growing at faster scale with health consciousness and thrive for safe food, the country has a huge market potential for organic produces. In the domestic market, the organic certification is not mandatory that puts the consumers in doubt on sources of organic produces.

Moreover, food adulteration situation of Bangladesh is very serious that pushes the consumers to get to know about organic produces what they are consuming. This paper emphasizes on two successful models that provides transparency of the organic supply chain that created information flow between consumers and producers with trustworthy manner.

Disclosure of Interest: None Declared

Keywords: Food adulteration, Knowledge, Organic produces, Transparency, Trustworthy



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Targeted audience: Farmers, Advisors, extension services (including transition support), Food (non food) processors, Trade (incl. retailers) / fair trade, Consumers (and citizens), Certification bodies / Participatory guarantee systems, Teachers, trainers, Students, Researchers, Policy makers (including institutions, local authorities and territories), NGO representatives

Are you able to make an oral presentation in English?: Yes

Preferred language for oral presentation: English

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Background: Bangladesh occupies a tiny portion in world organic production with 8,055 hectares of land came under organic cultivation in 2017 (FiBL, 2019). Over the last twenty years, GDP of Bangladesh grew from USD 167.6 billion to USD 761.7 billion in 2018. Such a dramatic increase is the reflection of affluent consumer groups especially in the urban areas. These consumers are concerned with quality of life and trusted source of food (Mujeri, 2019). Unfortunately, the food contamination and food adulteration situation of Bangladesh is a serious public health concern and adulteration in organic produces is not away from that. The high potent of organic market is at stake due to absence of policy regarding organic certification, fraudulent practices due to high margin and lack of transparency in organic supply chain. There is urgent need from organic consumers to address these issues to minimize the trustworthiness gap in Bangladesh.

Core messages and conclusions: Consumption of organic produces is becoming popular as they are associated with health and wellness. Western research on organic food consumption stresses on importance of food quality, trust, taste, health-related benefits (Khare and Pandey, 2017). In Bangladesh, around 12,000 farmers produce organic food like; rice, oilseeds, honey, vegetables, meat, fish in 0.19 percent of total farmland and their number went double in the last decade. Demand for organic food went up ten times since 2009 and market fails to meet the demand (Plama, 2017). Though there is high demand, most of the consumers perceive term 'Organic' as products that are free from formalin or other preservatives in post-harvest chain.

Food adulteration situation of Bangladesh is very serious due to low level of awareness and weaknesses in existing food laws and regulation (WHO, 2019). The fraudulent activities are common practices in organic market due to high margin of organic produces that creates mistrust on organic produces. In the modern food sector, consumers have less knowledge and experience with food supply chain that lead consumers depending on labels or credibility of retailers (Yin, *et al.* 2016). The transparency of information is crying need in organic sector that may minimize the trust gap between consumers and producers. This paper includes two best practice models that address those issues:

Model 1:

Parmeeda

Parmeeda is online retailer that bridges with organic farmers and NGO. The role of NGO in the organic supply chain management is knowledge sharing and trust building among organic farmers. Parmeeda uses contract farming approach and provides higher price to the farmers than local markets. Farmers' representative is the linking bridge between Parmeeda and farmers' group. Moreover, Parmeeda has their own customer database and keep connection with them via email or other mobile apps. Furthermore, Parmeeda displays their available organic products in their website. The farmers' representative has given information and instruction on weekly basis for harvesting as per consolidated demand received from the customers. The harvested items are delivered to the packaging center and Parmeeda's own deliverymen distribute them to the consumers with option of returning if dissatisfied (Figure 1).

Model 2:

FishBangla

FishBangla is mobile application based organic retail store that gained popularity due to their online auction system. The total auction process is visible to producers, retailers and consumers on real time basis. FishBangla has their regional contact points and representatives collect organic produces after purchased and delivery items in chilled box to packaging center for processing and final delivery. The final delivery personnel ensure proper refrigeration at customer end to avoid risk of quality deterioration (Figure 2).

