

# THE STRATEGIC PLAN FOR THE DEVELOPMENT OF ORGANIC PRODUCTION IN WALLONIA BY 2020



Wallonie



Service public  
de Wallonie

**QUALITY PARTNER - MEET'INN 2017 | Beersel | JUNE 8<sup>th</sup> 2017**

Serge MASSART | SPW – DG Agriculture, Natural Resources & Environment



DIRECTION GÉNÉRALE OPÉRATIONNELLE  
DE L'AGRICULTURE, DES RESSOURCES NATURELLES ET DE L'ENVIRONNEMENT

# THE REGIONAL POLICY DECLARATION

To promote the production and consumption of Walloon organic products, the Government proposes to establish a strategic plan of development of organic agriculture for 2020.

This plan will have adequate financial resources and will be based on annual objectives for increasing the production to be set by the Government in consultation with the sector.

This plan will focus on both the fields of production/processing /distribution, technical support for producers, the development of research, support for marketing platforms as well as on development plans around specific products such as cereals, potatoes and open-grown vegetables. It will allow for structuring the offer in order to meet the demand of communities and of the trade sector.



# TIME SCHEDULE

- **Invitation to tender: December 2010**
- **5 tenders submitted | Award of contract**
- **Start of the mission: March 2011**
- **Draft Strategic Plan: January 2012**
- **Decision Gov: December 2012**
- **Proposal for a final plan: April 2013**
- **Final decision of Gov: June 2013**
- **Evaluation and mid-term review: 2016-2017**



# INITIAL STATE OF PLAY

- **Production (2012)**

- **Number of producers in Wallonia: 1090**
- **UAA (utilised agricultural area): 54 745 ha (7.6%)**
  - **84.6% Pastures**
  - **12.2% Crops**
  - **2.1% fallow land and green manure**
  - **1.0% vegetables and fruits**

- **Processing (2011)**

- **230 processors certified in Wallonia**
- **Organic sales business > 109 M€**

- **Consumption (2010)**

- **Annual spending on organic products: 38.8 € per capita**
- **Share of food expenditures: 1.7%**

# STRATEGIC OBJECTIVES

- **Increase the organic production in Wallonia**
- **Develop the processing of local production**
- **Meet the demand for local organic products**
- **Stimulate consumption of local organic products**



# OPERATIONAL PLAN

1. Governance measures
2. Technical support
3. Research
4. Education & Training
5. Promotion



→ 30 ACTIONS

**The strategic plan is available for download:**

[http://agriculture.wallonie.be/apps/spip\\_wolwin/IMG/pdf/plan\\_bio\\_final\\_juin\\_2013.pdf](http://agriculture.wallonie.be/apps/spip_wolwin/IMG/pdf/plan_bio_final_juin_2013.pdf)

# BUDGET

Euros (excluding aid regime)	College of Producers (organics)	Technical support Biowallonie	Research Centre CRA-W	Promotion Agency APAQ-W	Administration
Governance	200.000				
Research		109.000	1.000.000		
Tech Support Communication		69.000			20.000
Tech Support Diversification		129.000			
Tech Support Added value		111.000			
Education & Training		217.000			
Promotion				600.000	
<b>Total</b>	<b>200.000</b>	<b>635.000</b>	<b>1.000.000</b>	<b>600.000</b>	<b>20.000</b>

