

application for
EU organic awards

**Province of Noord-Brabant
The Netherlands**



ACTION PLAN ORGANIC AGRICULTURE

ON THE WAY TO
15% ORGANIC LAND IN 2030



WELCOME TO NOORD-BRABANT

Provincie Noord-Brabant

Brabant to its inhabitants

Economy GDP* (€ Base prices)

Netherlands 774,039,000

BRABANT 116,090,000

Population

Netherlands 17,081,507

BRABANT 2,512,531

Surface area in km²

Netherlands 41,528 km²

BRABANT 5,082 km²

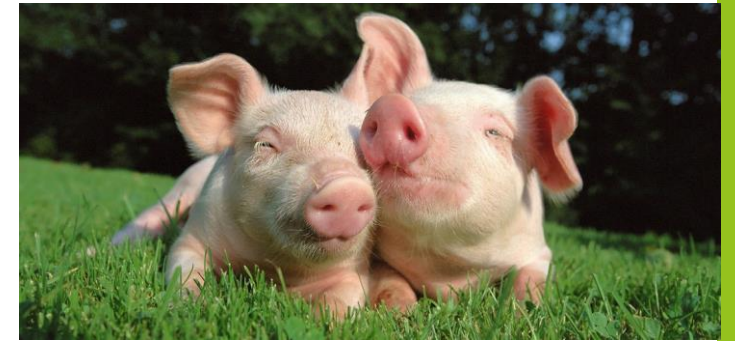
Noord-Brabant is a province of the Netherlands, located in the south of the country. The Province of Noord-Brabant represents the administrative layer between the national government and the local municipalities. The provincial administration takes initiatives on an economic, social and cultural level and coordinates actions.

AGRICULTURE & NOORD-BRABANT

Brabant is built on agriculture. Thanks to the hightech-expertise from the recent past, Brabant has a magical mix for success in agrifood. The agricultural sector has one clear goal: contribute to the worldwide goals on sustainable production. The complete agrifood chain is represented in Brabant: from primary production to food processing and wholesale.

Collaborating, working together in different coalitions, with concrete actions, is in Brabants DNA. This is the key to Brabants success.

More information: <https://english.brabant.nl/>



THE FULLY INTEGRATED AGRIFOOD VALUE CHAIN IN BRABANT



WHY THIS PLAN?

To reach 15% organic land in 2030

- As an important link in the agri-food ecosystem, agriculture plays a crucial role in the economy of Brabant. Agriculture is not only necessary for our food supply it plays a crucial role in our fragile living environment as it has an impact on all aspects of nature including water and biodiversity under and above the soil.
- As far as Brabant is concerned Organic farming is very much part of the solution due to the integral sustainability approach and pioneering role in the agricultural transition.
- That is why this ambitious target has been set for organic. With this we are in line with the same 15% ambition in 2030 of the national government and that of the EU with 25% average across Member States

