



Welcome to our 3rd Webinar: Connecting farmers, communities & markets in organic agriculture

17.09.26

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Today's Program 16:30 – 18:30

1

Introduction to InnOFoodLabs

Nina Lamprecht, *FiBL*

2

Why is connection so important?

Michaël Wilde, *The Organic Embassy (NL)*

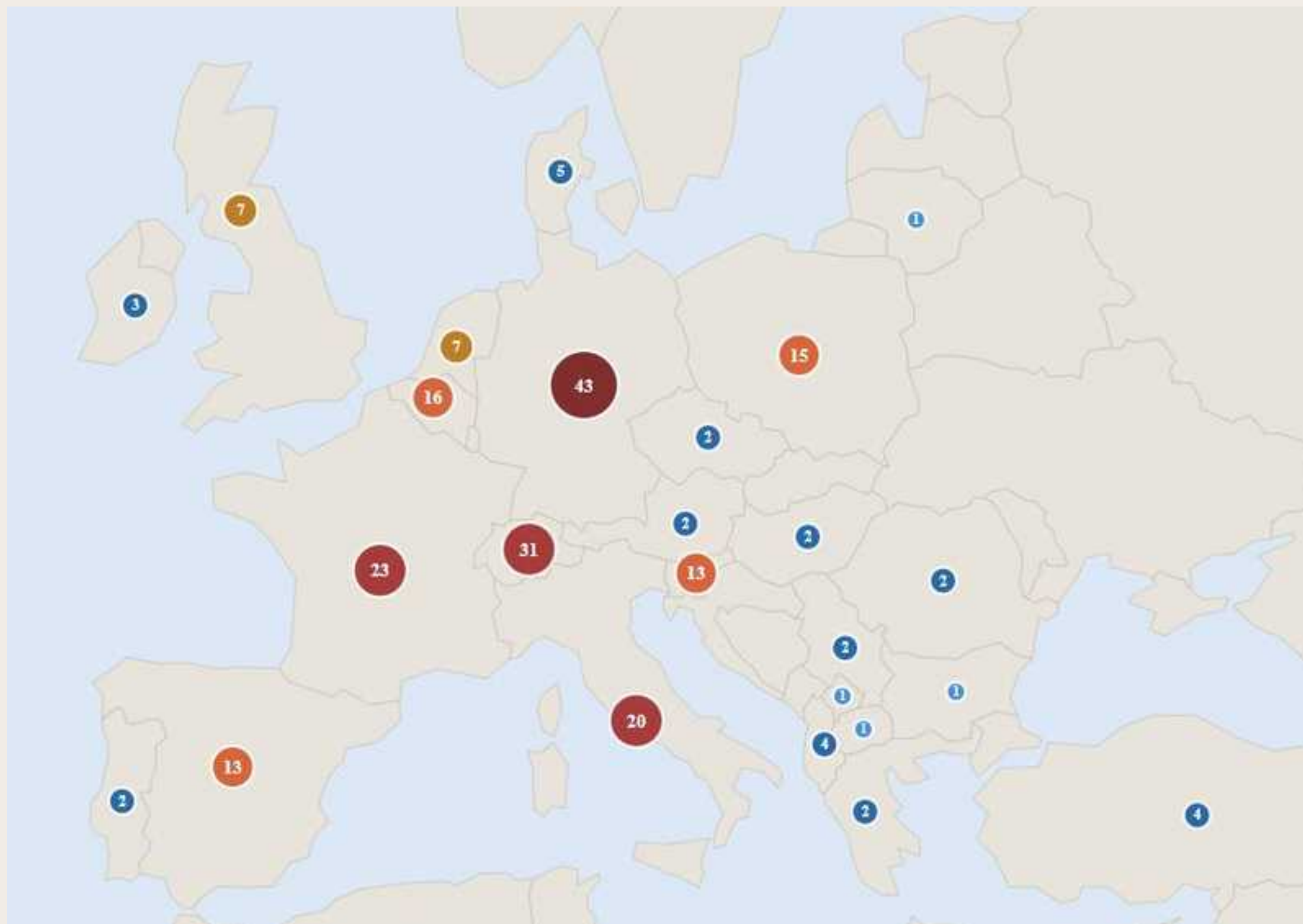
3

Inspiring practice examples

- Michèle Hürner, *Biomondo (CH)*
- Auba Capo, *Terranostra (ES)*
- Camilla Mikkelsen, *Økologisk Samsø (DK)*



Where are you from?



- Registered participants from 51 countries
- Guests from 28 non-European countries, especially:
 - Tunisia
 - India
 - Marokko



Objectives of the Project

1. Set up **12 Living Labs (LLs)** in **9 European countries** which will implement **23 innovations**
2. Establish a **Community of Practice (CoP)** for capacity building
3. Assess the **sustainability impact of the innovations** in the Living Labs
4. Support the **innovation potential of the Living Labs**

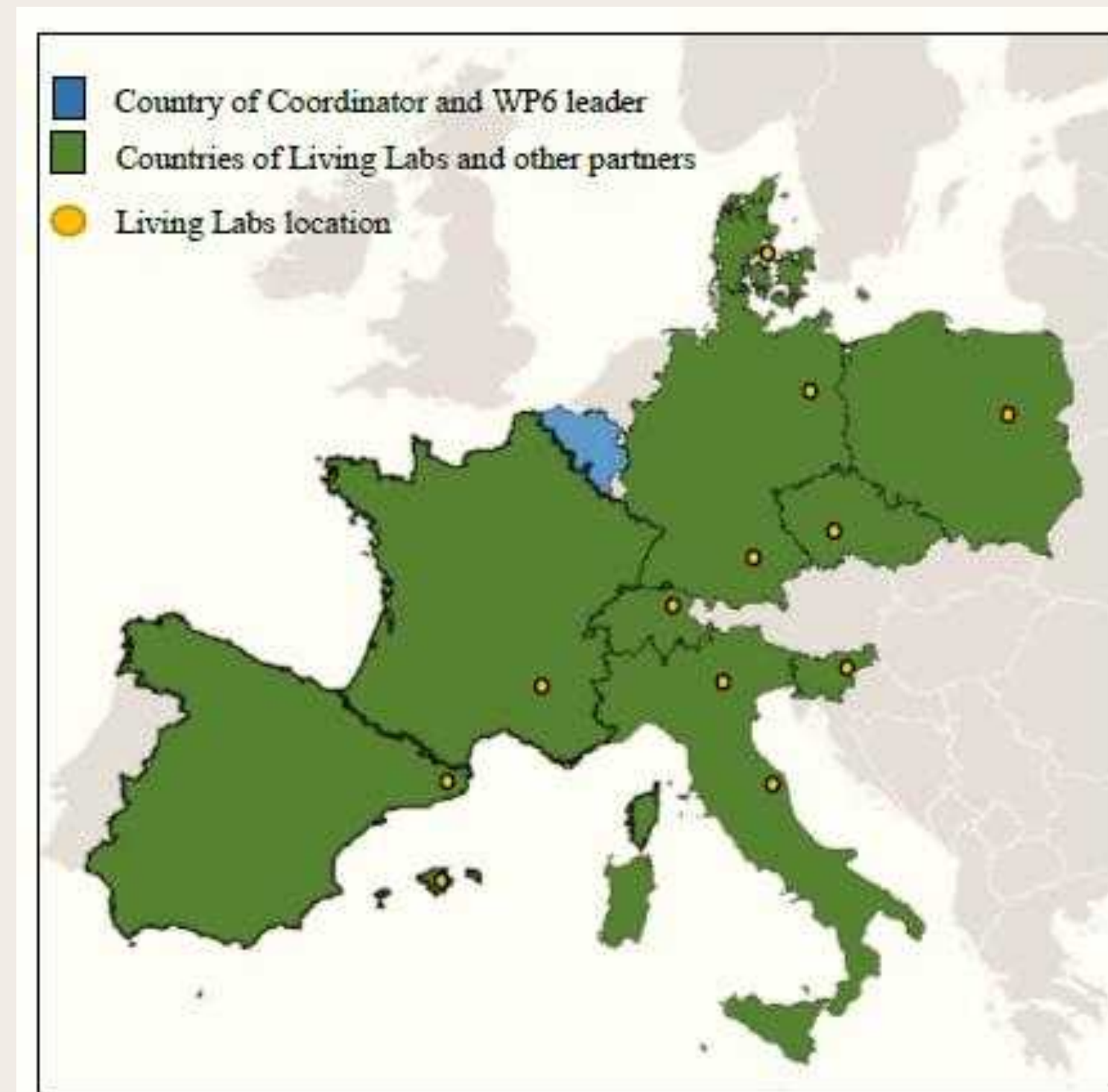


Figure: InnOFoodLabs

Innovation themes of living labs



1. Small scale food processing



2. Reconnecting farmers and food processors



3. Innovative supply chain and distribution models

- New forms of collaboration between citizen/consumer and local food chain operators
- New communication and marketing concepts

