



CZECH
ORGANICS

Copenhagen // Denmark // August 18 - 19

Who Will Grow Tomorrow's Organic Food?

Jan Trávníček
Czech Organics



www.eco-ready.eu



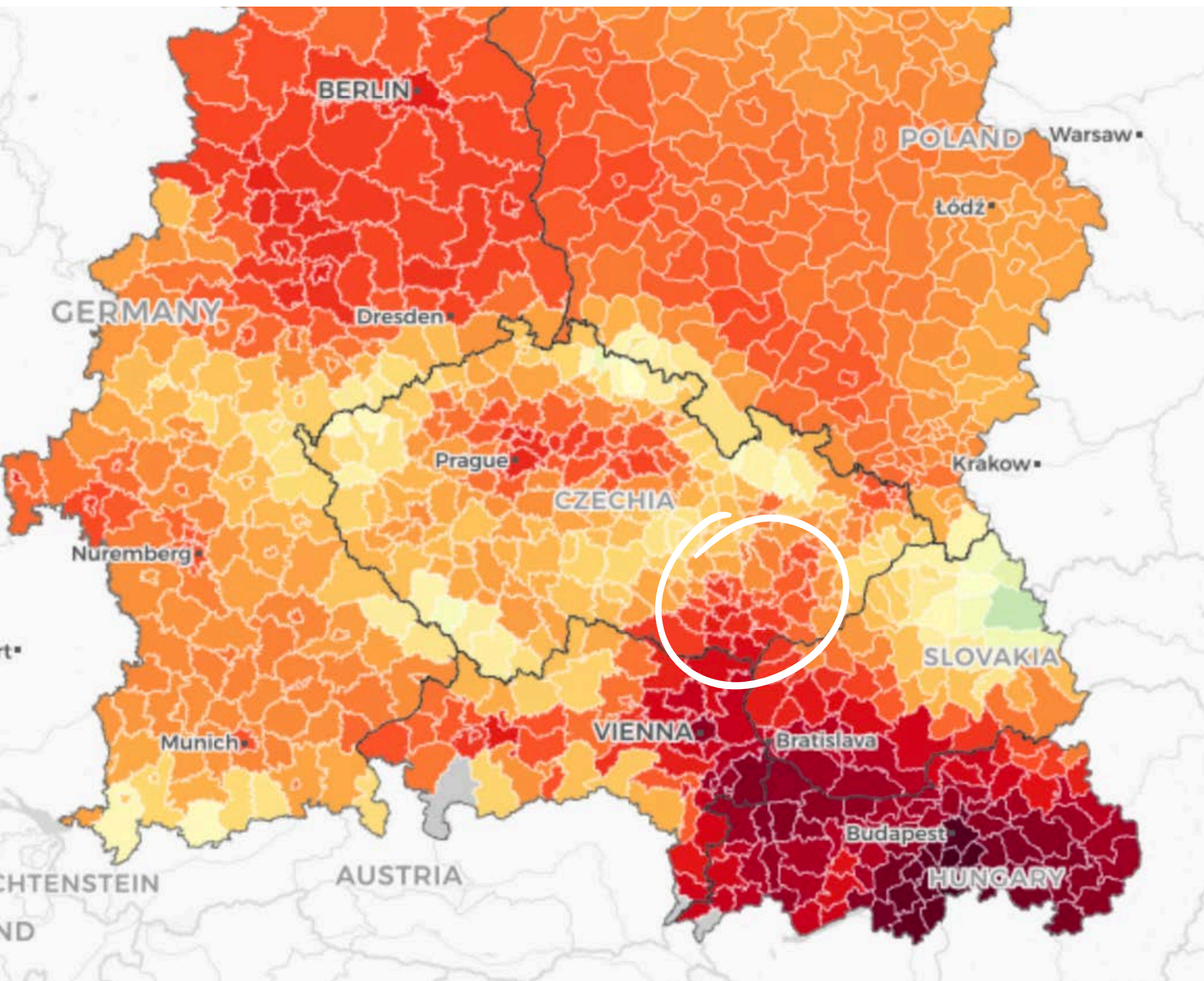
Co-funded by
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Generation shift – Missing support – New roles emerging



