

Organic Marketing

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LOAM

How Organic started

- 1987 Business people like Mr.Dencil Zosa who took risk and converted his tea plantation into organic, together with some others.
- There were good traditional farmers who did not use any chemical or synthetic fertilizer.
- 1990 other plantation got in to the business



Milestones of O/A Sri Lanka

- 1992 LOAM
- 1999 LOAM Revitalizing
- 2002 MOENR & MOAL MOU
- 2003 Agricultural Policy Document
- 2003 National Standards guide lines
- 2004 GTZ Value Chain
- 2005 EU SLOP
- 2006 Mahinda Chintana Policy
- 2007 NOCA at PGIA
- 2008 PGS
- 2009 National Standards by SLSI
- 2010 NOCA

ORGANIC FARMING in Sri Lanka

- 44,215 hectares of land under organic management in 2010
- Total agricultural land of 1.65% and a presence of around 3,800 organic farms
- certified organic was 36,050 hectares

How big our Business

- exporting 953 metric tons of organic tea, spices, essential oils, cashew, desiccated coconut, dried fruits, vegetables and herbs
- Valued at 55 USD- million
- The number of registered exporters is 36
- Non governmental and farmer organizations number 47
- Number of certified estates number 62
- There are 324 independent Certified growers







Nutmeg



Cardamom



Clove



Ginger



Cinnamon



White Pepper



Turmeric



Mace



Curry Leaves

It is Growing.....

- There are different other examples just like private sector initiatives/network organizations involved in organic agriculture such as Small Organic Farmer Associations (SOFA),
- Lanka Organic Coconut Grover's Association

Dr. Bronner's new coconut oil is produced at Serendipol (Pvt) Ltd. in Sri Lanka's coconut triangle. The company has converted some **500 growers to organic practices**, improving soil fertility and increasing yields. The production staff has grown to 160 workers who enjoy working conditions and compensation uncommon in the industry. The fair trade premium paid by Serendipol's customers, which averages US\$250,000 per year, is administered by a broad-based committee and funds a range of community development projects, hospital equipment, school facilities and books, water and electricity supply.

100% Natural Latex Foam Products

About Latex Green

Latex Green manufactures cores, pillows, and toppers out of 100% natural white latex. With more than 60 years of combined hands-on technical management experience in rubber manufacture, our engineers are specialists in design engineering and are ever ready to work with customers to impart any USP's to the product to suit specific marketing programs.

Our progressive production lead time program (PPLP) offers on-time delivery to any destination in the world. Customers can now reduce inventory costs significantly.

Our unique track & tracing program provides online status of your shipment 24 hours a day. No expensive overseas calls, e-mails or faxes. Latex Green can offer you NO PAPER HASSLE scheme delivering shipments to any location in the world covering brokerage, customs clearance coordination of paper work.



Pillows

Super soft pillows never made before using 100% natural latex.

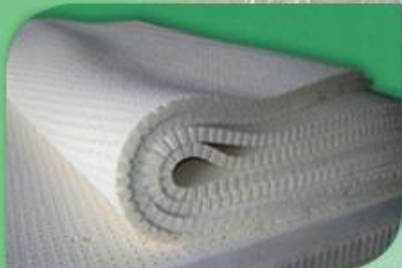
Product Name	Length(cm)	Width(cm)	Thickn.(cm)
King Pillow	94	43	16.5
Queen Pillow	74	43	16.5
Full Pillow	61	41	16.5



Mattresses

All sizes are available in densities 75,85 & 95 up to 6 inch in height. Special cores of over 6 inch thick could be fabricated on request.

Product Name	Length(cm)	Width(cm)	Thickn.(cm)
King Mattress	203	193	15
Queen Mattress	203	152	15
Full Mattress	203	137	15



Sheets

Neatly cut to customer request.

Product Name	Length(cm)	Width(cm)	Thickn.(cm)
King Sheet	203	193	2.5
Queen Sheet	203	152	2.5
Full Sheet	203	137	2.5



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Domestic market

- Domestic market for organic agricultural products mainly consists to the urban and educated communities and it is a growing market. However, there is a demand among the general public and also in the rural areas, where the production is consumed

"We assure our products for your Consumption"

Jointly Organized by
LOAM - SLNF - NSRC - Practical Action - Sewa Lanka Foundation

P.G.S.

Participatory Guarantee Systems

Inauguration Workshop on 16th 17th & 18th December 2009

at
Sewa Lanka Training Centre

Piliyandala

"With the support of PGS organic Indian council"



Main export markets

- Bulk of the volume of organic agricultural products is exported. Major export destinations include USA / European countries, Japan and Australia. The market in the Middle East is also a growing one.

In product scenario Sri Lanka

- is a leading exporter in organic tea, Fruits and nuts organic coconut, spices and sizable exporter of Cinnamon and essential oils, new thing like Organic Rubber for Organic metres, baby toys and glues .