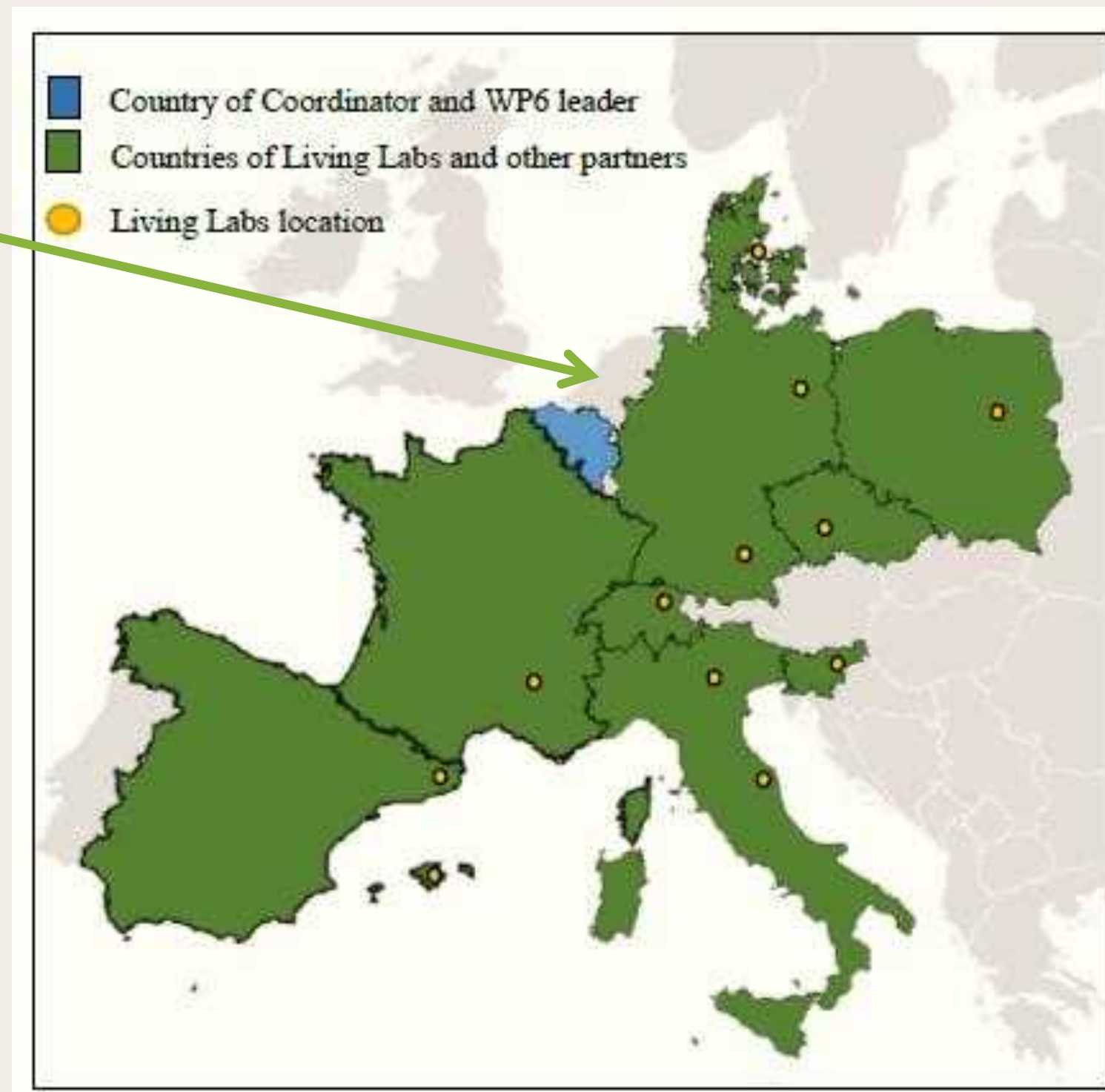


Speakers of today's Webinar



Michaël Wilde

Expert in organic food systems and founder of:
The Organic Embassy



BIOLOGISCH



**The
Organic
Embassy**

Connecting Organic Farmers with Society!
Through Organic Regions

Welcome!

Why is it important to connect farmers, communities and markets closer for a sustainable transformation of the food system?

- Dutch Organic Action Plan
- Responsibility & Perspective
- Organic Regions
- Examples



Four principles of organic agriculture

C are
H ealth
E cology
F airness

THE PRINCIPLES OF HEALTH, ECOLOGY, FAIRNESS, AND CARE ARE THE ROOTS FROM WHICH ORGANIC AGRICULTURE GROWS AND DEVELOPS.



Principles that go far beyond the organic movement!

ORGANIC AGRICULTURE SHOULD SUSTAIN AND ENHANCE THE HEALTH OF SOIL, PLANT, ANIMAL, HUMAN AND PLANET AS ONE AND INDIVISIBLE.

ORGANIC AGRICULTURE SHOULD BE BASED ON LIVING ECOLOGICAL SYSTEMS AND CYCLES. WORK WITH THEM, EMULATE THEM AND HELP SUSTAIN THEM.

ORGANIC AGRICULTURE SHOULD BUILD ON RELATIONSHIPS THAT ENSURE FAIRNESS WITH REGARD TO THE COMMON ENVIRONMENT AND LIFE OPPORTUNITIES.

ORGANIC AGRICULTURE SHOULD BE MANAGED IN A PRECAUTIONARY AND RESPONSIBLE MANNER TO PROTECT THE HEALTH AND WELL-BEING OF CURRENT AND FUTURE GENERATIONS AND THE ENVIRONMENT.

InnOFoodLabs



Actieplan

Groei van biologische productie en consumptie

Biologische landbouw kan in Nederland een belangrijke rol spelen in de transitie naar een duurzame en toekomstbestendige landbouw. Met dit actieplan zetten we als Rijksoverheid de ambitie neer om biologische productie en consumptie fors te laten groeien. De acties zijn een vertrekpunt om samen met ketenpartijen aan de slag te gaan.

