

**MOAN - MEDITERRANEAN ORGANIC AGRICULTURE NETWORK  
4<sup>TH</sup> NETWORK MEETING**

**ORGANIC AGRICULTURE AND LOCAL IDENTITIES**

*POTENTIAL AND CHALLENGES FOR POLICY AND MARKET DEVELOPMENT*

*Madrid, May 10<sup>th</sup> -13<sup>th</sup>, 2009*

**Background**

Claiming that organic agriculture has good potential to positively contribute to diversify and revitalize local economies, to strengthen local identities while reconnecting them to urban communities from a global perspective is not a difficult intellectual exercise any longer. The organic sector's distinct features and history help in this task. Reference can be made to:

- i) the broad social basis of organic movement which has been supported, since early beginning, by different groupings of society and seems able to attract various urban and rural interests and build alliances with different constituencies;
- ii) organic agriculture's holistic approach to farming and to its role in society, recently strongly reaffirmed with renewed emphasis on principles and values;
- iii) organic farmers' pioneering experience with sustainability and multifunctionality concepts and practices in developed and developing countries (livelihoods diversification, food security, direct sales, on-farm processing, quality and regional food chains, educational farms, rural/ecological tourism, social agriculture).

However, evidence about conventionalisation trends and controversial or anecdotal findings about organic agriculture's socio-economic impacts may represent a threat to the credibility of such discourses and of the sector's ambition to be recognized as the model for future agriculture. Also, challenging, at times, is the scaling up of success stories and the identification of clear indications for policy and market development supporting the growth of organics as a tool to better experience, dynamically preserve, fairly develop and effectively promote local identities through sustainable individual and collective entrepreneurship.

The conference will look at how the emergence/development of organic agriculture interacts with processes and tools of empowerment of local identities – e.g. geographical indications and tourist/food trails. The theme will be addressed from different angles focusing on institutional, technical, governance and market issues. The theme will be addressed from different angles focusing on institutional, technical, governance and market issues, starting from what has naturally emerged so far and what seems to be working well or not working at all. Given the mission and geographical scope of the MOAN the sharing of concrete experiences from EU and non-EU Med countries will be encouraged.

**PROGRAMME**

**Sunday May 10<sup>th</sup>**

Arrival to Madrid, lodging in Hotel Miguel Angel

Free evening

**Monday May 11<sup>th</sup>**

**Morning**

**09:30 – 10:00**

**Welcome addresses**

**Puxeu Rocamora**, *State Secretary of Rural and Water Affairs-  
Spanish Ministry of Environment and Rural and Marine Affairs*

**Cosimo Lacirignola**, *Director CIHEAM-IAMB*

**10:00 – 10:30** Connecting and developing institutions for organic agriculture in the Mediterranean: the MOAN experience  
**Lina Al Bitar, Patrizia Pugliese, IAMB**

**10:30 – 11:00** Coffee break

SESSION 1

**ORGANIC AGRICULTURE AND LOCAL IDENTITIES**

**POTENTIAL AND CHALLENGES FOR POLICY AND MARKET DEVELOPMENT**

CHAIRPERSON: **Ester Olivas Cáceres**, *Directora de Comercio, Secretaria General de ORIGEN ESPAÑA, Cámara de Comercio, Industria y Navegación de Alicante*

**11:00 – 11:20** KEYNOTE SPEAKER 1 **Guido Bonati**, *INEA, Responsabile Servizio Ambiente e Irrigazione*

"LOCAL IDENTITIES IN EU RURAL DEVELOPMENT POLICIES: EVOLUTION OF DISCOURSES AND TOOLS FOR VALORISATION"

**11:20 – 11:40** KEYNOTE SPEAKER 2 **Daniele Giovannucci**, *Research Director for the Committee on Sustainability Assessment and team leader of the UN International Trade Centre's Geographical Indications guide*

"ORGANIC AGRICULTURE AND LOCAL IDENTITIES: A GLOBAL PERSPECTIVE"

**11:40 – 12:40** Discussion and debate

**13:00 – 14:30** Catering Lunch

**Afternoon**

SESSION 2

**ORGANIC AGRICULTURE AND LOCAL IDENTITIES**

**EXPERIENCES AND BEST PRACTICES FROM THE MEDITERRANEAN**

CHAIRPERSON: **Ester Olivas Cáceres**

**14:30 – 16:00** KEYNOTE SPEAKER 3 **Lahcen Kenny**, *Institut Agronomique et Vétérinaire Hassan II, Agadir, Morocco, MOAN steering committee*