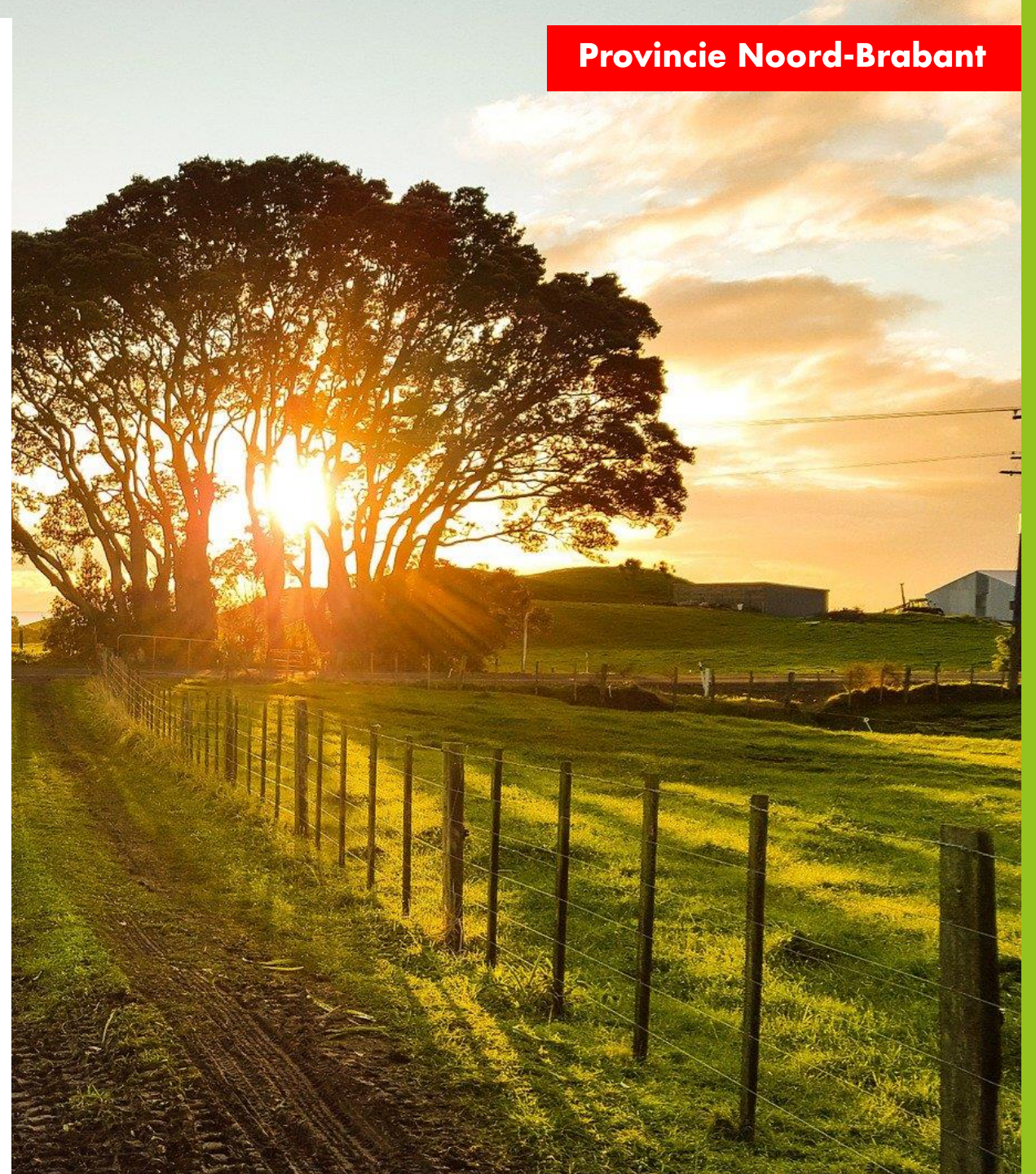


ORGANIC FARMING

Organic farming is an agricultural method that aims to produce food using natural substances and processes. This means that organic farming tends to have a limited negative environmental impact as it encourages:

- responsible use of energy and natural resources;
- maintenance of biodiversity;
- preservation of regional ecological balances;
- enhancement of soil fertility;
- maintenance of water quality.
- Additionally, organic farming rules encourage a high standard of animal welfare and require farmers to meet the specific behavioural needs of animals.

European Union regulations on organic farming are designed to provide a clear structure for the production of organic goods across the whole of the EU. This is to satisfy consumer demand for trustworthy organic products whilst providing a fair marketplace for producers, distributors and marketers.



MORE THAN JUST RULES



2021- Organic farmers handing over their advice for Brabant policy on organic farming



2023- De Vice-Governor of Noord-Brabant giving them in return the Action Plan Organic based on their advice

The Principles of Care, Health, Ecology and Fairness are the roots from which the organic agriculture develops and grows and develops. They express the contribution that the organic movement makes to the world and a vision to improve all agriculture in a global context.

(IFOAM)

- **Care** – Organic Agriculture is managed in a precautionary and responsible manner to protect the health and wellbeing of current and future generations and the environment
- **Health** - Organic agriculture sustains and enhances the health of soil, plant, animal, human and planet as one and indivisible.
- **Ecology** – Based on living ecological systems and cycles. Work with them, emulate them and help sustain them. “Working in harmony with nature!”
- **Fairness** – Relationships built on honesty, fairness and trust.