15% biologisch landbouwareaal in 2030

Healthier
soils

Cleaner water

Less
emissions
More biodiversity

Better animal
welfare

Meer biologische productie



Behouden en
breiden van productie



Inzet van
de keten



Toegang tot geschikte
en betaalbare grond

Meer kennis en innovatie



Onderzoek



Van elkaar leren



Blijven innoveren

Meer biologische consumptie en een grotere afzetmarkt



Biologische producten
worden bekender



Groter aanbod in
meer verkoopkanalen



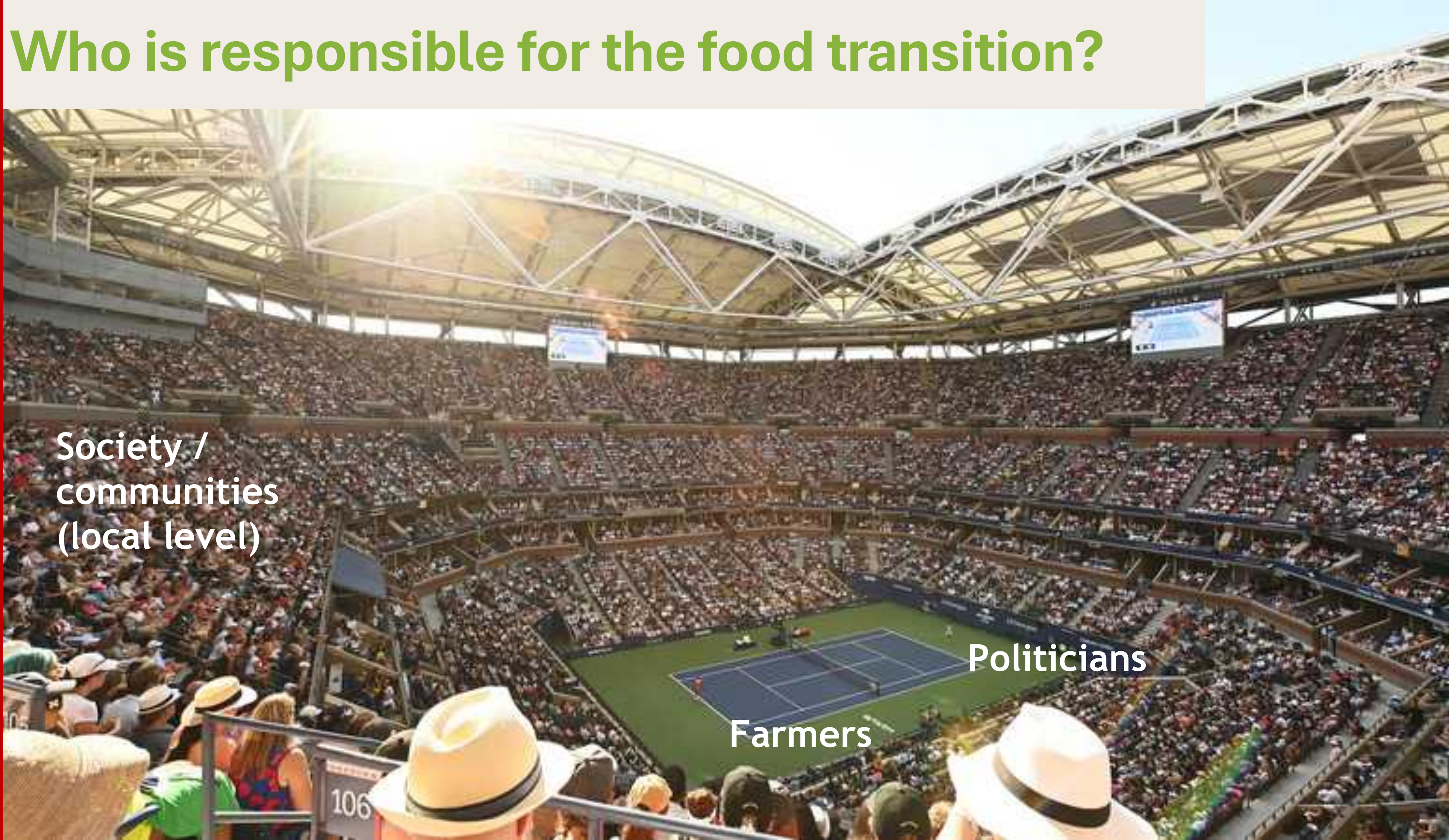
Betere prijs voor
boer en consument

Who is responsible for the food transition?

Society /
communities
(local level)

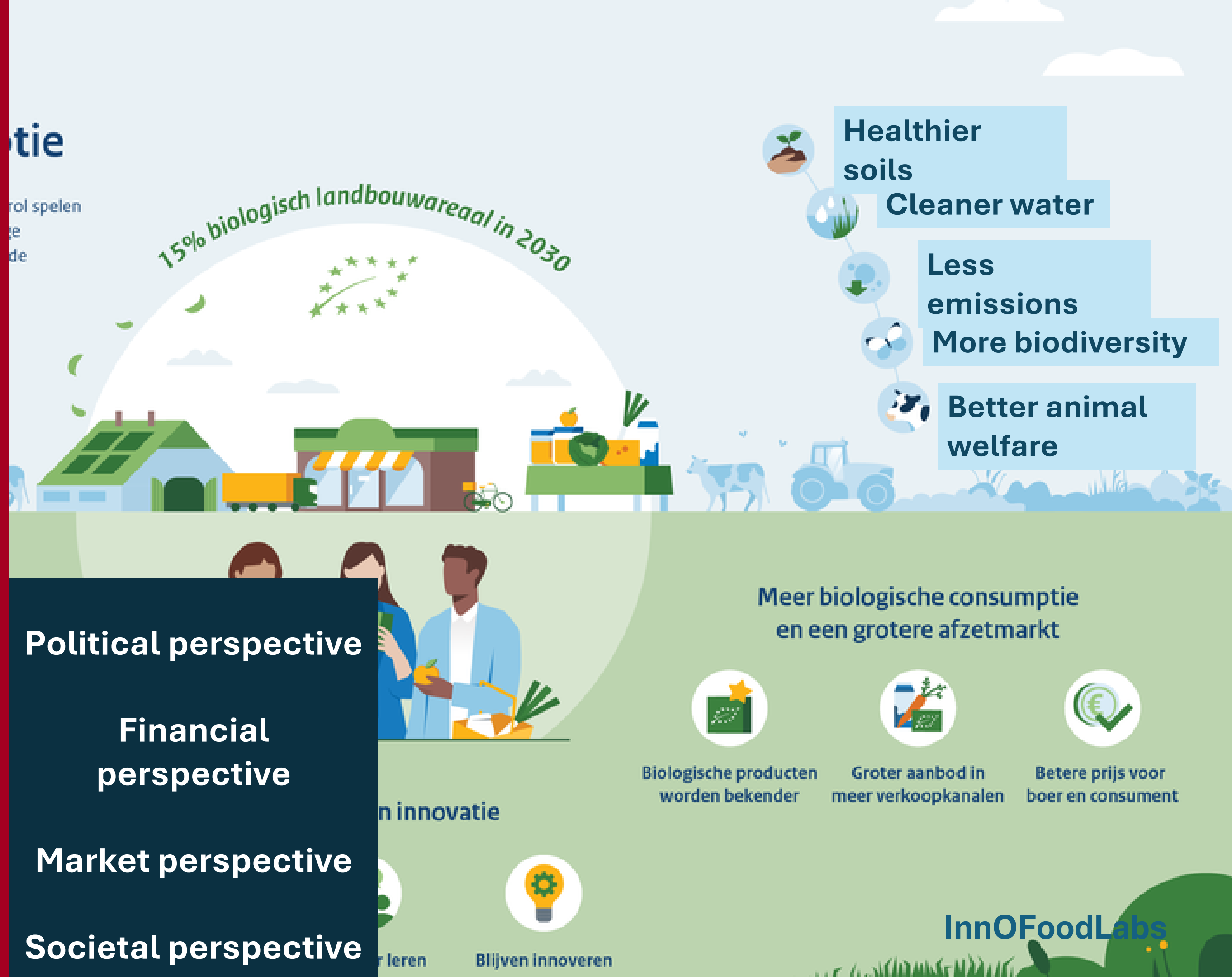
Politicians

Farmers



CALL TO ACTION!

“Provinces & regions can also consider the development of organic regions / Bio Districts when drawing up regional plans. When organic farmers within a geographical area connect with other local economic and environmental activities, not only can nature and the environment in that area be protected but also new regional and economic opportunities can be created offering perspective.”





Organic Regions

An organic region or city is a defined geographical area where local governments, public institutions, (new) organic farmers and growers, consumer organizations, local education and healthcare authorities, companies and other parties take concrete steps to purchase locally produced organic products.

