



Federal Ministry
of Food
and Agriculture

2030 Organic Farming Strategy - National Strategy for 30 % Organic Food and Farming by 2030

Organic Information Campaign of the BMEL

Content

1. **Organic Production in Germany**
2. **2030 Organic Farming Strategy – National Strategy for 30 % Organic Food and Farming by 2030**
3. **Organic Information Campaign of the BMEL**

Organic Production in Germany - State of Play

Organic Production in Germany (2022)

1.86 million hectares

= **11 %** of the total agricultural area

= increase of **4 %** compared to 2021

36,548 organic farms

= every seventh farm

Organic Production in Germany - State of Play

Organic Import

- Large share of the German organic market volume relies on imports
- Decrease of imports in 2020/2021 (shift to domestic/EU sourcing)
- Products with highest import shares: bananas, sweet pepper, sunflower, tomatoes, soy beans

Organic Production in Germany - Policy Objectives & Measures

Organic farming is considered an important contribution to reaching the SDGs

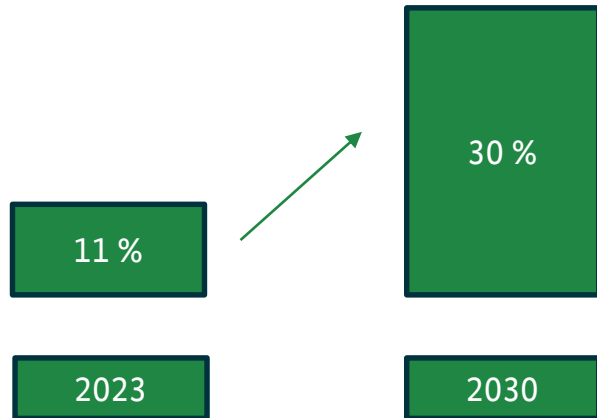
Goal of the Federal Government:
30 % of organic production area
by 2030

SUSTAINABLE DEVELOPMENT GOALS



Organic Production in Germany - Policy Objectives & Measures

Considerable efforts required:



Challenges in organic farming:

- Competitiveness often not sufficient
- Higher prices for organic products are not sufficient to compensate higher production costs
- Competition with less expensive import products
- High land tenure costs in some regions

Organic Production in Germany - National Strategy for 30 % Organic Food and Farming by 2030

To achieve this goal, the organic agriculture and food sector need the following:

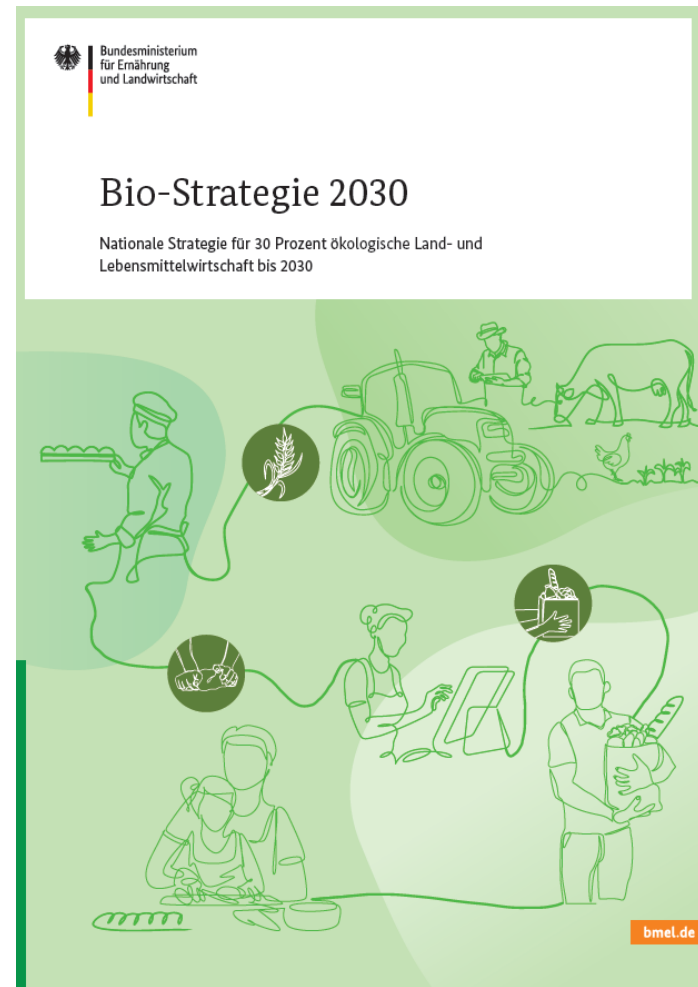
- A strengthening of the organic food and farming sector along the entire organic value chain, production, processing and consumption
- More research in the field of organic agriculture
- 2030 Organic Farming Strategy by the Federal Ministry of Food and Agriculture

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Front page of the official information booklet

[2030 Organic Farming Strategy on the website of BMEL](#) (in German)



