Organic farming in the Czech Republic

Presented by PRO-BIO Association of organic farmers

Organic production

<table>
<thead>
<tr>
<th>Area</th>
<th>ha</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arable land</td>
<td>13,694</td>
<td>7.5</td>
</tr>
<tr>
<td>Permanent grassland</td>
<td>233,379</td>
<td>89.4</td>
</tr>
<tr>
<td>Orchards and vineyards</td>
<td>1,170</td>
<td>0.4</td>
</tr>
<tr>
<td>Other</td>
<td>7,056</td>
<td>2.7</td>
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<tr>
<td>Total</td>
<td>263,299</td>
<td>100</td>
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</tbody>
</table>

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
• Focused 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