



Research Institute of Organic Agriculture FiBL
info.suisse@fibl.org | www.fibl.org



Research Institute of Organic Agriculture FiBL International Activities

Organic World Congress 2024, Taiwan

Markus Arbenz, Senior Consultant, FiBL International Cooperation Department

Kilimohai – The Organic Label for East Africa promising quality, trust, and organic lifestyle for a young generation on the domestic market

M. Arbenz [1], T. Bernet [1], P. Munyoro [2], M. Kimani [2], S. Ndungu [2], E. Kiarri [2], B. Huber[1]



[1] Research Institute of Organic Agriculture, FiBL Switzerland, Department of International Cooperation, Markus.arbenz@fibl.org [2] Kenya Organic Agriculture Network (KOAN)



Keywords: Organic Mark, East Africa domestic markets, National Organic Movements



WHO is FiBL Switzerland (International Cooperation)?

Geographical Prioritization

► Project Locations by Main Areas of Work

- Resilient farming systems
- Value chains & markets
- Policy & sector development



The Work of the Department International Cooperation

Strengthening the contribution of organic agriculture to transition of the food system

(mostly public funding)

Research

(public & private sector funding)

Development



Strong Capacity Building Approach



Building up local partners

Training of trainers

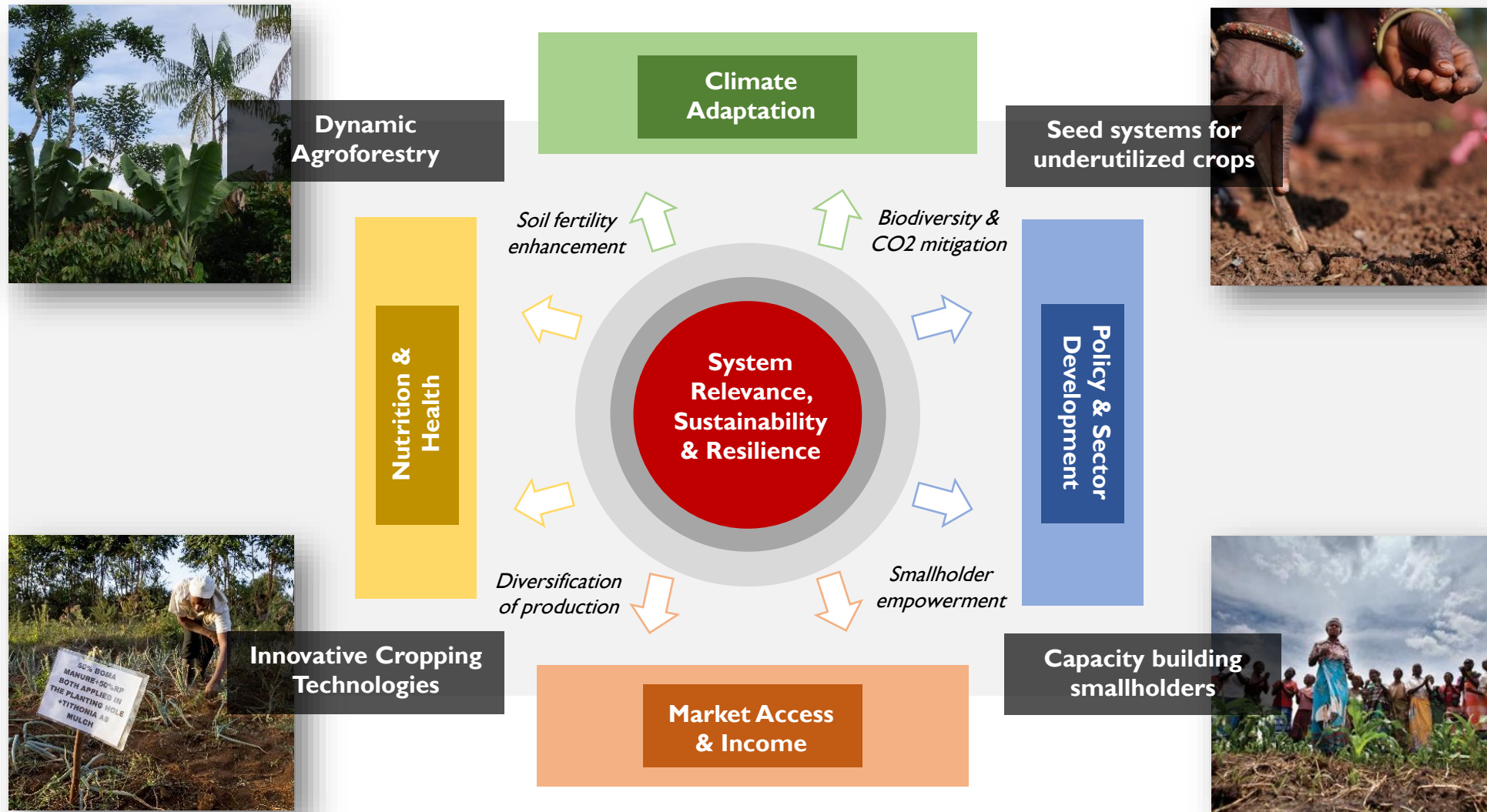
Policy and standards

Participatory approaches

Focus on innovations

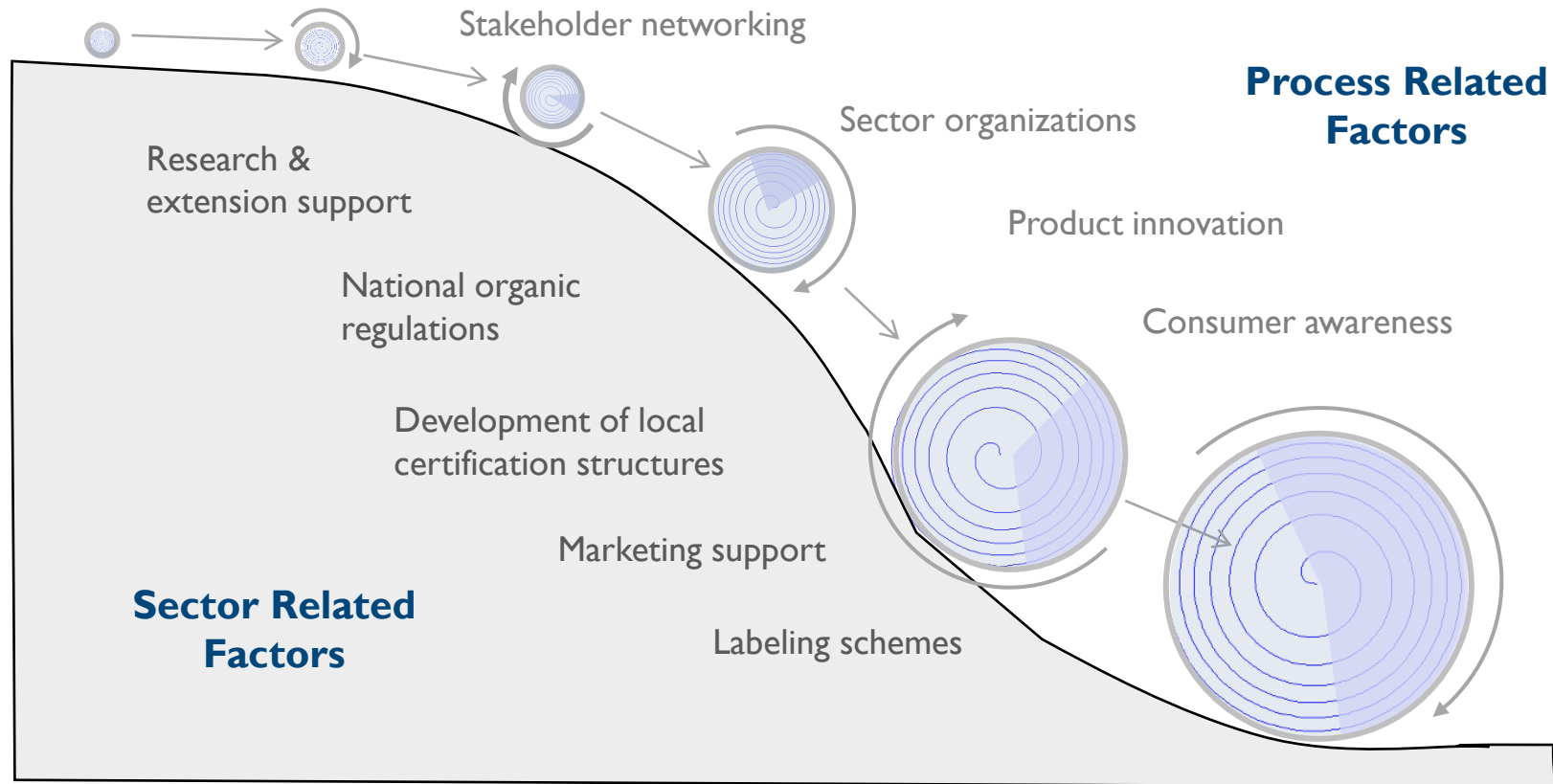
Stakeholder empowerment

R4D ▶ Reference Model for Our Systems Research



Organic market- & sector development ▶ Reference Model

External Factors



“PMCA”

“Leader Approach”

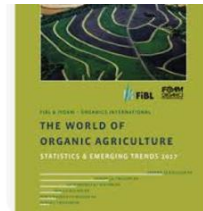
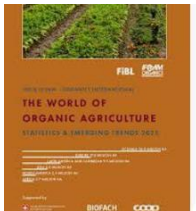
FIBL has been a strategic partner of IFOAM OI since 1977. A few examples:

1977

FIRST ORGANIC WORLD CONGRESS

In Sissach, Switzerland, our network and affiliates come together during the first Organic World Congress, centered on the theme 'Towards a Sustainable Future'.

- The first Organic World Congress in 1977 in Sissach (and 2000 in Basel), Switzerland and hosting the secretariat of IFOAM from 1978 -1981.
- Participation in the IFOAM Basic Standards and other Global Organic Guarantee System elements from 1977 onwards and in the UN Codex Alimentarius from 1993 onwards. Chair of IFOAM OGS task force.
- Initiating and leading international networks such as ISO FAR in 2003, RTOACC in 2009, SOAAN in 2012 and TIPI in 2013.
- Launching and facilitating international platforms such as the Organic World/FiBL statistics (since 2000), organic eprints (2003), the organicxseed (2004), ORCA (2010 with FAO), Africa Manual (2012), T4SD (2014 with ITC), European Input list and Organic farm knowledge (2020).
- Participation in IFOAM Sector Platforms (IFOAM Seeds, IAHA, TIPI)



FiBL



About KOAN

Kenyan Organic Agriculture Network

- National business membership organisation.
- Coordinates, facilitates and provides leadership and professional services to members and other stakeholders in the organic agriculture.



Farmers



Exporters



Civil Society



Traders



Research Institutions.



Service Providers
(extension officers,
certification bodies)

