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Contents

Verslag van plenair gedeelte met Jan Plagge en expert panel

Inleiding en welkom door Edith

We willen met hulp van Jan Plagge de **vragen** beantwoorden:
Wat zijn succesfactoren van Bioland?
Wat is de rol van Bioland bij de afzet en het vermarkten van producten?
Wat kan Nederland hiervan leren?
Hoe kunnen we in Nederland in de keten de krachten beter bundelen?
Welke stappen kunnen we zetten?

Ook bio is de keten heel lineair georganiseerd. Alle schakels van een keten moeten aan een tafel en zeggen kunnen we de meerprijs niet verdelen over alle schakels, daar is broederhaantje uit ontstaan. Circulaire keten of voedsel netwerk is wat je moet creëren. Impact maak je samen.

Edith benoemt de mijlpalen en ontwikkeling van de Bioacademy. "In begin waren we als Bioacademy al lang blij als we nieuwe partners konden overhalen om zich aan te sluiten, nu melden nieuwe partners zich zelf." We hebben Aeres hogenschool, en Antropia als nieuwe partners sinds vorig jaar, FMCG, groene kook academy, (zie ppt voor de rest). Bio academy kwaliteitsgroep moet kijken of het aanbod dienstbaar is aan de biologische sector en geen greenwashing.

Verslag van de presentatie van Jan Plagge

Agriculture school mrs misses Muller, our founders, Maria an Hans Muller, Swiss kople Hans Peter Rusch, of the Bioland idea. They founded an agriculture school, organised a lot of discussions on the future of agriculture with farmers, schools and churches, but mostly with farmers and they together came to the Bioland idea. Already in early 20th century they wrote down how urgent it was to make changes agriculture. Untill1971 there were no 'organic' regulation in Germany or Switserland, but there was the name Bioland as a brand, started with 9 farm families. 1924 the brand Demeter was established already. Bioland became the umbrella and political organisation in Berlin.

Bioland's huge growth of amount of farms around 2016, resulted in the need to not only convert farmers, but increasingly convert consumers over the last 10 years. Now there are 9.000 participating farms, 1.400 partners in foodprocessing (weiterverarbeiting), trade & gastronomy, around 300 employees, 9 regions (landes verbanden) & the overall association the community as a whole (Gesamtverband).

Our main ambition is to be a driving force, not to increase own share, but to increase the organic market.

There's a conventionalisation of organic agriculture. We started to re-consider our core principles around 2006. Couple of 1000 farmers in hundreds of groups, were looking at the Bioland principles and what's behind the principle. Result: 7 principles. These 7 principles describe the values of Bioland. They give orientation on the interpretation of the guidelines. They stimulate a permanent improvement process. They make Bioland understandable and visible internally and externally. They are the lived practice of the Bioland brand. They aim to be the supporting and driving forces for the future of agriculture.

1. To strive for a circular system in agriculture

2. To enhance soil health

3. To ensure the 'artgerecht' of animals, so they can live according to their nature

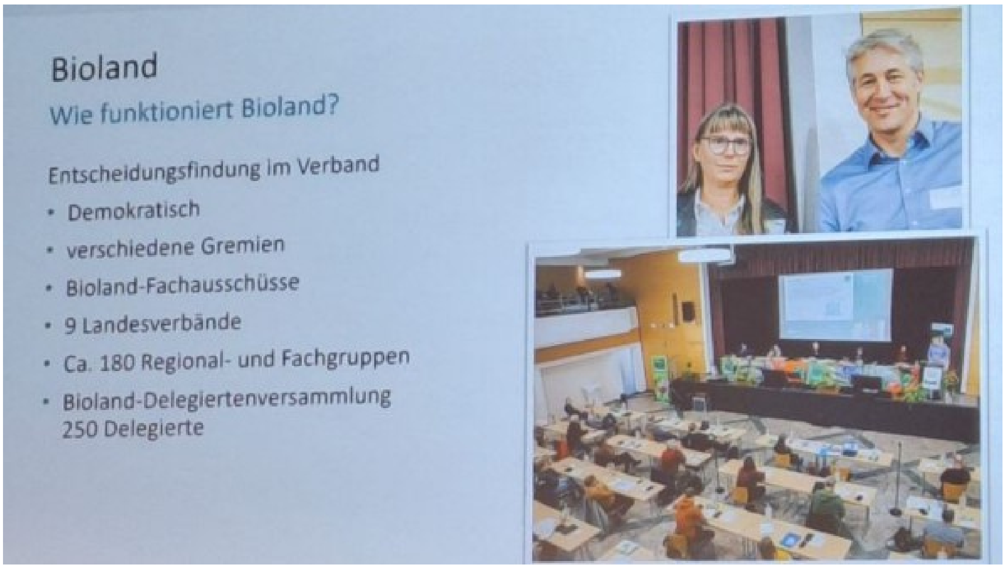
4. To produce valuable provisions / food

5. To enhance bio-diversity

6. To preserve the essentials of nature: air, water and soil

7. To give a worthy future to people

One of our success factors is democracy. We have to be very honest we describe problems/non-reached targets we have today and make a principle what we need to solve it. We told the Bioland story 1000s of times, to policy makers, consumers, retailers.



