



Organic labelling – informing or confusing ?

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Focus- Balkans, Split 2010

Organic labelling – informing or confusing ?

ZPS

Zveza potrošnikov Slovenije

ZPS or Slovene Consumer Association is a national consumer NGO, registered in Brussels as such

I am:

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- Food expert/ officer, working with ZPS and responsible for the programme: Food, nutrition and sustainable consumption

ZPS

Zveza potrošnikov Slovenije

Slovene Consumer Association, consumer NGO

ZPS
Zveza potrošnikov Slovenije

independent and autonomous

- **founded by members in 1990**
- **Aim: protection of consumer interests and rights**
- **Founder of the consumer magazine VIP (in 1991)**

ZPS main activities

ZPS

Zveza potrošnikov Slovenije

- **Consumer advice and information**
- **Advocacy**
- **Legal aid**
- **Consumer education**
- **International co-operation**
 - International Consumer Research Institute (ICORI) - 1993
 - Consumer International (CI) - 1991
 - The European Consumer's Organisation (BEUC)

ZPS main activities

ZPS

Zveza potrošnikov Slovenije

- Consumer comparative product quality and safety testing
- Provide information, educate through: VIP magazine , web page
- Coverage in other media
- Maintain links with authorities and gov't
- Maintain links with the testing labs
- Raising awareness in business
- Raising consumer awareness on product quality and safety – empower a choice

ZPS Links to international activities

www.beuc.org

www.consumerinternational.org

**Our work and activities are chartered by
UN eight consumer rights**

UN eight consumer rights

ZPS

Zvečan potrošnikov Slovenije

Satisfaction of basic needs, safety/security, information, choice
representation, redress, consumer education, healthy environment



ZPS market research on organic products dec. 2009 – jan 2010; VIP1/2010








**ZPS market research on organic products
dec. 2009 – jan 2010; VIP1/2010**

ZPS

Zveza potrošnikov Slovenije

- **Research on the market in Ljubljana**
- **Business, traders, including internet**
- **52 products bought and investigated**
- **Desk research on legislation and normative regulation**
- **Publishing results in VIP and ZPS web page**
- **Press conference**

Slovene competent authorities – accredited private organisations

		Reg. number	logo	
BUREAU VERITAS	www.bureauveritas.si	SI_BV_EKO		 <p>ekološki Republika Slovenija Ministrstvo za kmetijstvo, gozdarstvo in prehrano</p> <p>+</p>  <p>“po 1.7.2010 obvezen znak na vseh živilih, ki so bila pridelana/predelana v EU”</p>
KON-CERT	www.kon-cert.si	SI-01-EKO		
IKC	www.ikc-um.si	SI-IKC-EKO		

