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Development of Ukrainian organic products sector in the international context

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Abstract: The article presents analysis of international experience use specifics for organic farming efficient development in domestic agricultural practice. It was marked that significant contribution to the development of this sector was made by foreign financial donors. Technical and information support from these projects gave Ukrainian specialists the opportunity to acquire knowledge and skills, exchange experience. The review of the most interesting, according to the authors, local practices of cultivation, processing and marketing of organic products, that have been implemented through international projects or common agro business activities.

Keywords: organic farming, international certification, sustainable production



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1. Introduction

Nowadays recognition of ecologically oriented agricultural production as one of the priority areas of Ukrainian agricultural policy becomes extremely important both on domestic market and within international relations [4].

2. Analysis of recent research and publications

Leading scientists noted following main preconditions for organic production (raw materials) development in Ukraine [1, 12, 16, 17, 19]:

- existence of several domestic agricultural companies that already have a significant experience of organic production and can be used as educational and counseling centers to spread their own experience (The Center of Organic Agriculture, established at the Poltava State Agricultural Academy and private enterprise "Agroecology" in the Poltava region, 2010, etc.);
- availability of initial experience in organic production (mostly obtained with the help of foreign organizations as a result of several international projects realization);
- the potential domestic market for organic products (willingness of Ukrainian consumers to buy high-quality and safe organic food);
- significant potential for certified organic products export due to shortage of organic products on world markets;
- the existence of community organizations and associations that are engaged in development and popularization of organic agriculture (Organic Federation of Ukraine, AUPO «Club of Organic Agriculture», Association of Organic Production Stakeholders "BIOLan Ukraine", Association of Organic Production members "Naturprodukt", scientific-industrial group "Eco-Inform-Service", All-Ukrainian environmental NGO "Mama-86" etc.);
- well-developed public environmental organic movement — arrange organic products fairs, scientific and practical conferences, seminars, discussions on issues of organic production development, ensuring the participation in exhibitions, media planning and placement;
- national organizations membership in IFOAM (International Public Association "BIOLan Ukraine", Organic Federation of Ukraine, LLC "Organic Standard", LLC "Ukragrofin", All-Ukrainian public organization "Living Planet" (Zhiva Planeta));
- existence of powerful scientific and practical base (National Academy of Agrarian Sciences of Ukraine (NAAS), National University of Life and Environmental Sciences of Ukraine, Poltava State Agrarian Academy, Institute of Agroecology and Environment Management NAAS, Zhytomyr National Agroecological University, Mykolayiv National Agrarian University, Bila Tserkva National Agrarian University, Tavria State Agrotechnological University).

On the other hand, some authors identify the main reasons hampering the development of organic farming in our country [4, 5, 9, 12-14, 16, 18]:

- low consumers and producers awareness of the organic farming, organic products benefits;
- lack and inadequacy of the legal and regulatory framework;
- lack of high-performance, energy saving and other special equipment to perform all necessary operations in organic agricultural production;
- low level of scientific research financial support in the field of organic production;
- the absence of state regulation, subsidies and programs of financial support of the development of organic production;
- high cost of certification services;
- mainly raw materials, not final products production;
- absence of established distribution network of such products;
- absence of effective state control system for organic production, that would be accredited both at national and international levels, and would cover control of producers and products;
- initial stage of advisory services and consulting operation related to organic farming;
- unstable government policy and crisis situation in Ukraine's economy.

3. Unsolved aspects of the problem

In our opinion, for the effective development of organic production in Ukraine it should be implemented a set of measures, including legal and regulatory support, appropriate incentive mechanisms and financial support, research and advisory support, development of land relations, production area and agricultural market, as well as management, regulation and control instruments improvement.

4. Main material exposition

The analysis was conducted of international experience embodiment for efficient organic farming development in the domestic agricultural practice. Significant contribution to the development of this sector were made by financial donors from Switzerland, Netherlands, France, Germany and other countries. Technical and information support of these projects has provided Ukrainian specialists to acquire knowledge and skills, exchange experience [7, 8, 21].

Important role in the development of organic production since XX century. Played international projects, among which the following are worth to distinguish:

1. Common Swiss-Ukrainian project "Organic Agriculture Certification and Market Development 2005 – 2011" (Phase I), established with the support of the Research Institute of Agriculture (FiBL, Switzerland). Project goal is support of Ukrainian organic sector and its integration development into global trade. It was introduced providing equal access to new market opportunities for small and medium producers and other participants of organic production and marketing network. It has helped to reduce poverty of local communities, especially in rural areas where poverty reached a critical level in recent years. Phase I of the project included three components: certification services, market development and political dialogue. Results of the project during this period: the number of operators increased from 72 to 190, additionally 40.0 thousand hectares were certified, new market opportunities in export and domestic markets were created (prices rise reached 20-25% in the export market and 40% in the domestic market) [21]. In 2007 certification organization "Organic Standard" was established. It was founded by the organizations representing the organic sector in Ukraine, and in 2009 it received international accreditation and certification of organic production possibility [2].

