

1st IFOAM International Conference on Marketing of Organic and Regional Values

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Schwäbisch Hall, Germany

Organized by Organic Services and Ecoland in cooperation with IFOAM.

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Conference Declaration

of the 1st IFOAM Conference on Marketing of Organic and Regional Values 26 to 28 August, 2007 Schwäbisch Hall, Germany

The 200 participants of the 1st IFOAM Conference on Marketing of Organic and Regional Values passing this declaration are coming from more than 40 countries of the world.

Organic is the option for development of agriculture and food systems, be they local, regional or international. Citizens in their majority are asking for organic food and the market is growing globally at about 15% per year. The services for the society in general delivered by organic food and farming are manifold: soil and water protection, enhancing biodiversity, protection of climate, healthy food and many others.

The Principals of Organic Agriculture serve as the reference for such development as they holistically describe the core values of health, ecology, fairness and care.

Organic farming offers strategies and solutions for rural development. Organic farming maintains and creates jobs in rural communities, and therefore enhances economic prosperity in an area that is disadvantaged by policy, technology and globalization in almost all countries of the world.

Rural communities are threatened by monopolization of the food chain, genetic engineering and the intensive use of pesticides and mineral fertilizers; the current food system monopolizes the mind as well as society

We the participants of the Conference declare that:

Local and regional development is valuable and has to be strengthened by all means

Organic farming has to be developed as the social and economical perspectives for prosperity in rural areas

Viable rural development has to be based on diversity and not monoculture, be it in agricultural or economic systems

Local and regional values stemming from local and diverse cultures like traditional food, local knowledge, biodiversity can add value to specific products or product groups especially in a globalized world

Values identified through brands, trademarks, geographical indications, typical products and other designation shall not be used as trade barrier discriminating food from other regions.

Identifying food through added value should be seen as a valuable tool for rural development and improved economic livelihood as well as maintaining local richness in culture

We are what we eat. Through our food we express our connection to our localities

We must encourage both public and private collaboration to foster a prosperous regional development based on the diversity of organic, local and regional values

Schwäbisch Hall, 28.08.2007