

# Country Report Demeter Switzerland 2019/2020

## The Demeter movement is growing...

- Beginning of 2020 53 farms are converting to Demeter - more than ever before. Now a total of 372 Demeter-certified farms in Switzerland are engaged in biodynamic agriculture (+13%) with an area of total 6260 ha (+14%).
- The number of traders and processors is also increasing slightly, on a total of 137 (+4%).
- The number of newly launched Demeter products is constantly increasing.
- The market volume in Switzerland increased from CHF 42 to 51 million (+21%).

## ... and more people get in contact with Demeter in the media and through Demeter products

Demeter remains a sought-after media partner. Whether it's a label comparison, a new product or a producer portrait: in 2019 contacts in print and online media, as well as radio and television, increased by almost 50% compared to the previous year, thus making a strong contribution to making the label known in wider circles.

## Biodynamic Association: Projects and new centre for preparations



Figure 1: Demeter at the Bioackerbautag

In its first year of operation in 2019, the new center for preparations ([www.demeter.ch/praeparate](http://www.demeter.ch/praeparate)) has processed around fifty enquiries, which came from newcomers as well as from experienced farmers. The preparations department was represented with a stand at the "Bioackerbautag 2019", thus ensuring the first appearance of Demeter Switzerland at this major event.

In **poultry**, the breeding and keeping of dual-purpose breeds from the breeding project of the Ecological Animal Breeding Centre (ÖTZ) in Mainz is currently of interest. In a first step, animals from the ÖTZ breeding project are to be imported into Switzerland and initial experiences made with the keeping and performance of the animals.

The "Rind im Glück" project was initiated by some Demeter and organic farms. It is **about rearing calves** from Demeter milk production, which cannot be used for milk production.

Participation is open to all Demeter farms. In the project experiences are gathered about animal health, herd management, farm adjustments, transfer to fattening farms, etc. [www.demeter.ch/rind](http://www.demeter.ch/rind)

## Demeter Federation: Wider base - better supported

In the Demeter federation the three organizations Biodynamic Association (producers), the consumers' association and the trade and processing union are linked by a pool contract. This contract was revised in 2019 and newly signed by all pool partners. The general assembly now consists of 24 persons: 8 producers, consumers, and processors/traders. The general assembly elects the 8 board members from its own ranks (4 producers, 2 consumers and 2 persons from processing and trade).

The new model promotes the **exchange between the pool partners**, decisions are more broadly based thanks to the equal involvement of all pool partners.

The annual retreat and general assembly become an important place of exchange and meeting. The aim is the constant development of the quality of Demeter products.

## The Demeter office is moving and growing

The Demeter office has moved in April 2020 and is now centrally located in Olten. To cope with the additional tasks that growth and the desired development processes entail, the office was able to employ more staff and now works with a motivated team of 9 people with about 5 full-time positions (+16%).



Figure 2: a glimpse into the new office

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