

# PAN EUROPE

An aerial photograph showing a vast, terraced vineyard on a hillside. The rows of grapevines are neatly arranged in a grid-like pattern across the slope. The terrain is lush green, and a small white building is visible in the lower right corner. The overall scene is a typical representation of agricultural land management.

Alternatives to chemical crop protection for the  
the risks and pesticides dependancy

Dott Agr Alessandro Triantafyllidis  
AIAB

SANA Bologna, giovedì 7 Settembre 2006



# AIAB

## Italian Association for Organic Farming

### A bit of history

- \* **AIAB** originated in 1982, legally formalised in association in 1988.
- \* 8.000 members (farmers, processors, professionals, researchers and consumers).
- \* Until 2000 AIAB was the major certification body for organic farming in Italy. Since then the control and certification tasks are done by ICEA (Institute of environmental and ethical certification)
- \* **AIAB** has a federal structure with a federal headquarter in Rome and 17 regional association.

### Few information about our activities

- *Lobby* for Organic Farming at regional , national and EU level. Actively participate to IFOAM Eu group and IFOAM farmers group work
- Extension services, standard setting (garanziaAIAB, no-food)
- Communication (site, newsletters, magazine ), fairs.
- Project and development: education, research and demonstration projects, national campaigns (Biodomenica and Primavera Bio)



The “conventional” model of GDO is the only way to bring organic food to all the pockets?

### The opportunities of the short supply chain

- \* The classic “street markets”, but also..
- \* ..GAS - Gruppi di Acquisto Solidale (Solidal consumer groups), organisations of consumers, usually informal, that join together with the purpose of purchase food (organic) directly from the producer (farmer), or groups of producers organised in small or medium cooperatives or platforms.
- \* On farm sells
- \* Cooperative of consumers
- \* e-marketing

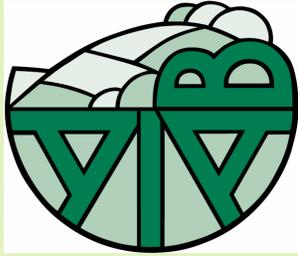


# OFFICINAE BIO

Case study, Rome



- ✿ Registered in 2004, after a long preparation
  - ✿ 14 farms
  - ✿ 10 regional farms
  - ✿ 4 farms from other regions (different products).
  - ✿ Distribution platform in Rome, linked to the cooperative AGRICOLTURA NUOVA.
- **Objective: create an organised offer group**



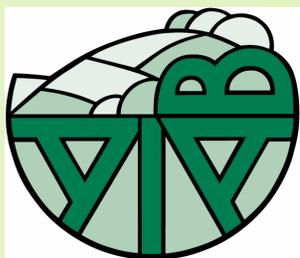
## “GRUPPI DI OFFERTA”

- ✿ Group of farms
- ✿ Cost reduction
- ✿ Widening products supply
- ✿ More efficiency in production and commercialisation
- ✿ Increase market opportunities



# “Gruppo di offerta” e the short supply chain

- + simplification in dealing with consumer groups (GAS)
- + better relationship and understanding between farmers and consumers
- + towards a complete satisfaction of consumer's family request
- + better prices for consumers, better (and transparent) income for producers



# “Gruppo di offerta” e the short supply chain



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# CASSETTONE

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10 kg e  
di verdura e frutta  
delle  
az agr biologiche  
della cooperativa

NON DISPERDERE IL CONTENITORE NELL'AMBIENTE

## Transparent price!

14 € = 11 € production + 3 € costs

## Freshness and Seasonality

Wide range of offer that allows the families to reduce the access to GDO: fruit and vegetables, cheese, olive oil, wine, processed food, bread, pasta, meat ...



# The results of Officinae bio



- ✿ Producers decide the price
- ✿ Fidelity of the consumers, and growth (from 0 to nearly 1.000 families since 2004)
- ✿ Growth of the n° of GAS (consumer groups) in Rome.
- ✿ Each farm member of the cooperative sells directly to the consumer through “il cassettone” from 40 to 60% of their total production.
- ✿ Implementation of an IT system to manage orders



## For information



[www.aiab.it](http://www.aiab.it)

[www.officinaebio.it](http://www.officinaebio.it)

[Cassettone@officinaebio.it](mailto:Cassettone@officinaebio.it)

Bioagricoltura magazine

[Newsletters. Register at www.aiab.it](http://www.aiab.it)

- ✿ [bio@agricultura](mailto:bio@agricultura) notizie
- ✿ Ilmangiabio news from farm to fork