

Deliverable 5.2.1 Promotion of the transborder area at EU exhibition on bio products

FEDERATION OF PROFESSIONAL CRAFTS AND TRADE ASSOCIATIONS OF EVROS

What the right organic grower needs to know today

Organic farming as a production system is based on a set of rules and principles as well as common practical methods, aimed at minimizing human intervention in the environment, while ensuring that the agriculture system operates as naturally as possible with the lowest possible inputs (pesticides, fertilizers, antibiotics)

It is necessary to be carried on a campaign to promote Greek agricultural organic products, in order to inform the consumer public about their value.

185.9 million euros for 2024 will be allocated by the European Commission in order to finance activities that promote sustainable and high-quality agricultural food products of the EU, both in the EU but also in third countries. The purpose of the funding is to create new market opportunities for EU farmers. and, in general, for the EU food industry. At the same time, the sustainable recovery of the European Union's agri-food sector is supported.

The promotional campaigns selected in 2024 are to include products derived from sustainable agricultural practices, which help reduce reliance on pesticides and antimicrobials, minimize fertilization and water pollution, reduce greenhouse gas emissions, in strengthening organic agriculture and improving animal welfare. 62 million euros will be allocated specifically for these sustainably produced agri-food

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products, of which, 42 million euros will be for organic products. One of the expected results is a further increase in the recognition of the EU organic production logo. by European consumers and the consumption of organic products, according to the EU action plan on organic production.

Also, with the funding comes another goal, which is better information about the EU's quality systems. and products registered as Protected Designations of Origin (PDO), Protected Geographical Indications (PGI) and Traditional Identical Products Guaranteed (TIP). Over 3,500 names of agricultural food and drink products are currently protected, ensuring that genuine products are provided to consumers and preserving the EU's cultural and culinary heritage.

Exhibitions are a very good meeting opportunity between producers and buyers. In recent years, in addition to the above service, they also perform a role, that of information. That is, in addition to the presentation of products and services of a sector, they undertake, through parallel events, to provide information about the future of the sector for which the entire event is held.

Organic product exhibitions are now a fact in every corner of the planet. Large exhibition spaces host for several days organic farmers, companies of organic products and services, while scientists of the sector present the latest data from the field of research, operators of their actions, etc. We would say that they now perform, in addition to their commercial mission, another role of meeting and communication.

After a short research done by the staff in order to find out the best ways to promote organic products, it became evident that local products are largely linked to the local market. All categories of local agricultural products have high marketability rates in retail stores and there is no one that does not sell at least one of the five categories (legumes, fruits, vegetables, dairy, nuts).

The conclusions are that:

- The preference for local agricultural products is greater compared to the rest.

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- Unpackaged are the choice of most. This is an advantage for local producers as they can promote their products with fewer barriers.
- The main selection factor for agricultural products is their price.

The ultimate goal of those involved in supply chains should be to achieve a high degree of market functionality so that no one gains unfairly over another and everyone reaps the multiplier benefits. This will be achieved when there is an efficient use of resources in the market, which aims to satisfy the demand for services and products from consumers, in a way that maximizes social welfare. In particular, producers of local organic products should take measures to safeguard their interests and take specific actions:

- In order to be able to cope with market pressures and maximize the benefit they can get from their marketed products they should be organized into groupings such as Cooperatives. Their participation in cooperatives automatically gives a greater bargaining value to their products. Thus they acquire another form and their role in supply chains is enriched. Now they become more than producers and traders who operate in groups, which enables them to turn the market into a bilateral monopoly to their advantage. As a consequence, the bargaining power of wholesalers and retailers is reduced as well as final prices. This creates the conditions for the development of short chains for the benefit of both producers and consumers and increases the marketability of local agricultural products.
- A move that would promote local products is the creation of a separate shelf (as is done with organic products) or a special indication of their local organic origin. Having a separate space in the shops creates their own identity and makes them more distinct to the consumer thus increasing their marketability.
- Finally, the direct connection with the consumer public is a move towards which the producers should orient themselves. The better connection with the street markets creates the advantage of lower prices, especially when producers undertake to market their products themselves without the intermediary of retailers or wholesalers. Price is

the main choice factor for most consumers shopping from the street (chapter 8.4), so the result of this move would be to improve the promotion of local organic products.

Legislation in Greece

1. Official Gazette No. 245090/ 11.01.2006 (Government Gazette 157/B/2006)

Determination of additional measures for the implementation of Regulation (EEC) 2092/91 of the Council "on the organic production of agricultural products and the relevant indications on agricultural products and in foodstuffs" as amended and in force".

2. YA no. 336650/22.12.2006 (Government Gazette 1927/B/2006)

Implementation details of no. 245090/11.1.2006 (Government Gazette 157/B/2006) Joint Ministerial Decision "Definition of supplementary measures for the implementation of Council Regulation (EEC) 2092/91 "on the organic production of agricultural products and the relevant indications on agricultural products and foodstuffs" as amended and in force.

3. YA No. 296851/21.06.2007 (Government Gazette 1114/B/2007)

Implementation details of joint ministerial decision No. 245090/11.1.2006 (Government Gazette 157/B/2006) "Definition of additional measures for the implementation of Reg. (EEC) 2092/91 of the Council "on the organic production of agricultural products and the relevant indications on agricultural products and foodstuffs" as amended and in force.

4. Official Gazette 295194 No. 22.04.09 (Government Gazette 756/B/2009)

Determination of additional measures for the use of propagating material in organic agriculture in application of Regulations (EC)834/07 and (EC)889/08, as they each time Apply.

5. Law 4235/2014 of the Ministry of A.A.&T. – Official Gazette A 32 – 11.02.2014

“Administrative measures, procedures and implementation of EU and national legislation in the fields of food, animal feed and animal health and protection and other provisions of the competence of the Ministry of Rural Development and Food” and specifically Article 56 – Markets Producers - Homecraft.

6. **Decision with no. first. 590-01.04.2016** of the Secretary General of the Ministry of A.A.A.&T. regarding the operation of Producer Markets.

7. **Law 4384/2016 of the Ministry of A.A.A.&T. – Official Gazette 78/A/26-4-2016** "Agricultural Cooperatives, forms of collective organization of the rural area and other provisions. space and other provisions" and in particular Article 46 - Markets of Producers - Homework.

Sites related to National and Community Legislation for organic agriculture and animal husbandry:

<http://eur-lex.europa.eu/el/index.htm>

Ministry of Rural Development and Food

<http://www.minagric.gr>

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