



Subgroup on Innovation for agricultural productivity and sustainability 21st meeting 10 March 2022

#RNSubInnovation - @EIPagri_SP

Subgroup on Innovation – 21st meeting

Create Morning Routine





***EIP-AGRI Workshop:
“Innovative approaches for conversion to organic farming”***

Elisabeth KLINGBACHER
EIP-AGRI Support Facility



SUBGROUP ON INNOVATION
for agricultural productivity and sustainability
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EIP-AGRI Workshop: “Innovative approaches for conversion to organic farming: from planning to action” *(working title)*

Overall aim:

To Support farmers on their path to conversion and contribute to the European Green Deal target of “at least 25% of the EU’s agricultural land under organic farming by 2030” and thus implementation of the Action Plan on the Development of Organic Production in the EU by:

- creating a platform for exchanging knowledge on innovative approaches and inspirational practices
- contributing to a solid foundation of knowledge, skills and motivation

- **Specific objectives:**

- Exchanging knowledge on successful practices, opportunities and tools, specifically on innovative approaches to scale up conversion, successful business plans for conversion, including the compulsory conversion plan, marketing and labelling for the conversional period and beyond, practices to improve the farmers' position in the supply chain
- Identifying challenges and exploring potential solutions in the conversion process
- Identifying needs from practice (research, advisory support, training etc.) and possible knowledge gaps
- Promote networking among stakeholders along the value chain (“from farm to fork”) and among EIP-AGRI OGs and other innovative projects

- **Target group:**
 - Farmers in conversion or considering converting to organic farming
 - Organic farmers providing advice and inspiration
 - Advisors
 - Researchers
 - Representatives from organic farmers' associations, control bodies, chambers of agriculture, industry, processors, retailers, consumer organisations, other public and managing bodies, agricultural journalists
- **Event date:**
 - 22 and 23 June 2022
- **Event location:**
 - Italy (Tuscany region)



Thank you

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