

THE ORGANIC MOVEMENT CAMPAIGNS FOR THE ORGANIC ALTERNATIVE

ADDRESSING

**POVERTY AND HUNGER. CLIMATE CHANGE.
GENETIC DIVERSITY LOSS. ECOCIDE. LAND GRABBING.**

OPENING

OPPORTUNITIES FOR THE ORGANIC WORLD.

It is widely known that industrial agriculture is the main cause of global biodiversity loss, climate change and hunger.

More than ever, the world needs the organic alternative to help overcome these issues. But before Organic Agriculture is considered a valid solution in international decision-making fora, it needs to shed its image of being a mere certified standard for rich people and position itself as an indispensable element of sustainability development strategies.

Such an approach can offer opportunities for all: rural people guarantee the sustainability of their livelihoods, the organic world grows and policy makers have success stories to show.

Yet, if the international Organic Agriculture movement itself does not stand up to advocate for the organic alternative, who will?

.....
“Business as usual
is not an option
any more!”

This was the
conclusion of
the IAASTD
report, the most
comprehensive
assessment
ever on food
and agriculture
initiated by the
World Bank and
FAO and written
by countless
stakeholders
worldwide. Still,
“business as
usual” is what we
see every day!

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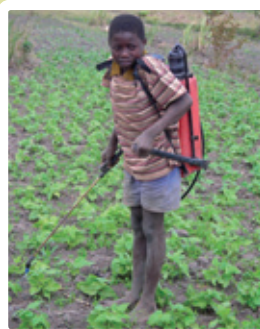


Photo: Mr. Stephen P. Nyirenda, DARS, Malawi



Photo: Courtesy Farm Sanctuary

The Planet Cries for Help

While globalization opened up worlds of opportunities for many, it has also contributed to the amplification of global challenges. More than ever, our planet suffers the consequences of ill-conceived strategies.

Poverty and Hunger: The one billion hungry people stand in stark contrast with our current 25% of oversupply. Agribusinesses encourage green revolution policies to push the demand of international markets. For input-dependent farmers, one poor season, a spike in fossil-based energy prices, or the withdrawal of subsidies can be enough to push them into indebtedness if they are unable to repay the loans obtained for inputs.

Climate Change: Agriculture accounts for 32% of all annual greenhouse gas emissions. Massive deforestation systematically dismantles the planet's ability to regulate the climate.

Genetic Diversity Loss: 75% of the genetic diversity of agricultural crops was lost in the 20th Century. Industrial agriculture is highly reliant upon only 12 crop and 5 animal species. Traditional food systems however utilize up to 40 animal species and thousands of plant species that are locally adapted to disease and climatic pressures.

Ecocide: Forests are biodiversity-rich, providing the habitats for 75% the earth's land animals and plants. Still, 80% of the world's forests have either been destroyed or degraded. 50% of this loss happened in the last 30 years. Industrialization of agriculture is the main driver of deforestation.

Land Grabbing: Local people, smallholders and pastoralists are pushed from their forests, savannahs and so-called 'marginal lands' to make way for industrial plantations. As they lose their livelihoods, the world loses traditional agricultural knowledge systems and crop and livestock varieties that they developed over millennia.

We know that all of these examples are, to a large extent, the consequence of the short-sightedness of green-revolution-type approaches to land and resource management. We also know that Organic Agriculture, through its holistic approach, addresses health, ecology, fairness and care as inextricably linked; organic's potential to address the world's challenges is promoted by some of the world's greatest personalities. Still, it has so far not managed to be accepted as an integral part of a broad-based approach to solving global issues. Concepts or standards, like for example Integrated Pest Management (IPM), Fair Trade, Conservation Agriculture, 4C, Sustainable Agriculture Network or Second Green Revolution, get far more support from policy makers and development organizations. It is high time for a paradigm shift.

The World Bank estimates that almost 50 million hectares of productive land were transferred from the control of poor developing countries to governments or corporations of wealthier countries in 2009 alone.

IFOAM's Advocacy Campaigns

IFOAM has three campaigns advocating for the organic alternative. All three campaigns see eco-intensification as the common strategy to develop agriculture of the 21st century. Eco-intensification optimizes the agricultural system's performance through the intensification of ecological knowledge, ecological practices and ecological functions rather than through the intensification of capital, chemicals, energy and waste.

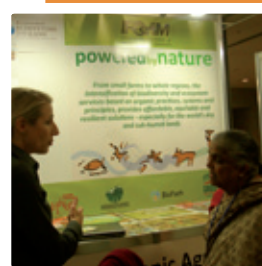
Core activities include:

- Awareness-raising at key events;
- Articles, briefs and other material to support pro-organic argumentation;
- Strategy workshops for donor institutions;
- Policy advice and recommendations for governments;
- Collection and presentation of evidence (statistics, (case studies);
- Alliance building with like-minded organizations;
- Demystification of the notion that organic is merely a certification standard.

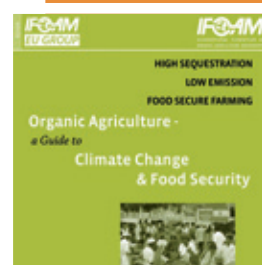
As the only organization representing the world-wide organic movement, IFOAM has the necessary legitimacy to present the organic solution in international fora.



Climate Change Campaign:
IFOAM in Cancun



Biodiversity Campaign:
IFOAM in Nagoya



Food Security Campaign:
IFOAM Publication

IFOAM's Climate Change Campaign: Not Just Carbon

Trade in carbon credits is one of the businesses that emerged from the climate change problematic. But climate change is not just about carbon: the needs of people, their adaptation to climate change and their right to land need to be safeguarded in the face of land-grabbing, resulting from the on-going promotion of industrial agriculture as a CO₂ mitigation tool.