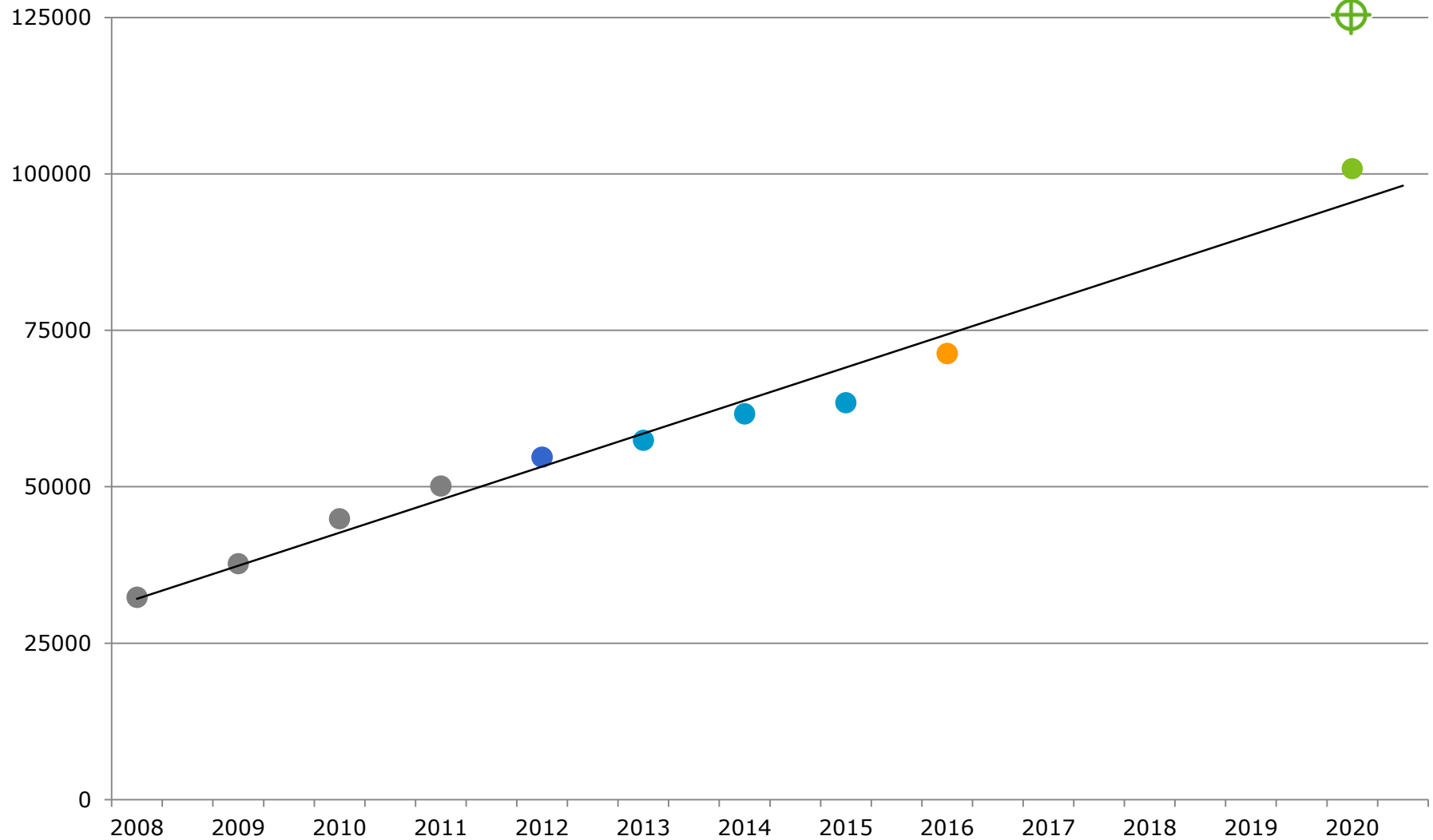


# MID-TERM ASSESSMENT

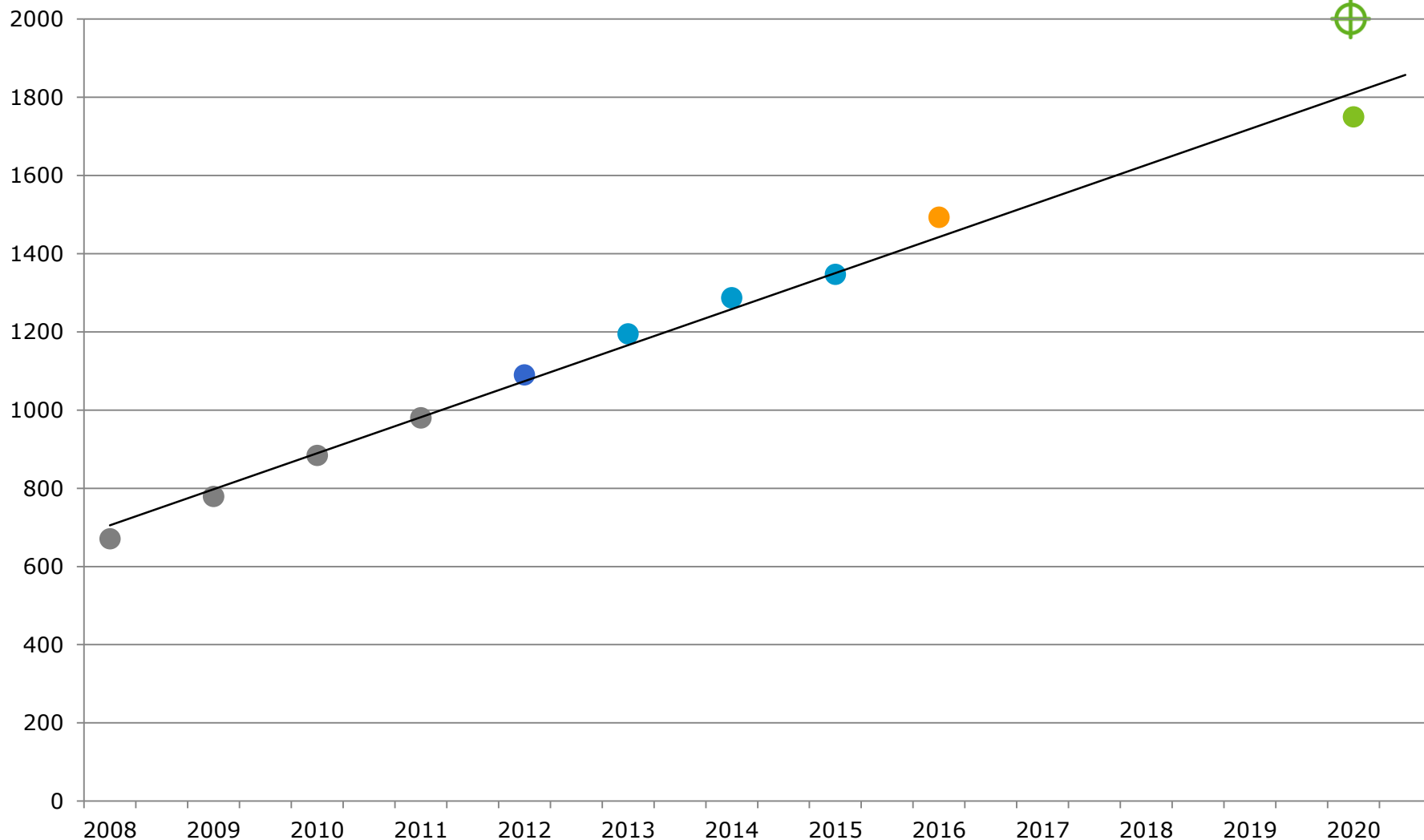
Global Performance Indicators	Initial situation (2010-12-12)	Mid-term assessment (2015-2016)	Objective 2020 (upgraded)
Organic UAA / total UAA (%)	7.6	9.7	14 (17.4)
Number holdings under control	1,090	1,493	1,750 (2,000)
Number processors	230	255	500
Organic processing turnover (M€)	109	236	500
Organic market share (%)	2.3	4.0	4.1