Our Membership

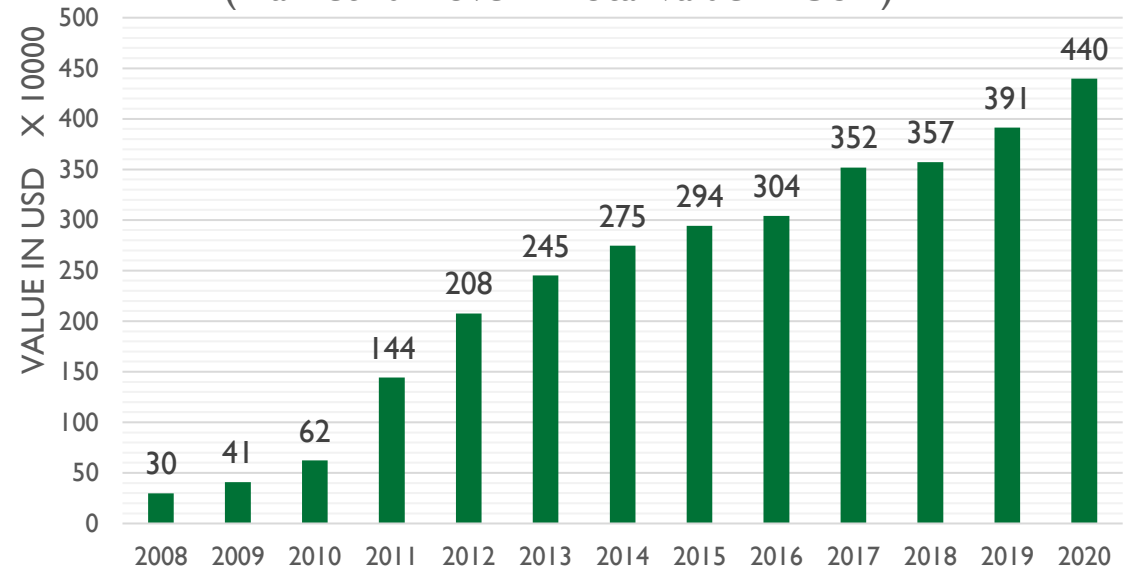


The Organic Sector in Kenya

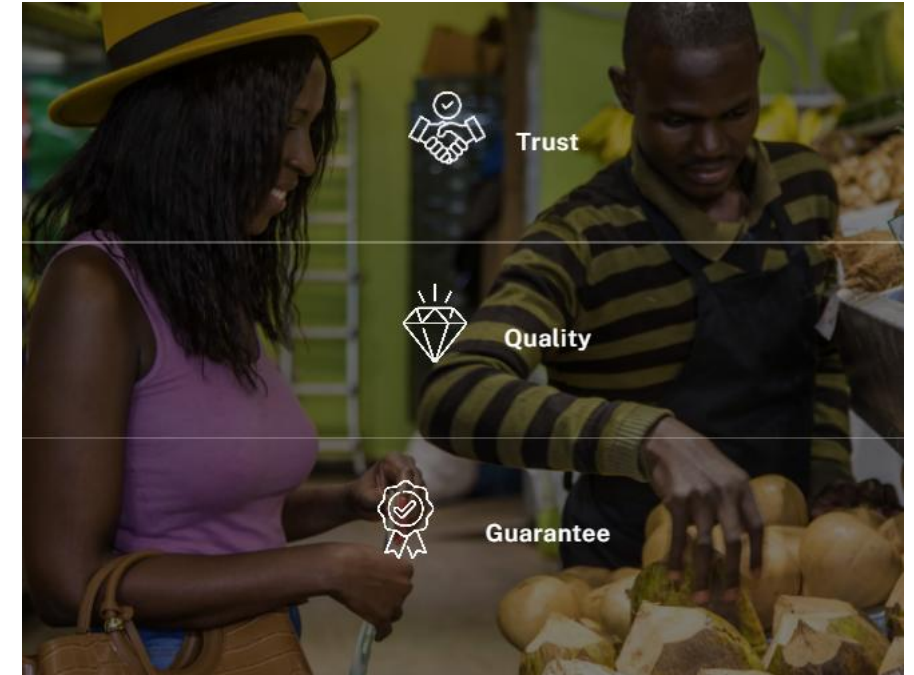
- Total organic land ~ 155,000 Ha / Land in conversion ~ 10,000 Ha
- Wild collection area ~ 120,000 Ha
- No. of exporters: 82
- No. of producers for export ~ 40,000
- No. of producers for domestic ~ 500,000
- Outlets selling organic: 82
- Value 2.9B KES
- Domestic Value 439.2 m KES



Growth in Organic market in Kenya
(Market Turnover – Total Value in USD)



Kilimohai Label for Organic and Agroecology in East Africa



Business Idea. A product with the Organic Label has more value than a product without. KOAN organizes and sells the consumer preference. j



Kilimohai is based on the East African Organic Product Standards owned by the NOAMs in East Africa and endorsed by the National Bureau of Standards and Equivalent to COROS



- Verified by
- Accredited CBs (KOAN Accreditation of local CBs) or by
 - KOAN recognized PGS

Kilimohai accepts any other equivalent standard based on the Family of Standards

That's Organic - Worldwide.

GLOBAL

- Taiwan Organic Regulation
- Certification Alliance Organic Standard
- Diaoyutai Original Ecological Products Standard, China
- Australian Certified Organic Standard, Australia
- NASAA Organic Standard, Australia
- AsureQuality Organic Standard, New Zealand
- USA Organic Regulation
- Argencert Organic Standard, Argentina
- OIA Organic Standards, Argentina
- IBD Organic Guidelines, Brazil
- CCOF International Standard, USA

AFRICA

East African Organic Products Standard

ASIA

- Asian Regional Organic Standard
- ASEAN Standard for Organic Agriculture
- China Organic Regulation
- India Organic Regulation
- Israel Organic Regulation
- Japan Organic Regulation
- Korea Organic Regulation

OCEANIA

- National Standard for Organic and Bio-Dynamic Produce, Australia
- New Zealand Organic Export Regulation
- Pacific Organic Standard, Pacific Community

THE AMERICAS

- Argentina Organic Regulation
- Canada Organic Regulation
- Costa Rica Organic Regulation
- Ecuador Organic Regulation

THE FAMILY OF STANDARDS
contains all standards officially endorsed as organic by the Organic Movement, based on their equivalence with the Common Objectives and Requirements of Organic Standards. Both private standards and government regulations are admissible.

www.ifoam.bio/ogs

Family Standards Frame: November 22, 2024.



