

**Workshop Title:**

*Getting Organics on the Offensive in Retail Supermarkets*

**Main Organizer & Contact Person:**

- **Main Organizer:**  
Paul Holmbeck, World Board Member IFOAM – Organics International  
Director, Holmbeck EcoConsult (Denmark)  
Email: [ph@paulholmbeck.com](mailto:ph@paulholmbeck.com)  
Website: <https://paulholmbeck.com/>

**Steering Committee Members:** IFOAM – Organics International World Board

**Main Topic:**

1. How farmer and processor organizations can build capacity for market development.
2. Strategies to motivate supermarkets and create impactful partnerships for organic market growth.
3. Supporting small companies in growing organic product offerings.
4. Impactful consumer awareness campaigns.
5. Policy measures supporting organic market development.
6. Success with short chain sales, including farmer-led supply chains and online sales.

**Targeted Public:**

- **Primary target:** Organizations working on organic market development.
- **Secondary target:** Processors, traders, farmers working with retail supermarkets and shorter chain sales, policymakers, and philanthropic organizations interested in market development.

**Main Objectives of the Workshop:**

The workshop aims to inspire stakeholders working on market development in their national and local contexts by highlighting successful cases, lessons, and pathways for increasing organic sales. It seeks to create a space for discussion and knowledge sharing on how to enhance organic retail opportunities.

**Language:**

English (with translation if necessary)/Mandarin

**Maximum Participants:**

30-60 participants