

Sourcing Organic from Ukraine
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Frankfurt a.M. (Germany)

**ORGANIC
UKRAINE
SECTOR**

Organic sector development from the Ukrainian organic sector perspective

Olena Berezovska, President Organic Ukraine, PU

Organic Ukraine Public Union of Certified Organic Producers



Organic Ukraine

- ▶ The voluntary integration of the participants of the organic sector
- ▶ Created to promote and develop organic movement
- ▶ Promotion of organic production, nutrition and healthy lifestyle in general
- ▶ Designed to protect the interests of producers, processors, distributors, traders of organic products.
- ▶ Aims to form the home and foreign markets of Ukrainian organic goods.



Organic Ukraine Government Ukraine



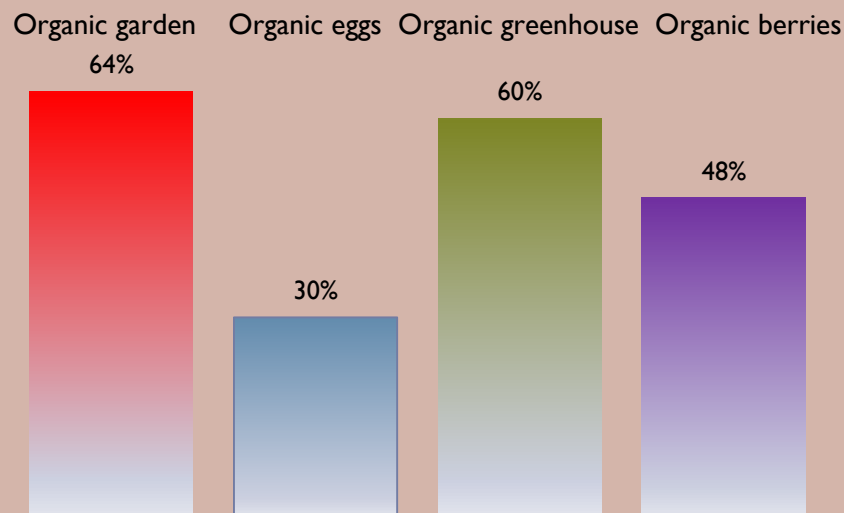
- Defending the interests of organic producers and consumers of organic products
- Improving Ukrainian legislation
- Working out the marking according to EU standards
- Organizing the experts' meetings for the recommendations to authorities



Modern business in Ukraine sees organic production as a real business, not just as a hobby or the task of the authorities. And raises the problem of the internal market.

Organic Ukraine Business

Investment Profitability, 5 years. Analytical data of Organic Ukraine Business



на 5 рік



Organic Ukraine *Invest*

Attracting investors :

- To create new organic farms
- To expand already existing organic production
- To invest in the future crops



Organic Ukraine School

**Systemic
education -
teaching
organic
production and
organic
consumption**

Organic
School



Green
School



Kyiv-Mohyla
Business School



School at Natur-
Boutique –
Healthy & Organic
lectures



Organic Business School

The German-Ukrainian
cooperation in the sphere of
organic farming

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Organic Ukraine Project

Business projects that develop at the request of the real market development

- Home market - creating organic farms for the demand of retailers or restaurants
- Foreign market - organic berries' project that could become the largest in scale project
- International projects - the development of a unique organic trade platform that unites export, import, logistics and own trading network
- Projects of the direct sales from farmers – Family Basket organic & local food



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Organic Ukraine Consulting

Professional consulting network is being formed

- How to become an operator of the organic market
- How to grow organic products
- How to make an organic product
- How to sell the organic lot

Organic Ukraine Forum

In order to get the loyal traditional producers and organic production in Ukraine various types of activities with high level of organization are systemically held

- Congresses
- Forums
- Conferences
- Seminars
- Round Tables



Initiated and ordered by the organic sector, international community and international financial corporations.



Ukraine, with great potential for the production of organic agricultural production, export, consumption in the home market has achieved tremendous results in the development of its own organic production.





**It is obvious that
Ukraine owes its
success to the
close partnership
with European
business**



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**Partnership is a
mutual responsibility !**



**Organic
Ukraine**

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**In order for global organic sector to be growing it needs to develop
Ukrainian organic sector as well**



**Organic
Ukraine**

- ▶ Reduce the regulatory pressure from the EU side on organic operators in Ukraine.
- ▶ Increase the responsibility of organic operators-importers of the Ukrainian organic products.
- ▶ Pay attention to the quality of already processed organic products from Ukraine
- ▶ Find the possibility of individual trade mechanisms for the direct sale of organic products from producer in Ukraine to processor in Europe, Germany
- ▶ Make communication with European importers - traders and processors, retail - transparent and competitive
- ▶ Solve problems of Ukrainian organic sector together and mutually for the development of global organic sector

If you want Ukrainian organic sector to help you, cooperate with those who are forming this sector in Ukraine. Do not look for suspicious schemes, private operators who are not known on the market just because you like the price, please contact open, integrated in the market operators :



Organic Ukraine

- ▶ Members of NGOs of organic movement
- ▶ Active initiators and participants of events in the organic sector
- ▶ Experts of systematic studies of organic production through their own experience
- ▶ Members of local service providers
- ▶ Leaders of organic production in Ukraine
- ▶ Open operators and those who declare themselves as organic.

You can not blame Ukraine for fraud schemes that have been actually invented in Europe many years ago!

Thank you for attention!
We are ready for mutual
responsibility!
Attend our events!

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We'll give all the answers!



**Olena Berezovska,
President
Organic Ukraine, PU**



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Ukraine**

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