Also in Uganda, Tanzania, Rwanda and Burundi (but not fully implemented)

Growing naturally: A journey in organic research and practice.



64,260

Organic Producers



6

Certified Organic Farmers
Markets



100

Organic Processors



11

Organic Traders



7

Organic Input Suppliers



Development

1. Quality Assurance
2. Value Chain Facilitation
3. Promotion to consumers and retailers



Based on

- Brand fees of operators invoiced by CBs (linked to certifications)
- PGS fees
- Partnership agreements with Retailers

Strategic positioning for communication with Trust, Quality and Guarantee combined with a modern and fun lifestyle (future may go to Health, Taste or Authentic, or others)



Trust



Quality



Guarantee

New from 2025: Kilimohai Agroecology



- The blue Agroecology Label is based not on the standard but on an annual progress assessment with the F-ACT or B-ACT tools.
- Agroecology producers are also organized in PGS

Get Organified



Kilimohai Jingle



FiBL online



www.fibl.org



www.bioaktuell.ch



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Contact: Markus Arbenz

Research Institute of Organic Agriculture FiBL
Ackerstrasse 113, Box 219
5070 Frick
Switzerland

Phone +41 78 231 24 40
WhatsApp +49 160 804 1557

Markus.Arbenz@fibl.org,
www.fibl.org



Abstract

Kilimohai, the East African Organic Mark, aims to facilitate the marketing of organic products in the five East African countries - Kenya, Tanzania, Uganda, Rwanda, and Burundi - and enhance national and, in the future, regional trade. Producers that follow the East African Organic Products Standard (EOAPS) or an equivalent standard and are verified by recognized third-party or PGS (Participatory Guarantee System) conformity assessment systems can get the right to use the Kilimohai Organic or Agroecology Mark. "Kilimohai" is a Swahili word meaning "good or genuine products," reflecting the label's emphasis on authenticity and quality.

2007, Kilimohai was officially launched with the support of the countries' governments, the United Nations Conference on Trade and Development (UNCTAD), IFOAM, and the Swedish consultancy Grolink. 2011, the EAOPS was accepted as equivalent in the IFOAM Family of Standards. Since then, the National Organic Agriculture Movements (NOAMs) in East Africa have continued to promote the label as part of their broader strategy to develop the organic sector, but they have lost momentum over time. In 2021, the AOMD project of FiBL, Biovision, and the L. Bachmann Foundation took up the opportunity to support KOAN (Kenyan Organic Agriculture Network), developing Kilimohai further into a trusted mark that supports the organic sector and helping consumers make informed choices about the products they purchase. The success convinced other NOAMs in East Africa to open their investment plans. They now get technical support from FiBL and financial contributions from Biovision to invest in a system financed through modest operators' fees along the value chain.

Kilimohai was born out of a commitment to nurturing the earth and promoting the well-being of communities through sustainable agriculture. It wants to stand as a beacon of quality and integrity in organic farming. KOAN currently positions the brand with the keywords: "Quality," "Guarantee," and "Trust," prioritizing integrity while expressing in communication the joy of health and a modern lifestyle for a young, future-oriented generation. A price premium has less strategic priority and shall develop over time through higher demand versus supply. Branded products shall be affordable for middle-class consumers in urban and rural areas.

The fundamental strategy is to a) offer a quality management system, b) facilitate supply for consumers (farm markets), and c) promote it to consumers. Retailers are the focus strategic partners. The key to success is a fair license fee system, which, in the case of KOAN, charges PGS directly and operators through brand fees in third-party certification.

The East African NOAM's strategy with the Kilimohai organic label is a comprehensive leadership approach to building Kenya's sustainable and profitable organic agriculture and agroecology sector.