



International Meeting on Processing and Marketing of Organic Food

„Organic Marketing Forum“

25th and 26th of May 2006
in Warsaw / Poland

Program

1 st day: Wholesale trade and retail trade of organic food

11.00 a.m.:

Arrival of participants, welcome coffee, registration

01.00 p.m.:

Opening of the Organic Marketing Forum: *Krzysztof Jurgiel*, Polish Minister for Agriculture and Rural Areas
Welcome words of EKOLAND, ORA, EkoConnect

Opening presentation: "The role of organic agriculture in food markets of today and tomorrow", *Stefan Hipp*, Hipp-Werk Georg Hipp (www.hipp.de)

„The market for organic raw material and organic food in Poland and Central and Eastern Europe“, *Dr. Sylwia Zakowska-Biemans*, Agricultural University of Warsaw (www.SGGW.pl)

02.45 p.m.:

Coffee break and possibility to visit product presentations of organic companies and organic organisations

03.30 p.m.:

„Organic wholesale trade – market structures and trends in Eastern and Western Europe“, *Tom Vaclavik*, Organic Retailers Association (www.o-r-a.org)

“How to tell the customers? – Experiences with training of selling staff of organic food shops in Poland“ *Janina Sokołowska*, Polski Klub Ekologiczny (www.pkegliwice.pl)

04.15 p.m.:

Experiences of wholesale trade and retail trade companies:

- I. NATURA-Organic food shops, Krakau, Poland
- II. ALBIO spol. s r.o. - Organic food shops Praha, Czech Republic
- III. Bionica Sp. z o. o. Złotoryja, Wholesaler, Poland
- IV. Naturkost Erfurt GmbH, Wholesaler, Germany
- V. Dennree GmbH, Töpen, Wholesaler, Germany
- VI. Country Life, Wholesaler, Czech Republic
- VII. Organic Market, Wholesaler and Organic food shop, Warsaw, Poland

07.15 p.m.:

Dinner and Get-together (in the same building)

2nd day: Processing and marketing of organic food

08.30 a.m.:

Selling organic food in conventional food chains – what are the expectations of organic buyers as well as the strategies of the food chains and how shall food processor respond on that? *Jörg Kunz* (www.oeko-strategie.de)

Prerequisites for a successful production and marketing of organic food in organic food shops, *Willi Jennissen* (www.willi-jennissen.de)

Visions of a strong organic retail market sector in Poland, *Ralph Liebing*, Organic Retailers Association (www.o-r-a.org)

Interaction database for processing and marketing of organic food in Poland, CDR Radom, <http://www.cdr.gov.pl/radom/>

10.15 a.m.:

Coffee and communication break

10.45 a.m.:

Experiences of processing companies:

- I. Bio Food sp. z o.o., Vegetables, Poland
- II. P.P.H. TAST Organic Bakery, Poland
- III. Ulrich Walter GmbH - Lebensbaum, Coffee, Tea, Herbs and Spices, Germany
- IV. Bioland Markt GmbH, Raw Material for Processors, Germany
- V. Josef Sklenař, Salami-Producer, Czech Republic

Closing Session: Conclusions – next steps

01.00 p.m.: End of the Forum

02.15 p.m.: Opportunity to take part in an excursion: Visiting organic food shops in Warsaw (return at about 6 p.m.)