MAIN ACTIONS

1. Better access to land
2. Support during transition process
3. Knowledge development & innovation
4. Market development
5. Organic in (agricultural) education



1- BETTER ACCESS TO LAND

Access to land is crucial to achieve the ambitious goal of the province

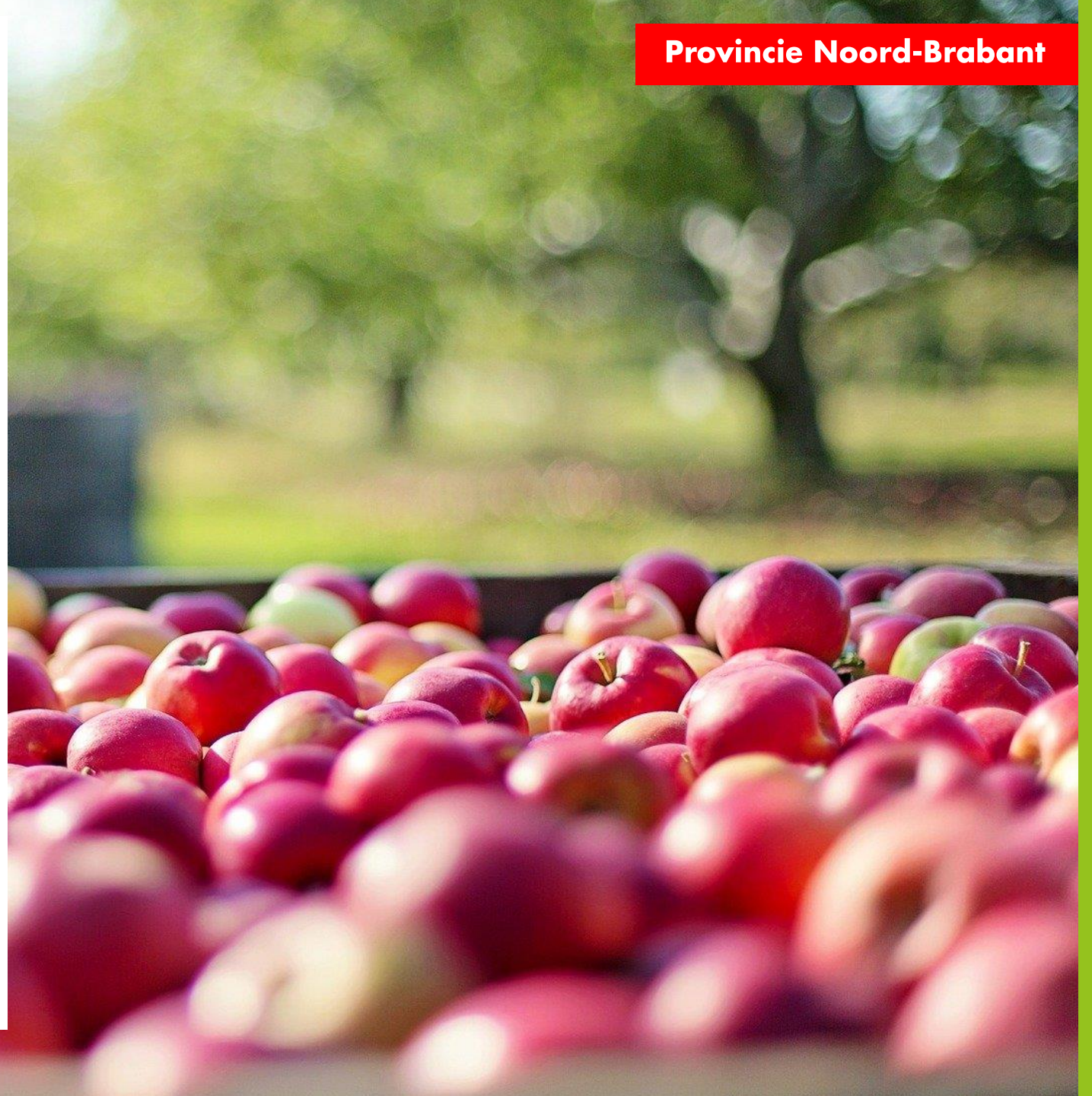
Focus on:

- Farmers wishing to make the transition to organic
- Newcomers from outside the sector
- Organic farmers wishing to expand

By giving them a preferential position regarding:

- Long term land lease
- CAP subsidies
- Government support NPLG
- Liaison with private landowners and land organizations

In close cooperation with banks, private equity firms and investors



2- SUPPORT DURING TRANSITION PROCESS

Is about making it easier for farmers during the transitional phase (2-3 years) towards organic.

