

# Organic agriculture and products - in a local and global perspective



**From 19 April to 7 May 2010 in Denmark**

- How to understand the principles of organic agriculture?
- How to make a business out of the increasing demand for organic products?
  - How to set up and manage a sustainable organic production?
    - How to plan and support organic farming?
- How can organic agriculture create a sustainable development in the developing countries?

## Introduction

This leaflet describes a 3 week Danida Fellowship Course to be held in Denmark on the subject “Organic Agriculture and Products in Developing Countries”.

The course is designed for: Professionals such as farmers, advisers in the agricultural advisory service, employees in different farmers’ and producers’ organisations, employed in private companies or the owners. Alternatively, they may work for innovative and dynamic NGOs or directly in a Danida funded project/programme. They do not necessarily work directly with organic agriculture or issues concerned with organic agriculture, but they are expected to have some knowledge of the subject.

The participants selected for the course must be in a realistic position to implement or promote the topic and what is taught during the course, in their home countries.

The course will be conducted by the Danish Agricultural Advisory Service, National Centre (DAAS) and held during the period 19 April – 7 May in Aarhus, Denmark. The course can accommodate 20 participants.

### **The Danish Agricultural Advisory Service – one of the leading agricultural advisory services in Europe**

DAAS has been a major player in bringing the Danish agricultural industry to a position where it is one of the world’s most efficient nations in produc-

ing, distributing and processing agricultural products. DAAS is a partnership comprising 32 local agricultural advisory centres and the Danish Agricultural Advisory Service, National Centre. Today DAAS employs approximately 3,200 professionals in Denmark and has affiliates in several European countries, such as Latvia and Romania.

DAAS has an International department that provides consultancy services, including educational programmes, and implements projects in the Middle East, Eastern Europe, Asia and sub-Saharan Africa. One of the latest achievements has been the establishment of a training programme “Capacity Development for Agricultural Advisers in Demand Driven Extension Services” in Kenya, aimed at developing the human capacity needed to provide impartial advice in a demand driven market.

DAAS has extensive experience in development and implementation of new knowledge along with monitoring the effect of new knowledge, whether it is concerned with productivity, efficiency and quality or food safety. In order to be at the forefront of innovation and development in the Danish agricultural sector, as well as a serious international player, an extensive development of human capabilities is required. DAAS has established its own DLBR Academy, providing training and education to the 3,200 professionals employed at DAAS – as well as professionals in financial institutions and support industries. The courses are a mix of standard courses and customised courses.





## Background

Organic agriculture and products have experienced an increasing popularity during the last decade. Organic farming provides a viable alternative to conventional farming, as it both provides a huge range of environmental benefits and has had an increase in outcome and yields year by year. Organic farming is providing a realistic farming system for both small and large scale farmers and companies.

The main driving force for the development of the organic market has been the popularity of the products among the consumers. The last decade a global mega trend on health and environment has opened up new markets and market opportunities. At the beginning it was mainly in Europe and North America, but today you can find organic consumers all over the world. These consumers are increasingly demanding more and new organic products, and the will and ability to pay for the extra costs of production are present.

The development of the agricultural sectors in the developing countries is facing many challenges. In some countries the intensive conventional mono

culture has caused severe environmental problems, which again have caused a decrease in the agricultural area. It is therefore important to find alternative production methods that protect and respect the surrounding environment at one time and secondly also can provide a secure outcome in order to avoid hunger and malnutrition. In other countries the conventional bulk production of the traditional agricultural products can no longer secure the necessary income due to the falling world market prices. It is important to find an alternative that can give a higher outcome per area or input due to a higher market price.

Can organic agriculture be this alternative? Yes, but only if it is developed and implemented in a sustainable way with focus on both the ecological and economical aspects. Organic farming therefore has potential for a more sustainable development and the potential to introduce more varied products in local, regional and international markets.

An increasing number of governments in developing countries are creating conditions to support of

organic development.

The future challenges demand a high knowledge level on how to produce high quality products with high credibility. The consumers will continue to challenge the innovative competences of the producers as the organic markets are demanding new and improved products. The farmers will feel this market demand on their own body, and will increasingly be forced to follow the market trends and consumer demands. This can be very difficult for especially the poor small scale farmers. At the same time organic farming is a very complex and challenging way of production. It demands lots of knowledge and insight, so the need for institutional frameworks is essential.

