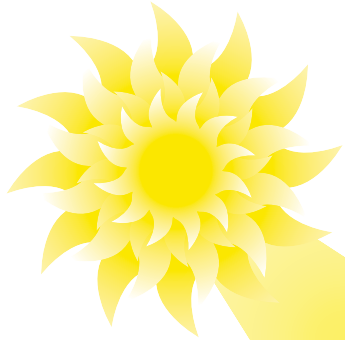




**ORGANIC FOODS IN UKRAINE:  
BENEFITS FOR BUSINESS,  
HEALTH BENEFITS FOR CONSUMER**

# What is organic product?

Organic foods are foods produced in a way that complies with certain rules - organic standards which



**MAKE IT POSSIBLE**  
to produce natural  
healthy food



**ALLOW**  
growing products only  
on soils fertilized with  
organic, biological  
methods instead of  
chemicals



**PROHIBIT**  
irradiation, genetic  
engineering, preservatives  
and other synthetic  
components



# CONSUMER'S INTEREST

Are organic foods better than conventional alternatives? Research suggests that

organic fruits contain, on average, **25%** more vitamin C;

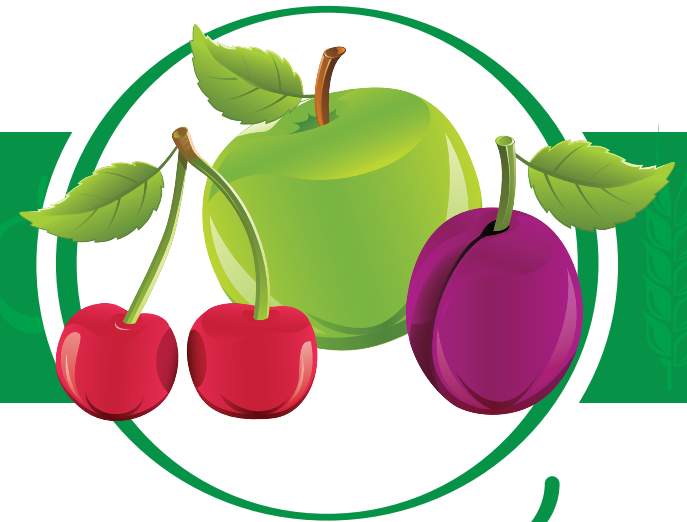
organic vegetables contain **10-40%** less nitrates;



Organic milk **70%** richer in nutrients, vitamins, antioxidants, polyunsaturated fatty acids;



Organic fruits and vegetables have significantly lower levels of pesticide residue, approximately **200** times less, than their conventional alternatives;



Organic fruits and vegetables contain less water that improves their taste.

# BUSINESS'S INTEREST

What are the perspectives for developing organic food market?

