

#### Course Mentors

**Ulrich Hoffman**—Chief, Trade and Sustainable Development Section, UNCTAD.

**Asad Naqvi** — Coordinator, UNEP-UNCTAD  
Capacity Building Task Force on Trade,  
Environment and Development (CBTF).

**Sophia Twarog** — Economic Affairs Officer, Trade  
and Sustainable Development Section, UNCTAD.

**Felicia Echeverria** — Organic Agriculture Expert  
Costa Rica.

**Lukas Kilcher**— Head, Development and  
Cooperation, Research Institute of Organic  
Agriculture FiBL, Switzerland.

#### Key Features of UNEP-UNCTAD CBTF/UNITAR e-Learning

- This online course will be conducted by UNEP-UNCTAD CBTF/UNITAR over the Internet and will last up to four weeks.
- High quality training content will be provided for this course, and will form the basis for study, discussions, group work and individual assessments.
- The learning environment will comprise of individuals from all over the world with an interest in producing and trading in organics. Students will have the opportunity to study, share, and engage in practical discussions using the discussion board facility.
- This online course will be moderated by a panel of senior experts from world renowned international organisations with in-depth understanding of the current challenges and issues for organic agriculture.
- This course will aim to deepen the skills and understanding of participants as well as to allow them an opportunity to network and dialogue with other interested parties, so as to share country experiences, lesson learned and good practices.
- This online course will require 40 hours of study time spread out over a four week period.
- A certificate will be awarded by UNEP-UNCTAD CBTF and UNITAR to participants who successfully complete the course and evaluation.
- For additional information on the course outline, dates and registration, visit our website at: [www.unitar.org/pft/cbtf](http://www.unitar.org/pft/cbtf)

#### Registration

UNEP-UNCTAD CBTF/UNITAR's joint course "Successful Organic Production and Export" will be offered November 2-27, 2009. Although we encourage everyone to register, we regret that not all applicants are guaranteed a spot in the course. To enroll, fill out the online registration form at: [www.unitar.org/pft/cbtf](http://www.unitar.org/pft/cbtf)

#### Contact

UNEP-UNCTAD Capacity Building Task Force on  
Trade, Environment and Development (UNEP-  
UNCTAD CBTF)  
D502, 11-13 Ch. Des Animones, 1219, Chatelaine  
Geneva, Switzerland  
Phone: +41-22-917 86 20  
Email: [asad.naqvi@unep.ch](mailto:asad.naqvi@unep.ch)  
Fax: +41-22-917 80 76  
[www.unep-unctad.org/cbtf](http://www.unep-unctad.org/cbtf)

United Nations Institute for Training and Research  
(UNITAR)  
Public Finance and Trade Programme  
Palais des Nations  
CH 1211 Geneva 10, Switzerland  
Phone : +41 22 917 84 54  
Email : [trade@unitar.org](mailto:trade@unitar.org)  
Fax : +41.22.917 89 93

Knowledge to lead

e-Learning course on

# Successful Organic Production and Export

November 2-27, 2009

Intended for:

Business people including exporters | Policymakers and Government officials |  
National organic movements | NGOs | Training and competence centers | Farmers'  
cooperatives | Agriculture extension workers | Consultants | Farmer group advisors  
and Certification agencies

Register now at: [www.unitar.org/pft/cbtf](http://www.unitar.org/pft/cbtf)



**This Course is FREE.**  
**Limited slots are available.**



## Introduction

In November 2009, the course “Successful Organic Production and Export” will be launched by the United Nations Environment Programme (UNEP) and United Nations Conference on Trade and Development (UNCTAD) under the auspices of the Capacity Building Task Force on Trade, Environment and Development (UNEP-UNCTAD CBTF) in partnership with the United Nations Institute for Training and Research (UNITAR).



Trade in organic food and drinks has attained the US\$ 50 billion a year mark in 2008 and despite economic slow down and financial crises, the percentage of market growth for organic products is the highest in the food sector. More than 50% of all baby food sold in the UK in 2008 was organic. In parallel, the market for organic cotton, which was only US\$ 241 million in 2001, has crossed US\$ 5 billion mark in 2008. Demand for organic wild harvested products, and cosmetics made of organic ingredients is also growing exponentially. The growth trend is expected to continue as consumers and supply chains increasingly realize the health and environmental benefits of organic production.