Additionally, efforts are actively made to spread knowledge about organic farming and food, and collaboration is explicitly sought with local sustainable food initiatives. There is also attention given to the preparation of meals or meal components. Often, these regions are associated with goals, such as reducing food waste and a more plant based diets



Main Advantages

1. Reduced carbon emissions
 2. Climate smart
 3. More biodiversity
 4. Healthy, living soils
 5. Less nitrogen emissions
 6. Better water quality
7. Healthier for farmers / growers
 8. Healthier for local population
 9. Better animal welfare
 10. Stronger connection between the cities and rural areas
 11. Trust in organic label
12. Better income for farmers
 13. Good for local economy / tourism
 14. Food security / sovereignty
15. Supports broader local, regional and national policies / plans
 16. Supports EU and national plans



Why is it important to connect farmers, communities, and markets closer for a sustainable transformation of the food system?

Bio Districts succes factors



Collaboration with local government and municipalities
- (enthusiasm / energy / proactive approach / active support)



Size, diversity and enthusiasm of regional organic network.
(energy, activities & impact)



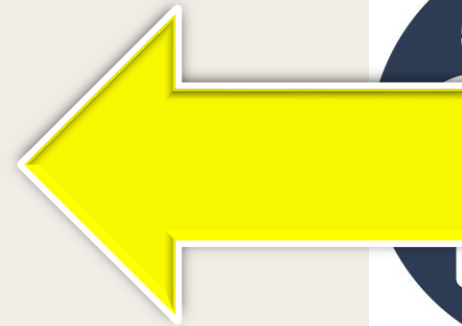
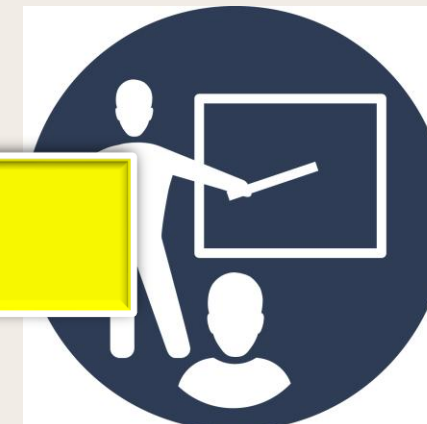
Connection with local NGO's and other relevant organisations (snowball effect)



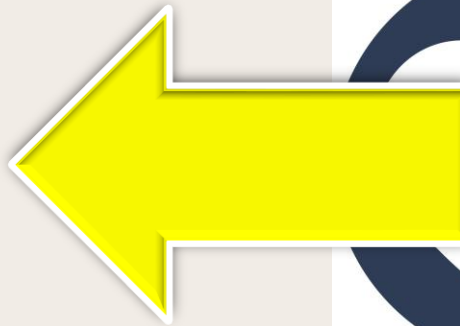
Local companies via catering



Collaboration with local hospitality



Education institutions



Health and Care institutions



Events / Tourism





Limburg
Gelderland
Noord-Brabant
Noord-Holland
Overijssel
Zeeland
Zuid-Holland
Friesland

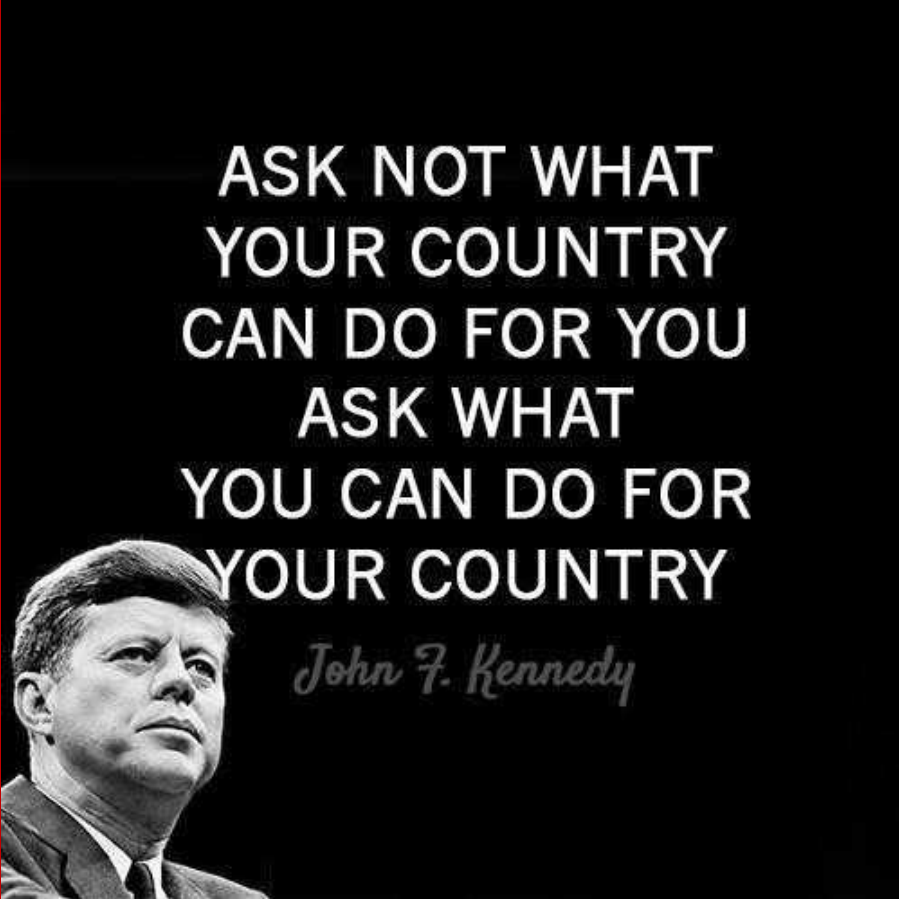


Bioregio's

- Amsterdam
- Eindhoven
- De Greidhoeke
- Zutphen
- Land van Cuijk
- Regio Veluwe Zuid

Crucial

Don't push your own agenda, but focus on how our strong, future proof organic proposal 'storyline' actively supports local policies, goals and ambitions!



Conclusion

Organic Regions allow local societies incl. government to play a much more active role in the crucial transition of our food and farming system. This is not only good news for the environment, food security, the income of farmers, animal welfare, health of farmers and communities etc. but it sends out a clear message to young / new farmers

“we support you,
we will help you
and above all we
want you to
succeed .. For all
our sakes!”