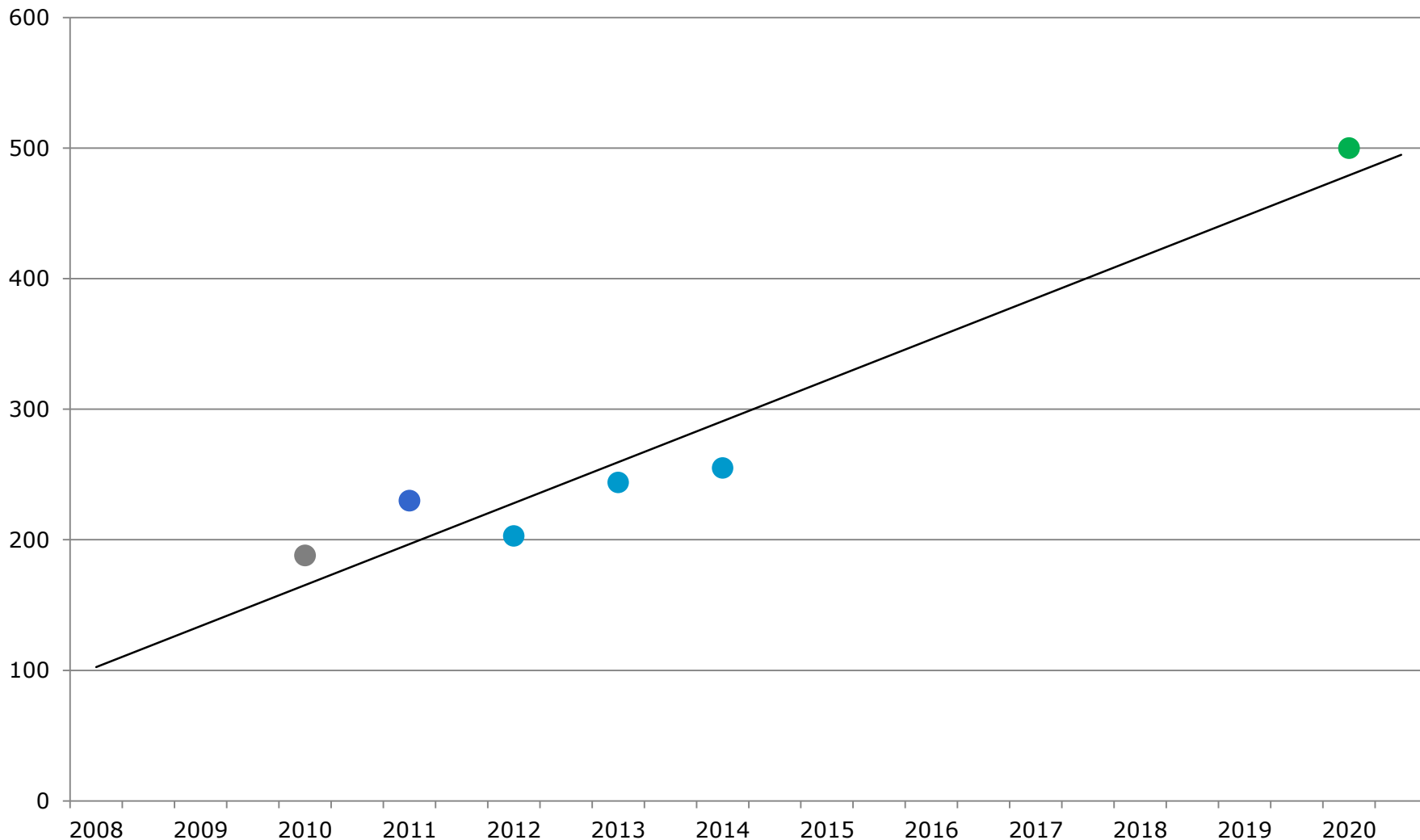
# Organic utilised agricultural area in Wallonia