2030 Organic Farming Strategy - National Strategy for 30 % Organic by 2030

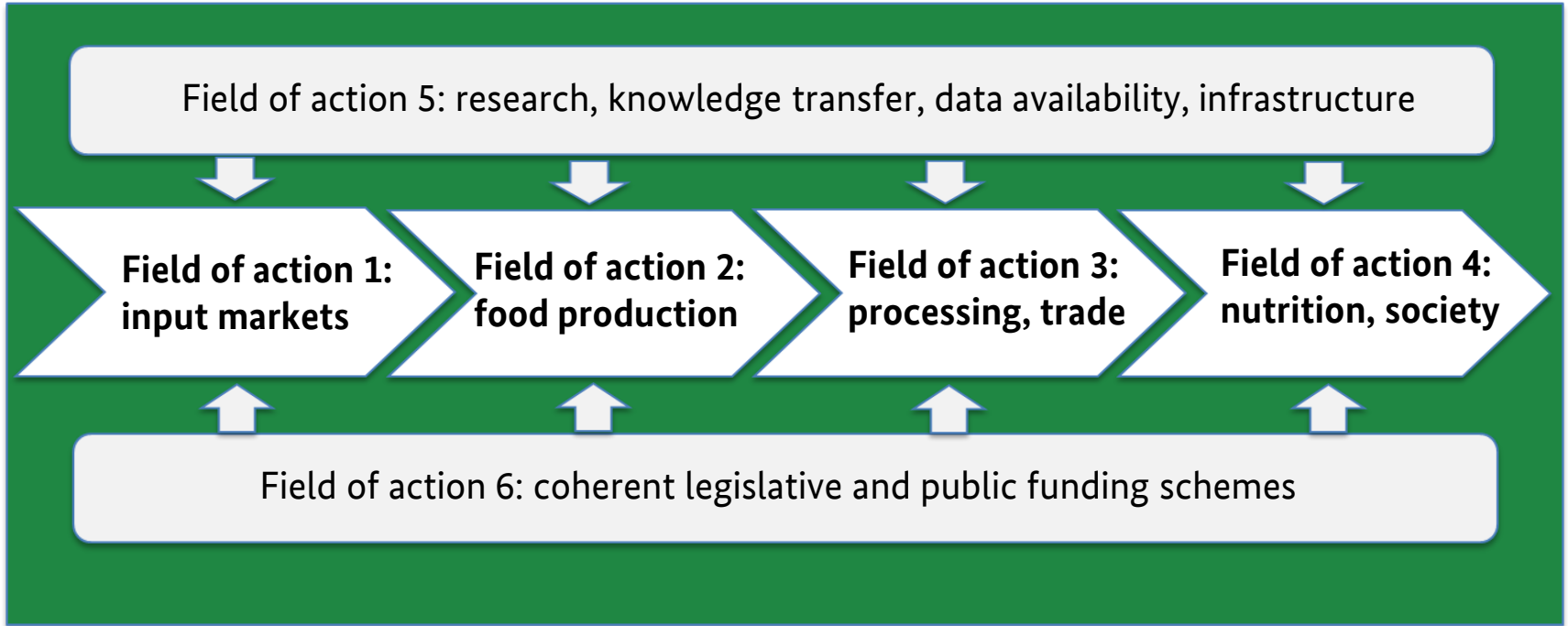
- Publication on the BMEL website: 16 November 2023
- Implementation has already started
- Forum at the specialist trade fair Biofach in 2024:

“2030 Organic Farming Strategy – From Strategy to Action Plan”

2030 Organic Farming Strategy – National Strategy for 30 % Organic by 2030

- The 2030 Organic Farming Strategy lays down **30 measures in 6 fields of action** along the entire organic value chain.
- The 2030 Organic Farming Strategy of the Federal Ministry of Food and Agriculture is developed in a participatory way (Länder, ministries, associations, parliament).

2030 Organic Farming Strategy - Fields of action



Measures in field of action 1

Field of action 1:	Input markets
Measure 1:	Promoting plant and animal breeding for organic farming
Measure 2:	Further developing input markets for organic farming and the organic value chain
Measure 3:	Developing digital tools for better data and farm management

Measures in field of action 2

Field of action 2:	Production
Measure 4:	Unlocking the yield potential of organic crop farming
Measure 5:	Promoting the use of legumes as a basis of organic cropping systems
Measure 6:	Raising awareness for the potential of organic pasture farming
Measure 7:	Promoting organic livestock husbandry and feeding
Measure 8:	Advancing and strengthening animal welfare in organic farming and making it visible
Measure 9:	Further developing regional and site-specific concepts for conversion
Measure 10:	Promoting biological and genetic diversity in agricultural landscapes and of arable crops and livestock

Measures in field of action 3

Field of action 3:	Processing and trade
Measure 11:	Using management and networking to promote value chains
Measure 12:	Further developing fair partnerships
Measure 13:	Giving small and medium-sized enterprises within the organic value chain access to support schemes
Measure 14:	Supporting the creation and expansion of regional and organic processing and marketing capacities