At present following seven international certification agencies operate in Sri Lanka.

- Control Union (SKAL, Netherlands)
- NASAA, Australia
- Naturland, Germany
- Institute for Market Ecology – IMO, Switzerland
- EcoCert, France
- Soil Association, United Kingdom
- Krosher



Local Certification..bodies

FGP Certification



SriCert



ORGANIC CERTIFICATION LOGOS AROUND THE WORLD

 <p>USDA ORGANIC</p> <p>NOP-USA</p>	 <p>ORGANIC FARMING</p> <p>EU</p>	 <p>CERTIFIED ORGANIC OFDC CHINA</p> <p>P.R. CHINA</p>	 <p>JAS</p> <p>JAPAN</p>	 <p>ORGANIK MALAYSIA CERTIFIED ORGANIC</p> <p>MALAYSIA</p>	 <p>oam</p> <p>Organic Alliance Malaysia</p>
 <p>CERTIFIED ORGANIC OCIA</p> <p>USA</p>	 <p>ECO CERT</p> <p>USA</p>	 <p>QAI ASSURANCE INTERNATIONAL</p> <p>QAI, GLOBAL</p> <p>USA</p>	 <p>Certified California CCOF Farmers CCOF INTERNATIONAL</p> <p>USA</p>	 <p>FARM VERIFIED ORGANIC</p> <p>USA</p>	 <p>CU</p> <p>CONTROL UNION HOLLAND</p>
 <p>Bioland ÖKOLOGISCHER LANDBAU</p> <p>GERMANY</p>	 <p>BIOPARK</p> <p>GERMANY</p>	 <p>Gaa e.V. Ökologischer Landbau</p> <p>GERMANY</p>	 <p>ÖKO - GARANTIE BCS</p> <p>GERMANY</p>	 <p>Naturland certified organic</p> <p>GERMANY</p>	 <p>QUALITY SEAL CERTIFIED ORGANIC IBD INSTITUTO BIODINAMICO</p> <p>BRAZIL</p>
 <p>CERTIFIED ORGANIC NEW ZEALAND AGRIQUALITY</p> <p>NEW ZEALAND</p>	 <p>CERTIFIED bio gro NEW ZEALAND ORGANIC</p> <p>NEW ZEALAND</p>	 <p>CCPB GLOBAL PROGRAMME IFOAM ACCREDITED</p> <p>ITALY</p>	 <p>garanzia AIAB CERTIFICATO ICRA</p> <p>ITALY</p>	 <p>ICEA</p> <p>ITALY</p>	 <p>AUSTRALIAN CERTIFIED ORGANIC</p> <p>AUSTRALIA</p>
 <p>ORGANIC ASSOCIATION CERTIFICATION AUSTRALIA A.C.T.</p> <p>THAILAND</p>	 <p>BOLICERT</p> <p>BOLIVIA</p>	 <p>KRAV</p> <p>SWEDEN</p>	 <p>control IMO INSTITUTE FOR MARKETECLOGY</p> <p>SWITZERLAND</p>	 <p>ORGANIZACION INTERNACIONAL CERTIFICACION OIA AGROPECUARIA</p> <p>ARGENTINA</p>	 <p>SOIL ASSOCIATION ORGANIC STANDARDS</p> <p>GLOBAL PARTNERSHIP UK</p>

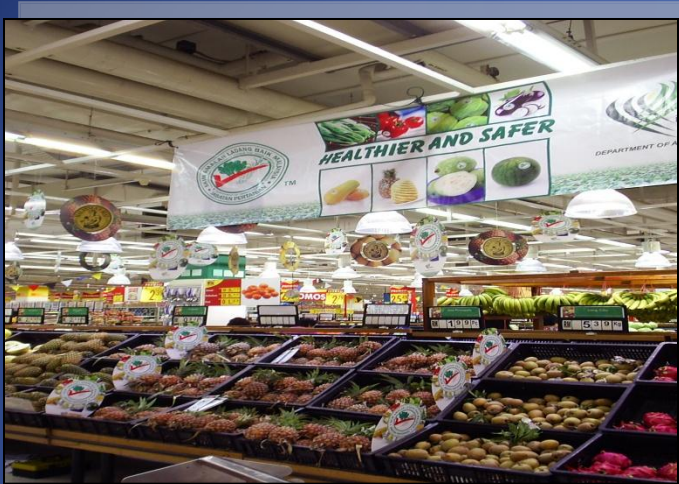


What should be done...local marketing

- National recognition of the sector
- National level promotion
- Sector association for trade
- National Trade Fairs
- Importations of raw materials, other products
- Facilities just like where houses and cool rooms
- Regulation to control self claims
- Value chain intervention







Export....to do more

- Export promotion
- TBT- Easy way to send
- Certification
- Taxes and regulations
- Subsidies
- R and D
- GI
- Controlling of miss-use
- Recognition and policies







Thank you