

## European organic label, a logo of quality assurance for European organic food and beverage

### PRESS RELEASE

For immediate use

### MEDIA CONTACT

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**SINGAPORE, 14 August 2019** – Greater global awareness about the many advantages of organic food has resulted in an industry that is booming.

Next month, the European Union's (EU) 15th business mission, under the ongoing EU Business Avenues in South East Asia programme, brings 45 Organic Food & Beverage producers from 13 Member States to Singapore and Thailand to introduce their EU organic certified products to the South East Asia market. Products showcased include olive oil, chocolates, cookies, snack, frozen fruits, baby food, pasta, coffee beans, wine and beer, condiments and herbs, juices and energy drinks, and many more.

The exhibition takes place:

**On** : Monday, September 2  
**From** : 9am to 8pm (exhibition from 10:30am to 6pm)  
**At** : Level 3, Suntec Singapore Exhibition & Convention Centre  
1 Raffles Boulevard, Singapore 039593

**Admission:** [www.eubusinessavenues.com/form/15/trade-visitor-registration](http://www.eubusinessavenues.com/form/15/trade-visitor-registration)

**Web** : [www.eubusinessavenues.com/OFB2019](http://www.eubusinessavenues.com/OFB2019)

Says H.E. Barbara Plinkert, EU Ambassador to Singapore: "Over the years, demand of organic food has risen with the increase in affluence and concern over personal wellness. Consumers looking for natural food products, can for example, identify the EU organic logo for quality assurance. The EU has a stringent legal framework that governs the production, processing, control, and labelling of organic food and beverages."

Organic farming responds to a specific consumer demand for sustainable food products, promoting more sustainable farming practices and contributing to the protection of the environment and improved animal welfare. This growing demand for organic products is matched by a rapidly growing production: EU organic area increased by 70% in the last ten years and organic retail sales reached EUR 34 billion in 2017, providing farmers with further added value on their production.

Organic farming is a fast-growing area in agriculture, which is a direct result of this increased consumer interest in organic products. The EU has developed a specific European organic label to provide a clear structure for the production of organic goods. Known as the Euro Leaf, it is a quick and simple way to satisfy consumer demand for trustworthy organic products whilst providing a fair marketplace for producers, distributors and marketers.

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Next to the EU organic logo, a code number of the control body and the place where the agricultural raw materials composing the product have been farmed, must be displayed. The organic logo can only be used on products that have been certified as organic by an authorised control agency or body. This means that they have fulfilled strict conditions on how they must be produced, processed, transported and stored.

According to a Nielsen global survey, 69% of South East Asian consumers prefer products made with fresh, natural/organic ingredients. They see health and wellness as a key priority and this influences their buying decisions.<sup>1</sup>

Singapore imports more than 90% of the food it consumes and the demand for organic food has been steadily growing at more than 30%.<sup>2</sup>

One of the major supermarket chains in Singapore now carries more than 800 organic items compared to just 200 in 1998.

“Through this business mission, we wish to further inform consumers about the European organic label and introduce some of the EU certified organic products to the vibrant South East Asian market.” says Ambassador Plinkert.

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### Additional Information

Organic production is an overall system of farm management and food production that contributes to the preservation of natural resources and applies high animal welfare and production standards. Recent production and market trends show the importance that organics has gained over the last decade.

### Environmental benefits of organic production

Numerous studies show evidence of the resulting positive environmental impacts of organic agricultural practices. These include benefits in terms of greater biodiversity and higher soil organic matter. In addition, on a per hectare basis, when compared to conventional farming organic farming is reported to lead to lower emissions of nitrates ammonia and energy.<sup>3</sup>

<sup>1</sup><https://www.edb.gov.sg/en/news-and-events/insights/innovation/growing-naturally-and-organically.html>

<sup>2</sup><https://www.asiaone.com/health/organic-foods-getting-more-popular-singapore>

<sup>3</sup>[https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/farming/documents/market-brief-organic-farming-in-the-eu\\_mar2019\\_en.pdf](https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/farming/documents/market-brief-organic-farming-in-the-eu_mar2019_en.pdf)

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### About EU Business Avenues in South East Asia

EU Business Avenues in South East Asia programme is an EU-funded initiative aimed at helping European companies establish connections in the South East Asia market.

The programme provides a comprehensive suite of dedicated services covering business, cultural and legal needs - Market Studies, Business Culture Awareness Training and Business Meetings. All of these are expected to facilitate collaboration with local players, in the form of joint ventures, distributorships or licensing agreements, and to smoothen and speed up the process of entry into local markets.

This five-year long EU-funded initiative, launched in June 2016 aims to bring up to 1,000 European SMEs on targeted business missions to South East Asia. The intent is to help them grow their businesses outside of Europe. Built on a concept of matchmaking and business support services, the Business Avenues programme helps European companies forge long-lasting business collaborations in several markets, including Singapore, Malaysia, Vietnam, Indonesia, Philippines and Thailand.

From 2016-2020, business missions under this programme span the following sectors: Contemporary European Design, Construction & Building Technologies, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies. For more information, visit [www.eubusinessavenues.com](http://www.eubusinessavenues.com).

The full list of companies participating in this business mission and a short description of their companies/products can be found in Annex A.

More information on EU regulations for organics here:

[https://ec.europa.eu/agriculture/organic/consumer-trust\\_en](https://ec.europa.eu/agriculture/organic/consumer-trust_en)

[https://ec.europa.eu/agriculture/organic/organic-farming/what-is-organic-farming/organic-certification\\_en](https://ec.europa.eu/agriculture/organic/organic-farming/what-is-organic-farming/organic-certification_en)