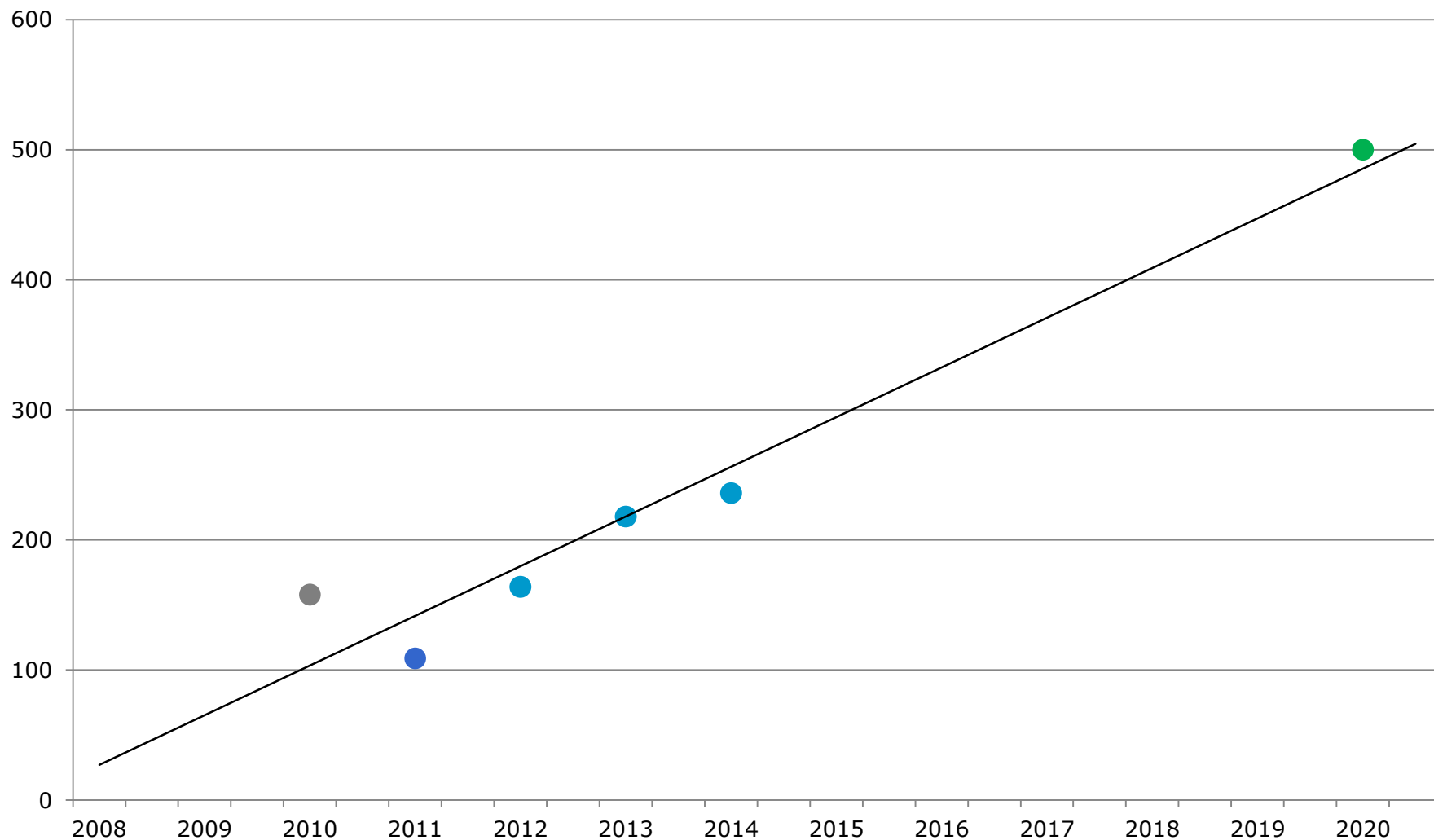
# Number of holdings under control in Wallonia



