



The 12th International Seminar on Organic Farming will take place on Tuesday, 28th February at Espace du Centenaire (Paris, 12).

This seminar is organized by Agence BIO as part of the triennial program of information on organic farming and products cofinanced by the European Union.

The theme of the seminar will be Organic Consumers in Europe and worldwide : organic markets, consumers' behaviour, organic promotion campaigns and communication tools.

The seminar will be moderated by Marine de La Moissonnière, journalist at RFI.

This day will also promote exchanges, thanks to the wide variety of participants.



CAMPAGNE FINANÇÉE
AVEC LE CONCOURS
DE L'UNION EUROPÉENNE



Access :

Espace du Centenaire - Maison de la RATP
189 rue de Bercy,
Paris 12^e



Metro: Gare de Lyon
Lines 1 & 14

RER: Gare de Lyon
Ligne A
Ligne D

Registration

It will be possible to follow the seminar live from our website www.agencebio.org



12th International Seminar on Organic Farming

Tuesday, 28th February 2017
From 9:30 to 17:30

At Paris, Espace du Centenaire

Organic Consumers
in Europe and worldwide



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Program:

8:45 Registration

9:30 Welcome

By **Didier Perréol**, Chairman of Agence BIO

9:35 Opening session by **Stéphane Le Foll**, Minister of Agriculture, Food and Forestry

10:00 Introduction

By **Florent Guhl**, Director of Agence BIO

10:15 Promotion programs for organic products cofinanced by the European Union

By **Lene Næsager**, Head of Unit, Internal and External Communication and Promotion, DG Agriculture and Rural Development, European Commission

11:00 Round-table on organic consumers

With the participation of :

Prof. Dr. Ulrich Hamm, Professor at University Kassel in Witzenhausen (Germany)

Marika Auersalmi, from Ma Bio (Finland)

Sarah Bird, CEO of Bhakti Chai and Organic Trade Association board of directors member (USA)

12:30 Organic Lunch

14:00 Round-table on the organic markets in Europe

With the participation of :

Kirsten Arp, from Bundesverband Naturkost Naturwaren (Germany)

Bavo van den Idsert, Director of Bionext (Netherlands)

Francisco Javier Maté Caballero, Deputy Director General of Differentiated Quality and Ecological Agriculture at the Ministry of Agriculture and Fisheries, Food and Environment (Spain)

15:30 Round-table on the communication tools

With the participation of :

Barbara Köcher-Schulz, Bio-Marketing, Agrarmarkt Austria Marketing GesmbH (Austria)

Sylvie Annet, in charged of the development of organic farming at Biowallonie (Belgium)

Paul Moore, CEO of Organic Trade Board (United Kingdom)

Florent Guhl, Director of Agence BIO

17:00 Closing session

By **Didier Perréol**, Chairman of Agence BIO

Presentation of the speakers:



Stéphane Le Foll : Minister of Agriculture, Food and Forestry since May 2012. He is also the government spokesman since April 2014.



Florent Guhl : Director of Agence BIO

Agence BIO is the French organization for promotion and development of organic farming. It brings together authorities (Ministries in charge of agriculture and environment) and professional bodies (FNAB, APCA, Synabio et Coop de France).



Lene Næsager : Head of Unit, Internal and External Communication and Promotion, DG Agriculture and Rural Development, European Commission

The European Commission cofinanced promotion programs for organic products in the European Union's countries.



Prof. Dr. Ulrich Hamm : Professor of agriculture and food marketing at University Kassel in Witzenhausen (Germany)

This University of Hessen was founded in 1971. One department is dedicated to organic farming and environmental protection.



Marika Auersalmi : Ma Bio (Finland)

Marika Auersalmi is an expert of the Finnish organic sector since more than ten years.



Sarah Bird : CEO of Bhakti Chai and Organic Trade Association board of directors member (USA)

OTA is an association of more than 8,500 organic companies in the USA: farmers, processors, distributors, importers, exporters, control bodies and advisors. Its mission is to protect and promote organic farming.



Kirsten Arp : Bundesverband Naturkost Naturwaren (Germany)

BNN is the association of processors, distributors and importers of organic products. It defends the interests of the organic sector. He plays a role in reflection on regulatory developments and communicates on organic farming to the press.



Bavo van den Idsert : Director of Bionext (Netherlands)

Bionext is the link between the various operators in the organic sector. It also works with the Dutch government, research organizations, and associations. It also has a role of informing consumers about organic products.



Francisco Javier Maté Caballero : Deputy Director General of Differentiated Quality and Ecological Agriculture at the Ministry of Agriculture and Fisheries, Food and Environment (Spain)



Barbara Köcher-Schulz : Bio-Marketing, Agrarmarkt Austria Marketing GesmbH (Austria)

Agrarmarkt Austria Marketing GesmbH is the body responsible for the promotion of agricultural products in Austria. It also implements measures to improve product quality. It manages the national organic logo.



Sylvie Annet : in charged of the development of organic farming at Biowallonie (Belgium)

Biowallonie is the structure that frames the Walloon organic sector. It has three main missions: the support of organic producers, the creation of new sectors of products and the promotion of organic farming with conventional operators.



Paul Moore, CEO of Organic Trade Board (United Kingdom)

The mission of OTB is to grow organic sales in the United Kingdom. It makes communication on the benefits of organic farming. It is going to set up a joint promotion program with Denmark.



Didier Perréol : Chairman of Agence BIO

Son of a farmer, he has been working for the development of the organic sector for 35 years in several companies. He is also involved in many professional organizations and associations, like Synabio of which he is Vice Chairman. He was elected Chairman of the Board of Agence BIO in May 2015.

Time for questions from the audience will follow speeches. Other countries will be represented. Translation will be provided in English.