Organic farming

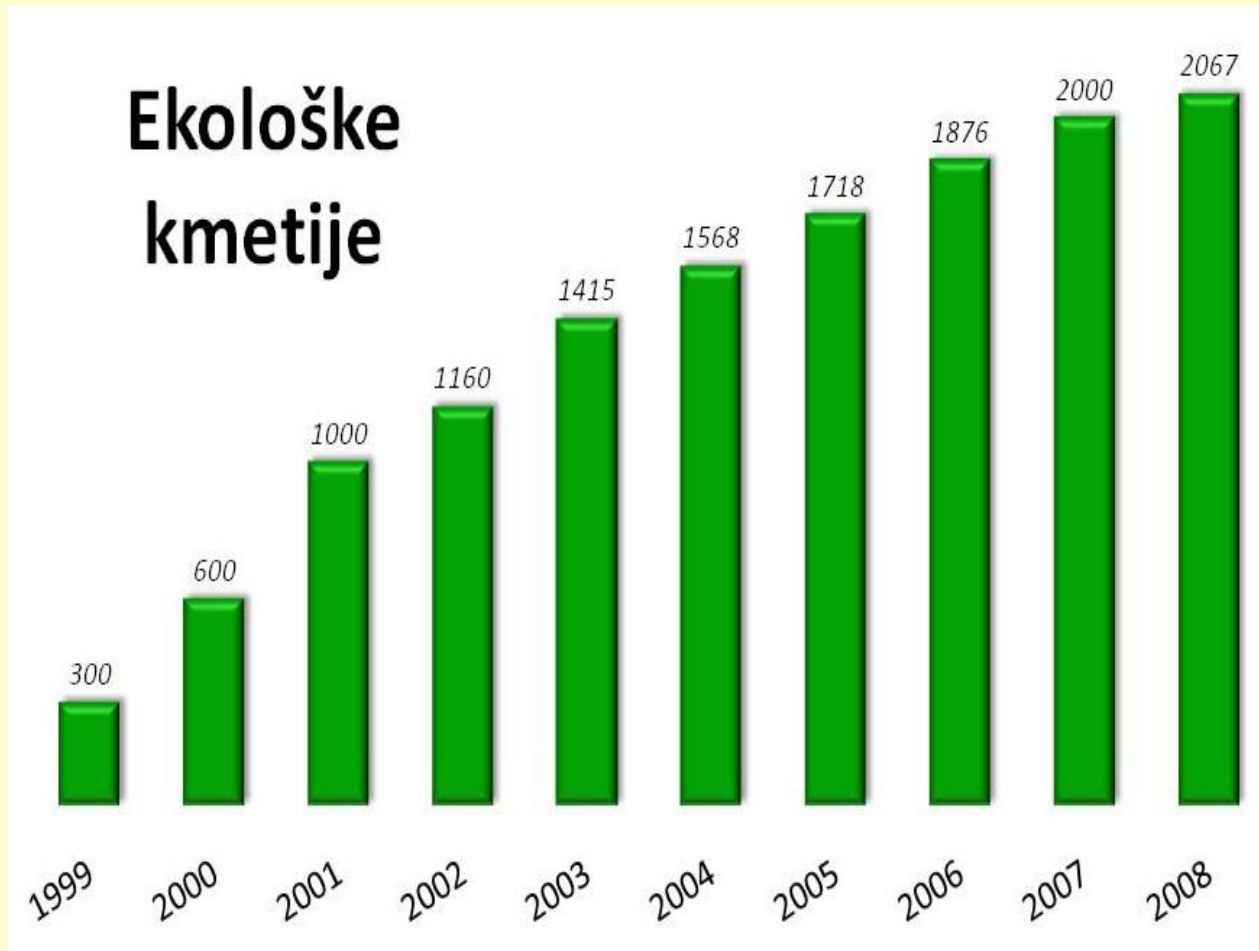
Organic farming is a form of agriculture that strictly excludes or limits the use of synthetic fertilizers and pesticides instead relying on more traditional methods such as crop rotation, green manure, composting and mechanical cultivation to maintain soil productivity and control pests. Enhancing soil health is the cornerstone of organic farming.

- The Organic Movement began in the 1930s and 1940s as a reaction to agriculture's growing reliance on synthetic fertilisers

