

1st Field visit- Aargau (Switzerland) - AGENDA

Thursday, 8th September 2016	
08:30-09:45	<p>Presentation (FiBL)</p> <ul style="list-style-type: none"> - Swiss Organic Action Plan Guide – Production measures - Examples of regional OAP in Switzerland: Fribourg, Jura - SME ORGANICS activities planned for canton Aargau incl. good practice examples <p>Good Practice Examples:</p> <p>Projects for Regional Development (Federal Office for Agriculture)</p> <p>The New Regional Policy (Aargau Services location promotion, canton Aargau)</p>
09:45-10:10	Coffee
10:10-12:00	<p>10:10- 11:20: Parallel workshops on the thematic areas with focus on addressed policies (each partner should be represented at all sessions, either by a partner or by a local stakeholder):</p> <ul style="list-style-type: none"> - Ws 1: Production and processing (70` workshop) (Interbio) - Ws 2: Training and advice (70` workshop) (FiBL) - Ws 3: Organic value chain efficiency and governance (70` workshop) (SEUAS) - Ws 4: Commercialization and marketing (70` workshop) (FiBL) <p>11:20- 12:00: Plenary session: 4 workshop presentations of 10` each</p>
12:00-13:15	Lunch (at FiBL)
13:30-18:30	<p>Visiting competitive organic SMEs – selected success stories</p> <ol style="list-style-type: none"> 1. Zentrum-Metzg (Aargau, Windisch): meat processing and sales 2. Biopartner (Aargau, Seon): Trading with (regional) organic products
18:30-22:00	<ol style="list-style-type: none"> 3. Visit and Dinner Eichberg (Aargau, Seengen): organic farm & more (incl. stakeholders and guests from canton Aargau) <ul style="list-style-type: none"> - Handicraft products: cookies and cakes, marmalade, pralines - Organic Farm estate: crops (a.o. spelt), free-range eggs, cattle (Angus-beef) - Organic vegetable production: a.o. salad, vegetables, herbs <ul style="list-style-type: none"> o Own and purchase produce is directly sold in a farm shop and delivered to village shop - Restaurant - Health and leisure hotel; Health Department with physio- and physical therapy; Residence apartments

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Friday, 9. September 2016	
08:45-10:00	<p>FOR PROJECT PARTNERS ONLY:</p> <p>Consortium meeting: progress and next steps</p> <ul style="list-style-type: none"> - Progress and next steps on exchange of experiences, Leire Iriarte, GN (30`), incl. discussion on the diagnosis with partners. - Policy advice & development of project outputs, Stephen Meredith, IFOAM EU (15`) - Communication, Iñaki Goñi, INTIA (15`) - Management and financial issues, Nancy Tarjenian, SODENA (15`)
10:00-10:30	Coffee
10:30-12:00	<p>Production/processing standards and guidelines of Swiss organic and Bio Suisse</p> <ul style="list-style-type: none"> - What kind of additives are allowed in organic production and how do these restrictions influence the sensory characteristics of organic products - Communicating organic products <p><i>Background information Bio Suisse: umbrella organisation of the Swiss organic farmers counting 32 organic farmers associations and the Research Institute of Organic Agriculture FiBL, has common and uniform standards for agriculture and processing, a common label the "Bud" with a market share of 60%, more than 800 processing and trade companies have a licence contract with BioSuisse to use the label.</i></p>
12:00-12:30	How product innovation and SME competitiveness can be promoted by public policy (Hightech Center Aargau)
12:30-13:45	Lunch
13:45-14:30	<p>Market development and consumer trends</p> <ul style="list-style-type: none"> - Marketing strategies and potentials for sustainable, organic, regional and fair products
14:30-15:45	Guided Tour and Wine Tasting FiBL