"ORGANIC AGRICULTURE AS A TOOL TO STRENGTHEN AND VALORISE MEDITERRANEAN RURAL IDENTITIES"

**Presentation of case studies from EU and non-EU Med countries**

France, **Valérie Vion**, *Ministère de l'Agriculture et de la Pêche*

Italy, **Alberto Manzo**, *Ministero delle Politiche Agricole Alimentari e Forestali*

Morocco, **Khadija Arif**, *Ministry of Agriculture, Rural Development and Fisheries*

Discussion and debate

**16:00 – 16:30** Coffee break

SESSION 3

**UPDATES ON NATIONAL ORGANIC SUPPORT POLICIES**

CHAIRPERSON: **Uygun Aksoy**, *Faculty of Agriculture, Dept of Horticulture, Ege University, MOAN steering committee*

**16:30 – 17:30** Recent developments in national support policies for organic agriculture

**18:00 – 20:00** Guided evening in Madrid

**21:00** Social Dinner

**Tuesday May 12<sup>th</sup>**

**Morning**

SESSION 4

**PRESENTATION OF THE SPANISH ORGANIC SECTOR**

*SPEECHES, VIDEOS, PRODUCT EXPOSITION: DIFFERENT STAKEHOLDERS (MINISTRY OF THE ENVIRONMENT AND RURAL AND MARINE AFFAIRS: MARM, ASSOCIATIONS, TRADERS, ETC.). Presentations in charge of the Spanish organic sector*

**09:15 – 09:45 AEFER Project: the organic agriculture as a source or rural employment**

Spanish Society of Organic Agriculture: Sociedad Española de Agricultura Ecológica (SEAE)

**09:45 – 10:15 Spanish Competent Authorities System and Public Control Bodies**

Coordinator of Agroecological Certification and Promotion: Coordinadora de Certificación y Promoción Agroecológicas (INTERECO)

**10:15 – 10:45 The Spanish model for Private Control Bodies. A view of the Andalusian organic sector**

Association of Andalusian Committee of Organic Agriculture: Asociación Comité Andaluz de Agricultura Ecológica (ACAAE)

**10:45 – 11:15** Coffee break with Spanish organic products

**11:15 – 11:45 The model of relationship between the MARM and the Spanish organic sector**

Federación Española de Empresas con Productos Ecológicos (FEPECO)

**11:45 – 13:00 The contribution of ASAJA, COAG and UPA to the Spanish organic sector**

Agricultural Association of Young Farmers: Asociación Agraria Jóvenes agricultores (ASAJA);

Coordinator of Farmers and Ranchers Organizations: Coordinadora de Organizaciones de Agricultores y Ganaderos (COAG);

Union of Small Farmers: Unión de Pequeños Agricultores (UPA)

**A specific study on Spanish Cooperatives and organic agriculture**

Confederation of Spanish Agricultural Cooperatives: Confederación de Cooperativas Agrarias de España (CCAE)

**13:00 – 14:30** Catering Lunch

**Afternoon**

SESSION 5

**UPDATES ON NATIONAL ORGANIC STATISTICS**

CHAIRPERSON: **Mohammed Ben Kheder**, *CTAB, Tunisia, MOAN steering committee*

**14:30 – 15:30 Updates on national organic statistics**

**15:30 – 16:00** Coffee break

SESSION 6

**MEETING CONCLUSIONS AND FUTURE ARRANGEMENTS**

**16:30 – 17:00** Meeting conclusions

CHAIRPERSON: **Irfan Tarelli**, *Ministry of Agriculture, Forestry and Consumer Protection Albania, MOAN steering committee*

**17:30 – 18:00** Discussion of proposals for the next meeting hosting (all delegates are invited to check in advance the interest of their country)

Institutions)  
**18:00 – 20:00** Guided visit to the Prado Museum  
Free evening

### Wednesday May 13<sup>th</sup>

#### **Morning**

#### **TECHNICAL TRIPS**

**08:00 – 13:00** Dairy farm in Rivas ( Madrid); Olive mill in Mora (Toledo)

**14:00 – 15:00** Lunch in Toledo

#### **Afternoon**

#### **TOURISTIC TRIP: Toledo**

**18:00** Return to Madrid

**19:00** Cocktail in the hotel

Free evening

### Thursday May 14<sup>th</sup> Departure