2. Project "Organic Market Development in Ukraine 2012-2016" (Phase II) is a continuation of previous project held by Switzerland State Secretariat for Economic Affairs (SECO). It's goal is to promote the competitiveness of Ukrainian organic sector and micro, small and medium enterprises from Ukrainian Carpathians.

3. Kuchma's L.D. President's Fund "Ukraine", that supported the establishment of five specialized centers of natural farming in Ukrainian agricultural high schools (Dnipropetrovsk, Poltava, Zhytomyr, Mykolayiv, Melitopol), as well as school of physical economy in Kyiv and Center of Environmental Culture in Zaporizhia [4].

4. Cooperation of larger companies with small organic farms, interested in organic production export is very important. Such companies could provide payment for the farms certification from own resources. Good example is the firm "Ukragrofin", that exports domestic organic products since 1999 and is actively promoting it on world markets. This company is a member of the International Federation of Organic Agriculture Movements (IFOAM). Together with the German company «Ecoland Grains & Legumes GmbH» common project of growing organic soybeans was conducted in Ukraine since 2005 [10]. Company "Maharishi", "Rivnehodol" recently had a similar experience of organic products export.

5. The project "Creation of a regional cluster of ecological products producers", that is sponsored by "Eurasia Foundation" (Poltava region), whose goal is to ensure competitive production of environmentally friendly products without transgenic and chemical contaminants [16]. It was created at the expense of funds provided by the Ukrainian Project Coordinator of Organization for Security and Co-operation in Europe and the US Agency for International Development (USAID). The cluster initiative for the development of bioproducts market was picked up by other industries, and today we are talking not even about the establishment but about effective functioning of the cluster "Naturproducts Poltava" at the non-profit public association "Agricultural Science and Practice".

6. The project "Economic and Employment Promotion", that is being implemented in Ukraine by German Association for International Cooperation «Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH» on behalf of the Germany Federal Ministry for Economic Cooperation and Development (BMZ) with the aim to create a stable, functional, well-established partnerships within the organic sector. Such cooperation is very important for the overall development of the region, organic industry and business.

But today in developed countries scientific and research work has a much broader scope. Thus, in Germany the scientific work on organic farming held at 40 research institutes and universities (for example, only Faculty of Organic Agricultural Sciences of the University of Kassel has more than 170 reports on the results of studies on this direction) [3]. Analysis of this material suggests that overseas experience will come to wider implementation in Ukraine than before.

The organic products (raw materials) in Ukraine is sold in foreign and domestic markets.

The main exporters include European Union countries (Italy, Germany, Netherlands, Switzerland, France, Poland, Greece), North America (USA and Canada), Russia, Israel and Japan [7, 8, 11]. About 80 – 90% of organic products (cereals, legumes and oilseeds) are exported to these countries. Most of organic crops, especially wheat, sunflower, soybean and corn are exported as feed for cattle breeding for Western European organic products producers. Organic dried and frozen fruit, dried medical herbs from Ukraine have a great demand and are used for further processing to EU countries [7].

The domestic market take only 5 – 10% of total production [8, 11]. List of organic products produced in Ukraine is updated monthly. It include [6-8, 11, 20]: flour, cereals, honey, milk, eggs, beverages, flax seeds, sunflower oil, syrups, juices, dried fruits, dried pears and apples, herbal teas, bread, wheat pita bread, pasta, flakes, jams, insignificant number of fruits, vegetables and meat products. Distribution channels in Ukraine include [7, 15]:

– small specialized health food stores in major cities (chain stores of natural and organic products "Natur Boutique", LLC "Trade House Organik Era", "Eco Chic", etc.);

– specialized shelves in large supermarkets ("Silpo", "Good Wine", "Auchan", «Chumatskiy shlyah», «Delight», «Billa", "Furshet", "Novus", «Metro», "Megamarket", "Velyka Kyshenia", "Nash Krai", "Eco-Market", "Caravan"), which have less than 1% of production;

– Internet-shops («EcoClub», "Organik Era", "Natur Boutique", "Eco Chic", "Bio Ukraine", "Bebio", "Organik Svit" etc);

– open air organic products fairs;

– measures to promote organic products (within the festivals, food fairs, etc.);

– organic catering is offered by "Organik Era", "Natur Boutique", "Eco Chic", "Glossary", "EcoTatco".

It should be noted that some products are imported too. It includes mainly children's food, spices, fruits, vegetables, pasta, chocolate, wine and some other products [11].

5. Conclusions and recommendations for further researches in the direction

The main factor that holds back the development of organic production is the absence or inadequacy of financial support from the state. The use of three-level system of financial support (Fig.), proposed by T. J. Sui, will allow to fully take into account local specifics and ecological agricultural manufacturers operating conditions [13].