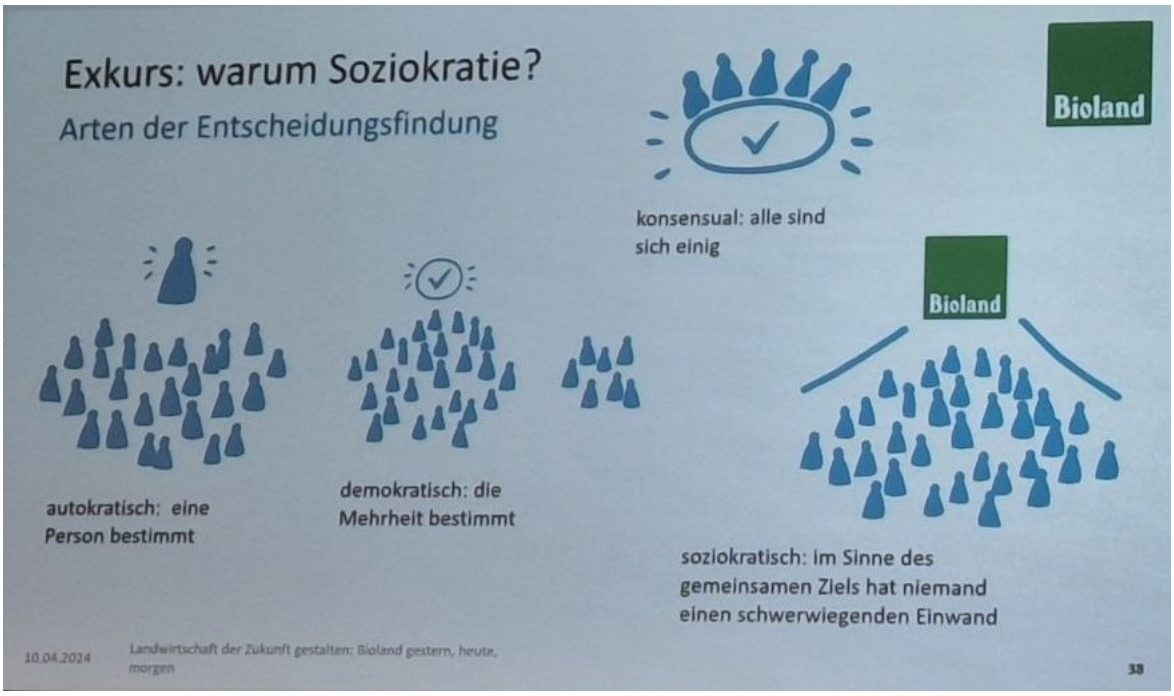
Question: is organic a solution for the whole agriculture or just a niche. Answer of Bioland: we have to develop beyond the EU organic regulations. Never give up our private standard.

Marketing aspects: setting up trust. Every year negative press on organic. We have to compensate. We have specialised teams working on each part of the value chain.
Should we make an agreement with Lidl? What we did: we developed a matrix of distribution

channels. How close are they to our values? Try to reach consumers in every channel. Was the decision we made.
Bioland not only a brand but a community, it is a movement with guiding principles and rules. That's communicated with every marketing commitment with the big retail. Not just business partners, but part of our communities and principles.

We always know that we can improve and further develop our production process as well. And set up market structures. Most of our main competitors are bigger or more professionalised in 1 of the parts., but not in everything that is relevant in a value chain if it comes to a holistic approach.

Try to improve day-by-day our decision capacity. What Jan Plagge learned from the NL, Sociocracy (See slide).



Panel reflections and questions

Jan Groen: reflection. We should also discuss more within the community. Our Bioland is founded in 2011 and we build a new structure and invested in that, but not much in the discussions with partners. We need to do that, also take time for that. We commit to the farmers before the crop is even on the field, that's the commitment we have to the farmers. And we need to have patience.

Allard Bakker de Groeneweg (& board of BioNL). He agreed with Jan Groen.
Questions: What was the moment you decided to become political active?
How is the company with 300 employees financed?

Q: how to look at political side, act in the political changing environment.
A: that's a much more difficult question. Is protecting our environment a luxury, should we

invest more in technical solutions like vertical farming for food security? Those are discussions in the political crisis. We need to work with our research partners. You know that people change fast, in the big retail you have contact and next moment a new person is there. Have good connections to all political parties, not be political left, but organic is an approach that goes beyond that. Organic is a (business) agreement which works for different political directions.

