

## Organic Market Development in Africa, Asia, and Latin America: Case studies and conclusions for national action plans

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### Abstract

*Organic market strategies of many developing countries are mainly export oriented. On the one hand, this is due to lack of local and regional market development. On the other hand, this is due to the fact that the organic market offers producers and trading companies in the South and East excellent export opportunities. At the **national and regional level**, organic markets have the potential to increase food security and national food supply. Stable, diverse farms contribute to the availability of food products on the national market. Organic agriculture, therefore, improves the viability of rural economies and increases food self-sufficiency. At the **international level**, the high potential of organic agriculture in production and market development is a positive driving force for improving international food security. A strong food identity and self-confident farmers can strengthen the position of a country in the international market.*

*There are several ongoing debates concerning international organic market development. How can developing countries develop local and regional markets? The promotion of organic markets—on both the local and international level—gets more and more attention in agricultural policies and in development cooperation. Action plans and agricultural policies for organic market development should include the following tools:*

- *Create awareness: introduce producers and consumers to organic agriculture, particularly in countries where organic agriculture is being introduced.*
- *Increase information and transparency: provide farmers and other stakeholders with information through market studies and business directories.*

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- *Link production with supply: bring market actors together via networking, trade fairs, food festivals, and other events. Vertical and horizontal cooperation of players in the supply chain is essential and needs support.*
- *Support creative initiatives: create and develop organic market initiatives, value chains, and farmer enterprises for organizing processing and marketing of their products. One big challenge is to bring together the needs of international, regional, and local markets with the reality and the constraints of mainly small-scale farmers in developing countries.*
- *Develop domestic markets: focus organic market initiatives especially to develop the domestic market for organic food products. There is a need for accompanying measures such as regional and national promotion activities, development of regional labels, and capacity building.*
- *Reduce certification costs: overcome the expense of organic certification, an insurmountable barrier for many producers. There is a need for local certification bodies and participatory guarantee systems.*
- *Support trade rules and favorable business conditions up to comprehensive national action plans in order to support the development of the organic market.*

*In each socioeconomic environment, such initiatives and development programs are different. This paper analyzes examples of organic market development strategies, promotions programs, and projects in Asia, Africa, and Latin America.*