

Press Release

INTERNATIONAL SEMINAR ON MARKETS AND MARKETING OF ORGANIC PRODUCTS

21-22 September 2007, Mithradam, Aluva

A two-day international seminar was organized by Organic Services & Solutions India Pvt Ltd, a JV with Organic Services GmbH, Germany. The workshop was supported by The German Development Bank, BioFach - the world leading organic trade fair and Morarka Organic, and held at the Mithradam Sustainable Energy Centre.

Over the two days there were six technical sessions and presentations from over twelve international and national experts. Critical issues related to the furthering of the organic movement in India like competence of small and marginal farmers, market information and methodologies, value addition, standards and certification, diversification of organic etc were discussed.

Organic farming is an excellent tool for enhancing the livelihoods of small and marginal farmers who are resource poor and pursue agriculture in marginal lands under rainfed. Gerald A. Herrmann, Director of Organic Services declared: "Organic Agriculture would be the most sustainable alternative to overcome poverty and bring about sustainable rural development. It is clear that there is need for more effort from the national and state Governments for the promotion of organic agriculture".

The organic agribusiness is growing in leaps and bounds and the global organic business for 2006 was 37.6 Billion US\$. "The organic markets in the EU, USA and national markets in India are excellent destinations for the organic produce whether single or value added coming from India" according to Ramesh Harve, Director of Organic Services and Solutions India.

This workshop helped in enhancing capacities and competence of farmers, traders, researchers, input manufacturers, state cooperatives, commodity boards etc, which were the various sections who participated in the seminar.

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