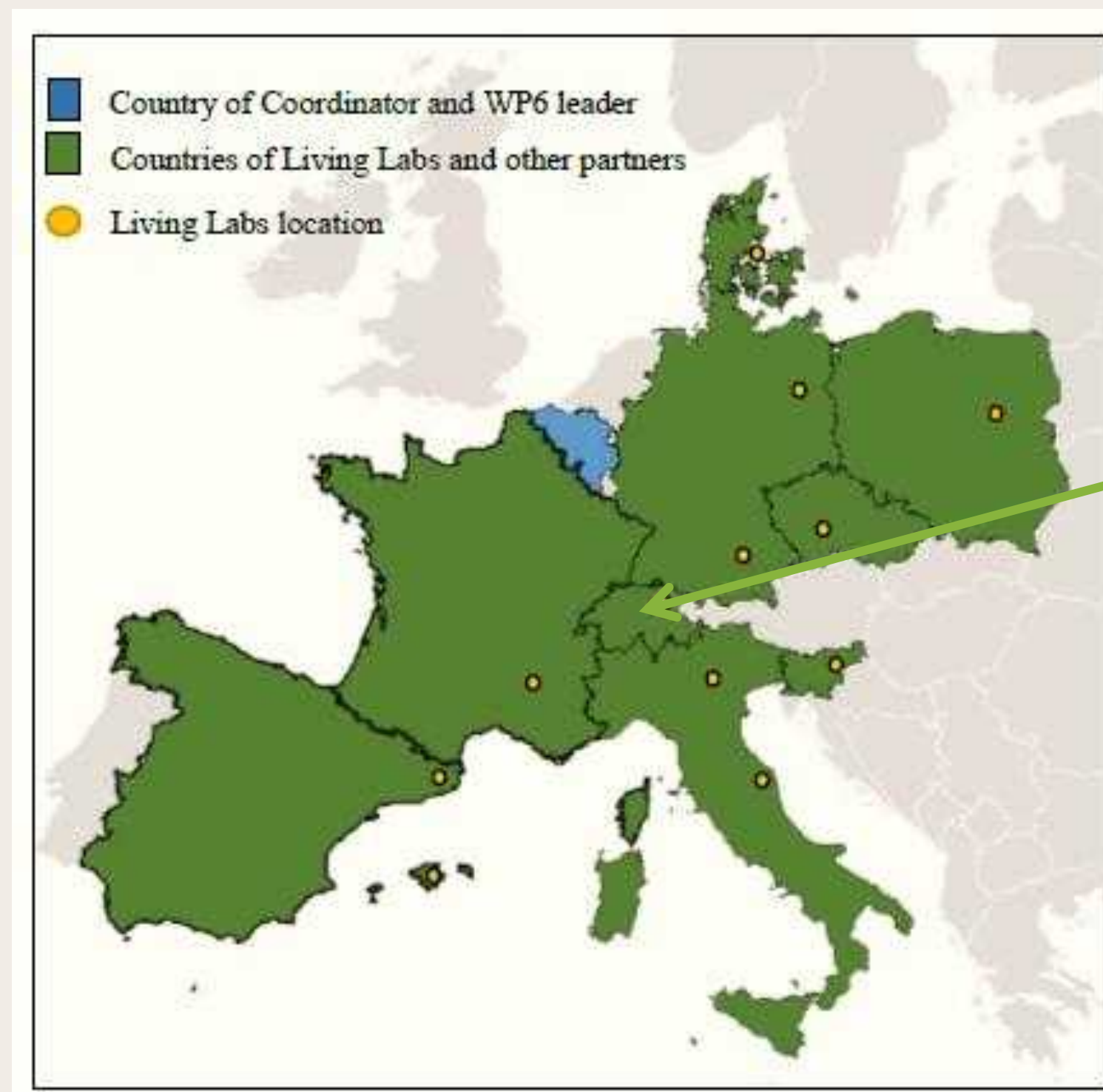




Thanks!



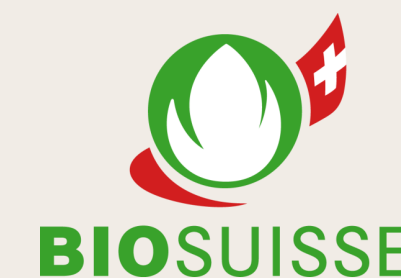
Speakers of today's Webinar



Michèle Hürner

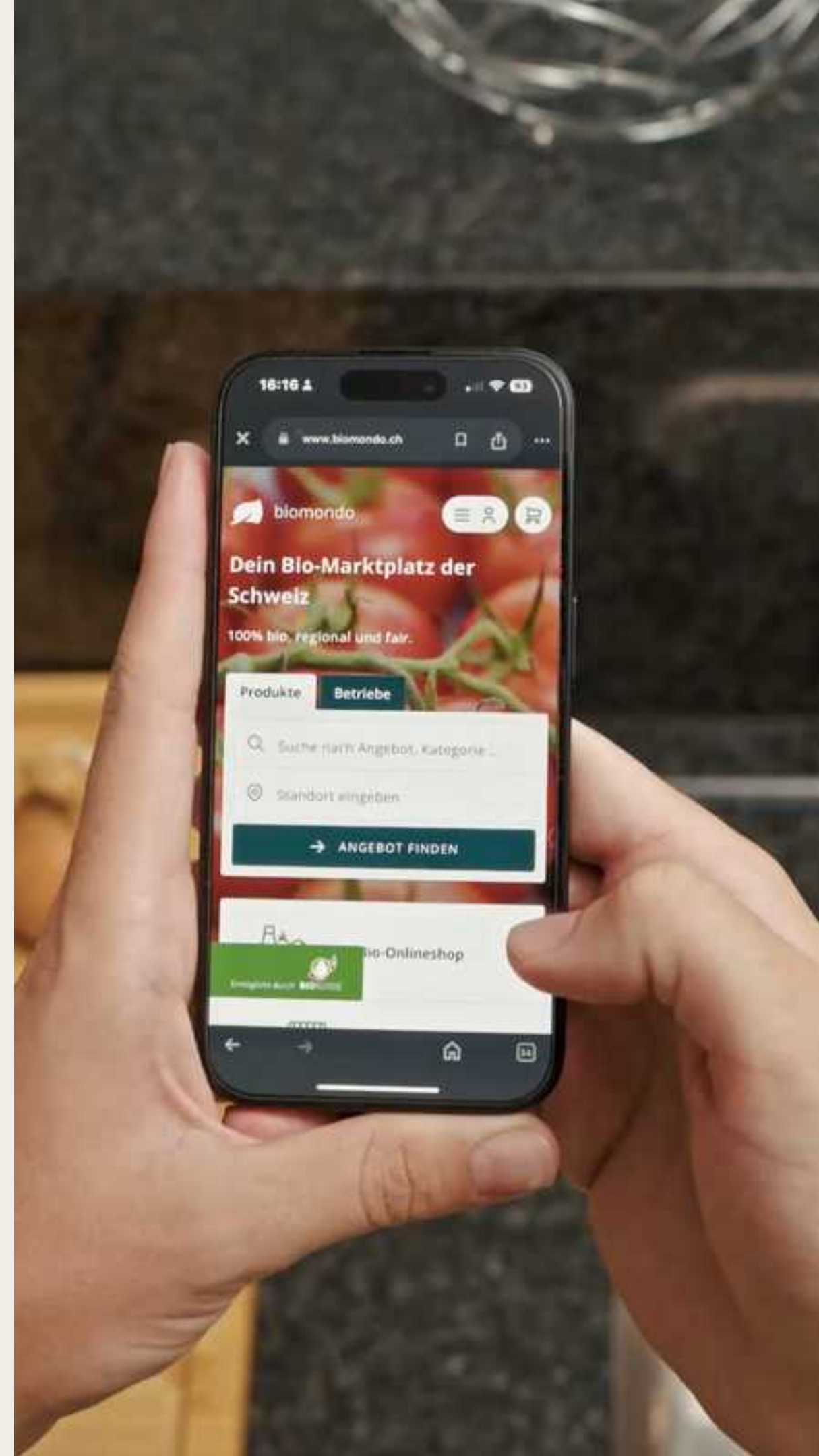
Team Lead Direct Sales & Communication of Added Value at Bio Suisse.