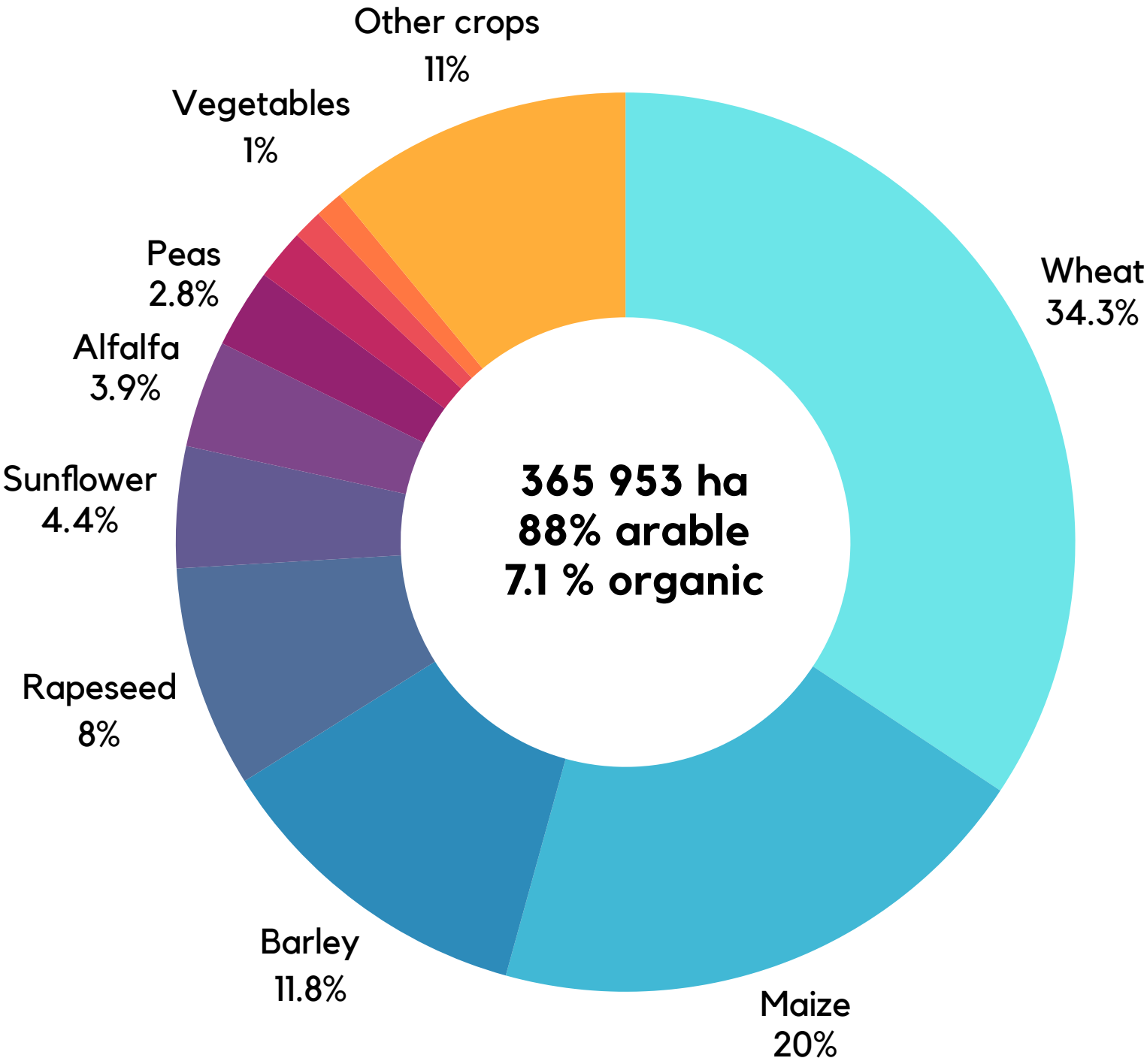
- **GENERATIONAL RENEWAL** – FARMS, ADVISORY, RESEARCH, RETAIL, POLICY
 - **EDUCATION GAP** – NO ORGANIC UNIVERSITY PROGRAM
 - **INTEREST IS GROWING** – FARMÁŘSKÁ ŠKOLA, NEW ENTRANTS TO ORGANIC FARMING
 - **MARKET IMBALANCE** – 17 % LAND ORGANIC, ONLY 1.5 % MARKET SHARE
 - **WEAK REPRESENTATION** – NO STRONG ASSOCIATION, NO YOUTH PLATFORM
 - **ADVISORY SHORTAGE** – 20 ADVISORS FOR 5,000 ORGANIC FARMS
- **NEXT GENERATION'S ROLE** – STEP INTO RETIRING PIONEERS' SPACES, SHAPE NEW STRUCTURES