Focus is on:

- Individual farmer advisory consultations
- Support for study groups
- Meetings with organic farmers
- Government voucher schemes
- Support & advice to make business plans
- Subsidies to cover loss of income during the transitional phase
- In collaboration with the national government looking to cover control and certification costs

All in close collaboration with the aforementioned parties, advisors, agricultural entrepreneurs, the organic sector and personal organic farmer buddies.



3- KNOWLEDGE & INNOVATION

This concerns actions that will help organic agriculture become more sustainable for example regarding the use of inputs, labour shortages and cooperation throughout the supply chain.

Focus on:

- Adopting the special knowledge agenda currently being developed by the ministry of agriculture.
- Promote cross pollination with high tech and other sectors
- Liaison with special field labs and innovation hubs
- Promote collaboration with current organic farmers, research institutes and other relevant parties
- Nudging campaigns with supermarkets



4- MARKET DEVELOPMENT

Focus on local, national and international market / supply chains to make sure that demand stays in line with growing organic production.

Actions include:

- Support of current market development plans organized by the sector
- Increase the percentage of organic and local products to 50% in Brabant public kitchens
- Discussions with retailers
- Close cooperation with local (semi) large organisations regarding steps to help grow the organic market

Provincie Noord-Brabant



5- ORGANIC EDUCATION

Provincie Noord-Brabant

In order to ensure organic farming is top of mind for the next generation we want to structurally incorporate this in the educational curriculum with a particular focus on the three agricultural higher and practical educational institutions in Brabant.

Focus:

- Further development of educational teaching materials
- Masterclasses for students and agricultural entrepreneurs who are considering organic
- Guest lectures
- Organizing field trips

Brabant has built a very good collaboration on organic with Wageningen university during the years



2023: WORK IN PROGRESS national



Encouraging public kitchens to use more organic products to help increase demand for organic products



Inspiring caterers to use organic products in their food services



Many farmers are willing to switch to organic in 2023 with the help of the Brabants support team, the regulations on land and subsidies and thanks to Brabants inspirational farmers where they can learn directly from their colleagues



Hightech partners in Brabant support '15% organic land in 2030' with technological innovations



Big canned goods manufacturer HAK switches completely to organic grown vegetables and fruits with help from local organic farmers



Higher and practical schools in agricultural education start masterclasses organic in fall, Yuverta developed a special organic course for their students and enrolled it this spring

2023: WORK IN PROGRESS international

Provincie Noord-Brabant



International networking: Brabant took representatives from wholesalers, farmers, caterers and schools to the innovation center for organic farming in Denmark



Organic in Brabant conference: Share information about and connect innovations on organic production as an important part of the Farm to Fork strategy



Data Driven Agrifood Future Conferentie

s-Hertogenbosch

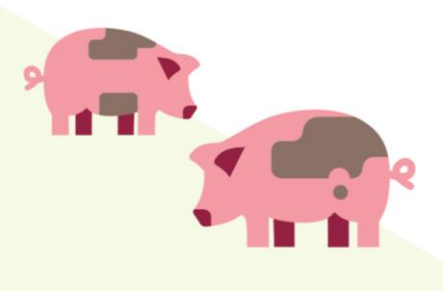


The conference 'data driven agrifood future': with speakers from New Zealand, California, Denmark, Germany and Belgium and the Netherlands. Subject of the discussions centred on the road towards a more sustainable agri-food industry with the use and exchange of data.

LIB: AGRIFOOD INNOVATIONS PROGRAMM

LIB is a collaboration between Brabant and the Southern agriculture and horticulture organization (ZLTO) where sustainable innovations in Agrifood are stimulated with special regulations and advice, amongst which a lot of biological innovation

- Verbruggen paddestoelen: innovative raw materials for organic oyster mushrooms
- De Dobbelhoeve (mijnmelk): small full automatic milk factory for organic milk
- Udea/Ekoplaza: carbon farming with 6 organic suppliers
- Van Raaij EKO: beancam for better quality organic green beans
- Nesco/Heereco: innovative productions systems organic mushrooms
- Cabbage moth: using bats as natural pest control in organic cabbage production
- Maris: transition to robust organic potatoe variaties



Brabant: together in organic

Brabant will and can reach its ambitious goal, because it has

- Agricultural power
- Collaboration in its DNA, whether it is in triple helixes, local communities or international networks
- A tremendous high tech and design sector willing to help organic grow
- A huge support base from the organic sector
- The complete food chain willing to move forward together