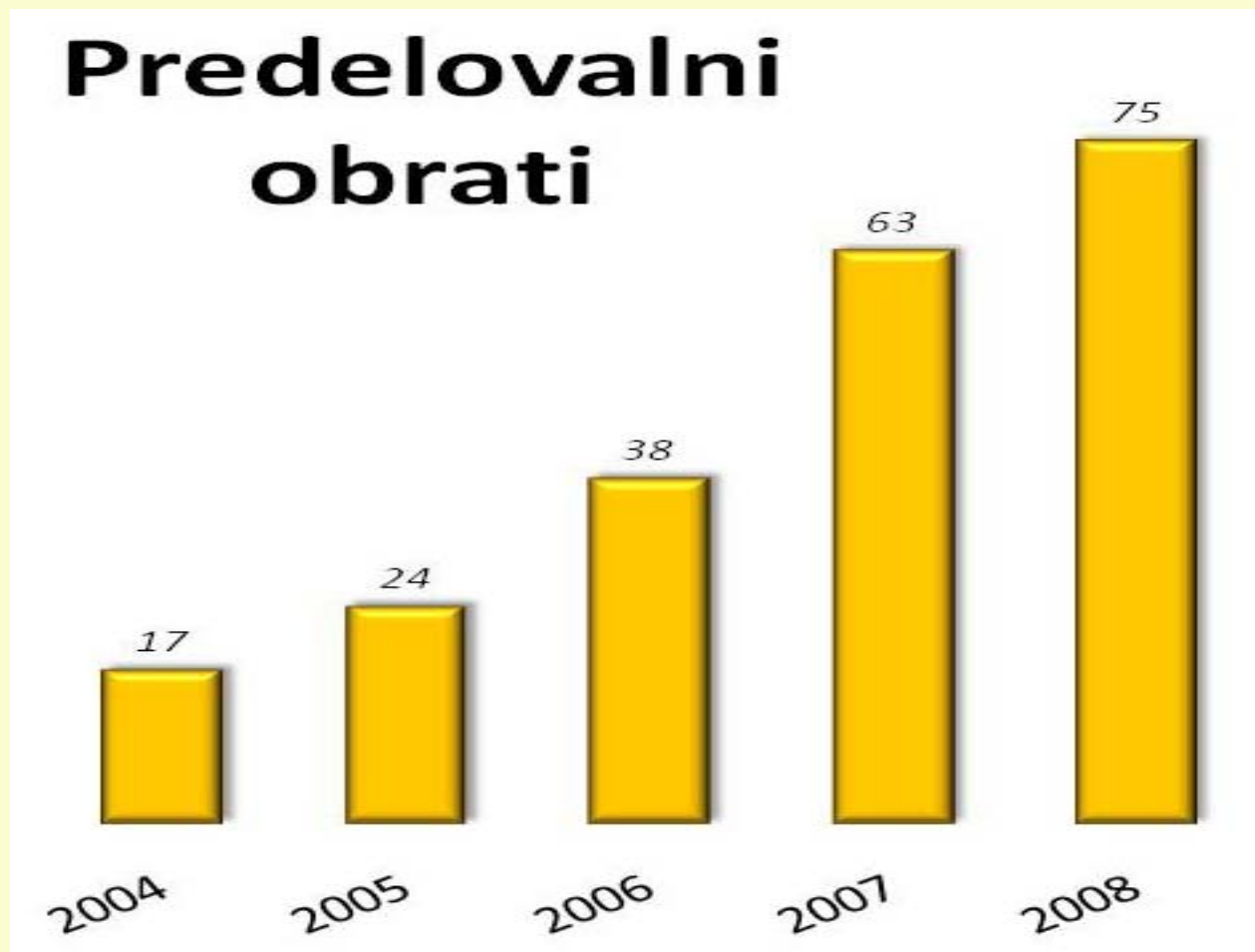
Organic farming

- Since 1990 the market for organic products has grown at an average rate of 20-25 percent per year to reach \$33 billion in 2005. Approximately 76 million acres worldwide are now farmed organically, representing approximately 2% of total world farmland.
- In Slovenija :from 1999-2007 eco farming increased from 2.400 ha to 29.322 ha or 0,5 % na 5,9 % of all farmland

Organic farms number in Slovenia in 2009 did not increase!



Number of producers of processed organic foods increased



Legislation

- Regulation (ES) št. 834/2007: general
- Comm. Reg. (ES) št. 889/2008:
implementing eco production and process
and control and information to consumers
- Comm. Reg.(ES) št.
1235/2008:implementing imports

Legislation

- Slovene:
- Pravilnik o ekološki pridelavi in predelavi, Uradni list RS št. 128/2006;
- Pravilnik o določitvi območij primernih za ekološko čebelarjenje, Uradni list RS št. 52/2003.

Private organic labells - associations




















BIODAR

- IFOAM standards



DEMETER

other organic-eco-bio certification labells found on products

					
Velika Britanija		Nemčija		Francija	Češka
					
Francija	Švica	Avstrija			Italija
					
Italija	Italija	Nizozemska	mednarodno	Belgija	

Examples of logos/brand names that imitate eco,bio,organic...etc:

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These are official logos for farm products of higher quality but not for organic:



Higher quality

traditional

Geographical des.

Des. Of origine

An example of an excessive product label

Blagovna znamka
proizvajalca

Znak RS MKGP
obvezen



BIODAR
Znak ZZEKS

Znak proizvajalca

EU znak (obvezen po
1. juliju 2010)

KON-CERT
Certificiran organ
NEOBVEZEN

Farm food products produced by
integrated farming production is not eco-bio-organic!



No GMO claim on organic food product is misleading, since all organic-eco-bio products are GMO free!

Price comparison

Primerjava cen (cene na kg, oktober 2009)

Ekološka kmetija/ trgovina	Peternejlj, Gorenja vas	Kos, Lukovica	Pri Ježevih, Vipava	Kerin, Raka	Kugovnik, Šmartno ob Paki	Kersnik, Cerknica	Jugovi na Gorici	Slozel, Ilirska Bistrica	Cernelič, Arčiče	Durnik, Trbonje	Studen, Ljubljana	Kalček	Mercator	Tuš
Solata	6	5	-	-	4	5	4	4	4	4	4	-	3,30	-
Krompir	2	1,8	1,5	1,5	1,5	2	2	2	1,8	3	2	1,59	1,32	1,59

	Krompir	Jajca	Paradižnik	Mleko	Testenine
Ekološko	1,32/kg	0,44 -0,54/jajce	4,90/kg	1,28/liter	3,64 - 4,53/kg
Konvencionalno	0,34 -1,20/kg	0,13 -0,35/jajce	1,99/kg	0,78-0,83/liter	1,48 - 2,54/kg



Thank you for your attention
Any questions?

