

## Organic farming in the Czech Republic



Presented by PRO-BIO Association of organic farmers

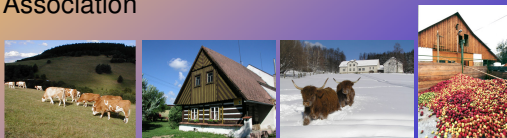
## Organic production

Area	ha	%
Arable land	19 694	7,5
Permanent grassland	235 379	89,4
Orchards and vineyards	1 170	0,4
Other	7 056	2,7
<b>Total</b>	<b>263 299</b>	<b>100</b>

**6,16 % of total agricultural area**  
All figures 2004, source: KEZ

## Organic farm

- Average size ca 300 hectares
- Large firms and small private farmers
- Mainly in mountain and sub mountain areas
- About 50% associates in PRO-BIO Association



## Products

- Cereals
- Herbs and spices
- Wine
- Dairy products
- Meat
- Fresh fruit and vegetable




## Organic production opportunities



- Fruit and vegetables for domestic market
- Milk, milk products, pork, eggs, poultry for domestic market
- Export opportunities: Cereals, animal feed, pork

## Organic production obstacles



- Less developed distribution channels for fruit, vegetable, pork, milk, etc.
- Little domestic processors and products
- Limited knowledge of organic farming advantages among consumers
- Higher price for organic products

## Consumer Perception of Organic food

- Good for health
- Environment protection
- High and guaranteed quality
- Good taste
- Free of chemical residue contamination



## Typical Organic Consumer



- Is a woman
- With one or two children
- Between 30 and 45 years of age
- With secondary school or university degree
- Environmentally conscious
- Focussed on her and her family health
- Can afford to spend a larger part of her budget on food

## Promotion

### Common National Label for Organic Food



## Promotion activities

- Fairs, exhibitions (BioFach, Salima, BIOSTYL)
- Consumers exhibition of organic wines
- Bartak cup – best organic farmer of the year
- September – Month of organic products
- Biomarkets, tastings open days on farms

## Think BIG! Think BIO.



More information on [www.pro-bio.cz](http://www.pro-bio.cz)