Suggested readings and/or references to your work: FiBL, 2019. In Willer, H. and Lernoud, J (Eds). *The World Organic Agriculture Statistics and Emerging Trends 2019* (p. 126). Frick: IFOAM- Organics International.

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Image 1:

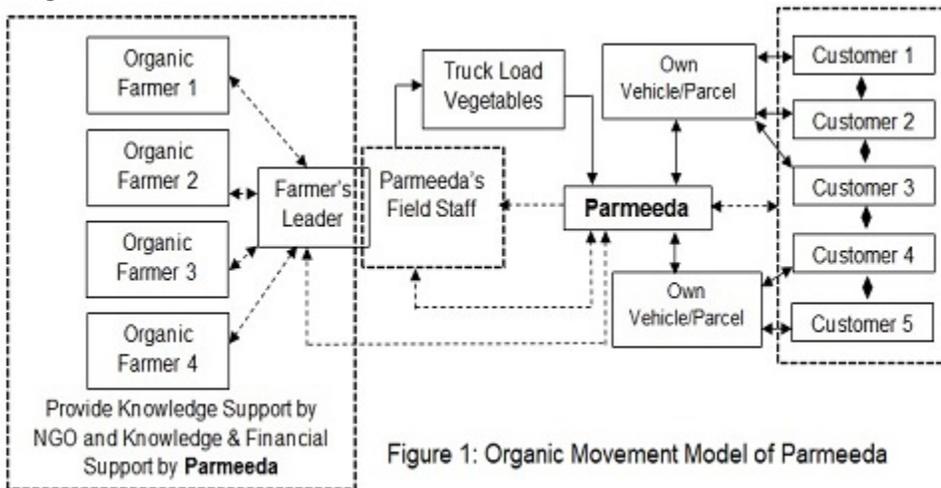


Figure 1: Organic Movement Model of Parmeeda

Image 2:

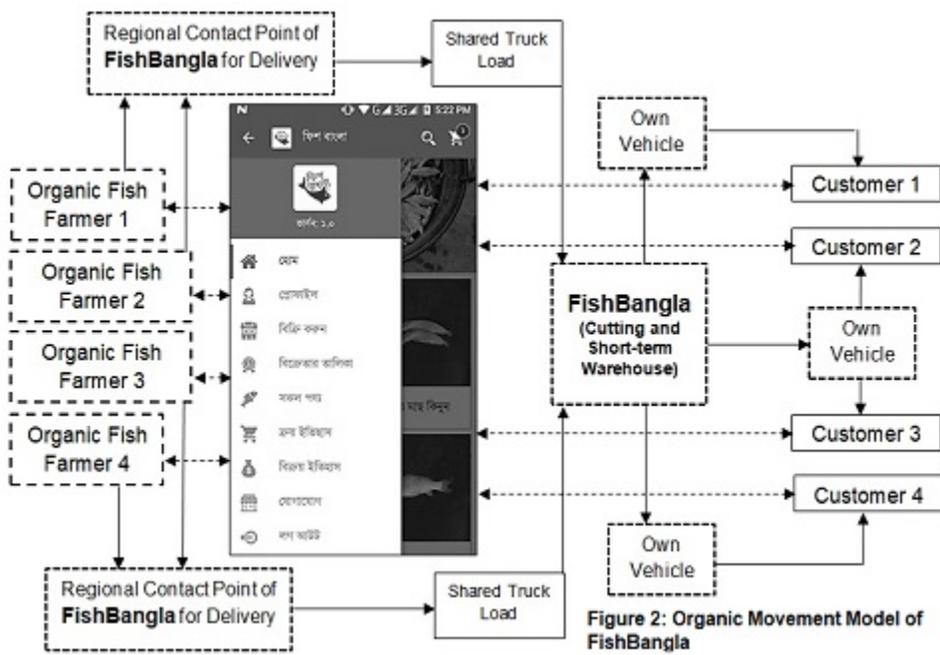


Figure 2: Organic Movement Model of FishBangla

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