While increasing demand for organic products has outpaced the supply in recent years, many individuals and institutions, especially in developing countries and economies in transition, have not been able to seize the business development and wealth creation opportunities offered by this growing segment of the market. Various barriers stand in the way; most significantly, a lack of knowledge and understanding about the requirements and standards for production and export.

This course aims to build the capacities of participants to understand organic farming and its benefits, and enable them to overcome production and export challenges.

The course provides step by step guidance for conversion to organic farming, and monitoring benchmarks for quality assurance in order to meet the necessary standard and certification requirements for accessing local and international markets. The entire value chain and its formation is covered, from the moment an uncultivated piece of land is brought under organic production or a conventional farm is converted into organic, until products reach markets. The course focuses, in particular, on meeting the requirements of the EU market.

“Successful Organic Production and Export” draws on the work of leading international organisations, including UNEP, UNCTAD, FAO, ITC and FiBL, who have conducted research and long-term trials of organic farming. Building on this work, and that of other partner institutions, world renowned experts from FiBL - Switzerland (Research Institute of Organic Agriculture) with the support and advice from the experts from UNEP and UNCTAD, have created the high quality training content for this course.

## Target Audience

The course is designed for wide variety of participants interested in harnessing the economic, social and environmental benefits offered by the production and export of organic products. The course, in particular, targets the following:

- Business people including exporters
- National organic movements
- Training and competence centers
- Agriculture extension workers
- Farmer group advisors
- Policymakers and Government officials
- NGOs
- Farmers’ cooperatives
- Consultants
- Certification agencies

## UNEP-UNCTAD Capacity Building Task Force on Trade Environment and Development (UNEP-UNCTAD CBTF)

Launched in 2000, the UNEP-UNCTAD Capacity Building Task Force on Trade, Environment and Development (CBTF) combines UNEP’s expertise on the environmental aspects of trade and UNCTAD’s expertise on the developmental aspects of trade to build capacities of countries to effectively address issues at the interface of trade, environment and development. So far, more than 1000 policymakers, negotiators and private sector executives, from over 70 countries, have benefited from capacity building events and country projects that the CBTF has organised. To respond to the expressed needs of the countries, the CBTF now offers the first ever online course on Successful Organic Production and Export.



Organic agriculture was selected by the CBTF as a priority area for its activities as, in addition to economic and trade benefits, it offers a range of environmental and social benefits. Organic farming contributes to mitigating climate change by sequestering more carbon by consuming 20 to 100 per cent less energy, and by emitting 48 to 60 per cent less CO<sub>2</sub> per hectare as compared to conventional farming. In many countries, conversion to organic has shown to increase overall farm yield and profits. On small farms yield have increased by up to 180 percent. In addition, high price premium are available on organic products. For example, in 2008, Ugandan farmers earned up to 200 per cent more on their organic ginger compared to ginger conventionally produced. Developing countries in particular enjoy a comparative advantage in OA. The availability of labour and lower use of agrochemicals makes it relatively less cumbersome to set up an organic production and export business.

## How e-Learning Works

The e-Learning platform for the “Successful Organic Production and Export” course creates a networked learning environment in which participants have the flexibility to learn at their own convenience and pace, but also are able to interact with peers and experts. E-Learning uses the power of the internet to deliver knowledge and prompt learning. While conducted outside the traditional classroom, e-learning brings that same type of learning experience into the learner’s own world. Participants are able to access quality course materials and support from any computer with internet connection, once given a username and password.



Valuable interaction with fellow students and international experts is a fundamental part of the learning experience, facilitated through internet-based question and discussion platforms. e-Learning offers a unique opportunity to interact with participants across the world, creating a network of people with similar interests, but with different viewpoints, cultures and backgrounds.

Our pedagogical approach hinges on three levels of interaction. At the most basic level, participants interact with training materials and the vast array of information contained therein. Building on this information, participants can interact with fellow students to share experiences, bounce ideas off those that they share common interests with and pose questions about the text and its substance. Lastly, participants can interact with the senior international experts that moderate each e-Learning, who harbor an acute grasp of the complexity of these issues, their importance and how they play out in the real world.