## Course Outline

### Course Outcome

This course will enable the participants to provide guidance and counselling within organic agriculture, whether it is directly to the farmer or food industry. The participants will have working knowledge of the possibilities provided by organic agriculture and its products, and the existing rules and regulations. Finally, the participants will gain knowledge of new business opportunities based on organic agriculture or products, to be put in use in their own region or country.

### Course content

#### **A. Introduction to study and place of study**

An introduction to Danish Society and the Danish Agricultural Sector (consumer behaviour, supply and demand etc.) and its composition is a prerequisite for the participants to understand the Danish Agricultural context, and is needed to compare Denmark with the participants' home countries.

#### **B. Introduction to organic agriculture and products**

An introduction to the organic agricultural production in Denmark and its composition. Through an historical overview the participants will get an inside understanding of how Denmark has evolved into one of the most experienced countries within organic production and development. The major challenges past and present will be investigated and "lessons learned" drawn out. There will be focus on both the primary production and the processing industry.

#### **C. Introduction to frameworks, rules and regulations in organic agriculture and products**

The participants will be introduced to fundamental principles behind the rules and regulations of the organic agricultural production. There will also be a short insight into the EU regulation system, as it sets the framework for the main part of the Danish regulations. The Danish Governmental programme for certification and control will be presented, and

the difference between a governmental and a private certification body will be discussed and related to the participants' home countries. Finally the credibility of the certification and control system in relation to consumer and market expectations will be evaluated based on the Danish experiences.

#### **D. Ecological benefits from organic agriculture, e.g. soil fertility, biodiversity etc.**

Organic farming is based on environmentally friendly production methods trying to protect plants, animals and humans. Focus will be on the different production methods' influence on the surrounding environment in the form as increased soil fertility, biodiversity etc. Special focus will be on crop rotation systems that can secure a steady supply of nutrients and minerals. Intercropping and permaculture systems suited for the tropics will also be introduced.

#### **E. Experiences and possibilities in organic agriculture and products**

Based on the last 20 years of production experience in Denmark the participants will get a thorough introduction to how the different organic products is produced, how we have met and solved the main challenges, and how we see the future possibilities. These will also include the interaction between the different types of production, and how they can be combined so they can act and appear as a "whole". This is important in relation to the set of organic principles. There will be separate sessions related to the different types of production and individually related to the participants' home countries.

- a. Fruits and vegetables
- b. Plant production
- c. Animal production
- d. Aqua culture and fishery



#### **F. Sales and market possibilities**

For years the organic market share has been among the highest in the world. This is a result of a much focused and well prepared strategy. In these sessions the participants will be introduced to the organic market strategies, organic consumer profiling, leading market trends and some of the key factors behind the Danish success.

Some of the future possibilities within retail and the food service sector will be presented, and compared to the home markets for the participants.

The organic export strategy will also be discussed, and its importance evaluated, also in relation to the participants' home situations.

### **G. Organic agriculture and products, a sustainable way of doing business**

Organic agriculture is more than just a way of production. It is based on a set of principles defining the ethical values and goals. We will work with the principles of IFOAM (International Federation of Organic Agriculture Movements), and see how it will affect the business plan, management and the CSR profile, when the principles have to be obeyed. Climate issues, fair trade and other important trends will also be included, so the participants can relate their home markets and companies to a market for more sustainable business.

### **H. Corporate set up and management**

To set up companies working within in a sustainable frame and base, there must be a high degree of ability to manage innovation, matchmaking, and fundraising for starting of concept and product development. Focus will be how to develop an innovation strategy in a national and international setting. Companies are increasingly forced to act to the needs of the different actors in the food value chain, so therefore the ability to set up business based networks and clusters is an important future competence.

Internal management schemes to support the employees' dedication to the organic values and principles are essential to secure the proper quality of the products, but also to secure that the organic rules and regulations are followed, so the credibility of the product can be intact.

The sessions will be a combination of theory and the participants' cases from their home countries.

### **Course Methodology**

The course is based on three pillars: Theory, field trips and practical work on how to develop organic agriculture and products. The theoretical part with introduction to history; rules and regulations; business management and the production methods in organic agriculture are necessary in order for all participants to have identical frames of reference.