Measures in field of action 4

Field of action 4:	Nutrition and society
Measure 15:	Further expanding communication on “organic”
Measures 16:	Increasing the share of organic foodstuffs in the canteens of the federal administration and in other public institutions with communal catering
Measure 17:	Allowing away-from-home catering companies to more easily use organic foodstuffs
Measure 18:	Promoting extension services offered to away-from-home catering companies interested in conversion
Measure 19:	Promoting education on the production and processing of organic foodstuffs along the value chain

Measures in field of action 5 – Part I

Field of action 5:	Research, knowledge transfer, data availability, infrastructure
Measure 20:	Gearing research strategies and programmes towards the organic farming and food sector
Measure 21:	Promoting the BMEL's departmental research and preparing it for policy advice in the field of organic farming and food
Measure 22:	Providing structural support to the regional research landscape , training more young researchers and expanding knowledge on organic farming and food, as well as promoting innovation
Measure 23:	Triggering transformations based on practical research into organic production and sustainable diets

Measures in field of action 5 – Part II

Field of action 5:	Research, knowledge transfer, data availability, infrastructure
Measure 24:	Structurally anchoring and methodologically improving knowledge transfer and research communication
Measure 25:	Promoting teaching of organic farming and food at universities
Measure 26:	Improving the availability of data on organic farming and the organic food sector

Measures in field of action 6

Field of action 6:	Coherent legislative and public funding schemes
Measure 27:	Gearing the national promotion instruments for regional economic structure (GRW) and agricultural structure and coastal protection (GAK) more strongly towards the goals of sustainability, environmental protection and climate stewardship and, additionally for the GAK, towards organic farming and food
Measure 28:	Gearing the CAP more strongly towards the goals of sustainability, environment protection and climate stewardship as well as organic farming
Measure 29:	Further developing Regulation (EU) 2018/848 and creating a coherent national regulatory framework for strengthening organic farming and food
Measure 30:	Making methods of organic farming available to the Global South as a policy option for achieving the human right to adequate food

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Organic Information Campaign of the BMEL - Background

- Citizens sometimes find it difficult to recognise organic food; the **EU organic logo is not well-known**. The voluntary German organic label is more widely known than the mandatory EU organic logo.
- The added value of organic food and agriculture is not well-known among citizens.

Organic Information Campaign of the BMEL - Core topics of the first phase, Part I

- Trustworthiness of organic food:
 - Organic food production must comply with high **legal standards** including standards for environmental protection.
 - Organic production is **certified and controlled** by state-approved control bodies.
 - Organic has proven **positive effects** on biodiversity, climate and animal welfare.
- Organic standards in livestock farming:
 - Organic has one of the **highest standards** in livestock farming.
 - Animals have access to more space, light, organic feed etc.

Organic Information Campaign of the BMEL - Core topics of the first phase, Part II

- Organic **diversity services** of organic agriculture
- Organic **quality** in processing
 - Food processing with significantly lower thresholds for allowed additives

Organic Information Campaign of the BMEL

Measure 15: Further expanding communication on “organic”, Part I

- **Target group:** citizens and stakeholders along the entire value chain
- From production to processing and trade as well as out-of-home catering
- **Providing information on the added value organic farming and the organic food industry create for society, and**
- **Building trust in the regulatory rules and system applicable to the labelling of organic food**

Organic Information Campaign of the BMEL

Measure 15: Further expanding communication on “organic”, Part II

- **Communication measures** developed and implemented on a broad scale and geared towards specific target groups, for example:
 - an **information campaign focussing on consumers** or
 - support for lines of argument

Organic Information Campaign of the BMEL

“Bio?-Na-Logo!“ (Organic?- Of course!)



Broad-based display of four motives as images and videos throughout Germany

Including: posters, city light posters, advertisements, advertorials, social media (Facebook, Pinterest, Instagram)

First introductory and further information on the landing page of the BMEL

www.bio-na-logo.de

More detailed information at www.oekolandbau.de,
direct links on the BMEL landing page

Organic Information Campaign of the BMEL



Ulf, farmer

Can I really rely on organic?



Organic Information Campaign of the BMEL



Jule, farmer

Are organic animals really kept differently?



Organic Information Campaign of the BMEL



Eva & Sonja,
bakers

Does organic really ensure
more biodiversity?



Organic Information Campaign of the BMEL



Thomas, farmer with
farm store

Are there really fewer
additives in organic food?



Organic Information Campaign of the BMEL - Complementary website www.bio-na-logo.de



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Bio? Na Logo!

Auf Bio ist Verlass. Jedes in Deutschland angebotene Bio-Lebensmittel muss umfangreiche Vorschriften erfüllen. Bio setzt höchste gesetzliche Umweltstandards für alle Produktionsschritte. Staatlich zugelassene Kontrollstellen überprüfen regelmäßig, ob die Vorgaben eingehalten werden.

Wofür das EU-Bio-Logo steht

Organic Information Campaign of the BMEL - Timetable

- Intensive roll-out in 2023
- All stakeholders are asked to share information
- Parallel evaluation
- If possible, media should be provided
- BMEL measures for 2024 dependent on evaluation

Thank you for your attention!

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