Where We Work



SOUTH MORAVIA – WARM, DRY, EROSION RISK

Where We work - Who We Are



→ SOUTH MORAVIA – WARM, DRY, EROSION RISK

→ HIGH CONVENTIONAL PRESSURE – NEED FOR RESILIENCE

Who's Involved in the Living Lab



**FARMERS, PROCESSORS, RESEARCHERS,
STUDENTS, POLICYMAKERS**



**CZECH ORGANICS – COORDINATION OF
THE LL, PRACTICE AND POLICY LINK**

Who's Involved in the Living Lab



- FARMERS, PROCESSORS, RESEARCHERS, STUDENTS, POLICYMAKERS
- CZECH ORGANICS – COORDINATION OF THE LL, PRACTICE AND POLICY LINK
- **EKOFARMA PROBIO – DEMONSTRATION & EDUCATION FARM**



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- PRO-BIO – MARKET/CONSUMER CONNECTION

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- **WIDE NETWORK – FARMERS, ADVISORS. STUDENTS, RESEARCHERS, ENTREPRENEURS, POLICYMAKERS**



What We Tried

ALFALFA



**CLIMATE-RESILIENT CROPS AND
LIVESTOCK SYSTEM**

What We Tried

CEREALS



**CLIMATE-RESILIENT CROPS AND
LIVESTOCK SYSTEM**

What We Tried

**CRIMSON
CLOVER**



**CLIMATE-RESILIENT CROPS AND
LIVESTOCK SYSTEM**

What We Tried

BUCKWHEAT



**CLIMATE-RESILIENT CROPS AND
LIVESTOCK SYSTEM**

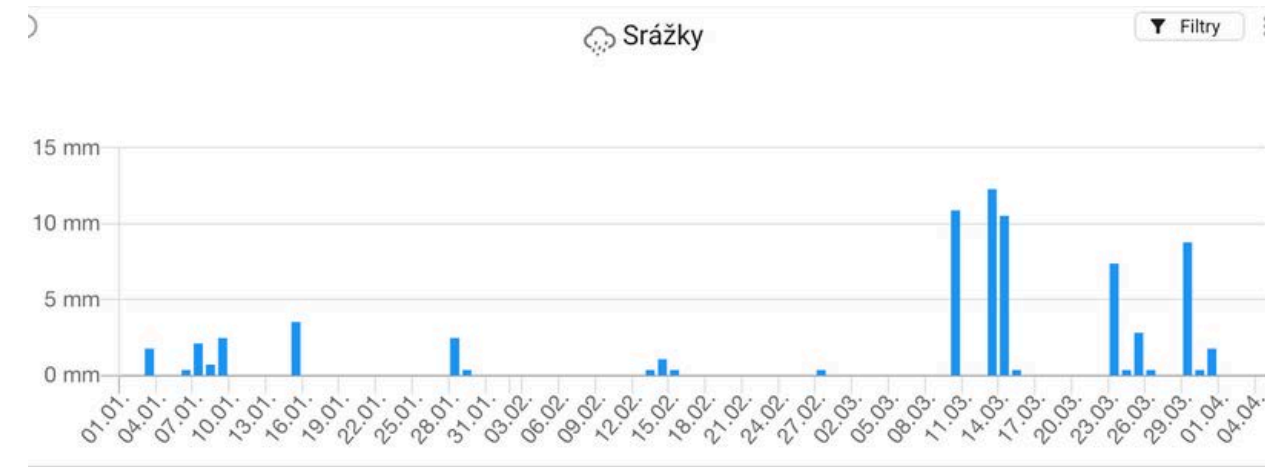
What We Tried

PIGS



**CLIMATE-RESILIENT CROPS AND
LIVESTOCK SYSTEM**

What We Tried



CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM



TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING

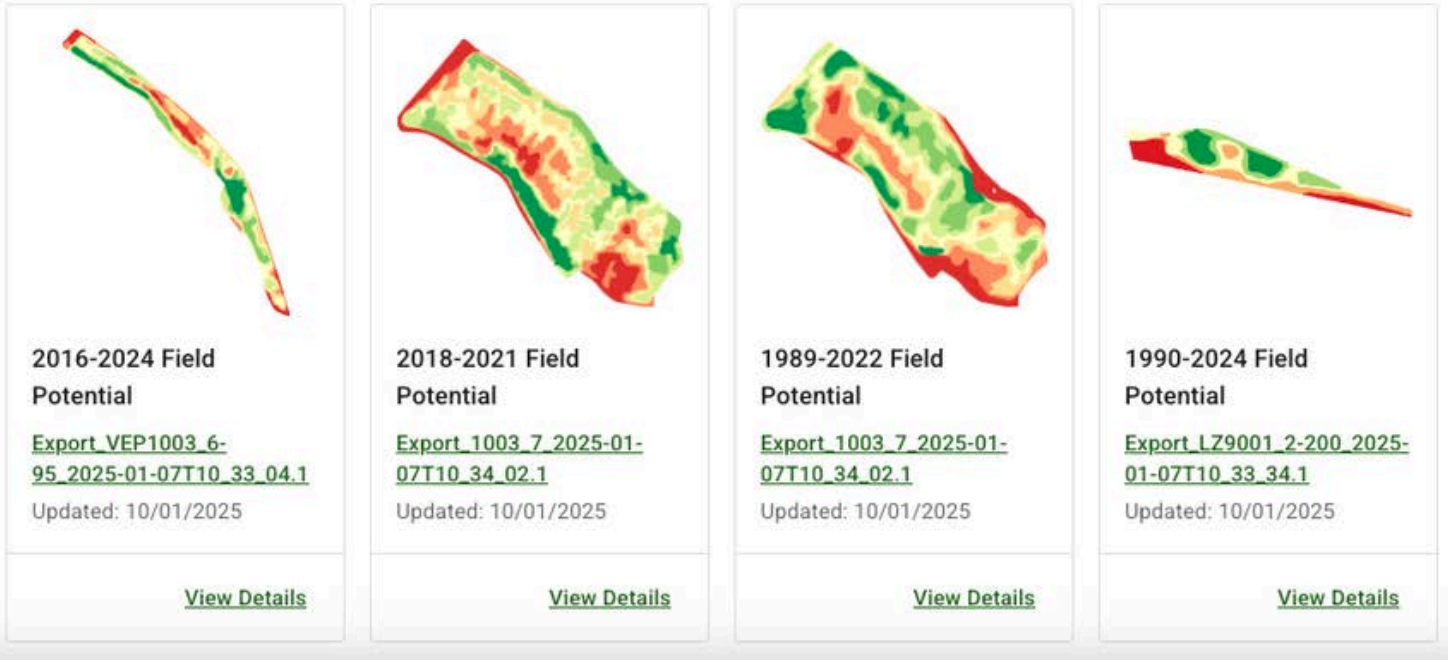


What We Tried



- CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM
- TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING