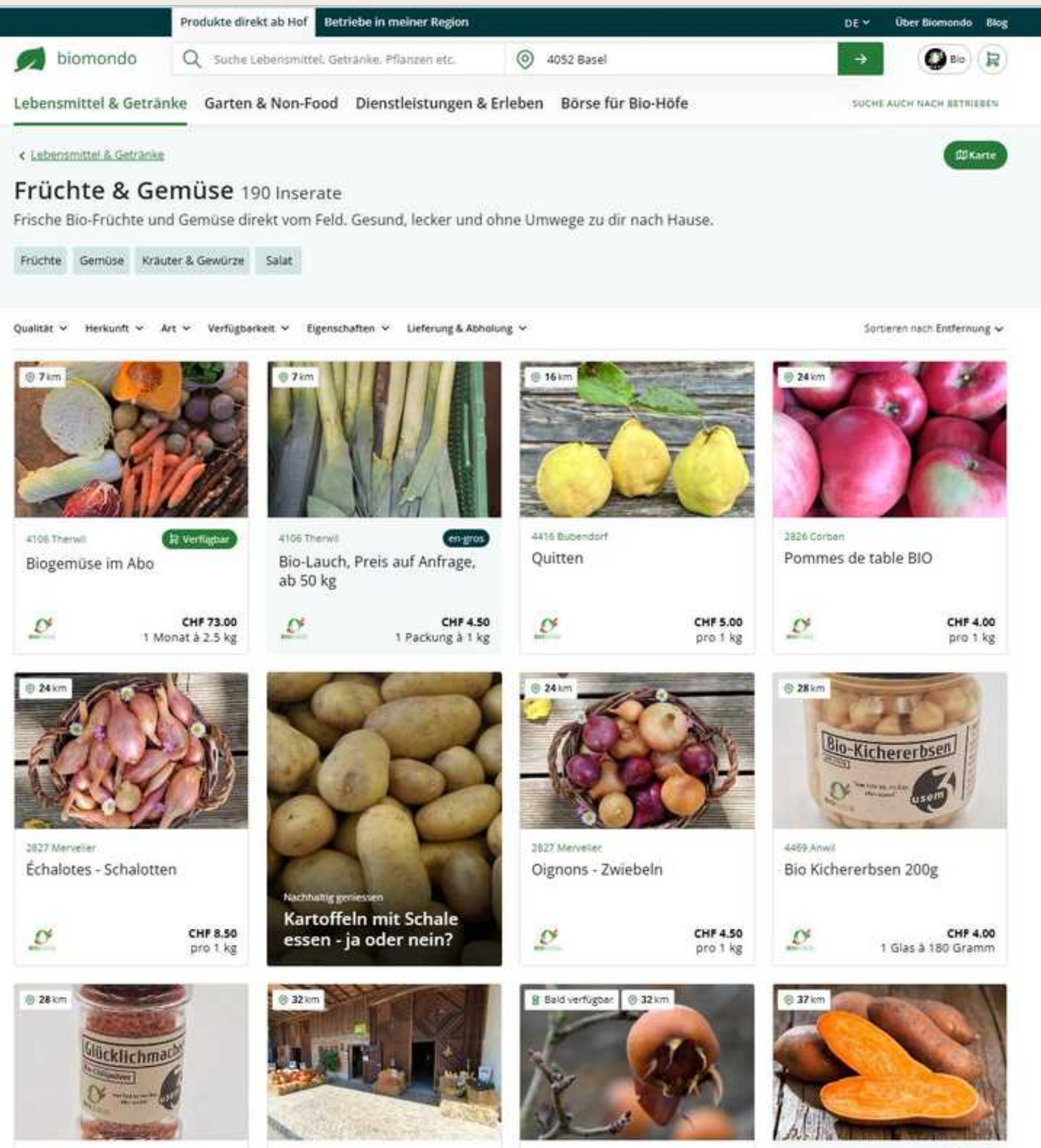
Project Lead *Biomondo*



Biomondo – Swiss Organic Digital Marketplace

- Switzerland has 3 languages, and so does our marketplace
- Bio Suisse started 2021 with a marketplace for farmers
- Step by step we added features for other target groups: consumers, restaurants, food processors, etc.
- The team consists of 2 part time employees, with support from Bio Suisse team.
- 3,943 organic businesses (+500 non-organic businesses) subscribed
- 2,500 listings online
- 95% of listings are available for order, but ONLY 47% can be delivered
- Businesses can activate online payment
- 425,000 visits in 12 months
- 82% engagement rate





Connective effect

How does Biomondo connect consumers with farmers?

«We put out a call for winter feeding places and someone from the Jura **got in touch**. During our conversation, we found out that they produce Tête de Moine. That's absolutely brilliant – you just don't come across organic Tête de Moine on every street corner...»

«Thanks to Biomondo, I'm able to make 2 to 3 **new business contacts** every month.»

«The products are excellent. That was the best honey I've ever tasted; **you can't buy anything like that in a supermarket**. I live in Basel and don't have a car, so I rely on delivery. If it weren't for this platform, I wouldn't be able to get hold of products like these.»

«I attended a course for the conversion of our farm and asked where I could sell my organic walnuts. The answer was Biomondo, but they said sales weren't that good yet. I placed an offer and **received orders straight away**. We deliver and offer online payment.»

Learnings & Outlook

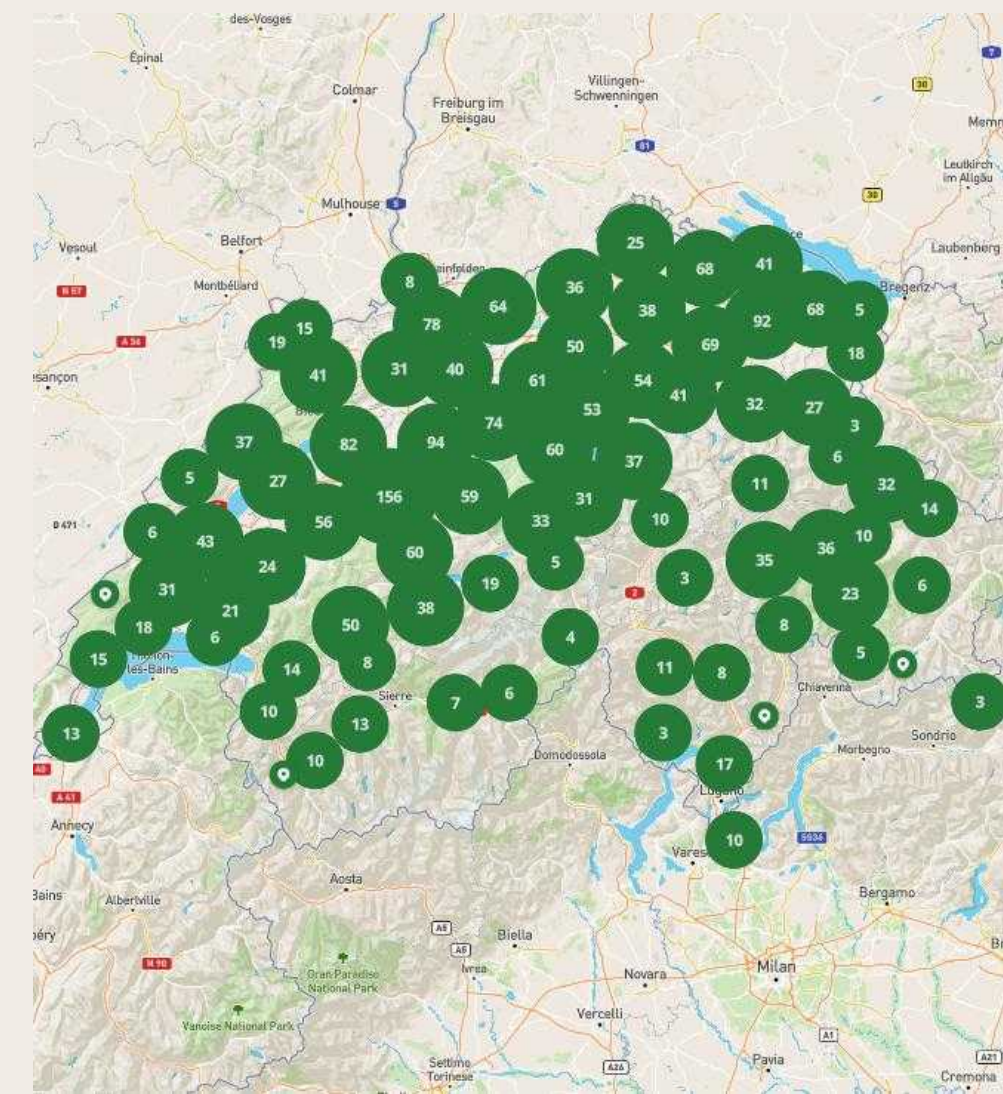
What have we learned after five years of developing Biomondo, and what will the future look like?

