



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION AND THE REPUBLIC OF POLAND



Agencja Rynku Rolnego

AND ALSO THE PORK PROMOTION FUND, THE BEEF PROMOTION FUND AND THE FUND FOR THE PROMOTION OF FRUIT AND VEGETABLES



## "Polish Ecology" growing strong

Polish domestic market for organic products is rapidly developing at the pace of around 20% yearly. According to the Inquiry report, titled: "Organic food market in Poland" from 2013, in less than 10 years this market will be worth 750 million euro. The organic food market is one of the most dynamically developing sectors of food production in the world. With the increasing prosperity of societies and the growing awareness of consumers regarding the quality and safety of food, and the influence of the food we consume on the functions of our bodies, the organic food market is continuing its development. Demand for organic food has constantly been growing for 20 years now, which is caused by the positive consumer trends, arising from the increased awareness and focus on quality. The quality of organic food is the key source of competitive advantage over the food produced by conventional methods.

Organic farming is currently one of the fastest growing areas of agriculture in the world, in particular in the European Union. These last years have been characterized by steady growth dynamic of the farming land area and the number of organic farms. Development of the organic farming is also reflected in the number of processing plants, as well as in the range of organic products available on the market.

Also, each year there is an increase in the exports of home-produced organic food. When looking for trading partners, it is worth turning your eye to the associations which band together many producers of organic food. One of the most energetic associations acting for the promotion of organic farming in the European Union is the Polish Ecology association, whose main objective is to develop and promote organic food, also through active participation in national and international trade fairs.

The offer of Polish Ecology association is very diverse and their products are original and unique. The association brings together a large group of producers and food processors, and each of them shows the distinctive character and nature of their region through their products. Additionally, each producer belonging to the association ensures control over and quality of the products on offer.

We will be happy to meet You at the stand titled "Eco-Europe - quality and tradition" during the IFIA/HFE Japan trade fair, which will take place on 20-22 May 2015 at Tokyo International Exhibition Center - Tokyo Big Sight. You cannot miss it if you allow your nose to follow the characteristic flavors of the European cuisine.

For more information about the promotional program "Eco-Europe - Quality and Tradition," go to our website: [www.eu-organic-food.eu](http://www.eu-organic-food.eu)

The European organic food is not only the perfect quality-to-price ratio, but also utmost care for the quality and discovery of its unique taste.