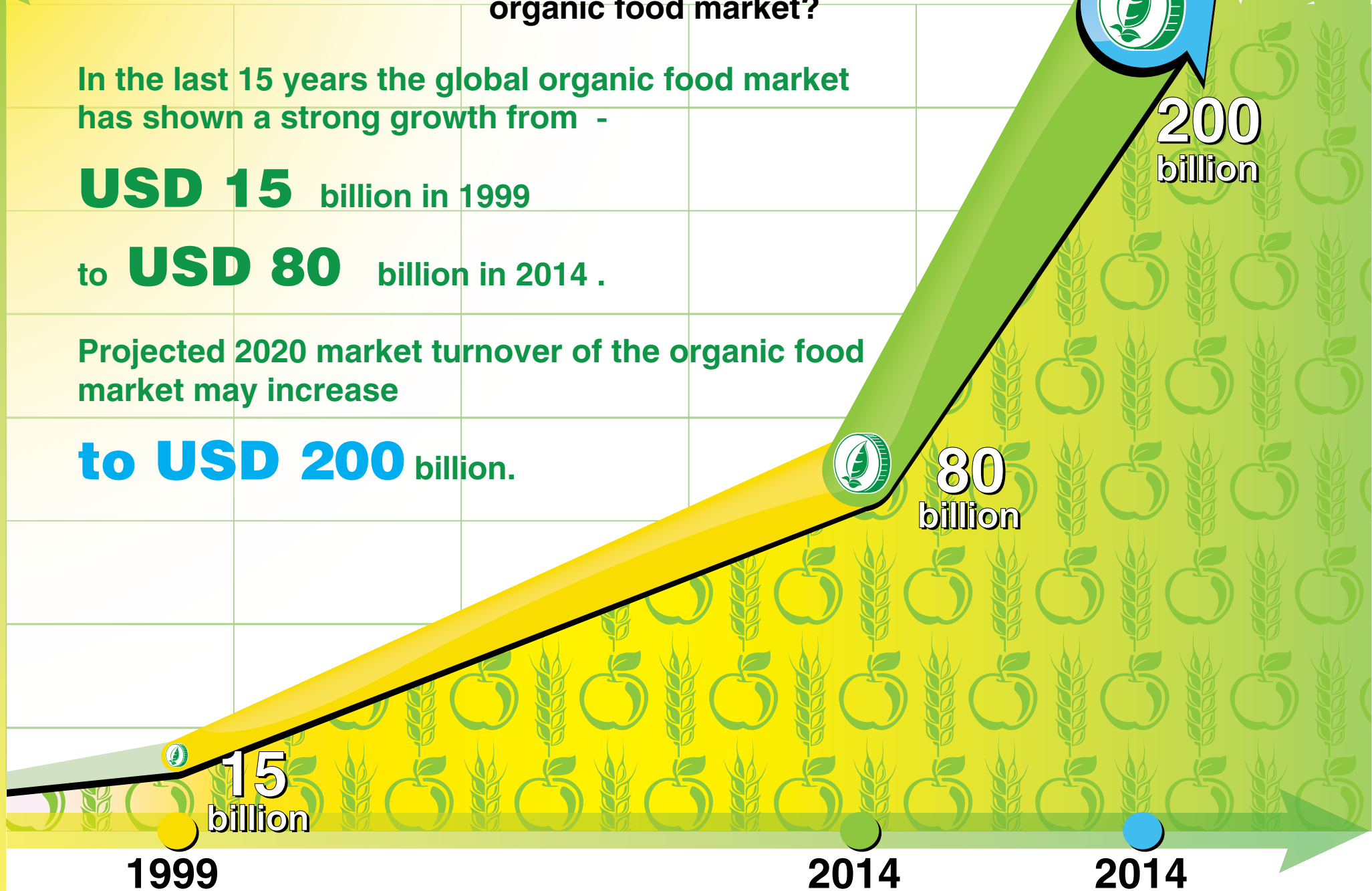
In the last 15 years the global organic food market has shown a strong growth from -

**USD 15** billion in 