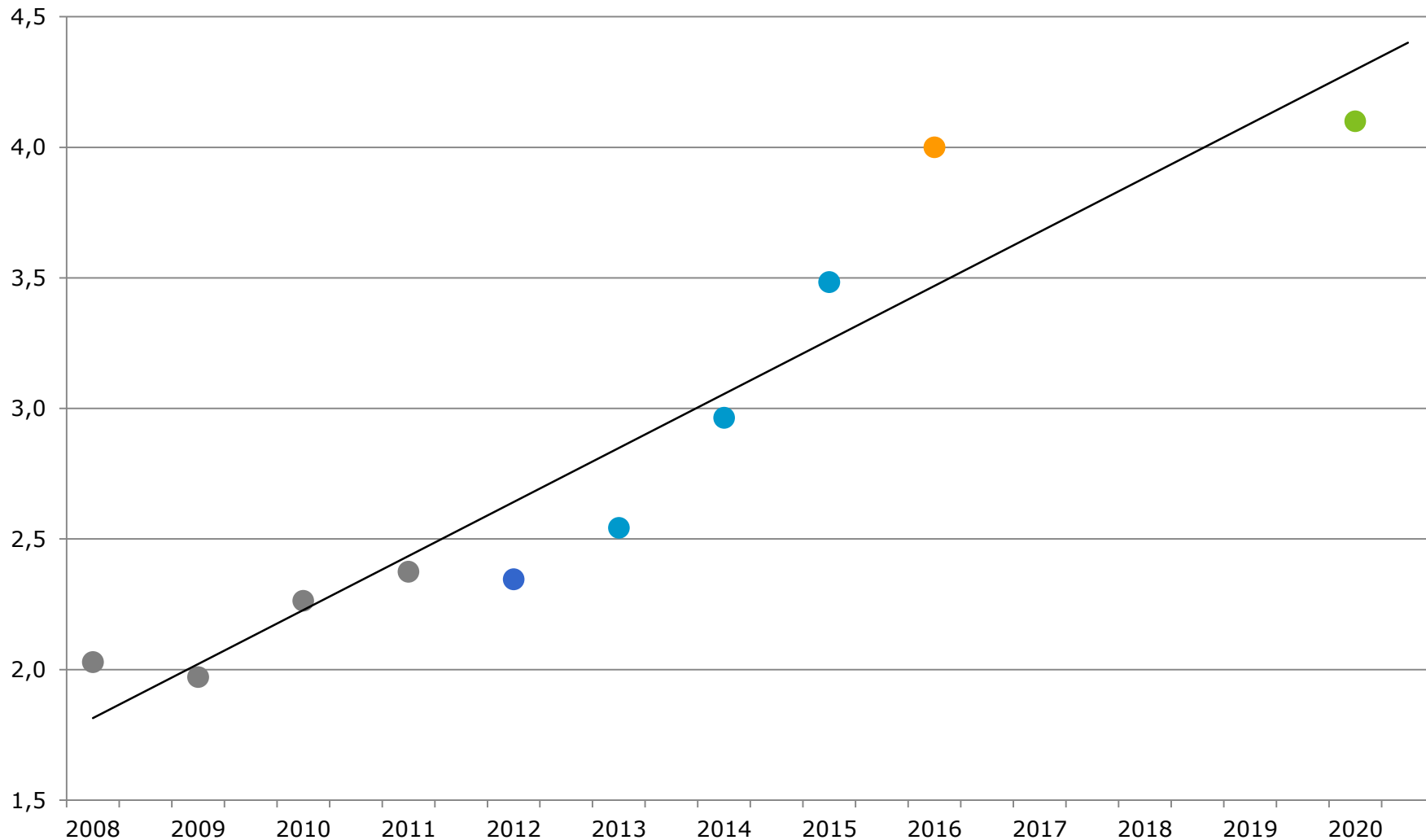
# Number of organic processors in Wallonia



# Turnover of organic processors in Wallonia



# Organic market share in Wallonia



## MID-TERM ASSESSMENT & REVISION

- Based on the study of global indicators, the organic market is growing faster than our means of production, primary or secondary → **shortfall for Wallonia, economical and environmental**
- The finding seems to be more obvious for the processing of agricultural products as compared to the production. This apparent imbalance should push us into further strengthening the support to the **development of production chains**
- Review in progress, in close cooperation with the sector
- Objectives upgraded → additional financial means

**THANK YOU FOR  
YOUR ATTENTION**

Serge MASSART +32.475.780.337  
[serge.massart@spw.wallonie.be](mailto:serge.massart@spw.wallonie.be)

