

Since 1994



中国的有机事业
从这里起步



The Starting Point of Chinese Organic Movement!

中国的有机事业从这里起步！

—南京国环有机产品中心

Organic Food Development and Certification Center of China (OFDC)

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南京国环有机产品认证中心(OFDC)

- 发起机构 the originator
- 发展机构 the developer
- 认证机构 the certifier
- 推广机构 the spreader
- 研究机构 the researcher

中国的特例-中国的“土壤协会”

Special CB in China-just like Soil Association in UK

历程History

- 1989 前身南京环境科学研究所农村生态环境研究室
1989--introduced the concept of “Organic Agriculture ” into China
 - 1994 成立国家环保局有机食品发展中心
1994--become the first professional institution to promote organic farming in China
 - 2002 成立南京国环有机产品认证中心
2002--establish Organic Food Development and Certification Center of China (OFDC)
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检查篇 Inspection

- 1990 周泽江等三人参与荷兰SKAL认证检查
1990--Mr Zhou Zejiang (IFOAM Asia President) and other 2 inspectors took part in Netherlands SKAL certification inspection;
 - 1995 周泽江、肖兴基随同Harding 先生进行实习认证检查
1995--Mr Zhou Zejiang and Mr Xiao Xingji (OFDC Director), under the guidance of Mr Harding (the formal IFOAM President), conducted practice inspection.
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认证技术篇Certification technology

- 1995 制定中国第一个有机产品标准;颁发中国第一张有机认证证书

1995-- developed the first Chinese organic standard and issue the first organic certificate of China

- 2001 负责起草中国第一个行业有机产品标准和管理办法

2001--drafted the first Chinese official organic norm and regulation of China

认证技术篇Certification technology

□ 2004 中国有机产品标准的主要起草单位

2004--the leading organization for drafting the first National organic standard of China

□ 2009 中国有机产品标准修订的主要负责人

2009--main reviser of China National Standard on Organic Products(GBT/19630)

认证技术篇Certification technology

- 2012 研发中国首个“二维有机防伪追溯标签及管理系统”

2012 –Fisretly introduced QR code technology into counterfeit-proof system of organic label in China

- 2016 制定中国首部有机餐饮标准

2016--Developed the first organic catering standards in China

资质篇Qualifications

- 2003 唯一获得IFOAM认可
2003--Accredited by IFOAM (the only one in China)
 - 2009 唯一获得加拿大政府官方认可
2009--Officially accredited by organic authority of Canada (the only one in China)
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资质篇Qualifications

- 2011 唯一获得欧盟等效认可
2011--Officially accredited by EU organic authority
 - 2014 唯一获得美国农业部认可
2014--Officially accredited by US organic authority (the only one in Mainland of China).
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见证中国有机成长

Witness the development of Chinese organic sector



江苏洋河酒厂股份有限公司
(苏酒集团)



中国有机农业起源

The origin of Chinese organic farming

- 80年代生态农业研究和探索Research and exploration on ecological farming in 1980s
 - 农产品出口贸易壁垒Export trade barriers against agricultural products
 - 中国传统农业的经验积累Much experience on Chinese traditional agriculture
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3.0时代下的中国有机Chinese organic sector in the era of organic 3.0

□ 有机企业的“七年之痛”，七年是有机企业涅槃周期，预期实现年度盈亏平衡；

“Seven-year itch” of organic companies. Seven-year is a cycle for organic companies to achieve the annual profit and loss balance;

□ 建立相对稳定的市场体系；to establish relatively stable market system;

□ 建立相对成熟的技术体系。to establish relatively mature technical system.

3.0时代下的中国有机Chinese organic sector in the era of organic 3.0

□ 市场瓶颈market bottleneck

□ 技术瓶颈technology bottleneck

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市场瓶颈market bottleneck :

信任建立过程漫长A long process for trust building

消费有机就是消费信任 consumption of organic products is based on the trust

有机产品价格昂贵expensive organic products

消费者不信任 distrusting from the consumers

消费者与生产者之间的割裂 the split between consumers and organic producers

3.0时代下的中国有机Chinese organic sector in the era of organic 3.0

- 消费者培育organic consumer development
 - 了解农业生产，打破城乡二元结构
understanding agricultural production, to break the urban-rural gap
 - 获取信息来源渠道，了解生产企业 know more about organic companies through information platform
 - 体验式消费，强化消费者体验experiential consumption, to improve consumer experiences
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□ 公开透明openness and transparency

前端Front：认证过程公开，认监委食农网
open certification process (getting more information from CNCA)

中端Middle：生产过程公开，获取信任
open production process, to gain trust from consumers

后端Terminal：投诉过程公开，获得谅解
open the complaint process, to get understanding

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- 多元化竞争，综合发展comprehensive development with multivariate competition

产品差异化，强调 “特”

product differentiation ,with focus on
“**specialty**”

产品优质化，强调 “好”

product optimization, with focus on
“**excellence**”

产品标准化，强调 “衡”

product standardization, with focus on
“**constant**”

3.0时代下的中国有机Chinese organic sector in the era of organic 3.0

- 技术瓶颈technology bottleneck:
 - ◆ 生态环境修复eco-environmental modification
 - ◆ 技术经验积累technical experience accumulation
 - ◆ 降低技术成本technical costs reduction
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谢 谢!

Thanks!
