

Pitching session

Ireneusz Drzewiecki
Manager

Organic Food Cluster „Polska Ekologia”

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Ireneusz Drzewiecki- Manager of Organic Food Cluster „Polska Ekologia”

Our National Association of Processors and Producers of Organic Products „Polska Ekologia” is a Polish non-profit Association established in 2006 located in Warsaw, which deals with the promotion and development of organic farming, producing and processing of organic food both at national and international level. „Polska Ekologia” organizes seminars, tradefairs, export and training activities on national and international organic standards and regulations, organic and sustainable agriculture. In cooperation with different teams of experts and universities as well as financial support public bodies: Ministry of Agriculture, KOWR, Regional Authorities „Polska Ekologia” manages research activities aimed at finding better solutions and innovative methods in the field of organic agriculture and sustainable development.



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PODKARPACKIE
przestrzeń otwarta



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We as an Association promote organic and traditional food in target countries (USA, Canada, Japan, ZEA

- We assure the visibility of EU organic logo
- We trying to increase the knowledge and the awareness of the target groups about EU organic production method, EU organic logo and EU certification system
- increase the knowledge in the target countries about the high quality of EU organic products
- We run R&D projects developing quality of food products

Ireneusz Drzewiecki

www.polskaekologia.org

www.jasiolka.pl

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OSPIPPE POLSKA EKOLOGIA

WE ARE LOOKING FOR PARTNERS TO:

- promote the visibility of EU organic logo
- promote organic EU products to customers of the main supermarket chains of target countries
- assure great visibility the organic products in the biggest supermarket chains in the target countries
- encourage the operators to introduce EU organic products in their supermarket proposal
- help the operators to understand the feedback of the customers to EU organic products proposed
- improve the confidence of consumers in EU organic products, their taste and how to use and combine them
- Initiate and Implement R&D projects

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Ogólnopolskie Stowarzyszenie Przetwórców i Producentów Produktów Ekologicznych "Polska Ekologia".

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