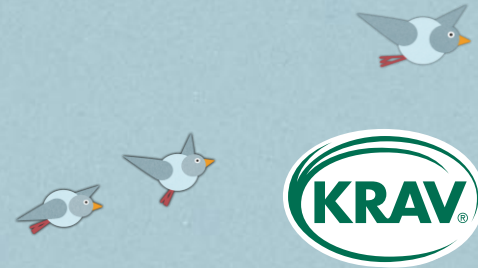


Sweden **rejects** COMs proposal

Kristin Cooper, Media/PR, KRAV



This presentation



1. KRAV & organic market in Sweden
2. Who rejects the proposal
3. What we like in the proposal
4. **Why**: major reasons for rejection
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KRAV & organic market in Sweden



30 years = 27 members, 24 employees, 60 ambassadors

4 000 farmers

2 000 processors, restaurants and shops

6 500 products

7 accredited certification bodies

Market share 4,1% Visionary goal 20% 2020

Record year: +30 %



Who rejects the proposal

**KRAV and members; organic farmers, conventional farmers (LRF),
Swedish society for nature conservation**

Sweden Grocery Trade

Swedish consumers' association

Swedish church (import)



What we like in the proposal

Easier language

Riskbased control instead of yearly visits

Group certification within the EU

Less demands for documentation

Commission's safekeeping of organic integrity seen from a consumer perspective



Why: major reasons for rejection

Assumption: Over reaction! Consumer confidence is not low

Consequences: Eliminating 80% of organic production

Implementation: Regulation must be predictable and stable



The **content**: detailed reasons

Certification for shops – will not increase consumer confidence, just the costs

De-certification level – polluter-pay-principle turned on its head

No mixed farms – we need more organic farms, not less

No conventional seeds – Sweden, limited choice of seeds

Compliance for import – equivalence, don't revert to old system

Increased self-sustainability on fodder 90/60 – too high aspirations



What we propose

The regulation is not the only tool to safeguard organic integrity

Step by step approach - achieve more consumer protection faster

Work together! Connect!





Grazie!

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