



Organic Stakeholder Survey

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Background & survey objective

- › One of the 5 Project Components of the Organic Market Development Project in Ukraine relates to the development of key services that boost organic market and sector development.
- › In order to define these needs based on concrete demand, a qualitative survey was conducted based on semi-structured interviews involving 14 different entrepreneurs active in organic production, processing and retailing.
- › The findings of this survey are presented here aiming to derive key interventions to develop and consolidate the most needed services in the coming months. In order to specify each of the interventions, the here shared information should best be discussed in a one day workshop with stakeholders that were involved in the survey.



Methodology

The following methodological steps were defined and implemented:

Step 1 *(Feb 2013)*

- › Definition of list of stakeholders to be interviewed.

Step 2 *(Feb-March 2013)*

- › Approx. 30 minute interview with each actor, structured with “guiding questions”.

Step 3 *(April 2013)*

- › Compilation and presentation of results.

Step 4 *(May 2013)*

- › Discussion and specification of proposed interventions together with stakeholders (i.e. 1-day workshop to define main interventions).



Survey results – needed services

The following services were proposed by interviewed actors: *(sorted by number of times mentioned, N=14)*

Type of service	#	
Business networking	8	} “highly relevant”
Public organic awareness creation	6	
Provision of technical information (seed, production, processing)	6	
Provision of data on world market situation	4	} “relevant”
Advice related to organic exports and imports	3	
Improved laboratory services	2	
Provision of marketing information	2	} “negligible”
Knowledge on organic standards and procedures	1	
Facilitation of credits	1	



Proposed intervention areas and effects

Proposed intervention areas	Business networking	Public organic awareness creation	Provision of technical information (seed, production, processing)	Provision of data on world market situation	Advice related to organic exports and imports	Improved laboratory services	Provision of domestic marketing information
1 Networking events (e.g. conferences, fairs)	■	■	■	■	■	■	■
2 Sector Website & Newsletter with different information (e.g. directory, promotion, technical information)	■	■	■	■	■	■	■
3 Public awareness creation (e.g. awareness campaigns, product promotion)	■	■	□	□	□	□	■
4 Monitoring of production and marketing information (e.g. annual organic marketing report)	■	■	■	■	□	□	■



Conclusion & discussion (1)

- › The mentioned needs for “organic sector services” are very much in line what the Project has already been doing and is planning to do as part of its Component 5 (“Conducive Business Environment”). In fact, the recently founded “Organic PR Working Group” has just concluded in its first meeting in March 2013 the same intervention needs. Thus, we conclude and propose:
- › **A. To join forces between Component 4 and 5, to not only develop sound activities but empower local stakeholders to develop and implement services in the proposed intervention areas in a sustainable manner.**
- › Concretely, this means that experts relating to both Project Components will be supporting/assisting the “Organic PR Working Group” in its process to specify and implement different concrete activities in the here prioritized intervention areas



Conclusion & discussion (2)

- › **B.** As a means to effectively empower actors in developing and providing different services, the most suitable tool to support corresponding activities relates to the Project's internal "Business Development Fund".
- › Yet, to still promote the networking among actors, the Project will remain active in facilitating the "Organic PR Working Group" in collaboration with GIZ. This is essential to create the needed social capital in the sector to ensure coordinated action at the level of public awareness creation – while stimulating trust among actors.
- › **C.** Besides the here mentioned services that benefit the organic sector in general, additional services will be needed to support the Project's Component 1 ("Arable Crops"), 2 ("Dairy") and 3 ("Carpathian TM"). Yet, these services must be defined based on specific needs in these sectors and in close collaboration with corresponding sector experts.