



Make your customers taste the difference

Organic plant varieties can make a difference for the consumer – good communication tools need to clear the path.

Organic varieties in the food chain

You are dealing with organic food and want to deliver excellent and authentic taste to your customer. At the same time, you want to get involved in advancing organic food and farming through sustainable innovation and promote farm-biodiversity. Then bringing organic plant varieties to the market would be the best choice for you!

A tasting with “average consumers” on a trade fair, comparing a super-market hybrid carrot with a carrot from organic breeding, brought up many comments such as: “wow, this tastes like from my grandmother’s garden!”, or “this tastes like true carrots”.

Organic plant breeders choose a holistic approach to develop plants that suit organic farming. The focus of organic breeders lies on robust, healthy plants with adequate yields and an excellent taste. Organic plant breeding becomes now even more important because conventional plant breeders increasingly turn towards controversial techniques such as cell fusion and cytoplasmic male sterility.

Best practice example 1: Organic varieties in ODIN shops

Odin Estafette is an organic food retail chain in the Netherlands that actively promotes products from organic varieties in its marketing. All vegetables or products from such varieties carry a label saying “diverse and local – from open pollinated varieties”.

Best practice example 2: Organic varieties in Voelkel Juice

The producer of beverages “Voelkel” is processing many vegetable varieties from organic breeding and supports an organic vegetable breeder with long term grant. The bottles of carrot juice therefore bear the label “open pollinated carrots from biodynamic breeding”. Consumers appreciate the good taste.



Organic plant breeding needs friends

The success of organic food and farming depends on the success of organic farmers. And that success begins with seed. Yet we have only seen modest investments in organic plant breeding compared to other sectors of seed research. Seed is the critical first link in the food production chain, a fundamental input – and living, natural resource – that demands careful management and improvement.

Bringing organic varieties to the consumers, explaining the chances of organic plant breeding and therewith making organic breeders earning a return for their efforts from the food chain is an essential step to bring organic plant varieties from a niche to mainstream.

Organic plant varieties –
for an advanced organic
profile in processing, trade
and retail.



What you can do

- Get in contact with farmers and your local organic farming association to find out where organic varieties are available
- Find a list of breeding initiatives, background information and further links on www.organic-plant-breeding.org and www.eco-pb.org
- Start with one crop at the time, organize tastings with customers where the difference of organic varieties is explained by farmers or breeders
- Let consumers know if products originate from organic plant varieties or vegetables derived from organic plant breeding
- Support organic plant breeding by making it known and paying fair prices for the product – seed is the essential base of organic farming
- Join the movement!

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