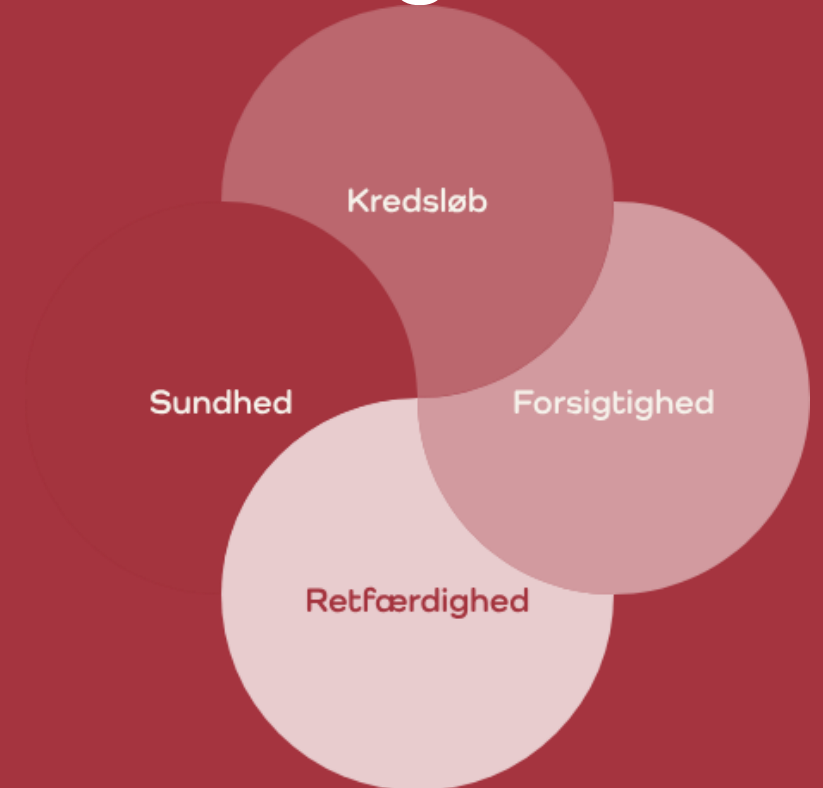


How have the farmers been motivated and assisted in turning and staying organic

Kirsten Holst, CEO,
Innovation Centre for Organic Farming



Motivation for conversion and the support on the way

Economy

- Stable economy after conversion
- Guarantee of sales
- Conversion check – free of charge



Finding new inspiration as a farmer

- New challenges and inspiration
 - Manage without pesticides
 - Efficient grazing systems
- Support from colleagues and advisors
 - Farmer support groups (ERFA-grupper)
- Feel the backup of the consumers
- Events like Økodag



Basis for staying organic – beeing part of a new community

Professional challenges

- Economy has been the same or better
 - Safety and stability
 - It is not that difficult ❤️
 - Getting new skills is fun
 - Growing into organics – the inner conversion
-
- Respect between organic af conventional farmers –
 - We are neighbors
 - The Danish way – respect and accept

Support

- Support from consumers and society
- Part of a innovative community
- Farmer groups – ERFA-grupper
- Organic advisors close by
- Organic knowledgde easy to access
- Organic innovation

