

**European Commission
EU Organic Awards Organising Committee
Brussels**

Veghel, may 9th 2023

Subject: Best Organic Region Award

Dear Madam, Sir,

On behalf of UDEA, I would like to offer our support for the application of the province of Noord-Brabant regarding the Best Organic Region Award.

Brabant is one of largest agricultural provinces; its agricultural system is traditionally based on producing large quantities as efficient as possible. Unfortunately, the downside of this system can be seen in the environment. The strength of Brabant however, is that in the past they were good in developing an agricultural system to explore poor soils, but today they are even as good in realizing this system can't hold forever. And not only in realizing it, but taking action as well. Organic farming plays an important role in the transition of the agricultural system to a more sustainable system.

Brabant was the first province to set a very ambitious and concrete goal for organic production. They realize that farmers and food processors will not switch to organic if the demand for organic food does not rise. UDEA is an organic wholesaler and we notice this struggle at our suppliers every day. That is why we are glad with Brabants ambitious organic action plan and especially with their policy to stimulate the demand for organic products in public kitchens and with nudging campaigns. What Brabant is doing will have a very positive impact on the organic production in The Netherlands for the coming years.

Yours sincerely,
Udea BV



Erik Does
CEO