1999

to **USD 80** billion in 2014 .

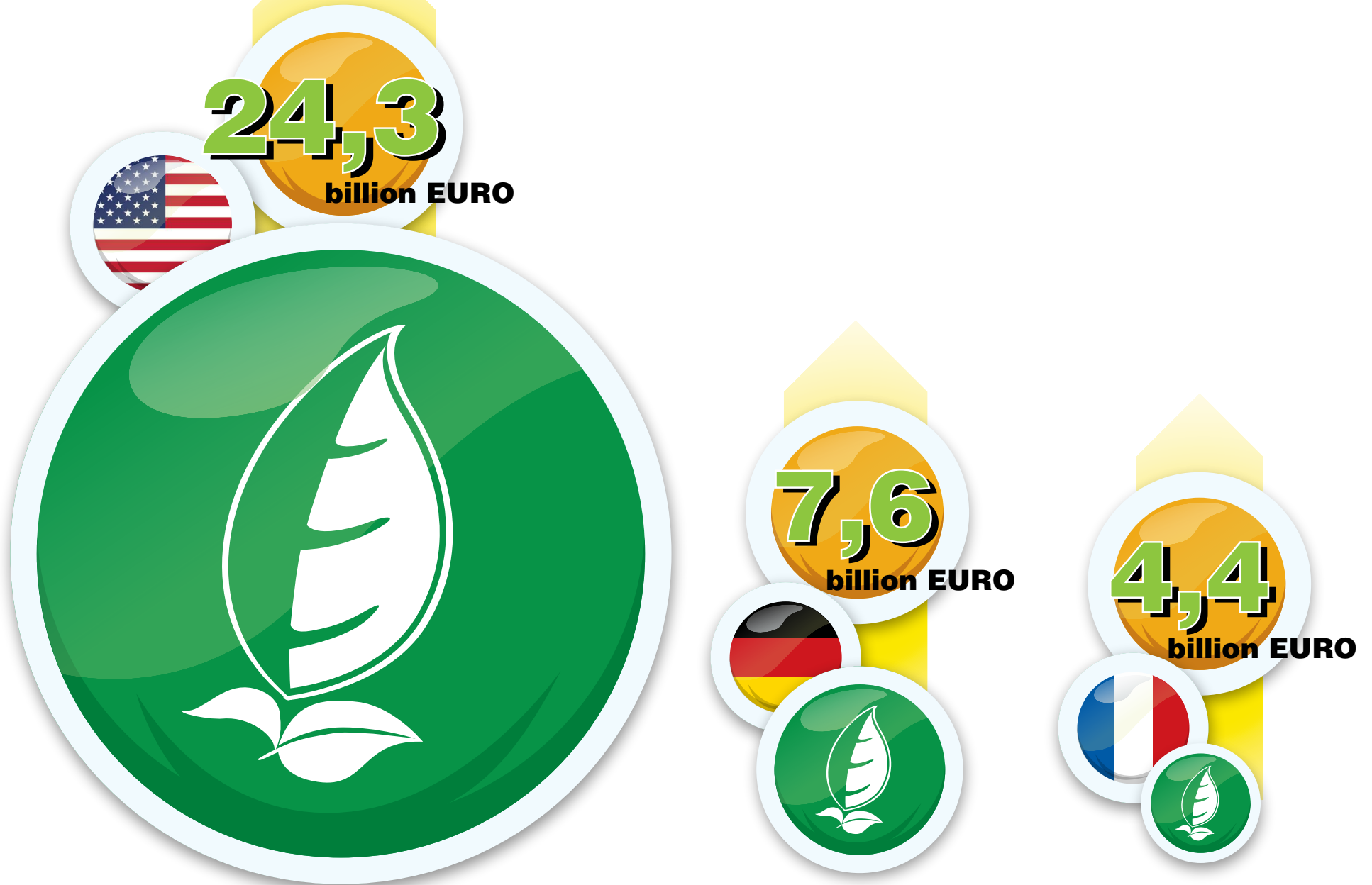
Projected 2020 market turnover of the organic food market may increase

