



## GO ORGANIC: CONSUMERS AT THE HEART OF THE AGRICULTURAL POLICY

### PROJECT COORDINATOR:

**Consumers' Organization of Macedonia (North Macedonia)**



### AIMS

The overall objective was to **contribute to creating an enabling environment for organic food production** in the Republic of Macedonia in line with consumer interests.

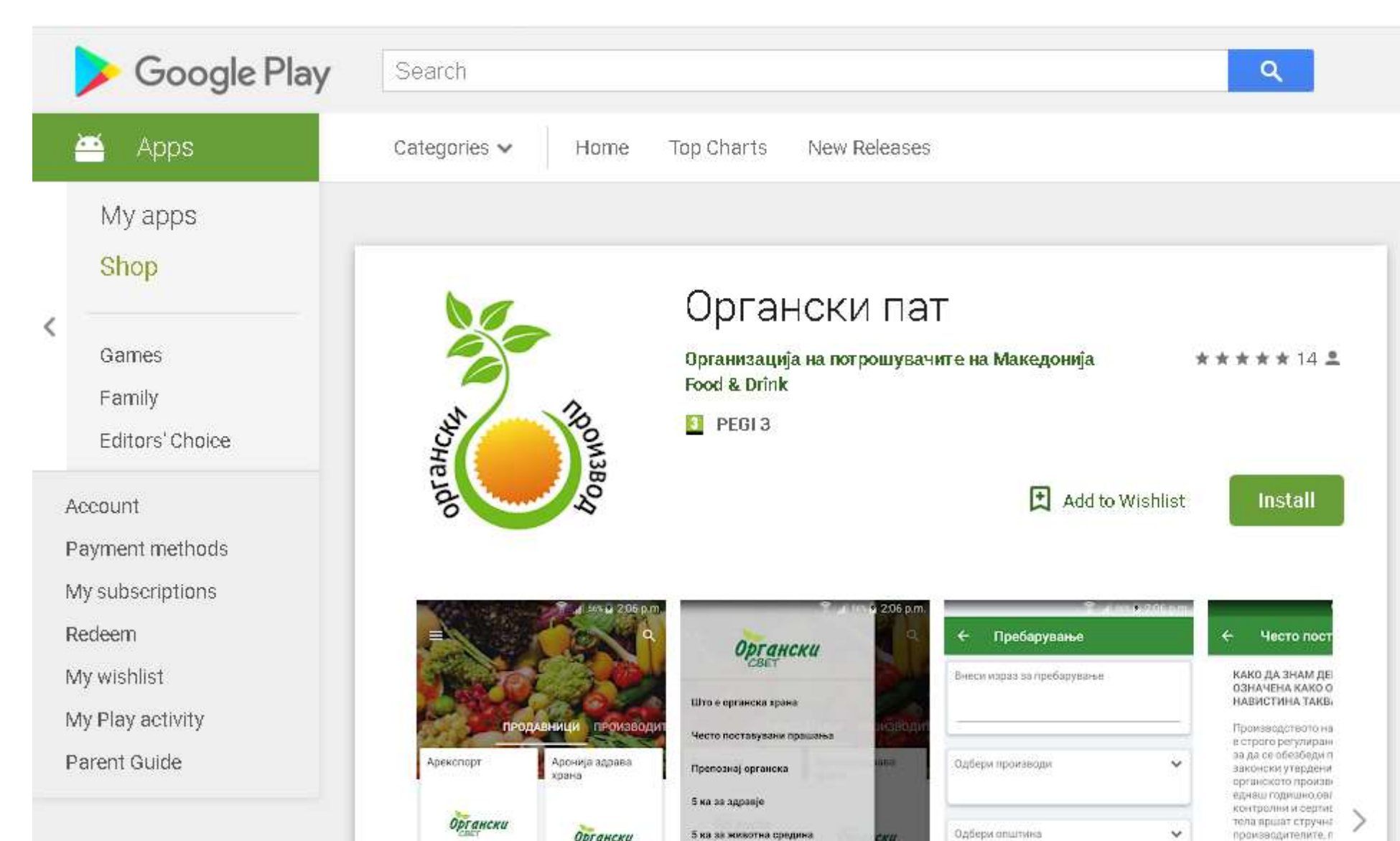
The specific objectives were to:

1. **Empower civil society for developing policy recommendations** on organic agriculture as sustainable agriculture
2. **Advocate for considering consumer interests** in agricultural policies formulation and implementation
3. **Strengthen cooperation between CSOs, public authorities, farmers and media** for stimulating growth of organic consumption
4. **Increase consumer awareness on health, environmental and social benefits of organic products**

### ACTIVITIES

- 1.1 **Analysis of consumer protection and sustainable agriculture policy framework**
- 1.2 **Analysis of the authorities' informational & monitoring measures**
- 1.3 **Analysis of conventional agriculture side effects**
- 1.4. **Roundtable discussion on legislative and policy amendments for stimulating organic production**
- 1.5 **Focus group with supermarket chains**
- 1.6 **Drafting a policy study and policy brief**
- 2.1 **Communication with decision-makers**
- 2.2 **Media appearances**
- 2.3 **National Conference with stakeholders**
- 3.1 **Media appearances** for encouraging consumers to buy organic food directly from farmers
- 3.2 **Developing and advocating a national strategic positioning plan for organic produce**
- 3.3 **Creating the "Organic road" mobile phone app**
- 3.4 **Opening a promotional segment on organskismet.mk for local farmers**
- 3.5 **Social media campaign** and Facebook advertising
- 3.6 **Developing a communications strategy**

### PARTNER ORGANISATIONS



Photographs: Consumers' Organization of Macedonia

### RESULTS

1. **Created policy brief and policy study containing recommendations** on new or updated measures for stimulating organic production. Documents are based on research and created in a participatory manner.
2. **Advocated recommendations to policy and decision-makers** for better focus on consumer interests in agricultural policies, with a focus on organic production.
3. **A public endorsement from the Minister of Agriculture was received** for implementation of Study recommendations. Consumers' Organization of Macedonia became member of the Organic Work Group of the Ministry.
4. **Easier connection between producers and consumers, better visibility of organic food and stronger communication** with organic food farmers established through "Organic road" mobile phone app
5. **Developed and advocated a strategic positioning plan for organic produce** on the national food market with measures that can be implemented directly by the organic food producers,

### PROJECT "IN NUMBERS"

- 1 mobile phone app (Organic road) with 300 organic producers and outlets
- 1 web site segment with trip planner to organic food producers and outlets
- 1 policy study and 1 policy brief on stimulating organic production
- 1 catalogue of national organic food producers and distributors
- 55 articles in written and electronic media
- 1 TV interview; 1 radio interview
- 2 press conferences and press releases
- 1 roundtable discussion
- 1 National conference
- 1 Focus group with supermarkets
- 1 Strategic positioning plan for organic produce on the national food market
- 1 Communications and advocacy strategy
- 1 international webinar with consumer organisations
- 613.356 impressions on Facebook, 2.401 post likes, 8.248 link clicks

### PROJECT SUPPORTED BY