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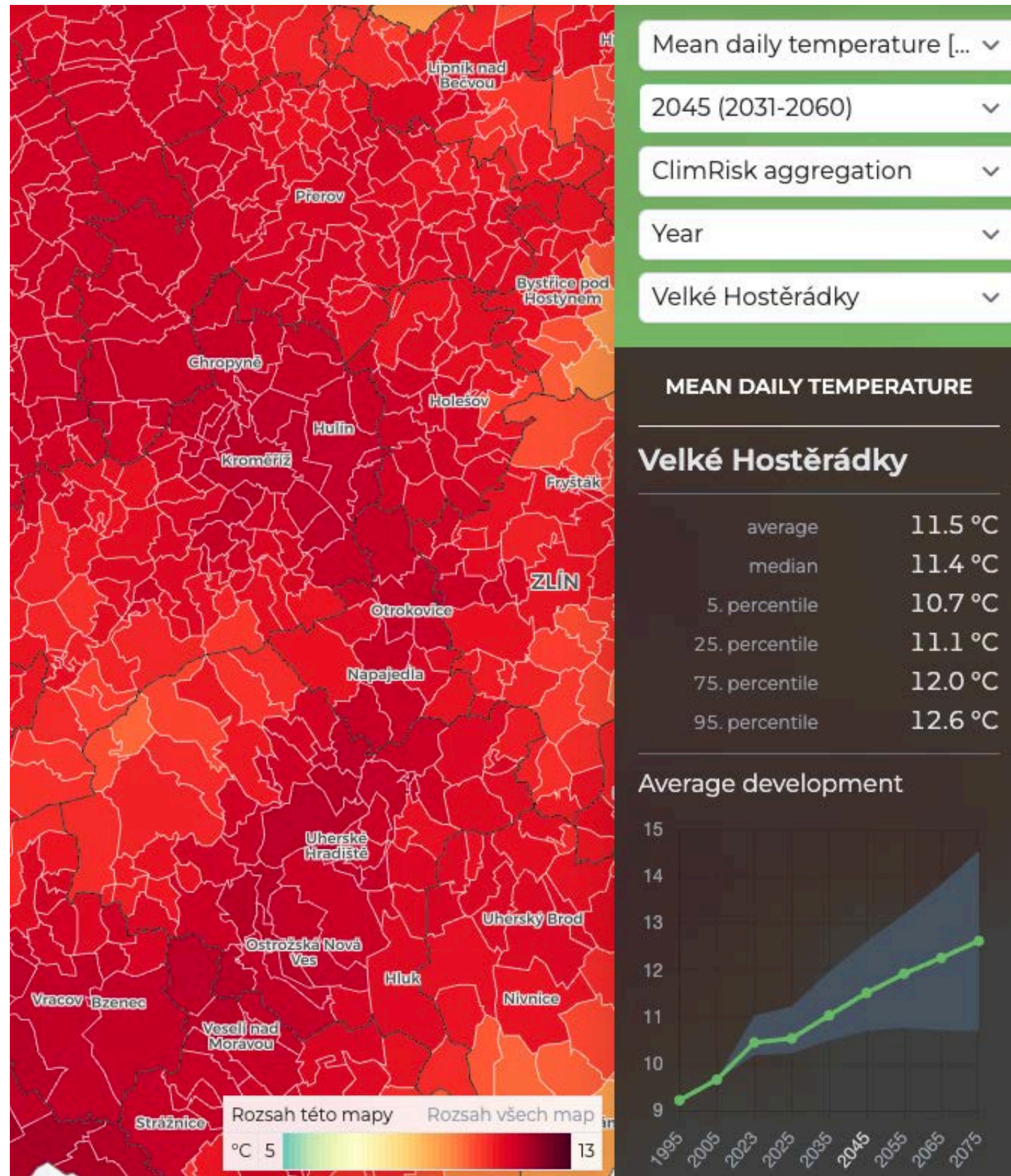
CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM



TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING



What We Tried



CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM



TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING

Typical life cycle of a product:



What We Tried

→ CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM

→ TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING



→ ESG + LCA

What We Tried



CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM



TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING



COMMON GOOD CALCULATOR, ECOSYSTEM SERVICES MONETISATION

What We Tried



- CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM
- TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING
- PUBLIC + FARMER ENGAGEMENT
 - OPEN FIELD DAYS
 - WORKSHOPS
 - CONSULTANCY
 - EDUCATION
 - FESTIVALS
 - POLICY ROUNDTABLES
 - INTERNATIONAL NETWORKS

What We Tried

**Buckwheat
FESTIVAL**

13.9.2025
VELKÉ HOSTĚŘÁDKY

Spend a day on an organic farm!