Whether it is the representation of organic at events such as the U.N. Framework Convention on Climate Change (UNFCCC) in Copenhagen or Cancun conferences, the development of publications illustrating the mitigation effect and adaptation potential of Organic Agriculture to climate change, IFOAM brings the need for sustainability at all levels into the debate.

.....
Eco-intensification
is the path to
food security.
.....



IFOAM's Food Security Campaign: People Before Commodities!

The big debate on how to feed the world in 2050, put agriculture on international decision makers' agendas. Through targeted activities during World Food Day and related summits and conferences, IFOAM brings sustainability through Organic Agriculture to the heart of this debate. Proponents of a second green revolution contend that industrial farming offers the answer to the world's food insecurity. We disagree. Sustainability will only be achieved if we put the empowerment of rural people in the foreground.

But in order to ensure that the principles of Organic Agriculture (health, ecology, fairness and care) guide power-holders on thoughtful decision-making and disseminators of information on significant messaging, the organic movement's voice needs to be heard.

IFOAM's Biodiversity Campaign: Powered by Nature

IFOAM's biodiversity campaign challenges the preconceived notion that high yields are exclusively achieved by using external inputs and introduces the concept of eco-intensification. Eco-intensification takes advantage of all the ecological synergies that nature offers to increase productivity, e.g. through crop rotation, composting and agroforestry. Organic Agriculture naturally takes advantage of nature's constant drive for balance. It builds the resilience and performance of the farm, while encouraging the genetic diversity of plants.

IFOAM showcases examples of successful eco-intensification projects (e.g. SEKEM, Tigray project) to policy makers. During the Year of Biodiversity, IFOAM spread the message that Organic Agriculture works in symbiosis with biodiversity. At the 10th Conference to the Convention on Biological Diversity in Nagoya, IFOAM was the only delegation representing Organic Agriculture.

In anticipation of the world's population growth, degraded land can be brought back into production by long-term eco-intensification-based regeneration projects.

This enormous potential is largely not known to the general public, including decision makers. Highlighting cases of efficient eco-intensive farming systems, this campaign incentivizes the uptake of ecological methods that are powered by nature, boosting productivity and incomes at farm level and increasing food security at the national level.

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The 10th Conference of the Parties to the Convention on Biological Diversity was held in Nagoya, 18 - 29 October 2010.

Without the active participation of IFOAM and its members, the organic voice would have gone completely unheard.

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Eco-Intensification Promotion Poster Used in Nagoya



IFOAM is the only organization advocating for Organic Agriculture at the international level. As an observer to a number of United Nations (UN) conventions, IFOAM participates in the debates at key meetings, engaging leading international policy figures in its messaging strategy and interventions.

Recognition for the importance of Organic Agriculture in addressing the world's challenges is growing. Recently, Supachai Panitchpakdi (Secretary-General of UNCTAD) and Achim Steiner (E.D. of UNEP) jointly declared that "Organic Agriculture can be more conducive to food security in Africa than most conventional production systems, and it is more likely to be sustainable in the long-term."

FAO's Director-General Jacques Diouf acknowledged that "Organic Agriculture contributes to hunger and poverty reduction and should be promoted."

These small victories are the fruit of continuous lobbying by the organic movement. Yet, this work is far from being finished and every year anew IFOAM has to secure funds to continue advocating for the organic alternative.

IFOAM'S ADVOCACY TARGETS:

U.N. organizations (e.g. FAO, UNCTAD, UNEP, UNFCCC), donor agencies (e.g. IFAD, GIZ), multinational unions (e.g. African Union, E.U.), Development Banks (e.g. World Bank), NGOs.

IFOAM Advocacy is an Indispensable Investment for an Organic Future.

By supporting IFOAM's advocacy work you allow us to continue putting the principles of Organic Agriculture at the heart of international policies. See how your contribution can make a difference:

With 20,000€ IFOAM's advocacy information platform can be developed and maintained for one year.

With 8,000€ a delegation of volunteering experts from the organic movement can advocate at one major international negotiation, such as the Cancun climate change conference.

With 1,500€ one developing country speaker can travel to and participate in a high-level international negotiation event.

With 500€ organic tailored campaign banners and posters can be developed and printed for a major international conference or event.

With 100€ the daily costs of one local volunteer at an international conference can be covered.

Our Annual Report provides an overview of the most important achievements by each of IFOAM's strategic pillars - including advocacy. There you will be able to see how your contribution has helped us put the organic solution on the agenda of international decision makers. The Annual Report also acknowledges all financial support above 100€.

We are happy to discuss alternative proposals for action in the case of contributions above 10,000€. Contact us today to find out how we can offer you visibility.



Markus Arbenz
IFOAM Executive Director



Organic advocacy at the global level is only financed by donations from the organic world. Please support our work and help us make the world-wide organic movement strong.

Strategic Partners:



You can make your donation by **credit card, Paypal or bank transfer**. For more information on how to pay, please go to www.ifoam.org and click on the 'Donate Now!' button:

If you prefer to pay in person, we are happy to welcome you at our head-office in Bonn, the IFOAM offices in Nangjing, Milwaukee, Rome and Salta, or at the IFOAM booth of any of the yearly BioFach fairs (Germany, Brazil, China, India, Japan and USA).

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For other information, please contact:

IFOAM Head Office,
Charles-de-Gaulle-Str. 5, 53113 Bonn - Germany
Tel.: +49 228 9265010 Fax: +49 228 9265099
advocacy@ifoam.org