

Join a Workshop at the Organic World Congress (OWC) 2024!

The Organic World Congress (OWC) 2024, organized by Nanhua University and IFOAM – Organics International, is the leading global event for the organic sector. It brings together participants from around the world to exchange knowledge, share innovations, and advance organic farming practices.

Explore a diverse range of workshops designed to enhance your understanding of organic solutions and sustainable practices. Don't miss the chance to engage with experts and help shape the future of organic agriculture.

Workshop Title: **Getting organics on the offensive in Retail Supermarkets, local markets and online sales**

Organizer:

Paul Holmbeck
World Board Member, IFOAM – Organics International
Director, Holmbeck EcoConsult (Denmark)

Co-Organizer:

To be announced

Join us for a dynamic exploration of enhancing organic products in retail supermarkets! This workshop brings together key stakeholders, including organic farmers, processors, and market developers, to discuss successful strategies and innovative practices that can elevate organic sales in supermarkets.

Why Attend?

- **Gain** insights into successful case studies and pathways for increasing organic sales.
- **Learn** how to strengthen partnerships with supermarkets and motivate them to support organic products.
- **Engage** in discussions on impactful consumer awareness campaigns and supportive policy measures.

What to Expect?

This workshop is structured around an interactive format:

- **Session 1:** Case presentations showcasing successful organic sales strategies.
- **Session 2:** Discussion on development of NOAMs and Evidence-based Policy.

Main Topics:

- Building capacity for farmer and processor organizations to drive market development.
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- Supporting small companies in growing organics.
- Effective consumer awareness campaigns.
- Policy measures to enhance organic market development.
- Success with farmer-led short chain sales and online sales.

Who Should Attend?

This workshop is designed for organizations focused on organic market development, as well as processors, traders, farmers working with retail supermarkets, and policymakers interested in supporting organic growth and improving farmer livelihoods.

Speakers and Moderators:

Learn from a diverse array of experts in the field:

- Moderator: **Markus Arbenz** - Senior Consultant, International Department and Organics4Development, Research Institute of Organic Agriculture (FiBL), Switzerland
- **Mathew Dillon** - Co-CEO, Organic Trade Association, USA
- **Sylvia Kuria** - Organic Farmer, IFOAM Ambassador and Entrepreneur, Kenya
- **Chariton D.B. Namuwoza** - CEO, National Organic Agricultural Movement of Uganda (NOGAMU) and President of African Organic Network, AfrONet
- **Paul Holmbeck** - IFOAM – Organics International World Board and fmr Director Organic Denmark

Interactive Format:

- **Session One:** Case presentations by industry experts.
- **Session Two:** Engaging discussions with participants sharing insights and experiences.

Duration

- **One Session: 1.5 hours (90 minutes)**

Language: English and Chinese