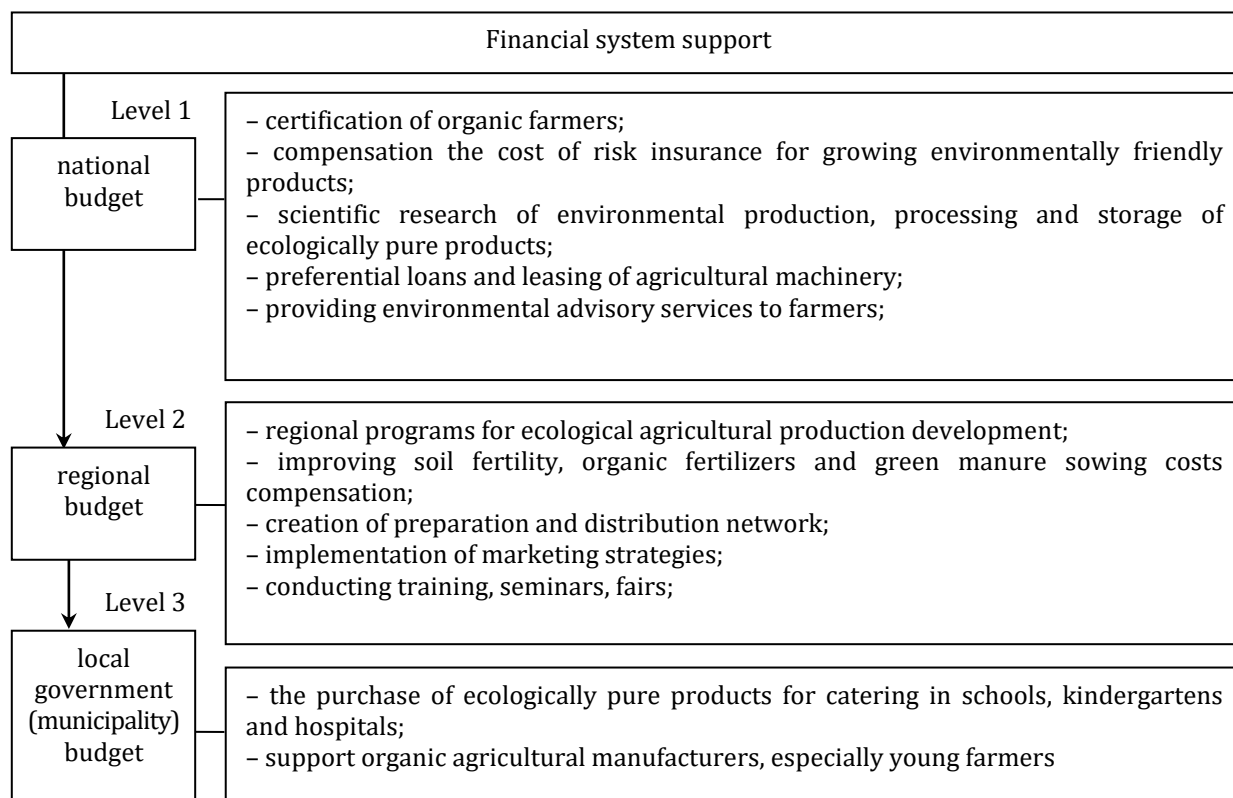


Figure. The state system of financial support, constructed by authors based on [13]

We believe that as the main financial and economic measures for state support of organic production development in Ukraine should be provide:

– subsidizing interest rates on loans;

– grant and subsidizing part of the production cost and crop insurance for organic producers;

– preferential loans and tax;

– improving the regulation mechanisms for the regional markets.

In addition, the state can support the environmental inspection, environmental consulting service, relevant marketing and supply organizations, organic seed and breeding farms, scientific research, partnerships and special programs for the organic agriculture development [18].

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Розвиток українського сектору органічної продукції у міжнародному контексті

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Анотація. Проведено аналіз особливостей використання міжнародного досвіду для ефективного розвитку органічного землеробства у вітчизняній аграрній практиці. Відмічено, що значний внесок у розвиток цього сектору було зроблено закордонними фінансовими донорами. Технічна та інформаційна підтримка з цих проектів надала українським спеціалістам можливість набуття знання та вміння, обмінятися досвідом. Зроблено огляд найбільш цікавих, на думку авторів, вітчизняних практик вирощування, переробки та збуту органічної продукції, що були реалізовані в рамках міжнародних проектів чи спільної агропідприємницької діяльності.

Ключові слова: органічне землеробство, міжнародна сертифікація, екологічне виробництво

Author details (in Russian)

Развитие украинского сектора органической продукции в международном контексте

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Аннотация. Проанализировано особенности использования международного опыта для эффективного развития органического земледелия в отечественной аграрной практике. Отмечено, что значительный вклад в развитие этого сектора был сделан зарубежными финансовыми донорами. Техническая и информационная поддержка этих проектов предоставила украинским специалистам возможность приобрести знания и навыки, обменяться опытом. Сделан обзор наиболее интересных, по мнению авторов, отечественных практик выращивания, переработки и сбыта органической продукции, реализованных в рамках международных проектов или совместной агропредпринимательской деятельности.

Ключевые слова: органическое земледелие, международная сертификация, экологическое производство

Appendix. Supplementary material

Supplementary data associated with this article can be found, in the online version, at <http://sepd.tntu.edu.ua/images/stories/pdf/2015/15kaatic.pdf>

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