

OH-FINE project

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Project funded by

Why the OH-FINE project?

- Farm to Fork Strategy: **25%** of the total agriculture area as organically farmed by 2030. We need to double the growth rate.

What is organic farming and why support it?

Organic farming is an agricultural method that aims to **produce food using natural substances and processes** → limited environmental impact:

- responsible use of **energy** and **natural resources**;
- maintenance of **biodiversity**;
- preservation of regional **ecological balances**;
- enhancement of **soil fertility**;
- maintenance of **water quality**.

Additionally, organic farming rules encourage a **high standard of animal welfare** and require farmers to meet the specific behavioural needs of animals.



A positive impact on society

Why the OH-FINE project?

- Farm to Fork Strategy: **25%** of the total agriculture area as organically farmed by 2030. We need to double the growth rate.
- Organic farming is **knowledge-intensive**
- The **adoption of new practices and innovations** is **too slow**



The establishment of **multiactor knowledge-sharing networks** that facilitate the transition to organic farming and favor innovation and support knowledge generation is of particular importance

What is OH-FINE?

- OH-FINE: **Organic Farming Innovations Network Europe**
- Duration: **48 months**
- Objective: Empower European **farmers** and smallholders through the definition, enhancement and transfer of competitive and efficient organic farming knowledge and alternatives that address farmers' capacities, **consumer needs and evolving food market changes.**
 - Production
 - Regulation
 - Marketing
- **Financing:**  **Funded by the European Union**

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- Methodology: **MITTCon** (ECOPIONET Operational Group)

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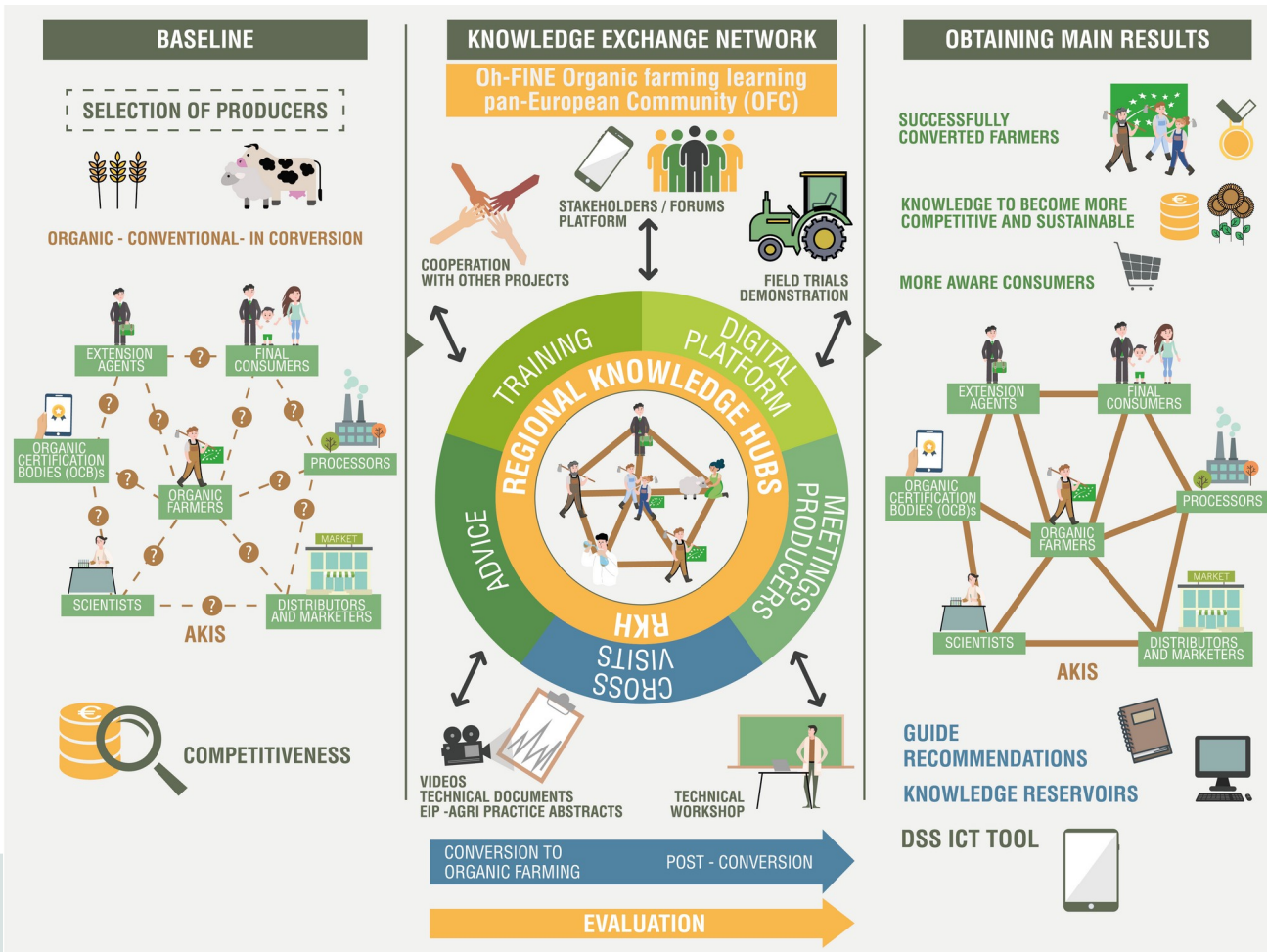
To this end Oh-FINE is creating a **Pan-European Organic Farming Learning Community (OFC)** structured in four main technological pillars:

