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Food Revolution

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Organic legislation, a public good or a tug-of-war?

European Organic Regulation must change, change and change even more.

Here's why!

(teaser: diversity as the only natural nature)



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Peter Jens,
Director at PuraNatura Foundation

Director Strategic Alliances at
Koppert Biological Systems (Partners with Nature)

CEO of AND BioPharma BV (DNA selftoxicity)





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IFOAM Principle

Ecology

CARE

Health

FAIRNESS

Fairness

HEALTH

Care

ECOLOGY



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PuraNatura Priorities

Ecology

Health

Fairness

Care

CARE

FAIRNESS

HEALTH

ECOLOGY



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PuraNatura Priorities

Ecology

CARE

Health

FAIRNESS

Fairness

HEALTH

Care

ECOLOGY

(Isn't it a shame that some organics want crops growing in connection with the bedrock of the earth but don't even try to get ILO standards in our regulation?)



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“natural”

Nature is a **human** invention.

Nature just *natures*.

Nature is more surprising than anything else.

There is no such thing as “natural” in human hands.

One can only learn and copy from it –we humans are always in the middle of it, politising it..



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The inclusive “Organic”



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Protected Cropping

In any way, shape or form, an intensification of agriculture. Crops are intensely fertilized, energized, watered, nourished, taken care of and recycled.



**Organic
Greenhouse:**

**Protect the
crop?**

**Protect the
sub-soil!**





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Hydroponic Production:

- the method of growing plants with their roots in a mineral nutrient solution only or in an inert medium, such as perlite, gravel or mineral wool to which a nutrient solution is added
(Commission Regulation (EC) No 889/2008, Article 2 g)





pcu

Peterson Control Union Group

OMRI
LISTED

For Organic Use



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Skal



The first 7-14 weeks EU organic plants grow above sub-soil, not connected to the “bedrock of the earth”.



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EU regulations

The spirit of EU regulations is clear:

Soil ecosystems matter and it understandably prohibits hydroponics because “organic” is about organic matter, hence its name.

But soil does not mean “earth” and the organic grower must have the choice and be allowed to protect the sub-soils!

Not just protect the crop...



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Country/Language	Original text 889/2008 Title II Chapter 1 article 4	Etymology
BG Bulgarian	Забрана на хидропонно производство	<i>hydro ponos</i>
ES Spanish	Prohibición de la producción hidropónica	<i>hydro ponos</i>
CS Czech	Zákaz hydroponické produkce	<i>hydro ponos</i>
DA Danish	Forbud mod hydrokultur	<i>hydro cultura</i>
DE German	Verbot der Hydrokultur	<i>hydro cultura</i>
ET Estonian	Hüdroponilise tootmise keeld	<i>hydro ponos</i>
EL Greek	Απαγόρευση της υδροπονικής παραγωγής	<i>hydro ponos</i>
EN English	Prohibition of hydroponic production	<i>hydro ponos</i>
FR French	Interdiction de la production hydroponique	<i>hydro ponos</i>
IT Italian	Divieto relativo alla produzione idroponica	<i>hydro ponos</i>
LV Let	Hidroponiskās ražošanas aizliegums	<i>hydro ponos</i>
LT Lithuanian	Hidroponinio auginimo draudimas	<i>hydro ponos</i>
HU Hungarian	A hidroponikus termesztés tilalma	<i>hydro ponos</i>
MT Maltese	Il-projbizzjoni tal-produzzjoni idroponika	<i>hydro ponos</i>
NL Dutch	Verbod op substraatteelt	sub stratus
PL Polish	Zakaz produkcji hydroponicznej	<i>hydro ponos</i>
PT Portuguese	Proibição da produção hidropónica	<i>hydro ponos</i>
RO Romanian	Interzicerea producției hidroponice	<i>hydro ponos</i>
SK Slovak	Zákaz hydroponickej výroby	<i>hydro ponos</i>
SL Slovenian	Prepoved hidroponske pridelave	<i>hydro ponos</i>
FI Finnish	Ravinneliuosviljelyn kieltäminen	<i>Oops!</i>
SV Swedish	Förbud mot hydrokultur	<i>hydro cultura</i>



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EU regulations

The spirit of EU regulations is clear:

That is why with Protected Cropping the organic grower must have the choice to protect the sub-soils and the environment.





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Suggestion no 1

EC communicates: “While prohibiting hydroponics we ought to allow organic growers using protected cropping to:

use active growth media with high organic content, in or above sub-soils in order to protect sub-soils and manage resources.



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Protected Cropping regulated?

All –ideological- bets are off-

One simply cannot have the pie and eat it too!



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High-touch

Low-tech

Certifiable protected cropping must allow all of these methods providing they are most sustainable and provide customers nutritious and safe, clean foodstuff.

High-tech

Low-touch



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For organic regulations to become truly relevant we can learn from nature: Make it as diverse as possible in the execution, and as simple for the output.

For organic regulations to become truly inclusive we can learn from society: Make it legitimate, credible and understandable.

For a organic market to grow healthily we can learn from marketing: Make organic products widely available and affordable (not cheap, just cheaper-)



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Do Organic Labels Drive Repeat Purchase Loyalty?

*... results show that **growth during this period is primarily driven by penetration***

*...that organic foods suffer in terms of repeat purchase loyalty, **mainly due to lack of availability.***

Polymeros Chrysochou, Boyan Vassilev, Aarhus University



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We can produce great electrical/hydrogen cars...







Berliner Stadtgüter
Gut Birkholz
Werkstatt / MYA
Barnau 2348

100m →

TERRAZZPHAZIS →







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Suggestion no 2

- “EU Organic”: The organic based on similarities at product level and based on what we know and can measure.



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Suggestion no 2

- “EU Organic”: The organic based on similarities at product level and based on what we know and can measure;
- “National or Private Organic” (Demeter) be based on differences of growing methods, based on what one believes or wants;



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**“I suppose I’ll be the one
to mention the elephant in the room.”**



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Water Directive 2027!



**“I suppose I’ll be the one
to mention the elephant in the room.”**



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make the **exclusive good**
into the **inclusive better**,

then all ships will rise!



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People that believe certifiable organic protected cropping ought to be connected to the bedrock of the earth are as misguided as people that believe RoundUp ready is good for agriculture.

Desperately clinging to any of these beliefs is not just silly but also stands in the way of true innovation of the inclusive European Organic.

(I am glad USDA NOSB NOP Organic decided to keep out-of-soil cropping organic certifiable!)

Thank You!



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