The teaching method will be a mix of open discussion, group work and lecturing. There will be field trips and excursions during the course period. This enables application of theory into practical examples, thus inspiring and challenging the perceptions and ideas of the participants. Individual "on your own" visits to organic farms will also be offered, so the participants in an informal way can gather information from farmers and business owners with "hands on" experience.

Throughout the course, the participants will work on their own assignment in order to apply knowledge attained to a local farm or business case.



## Action Planning

Each participant must work out a proposal for a business- and/or action plan, either for an existing or new company or farm in the organic agricultural sector in their home country. The assignment will be the point of departure for some of the class discussions and works shops. It is therefore important that the business case is relevant and applicable upon the participants' return to their home organisation, as the course outcome can be an almost final draft that can be presented to the farmer or the owner/manager of the company. However, it might also be the business plan for establishment or development of an organic agricultural advisory service. Facilitators, course managers, farmers and business owners will be available for counselling throughout the course period.

## General Information

### Course Fee

The course is fully funded (air travel, accommodation, allowance, study fee, and insurance) by the Danida supported Fellowship Programme.

### What is Danida Fellowship Centre?

Danida Fellowship Centre (DFC) manages and administers the Danida supported Fellowship Programme which supplies training support and capacity development to Danida supported programmes and projects worldwide. DFC is responsible for the educational, administrative and practical aspects of the training in Denmark.

### DFC's contact details are:

Hostrupsvej 22, DK-1950 Frederiksberg C, Denmark

Tel: +45 3536 1322 Fax: +45 3536 2095

E-mail: [dfc@dfcentre.dk](mailto:dfc@dfcentre.dk) Homepage: [www.dfcentre.dk](http://www.dfcentre.dk)

### Application Procedures

Application procedures must follow the procedures stipulated in "Guidelines for Danida Fellowships". The guidelines as well as the fellowship form are available at the local Danish Embassy or they can be downloaded from DFC's website [www.dfcentre.dk](http://www.dfcentre.dk). The fellowship form is to be filled in by the applicant, and endorsed by the Danida programme/project and the Embassy Desk Officer in order to ensure that training is within the framework of national sector plans for capacity development. The Embassy will forward the application forms to DFC.

**Deadline for submitting the fellowship form to the Danish Embassy is 1 February 2010.**

Selection of course participants will be carried out by DFC and the DAAS course management team based on incoming applications.

### Certification

A course certificate will be issued upon completion.



## Course Managers and Facilitators

### Course Managers

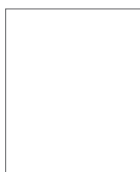


Mr. Jesper Klintebjerg Fuglsang (MSc International Business), Business Consultant, has experience in: Business development; innovation; course development and implementation along with experience as a professional service provider to Danish farmers. He has international experience from working in the US.

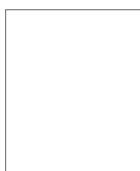


Mrs. Sanne Chipeta (MSc Agriculture), Senior International Adviser, has experience in: Formulation and design of agricultural development projects and programmes; training and capacity building of farmers and service providers; and application of participatory methods and tools in training. She has international experience from projects in Kosovo, India, Bolivia, Zambia and Kenya.

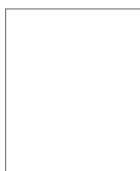
### Facilitators



Mr. Niels Nørskov, (MSc Agriculture) senior adviser, organic farming and international coordinator, has experience in: organic legislation and sector development, rural development policies, projects and networks, Formulation, design and management of agricultural development projects, reviews, evaluations, facilitator of change and organisational development in extension organisations, In-service training of advisers and farmers, chair and organiser of international workshops. He has international experience from Tanzania, Kenya, Indonesia, Vietnam, Montenegro, Baltic States, Poland, Romania, Ukraine, Hungary, Czech Rep.



Mr. Erik Fog (MSc Agriculture), Chief Adviser in Organic Farming, has experience in: Development and implementation of organic agricultural advisory services, formulation and implementation of agricultural development projects, climate and bioenergy challenges in agricultural production, in-service training for advisers and farmers, and integration of environmental solutions in the agricultural sector. He has international experience from Eastern Europe and the EU countries.



Ms. Inger Bertelsen (M.Sc. Agricultural Science), Specialist adviser and team leader, has experience in: Organic plant production, field trials, demonstration and development projects concerning organic plant production and project management. She has international experience from most of the EU countries and USA

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**Danida Fellowship Centre**  
- sustaining development through training