- 1) To develop a **multidimensional framework** on the organic farming knowledge and practices (different contexts and competitive advantages for organic farmers).
- 2) To establish a **multi-agent approach organic farming learning system** and validate the framework in **5 case of studies areas** across Europe (Co-creative and open innovation).
- 3) To **collect, distribute and disseminate** to farmers and other stakeholders of easily **accessible practice-oriented knowledge** focusing on organic farming and covering cereals, oilseeds, protein crops and livestock.
- 4) To develop a **Decision Support System ICT Tool** for farmers.

Partners: 19 entities from 10 countries, mainly scientific and agricultural



Work Plan



Some data...

- **Yields** in organic production are **5-30% lower** than in conventional production
- **Environmental and social benefits** (at EU level, around 21% of organic farms in 2020 had a manager aged under 40, while this proportion was only 12% in conventional farms)
- 61% Europeans are aware of organic farming **logo**
- The organic logo can only be used on products that have been certified as organic by an authorised control authority or body
- **Sales** increased 128% between 2009 and 2019



Some data...

- **Consumers** (Eurobarometer, 2020):
 - 82% citizens believe that organic products are **more likely to comply with specific rules on pesticides, fertilisers, and antibiotics**
 - 81% believe that are **more environmentally friendly**
 - 80% believe that are produced with **higher respect for animal welfare**
 - Organic food is perceived as **less affordable** in all EU countries
- Initiatives to promote the inclusion of organic products in public services, such as nurseries and schools.

OH-FINE: focused on arable crops and livestock farming

Initial test

- Farmers (all the 3 cohorts) identify that markets for their products can be **volatile or prices are lower** than expected.
- In-conversion and post-conversion farmers **struggle to find suitable buyers** or engage in direct sales
- In-conversion and post-conversion identify **gaps in organic supply chains** (no organic grain millers or livestock processors)
- One of the main knowledge technological needs identify by famers is the **market information** → match supply with demand

Some conclusions drawn from the **initial analysis** carried out as part of the project:

- Farmers often demonstrate **limited capacity for direct marketing, collective sales, and product differentiation**. Weak market linkages and limited negotiation power restrict access to premium markets and reduce their ability to capture added value.
- **Strengthening local processing and marketing networks** is essential to improve farmers' position within the value chain.
- There is a high interest among farmers in **selling directly to the final consumer**
- Differences between countries: In Poland, Bulgaria and Lithuania, the organic food market is underdeveloped

Some conclusions drawn from the **initial analysis** carried out as part of the project.

The driving force behind the development of organic farming and the organic food market is consumer awareness among citizens, which is why broad education in this area is necessary.

<https://www.oh-fine.eu/>



**Thank you very much for your
attention!**

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Organic Farming Innovations Network Europe



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