- It is harder to sell than we thought – probable reasons:
 - Many farms do not want to deliver
 - Higher prices (because they are fair)
 - Biomondo is NO one-stop-shop
 - Product descriptions are not good enough
 - High complexity of platform
- We will add markets and pickup points (as many farms hesitate to deliver by post)
- We will add gift cards and discounts (e.g. fringe benefits, cooperations)



*“A **huge help** for direct sales and a great way for customers to have a browse.”*

*„Thanks to the **map listing** of various providers, I’ve found farms and restaurants in regions I wasn’t familiar with, which I would never otherwise have come across – discovering Swiss culture that aligns with our philosophy.”*



3 things you can learn from Biomondo

Some advice for similar innovative projects in Europe:

1

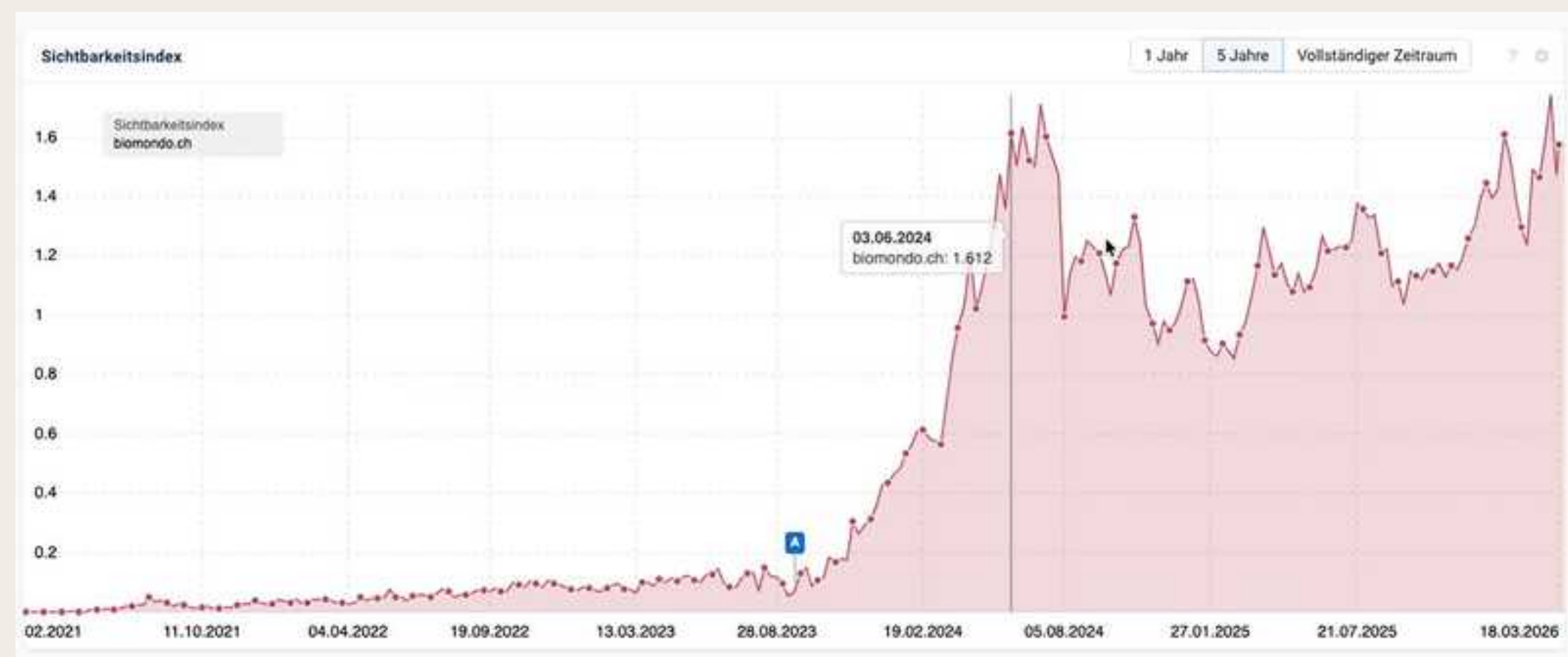
Build your platform using existing networks. Internal and external partners are crucial.

2

Every farm and business has its own goals, and you will succeed if your work helps them achieve them.

3

Don't forget about SEO and GEO, both technically and in terms of content.

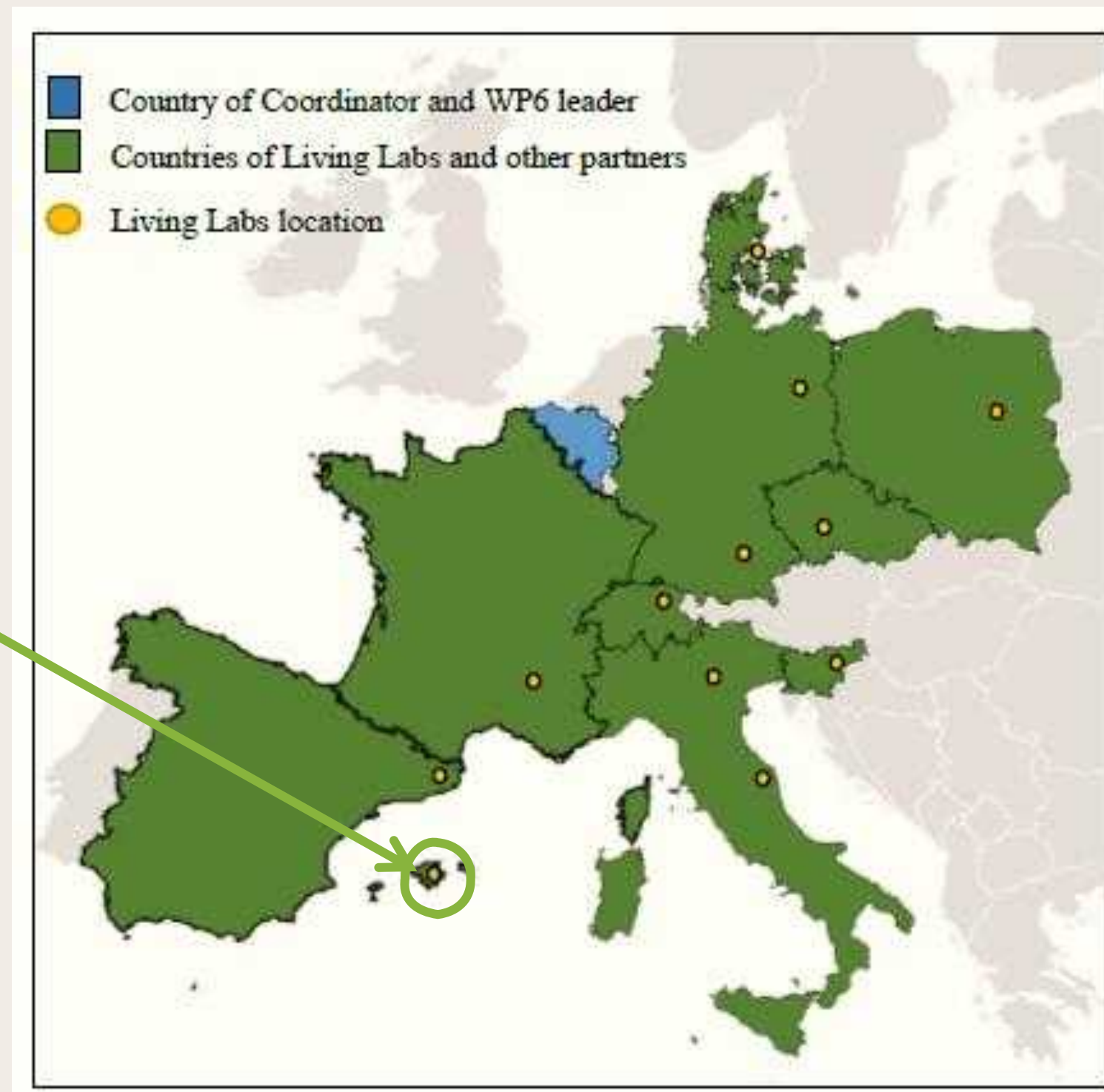




Speakers of today's Webinar



Auba Capo
Cooperative member of
Terranostra





TERRANOSTRA

SUPERMERCAT COOPERATIU

Founded in 2020, Terranostra is a consumer cooperative with the aim of transforming consumption in Mallorcan society towards a more sustainable and responsible model.

We are:

- Over 700 cooperative members
- 150 active volunteers
- 4 cooperative employees

Our product criteria

- Organic and sustainable
- Local or nearby origin
- Direct producers
- Fair trade certification
- Healthy
- Bulk goods, reusable and returnable packaging
- Food sovereignty





How are consumers and producers brought closer?

Visits to our producers



Promotional videos and social media



<https://www.youtube.com/@terranostrasupermercatcoop4699>





How are consumers and producers brought closer?