FARMERS' MARKET • EXCURSION
GAMES FOR CHILDREN
LIVE MUSIC • FOOD COURT
SNACKS NOT ONLY FROM BUCKWHEAT
SIDE EVENTS • EXHIBITIONS
WORKSHOPS

cimbálka
Malena

All about
buckwheat,
from field
to table

Location:
Velké Hostěřádky 224, 691 74
within the grounds of EKOFARMA
PROBIO starting at 10.00

More information about the event:
f Sociální podnik Jasan
@socialnipodnikjasan224

Entrance 100 Kč.
Children below 15
free entrance

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Logos: JASAN, LESNÍ KLUB JASANEK, EKOFARMA, Eco Ready, CZECH ORGANICS, PROBIO, PRO-BIO JESENÍKY, VELKÉ HOSTĚŘÁDKY, ENVIROP, ŽIVÝ REGION, FRAMEWORK.

→ CLIMATE-RESILIENT CROPS AND LIVESTOCK SYSTEM

→ TRADITIONAL ROTATIONS, EXPERIENCE + MODERN TECHNOLOGY INTO SCENARIO PLANNING

→ PUBLIC + FARMER ENGAGEMENT

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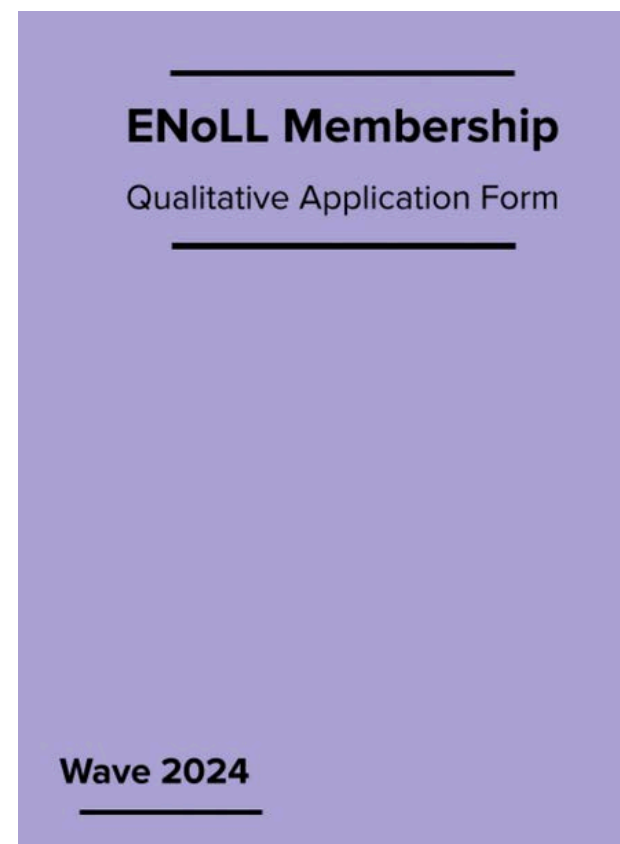


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 - POLICY ROUNDTABLES
- OUR AIM IS TO CONNECT PRACTICE, SCIENCE, POLICY AND COMMUNITY AND CREATE NEW MICRO SUPPORT SYSTEM

What Started to Work



**DIVERSE STAKEHOLDER ENGAGEMENT –
CO-CREATION, SHARED GOALS**



**EDUCATION & SKILLS – HANDS-ON + THEORY
+ MODERN TECH, MEANINGFUL IMPACT**



**MARKET CONNECTIONS – VALUE
ECOSYSTEM SERVICES**



**WIDE RANGE OF OPPORTUNITIES – ROLES
DISCOVERED THROUGH CO-CREATION**

What Still Needs Solving



- **ACCESS – LAND, FINANCE, SKILLS**
- **RECOGNITION – REWARD PUBLIC GOODS,
REDUCE ECONOMIC PRESSURE**
- **LONG-TERM VIABILITY OF THE LIVING
LABS**

Your ideas, your context



**HOW DO WE BRIDGE THE LACK OF
SUPPORT SYSTEMS, SO YOUNG FARMERS,
FOOD WORKERS AND ENTREPRENEURS
CAN GROW THE ORGANIC MOVEMENT?**