

PRESS RELEASE

## Transforming food and farming: European organic movement launches its vision for 2030

15 June 2015, Brussels, Belgium – The European organic movement has launched its vision for organic in Europe in 2030 at the [9th European Organic Congress](#) on 11-12 June, organised by IFOAM EU together with the Latvian Presidency of the Council of the European Union, the Latvian Ministry of Agriculture and the Latvian Association of Organic Agriculture.

Entitled [Transforming food & farming: An organic vision for Europe in 2030](#), the common vision is the result of a one-and-a-half year participatory vision process with contributions from more than 300 stakeholders. Our shared vision sees a wide adoption of a fair, environmentally conscious, healthy and caring system in Europe in 2030; continued leadership to promote change in food and farming systems; belief in holistic approaches; thriving on interactions with other like-minded initiatives, including fair trade, agroecology and urban agriculture; and the building of bridges with other stakeholders in the food and farming system.

“Organic has been, is and must continue to be a leader in food and farming systems”, said IFOAM EU President Christopher Stopes. “There has been a lot of development and growth in organic in the last 15 years and this has led to new opportunities and challenges. The organic movement needed to take stock of what organic has become and what the future holds for us all. During the IFOAM EU Vision 2030 process we took the time to involve a broad range of stakeholders, to reflect about where we are and where we want to be in 2030, and to translate this into a shared vision.”

“We are very excited to have a clear way forward before us, but the work continues. At the 9<sup>th</sup> European Organic Congress, the vision was launched and we started working on a viable, future-proof strategy to achieve it for the entire sector”, continued Marco Schlüter, IFOAM EU Director. “With the Vision 2030 and strategy development, we are giving ourselves the tools to succeed and lead in the long term”.

The 9<sup>th</sup> European Organic Congress was the starting point to work out strategies for the organic movement in Europe to make this vision a reality. Inspired by our vision, these strategies will also be informed by the analysis of potential future developments and scenarios. [Learn more about the strategic analysis](#).

Following the congress, IFOAM EU will further present the strategic options and actions at various national and sector meetings throughout Europe to discuss and encourage uptake, fine-tuning and practical implementation of the strategies. Keep an eye on [the vision page](#) for the final report from the strategy development workshop in Riga or find the vision on social media: #EUorganic2030.

For more information please contact:

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IFOAM EU represents more than 160 member organizations in the EU-28, the EU accession countries and EFTA. Member organizations span the entire organic food chain and beyond: from farmers and processors organisations, retailers, certifiers, consultants, traders and researchers to environmental and consumer advocacy bodies.