to **USD 200** billion.



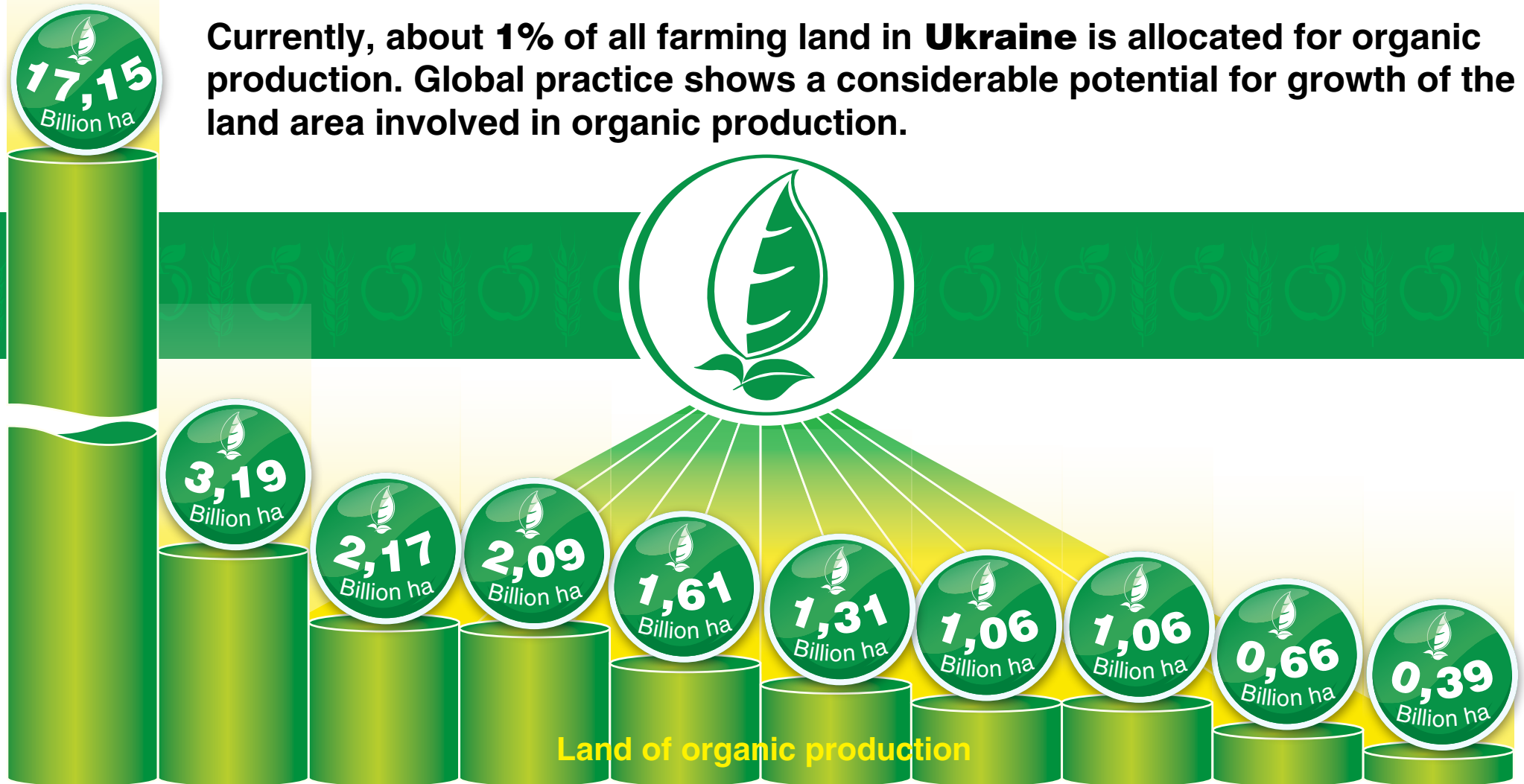
# BUSINESS'S INTEREST

Principal organic food markets (as of 2014)



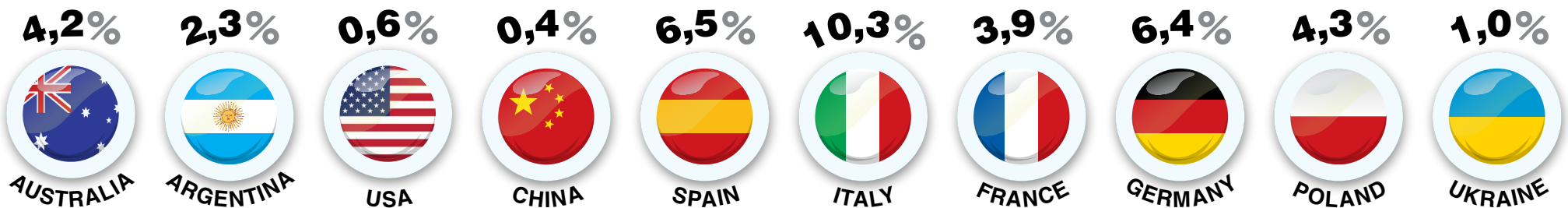
# BUSINESS'S INTEREST

Currently, about **1%** of all farming land in **Ukraine** is allocated for organic production. Global practice shows a considerable potential for growth of the land area involved in organic production.



Land of organic production

Ratio of organic land to the total land area



# ORGANIC PRODUCTION CERTIFICATION

What is the first step for starting organic production?

The first step in organic production is certification.

Certificates are issued by inspections which conduct a thorough audit of the whole production process from field to counter.

**1<sup>st</sup>**

step of



**ORGANIC PRODUCTION  
CERTIFICATION**

# ORGANIC PRODUCTION CERTIFICATION

What is to be certified?



# WHAT ARE THE TYPES OF ORGANIC STANDARDS?



IFOAM Basic Standards



European standards:

- Council Regulation (EC) No. 834/2007,
- Commission Regulation (EC) No. 889/2008,
- Commission Regulation (EC) No. 1235/2008



National Organic Standard of U.S. Department of Agriculture



UK Organic Standard was developed by the Soil Association in 1946. The certification applies not only to food products, but also to cosmetics, public catering and shops.



BIO SUISSE

BIO Suisse organic standard



BIOLan, private Ukrainian standard



# Organic certification should not be confused with other types of certification, in particular, environmental certification.



These markings are the visible symbols showing that product has been manufactured with minimal environmental impact.

# ORGANIC PRODUCTION CERTIFICATION

What body is authorized to certify organic production in Ukraine?  
(Commission Regulation (EC) No. 508/2012)\*








\* non-exclusive list

# ALEXANDROV & PARTNERS

**have an extensive experience in registration of agricultural enterprises producing organic foods in line with the organic standards.**



## **We can:**

-  Select and obtain a land plot for using it in organic production,
-  Develop a stepwise mechanism for the performance of client's task,
-  Determine potential organic food markets,
-  Choose the standards to be applied to manufactured products,
-  Support certification of company as an organic producer.