



## Organic Market Development Phase II UA 2011–2016

The project is the follow up of the project "organic certification and market development". It aims at strengthening the competitiveness of Ukraine's organic sector by 1) increasing the quality and trade volume of selected organic arable crops from small and medium sized farms for export, 2) increasing the quality and trade volume of organic dairy products from small and medium sized farms for the domestic market, and 3) developing a trademark for regional food products and tourism for the Carpathians, 4) improving commercial organic services, and 5) fostering a conducive environment for the development of the organic sector. The project phase II will be implemented by the Swiss Research Institute for Organic Agriculture (FiBL), in cooperation with the stakeholders of the organic sector in Ukraine.

Although the performance of the agricultural sector is weak, it is gradually increasing, as is its share in the global production of strategically important crops. Agriculture in Ukraine has been identified by the Government as one out of three areas with the highest development potential. The Government's intention to almost double grain production within the coming years in order to respond to the increasing global demand is ushering a new era for the sector. The Ukrainian Government also recognizes the benefits of organic farming, and promises political support.

### Overall goal

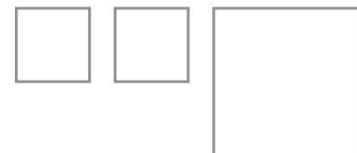
The project phase II "Organic Market Development in Ukraine" aims at strengthening the competitiveness of Ukraine's organic sector.

### Outcomes

- To increase the quality and trade volume of selected organic arable crops from small and medium sized farms for export
- To increase the quality and trade volume of organic dairy products from small and medium sized farms for the domestic market
- To develop a trademark for regional food products from the Carpathians
- To improve the commercial organic services
- To foster a conducive environment for the growth of the organic sector

### Key outputs

- Arable crops: Capacity and skill building of the leaders and value chain stakeholders on quality, storage, post-harvest treatment, processing and business development
- Dairy products: Capacity and skill building of the leaders and value chain stakeholders on quality, storage, post-harvest treatment, processing and business development
- Organizational development of the trademark owners and promotion of the Carpathian products through the trademark development
- Strengthening of local service providers in quality management through demand oriented training courses and seminars
- Awareness raising of the benefits of organic farming and fostering of policy dialogue with the local authorities



## Previous phases results

An external evaluation confirmed the high development impact and relevance of the first phase project. The main results were the build-up of a local certification body and successful market development once the approach shifted from supply to demand driven.

In a nutshell	
Objective	Strengthening the competitiveness of the organic sector
Activities	<ul style="list-style-type: none"><li>- Arable crops: Capacity and skill building of the leaders and value chain stakeholders on quality, storage, postharvest treatment, processing and business development</li><li>- Dairy products: Capacity and skill building of the leaders and value chain stakeholders on quality, storage, processing and business development</li><li>- Policy advice for fostering a conducive business environment for the growth of the organic sector</li><li>- Capacity and skill building of the stakeholders to develop a trademark for regional food products from the Carpathians</li></ul>
Theme	Sustainable Trade
Target Group	Small and medium sized enterprises in the organic sector and the Carpathian region
Country	Ukraine
Costs	Total project costs: CHF 15.0 million Swiss contribution: CHF 5.0 million
Partner	Swiss Research Institute for Organic Agriculture (FiBL)
Responsible for Project Implementation	Swiss Research Institute for Organic Agriculture (FiBL)
Current Situation / Background Information	Organic is a rapidly growing international market providing interesting business opportunities for Ukraine
Duration	2011–2016
Goal	Facilitate access to international markets for small and medium sized enterprises with certified organic products