Q: about how is Bioland financially organised.
Answer: our main principle is to be as independent as possible from 3rd party money (that's below 20%). Around 80% comes from membership fees from farmers and licence fee from the processors. We lobby for public money for research. In Germany that's going quite well, in Italy a bit harder. Successful funds for research, from government and EU.

Harrie Janssen, EKO Keurmerk, Natuurweide: reflection. Bioland brings a lot of chains together; we can learn from it and make chains stronger in the Netherlands. We have to develop more with an eye on the future; taste, quality and environment are important.

Question: Eko keurmerk is a plus on organic label. How can we get our Dutch organic products better at the shelves of the supermarkets so our consumers can see that these products are from the Netherlands?

Q: What are the most difficult topics in Bioland discussed?
A: when it comes to rules which are easier to comply with for one party than for the other and then we discuss common rules which have to fit to multiple regions and all farmers. Nutrient management for horticulture, how much input from outside of the farm is allowed? To deal with this kind of discussions requires a lot of effort to get people to meet each other on farms and learn about each other.

Q: when it comes to collaboration with Lidl?
A: we tried to come to a discussion that was beyond the topic of Lidl. Was not easy discussion at all. Even if company like lidl doesn't care our complete ideology, we could have an impact. We had a lot of local discussions and federal groups. Don't discuss only is Lidl good or bad, but what do we want and what can we achieve. We reached over 90% who agreed to work together with Lidl, we also evaluate and still majority agree that that was the right decision back then.

Q: why do people prefer Bioland brand over the other Eco or foreign products?
A: main reason: level of trust. Partly emotional, partly over time, recommendation from 3rd parties this is a believe which is transferred in communication. We frequently answer on phone and social media consumer questions (but that's a small group of consumers). Farmers price model, art 210 a Dutch initiative. When they buy and sell organic, they need to know the real price production costs.

Person van Triodos in the audiance: bring Bioland to NL

How did you solve the tensions within the whole chain? In the parts of the chain

Q: How can we get our Dutch organic products better at the shelves of the supermarkets so our consumers can see that these products are from the Netherlands?
Answer Jan Plagge: Compared to Autria en Switserland, there the origin is much more important. We still also try to communicate the home origin.

Q: Energy transition? Fossil free food chains? Do you think about that?
Answer: Energy transition yes that's an issue. Energy saving is work we do. Find hot spots when it comes to carbon footprint. We need to work on renewable energies. Reduce footprint in methane (nitrogen), carbon dioxide. Monitoring is important.

Q: Nicolette van Skal: verduurzaming van het platteland? Meerwaarde aan het landschap is als bijproduct, hoe bereken je dat door in de prijs van het product?

Answer: No price assigned for the landscape. We have the full price assigned for the agricultural systems. Economical outcome from agricultural sector has a societal price. Decreased biodiversity caused by agriculture, has a very high societal price. Based on this unbalanced agricultural system, they came up with societal price. Agricultural costs for environment and landscape are twice the benefit of agriculture. There need to be a transformation of the food system.

I am sometimes jealous at countries where consumers introduced organic movement, we introduced it through farmers. Only in UK organic was started by consumers.

Close friendship with France, adaptation and advisory service was very strong there, but collaboration in whole value chain was very weak. We believe it would be good in most regions, to have something similar to Bioland, but also to have sovereignty and own rules in each regions. More local associations which connect in value chains. Should we extend our area of activity? Our members say no, we have so much to do in our own regions still, lets do our homework. Also what works in Bavaria, is not necessarily working in Malta or Finland.

Edith: moeten we zoiets als Bioland ook in NL oprichten?

Mr in de zaal: when I was teacher, students from Germany were saying the Dutch are very individualist and specialist, while Germans are more working in groups.

Harrie van Natuurweide: we want to fix that in NL as well, maybe with the help of Bioland.

Pipi, vanuit Biohuis: to see that happening here? We still have a long way to go. I would like to, yes, but not easy to do it at once.

Edith: does it force you to do something with the price because you need to compete with Naturland?

Q: What is the impact of collaboration with big discounters? Does it harm the brand?

Jan Plagge: Will it harm our brand, we have no yes/no answer, but we want to do all we can to make sure that this doesn't harm our brand. We cannot set-up rules for consumer prices, but we can set up rules for how retailers can buy from farmers. And we help when there are conflicts between groups of farmers and Lidl for example. Competitive retailers create price pressure, but we want to create true prices. Be more connected and not compete in a way where cheapest would always win, that doesn't work in Organic. We are not denying the conflicts or different interests, we talk about it. Our main tool to deal with that is to develop rules. We are convinced a big collective of entrepreneurs need rules. Have audit incentives. To organise the development of rules, we have 100s of different groups for producers.