Product tastings with producers



Anniversary party with producers and members as guests





Learnings & Outlook

What we've learned after 5 years of Terranostra and how will the future look like

- Maintaining strong relationship with members is essential for the project's success.
- Passing values to new members is key for the long-term future.
- Develop strong connections and collaborate with local community, similar organisations, and other SSE to increase visibility and create collaboration network.



reas
balears
xarxa d'economia alternativa
i solidària



pagesos
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DE mallorca
SOCIETAT COOPERATIVA



JO SOM DE
TERRANOSTRA
SUPERMERCAT COOPERATIU



Més info: www.terranostra.coop

3 Tips from Terranostra

Some advice for similar innovative projects in Europe:

1

Clearly define the project's mission and values from the beginning.

2

Build a diverse membership base with different backgrounds, professions, skills and interests.

3

Ensure every member finds a meaningful role within the project by prioritising the human side.





Thank you!

You can find us in...

<https://terranostra.coop/>

aub.capo@terranostra.coop



terranostra_supermercat



terranostra_supermercat

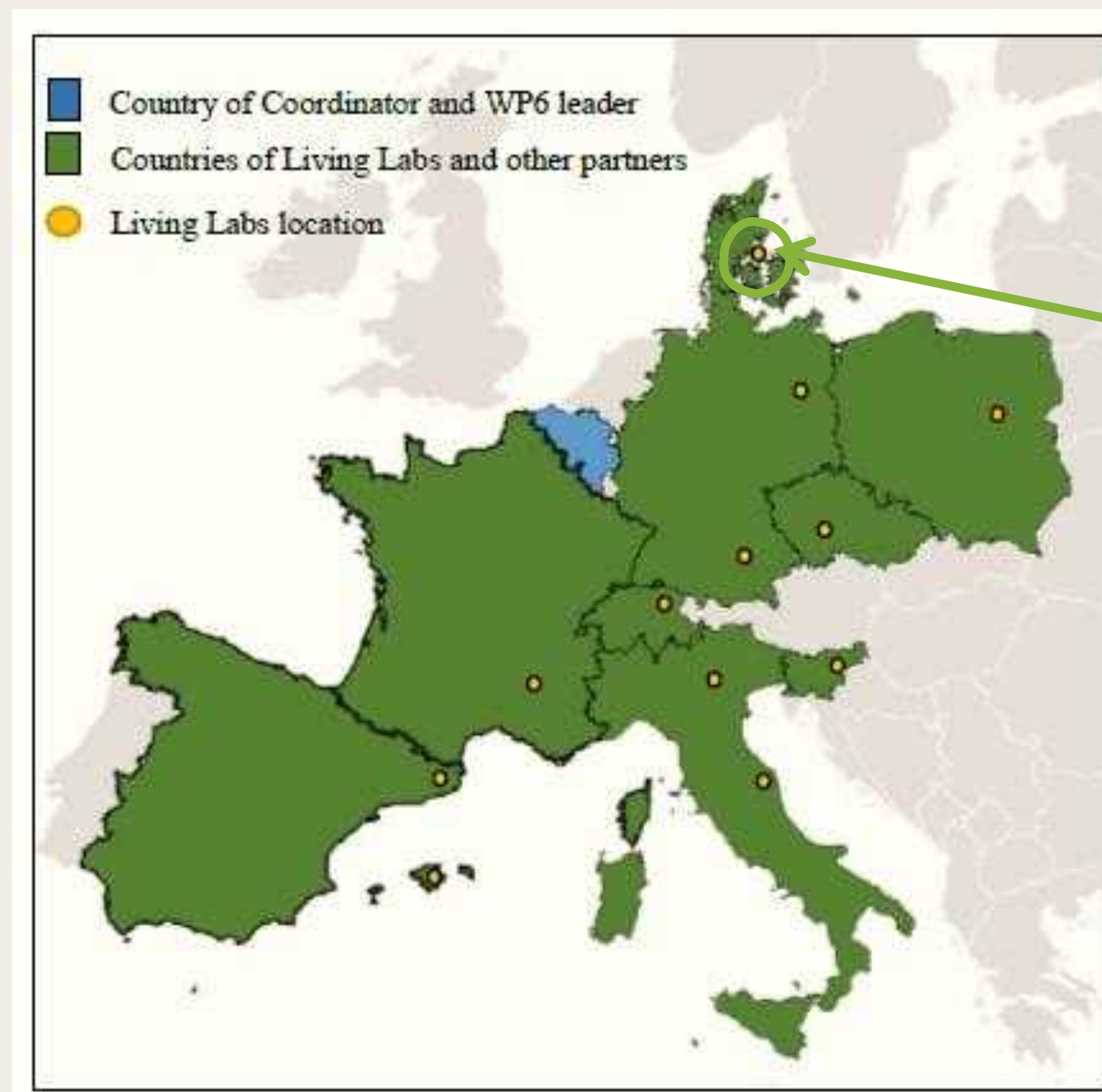


Terranostra supermercat cooperatiu





Speakers of today's Webinar



Camilla Mikkelsen
Expert in EU organic policy
and founder of:
Økologisk Samsø



Geography:

- Island of 114 km²
- 3616 inhabitants
- 8000 Ha agricultural land
 - of which organic: 612Ha/6.7% (country avg: 10,6%).

Main industries: Tourism & agriculture



Organisational structure & key figures

Association

- 280 members
- Engaged local community & volunteers



Land Trust

- Defining + protecting statutes

Corporation

- DKK 7.5m share capital
- 250 investors (co-owners)
- 4 farms, 60 Ha
- 2 employees (0,85% pos.)





The farms: 4 different business models on shared land

Yduns Have

Vegetables, eggs, cattle, farm shop & CSA

190+ varieties

83 local CSA families (= 5% of population)

Local restaurants

High-end restaurants on mainland



Jettelund

Extensive grazing / nature (re-) establishment & biodiversity

Vegetable and natural wine production and farm shop

Deliver to high-end restaurants



RenSaft

Vineyard and fruit-based production

Perennials, grazing, biodiversity

Deliver to high-end restaurants



Trolleborgvej 15

Latest acquisition

Recently converted to organic (Dec. 2024)

New farmhouse built by 80% volunteer effort

New tenancy starting January 2027





Connective effects

A small island initiative with tangible assets and a broad ownership/support base.

- From consumer supported- to consumer owned agriculture
- **Resonance from farmers:** Farmers can circumvent banks and gain access to land. Freedom from bank mortgages allows for holistic farm health approach.
- **Resonance from consumers:** Ensured supply of locally produced fresh produce. From *passive* to *actively* engaged consumers; gain tangible stake in local food production.
- **Resonance from community:** Increased livelihood in rural areas, tangible stakes in land, biodiversity and groundwater protection.





Connective effects

1 Shared ownership
Citizens and investors finance land rather than a single farmer carrying the full purchase costs and risks.

2 Farmer access
Tenants can focus capital and energy on farming instead of (trying to) buying expensive land.

3 Local markets
CSA, farm shops, and farmers' markets increase knowledge and support from local consumers.

4 Community life
Meals, workshops, farm visits, festivals and volunteer engagement make agriculture an inclusive visible island activity.



capital → land → farmers → food → community



3 Takeaways:

Advice for similar community-based food initiatives:

1

Ensure local resonance and involvement. Start from a concrete local barrier — land access, succession, local food or nature — rather than “organic” as an abstract goal.

2

Lock the mission into the ownership model. Patient community capital and governance must outlive individual champions.

3

Build markets while building farms. Support farmers in start-up phase and co-create logistics and demand with local kitchens and consumers.

What 10 years of shared agricultural ownership suggests:

- Land ownership can be redesigned to lower entry barriers for new farmers.
- Community engagement and volunteer participation is vital part of the operating model — not only end consumers.
- Land access alone does not solve every challenge of small-scale farm economics.

Thank you



Økologisk Samsø

Shared land • local food • living communities

camilla@oekologisksamsoe.dk

www.oekologisksamsoe.dk



Wrap up: Become a member (free of charge)

Together we shape the future of local organic food systems in Europe:

- National & international meetings
- Peer-to-peer exchange
- Training activities
- Co-learning & co-creation

JOIN NOW!



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Project partners

