

2020

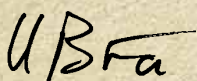
ANNUAL REPORT



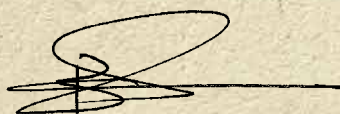
BIOSUISSE

ORGANIC IS A GOOD SOLUTION.

2020 was dominated by the coronavirus, a difficult situation that resulted in increased appreciation of organic farming and an associated boom in sales. This positive development is confirmation of our efforts towards achieving sustainability in organic agriculture, and in Switzerland's approach to feeding its population. And it underlines the simple fact that organic is a good solution. It was a challenging time for our organisation in terms of maintaining contact and promoting an effective culture of discussion. The Internet made it possible for us to move forward in important areas – optimising market development, prioritising specific issues for the coming years and launching new projects. This enables us to make space for existing and new farming families to make sure that the boom can continue. We hope you enjoy reading our Annual Report.



Urs Brändli
President



Balz Strasser
Managing Director



ORGANIC FARMING PROTECTS THE CLIMATE.

Climate protection is an important issue at Bio Suisse. And always has been. Bio Suisse has implemented a wide range of regulations aimed at climate protection, including a ban on import by air, restricted use of concentrated feed for cattle and a ban on artificial fertilisers. The climate strategy defined by Bio Suisse also aims to reduce greenhouse gases, for example by imposing significant restrictions on greenhouse heating in winter. Based on the new energy efficiency directive for 2021, 80 per cent of heating energy for greenhouses must come from renewable sources by 2030, and by 2040 all Bud greenhouses will need to be heated exclusively using renewable energy sources.



STRONG ORGANIC CONSUMPTION.

The revenue generated by Bio Suisse in 2020 was higher than budgeted, due to the closure of restaurants as a result of the coronavirus crisis, and the resulting increase in consumption at home. This situation helped to raise awareness of organic food and boosted sales of organic products. **Licensing revenue rose** by almost 12 per cent on the previous year.



FIRST-CLASS BUD PRODUCTS.

2020 was a **special year**, with 103 products – **more than ever before – being awarded an Organic Gourmet Bud for their outstanding quality.**

Products from the following categories were tasted: spice blends, mustard, vinegar, miso, vegetable products, oilseed and grain

products, chocolate, jam, syrup, fruit juice, fruit products and honey. A total of 49 manufacturers applied with 163 products, the best of which were assessed additionally by a jury of prestigious chefs and restaurateurs, who presented **13 special awards** for outstanding flavour.



MORE BUD OPERATIONS.

At the end of 2020, **a total of 7'122 operations** across Switzerland and Liechtenstein were operating according to Bio Suisse Standards – **160 more Bud operations** than in 2019. The amount of land being used for organic farming increased to 16.5 per cent.



PROVIEH BECOMES PROBIO.

The ProVieh project, which has been running successfully for several years, was expanded to include the **areas of crop production, soil and social aspects**, and is now called ProBio. A new project manager was recruited in 2020 to continue with the expansion process.



FOCUSSING ON LICENSEES AND AGRICULTURAL POLICY.

Under the leadership of the Managing Director, efforts were made last year aimed at **including licensees** in the organisation, one of the Avanti objectives of Bio Suisse. In 2020, Bio Suisse also closely supervised the **2022+ Agricultural Policy**, e.g. through its involvement in working groups established by FOAG. Bio Suisse

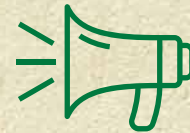
worked on finding and devising common positions in collaboration with the Swiss Agricultural Alliance, FOAG, SFU, IGAS and environmental organisations. Bio Suisse contributed with a clear strategy to the debate surrounding the Drinking-Water Initiative and the Switzerland without Synthetic Pesticides Initiative, including position statements.



ADDITIONAL STANDARDS FOR BUD PALM OIL.

Bud palm oil must meet clear requirements in accordance with the Bio Suisse Standards: palms must not be cultivated on cleared areas, the entire operational acreage must be managed organically and at least 7 per cent of the land must be dedicated to the enhancement of biodiversity. Bio Suisse has revised its standards for palm oil with a view to highlighting environmental and social solutions.

The addition to the standards, which came into force in January 2021, requires observation of inter-operational sustainability aspects for palm oil, greater diversification within the cultivation system of this monoculture and systematic inclusion of local smallholders in the market.



NEW MARKETING CAMPAIGN.

The new baseline marketing campaign to be introduced in May 2021 is intended to secure the position of Bio Suisse by communicating the holistic sustainability approach and promoting the new **Organic from field to fork** campaign. The baseline campaign responds to consumer needs, showcases our comprehensive expertise and clearly sets us apart from other market players.



FRUIT AND VEGETABLES LEADING THE WAY.

In 2020, the **share of organic produce rose to 10.8 per cent** of the overall food market. With CHF 3.856 billion in total and CHF 445 per head, the organic market continued to grow. Fresh **fruit and vegetables** are the clear leaders in the popularity ranking for organic products. They are followed by **eggs and dairy products**.

Packaged consumer goods saw an increase in both sales and market share. Sales growth was above average for all distributors, with **Coop and Migros** remaining the **market leaders**. Other retail, and **direct marketing** in particular, saw positive **gains in market share** last year.



MARKET DEVELOPMENT.

In response to a request from delegates for the introduction of a broad-based market development process, it was decided that Bio Suisse would **develop and expand sales channels in Switzerland** (e.g. in community catering), **enhance market transparency** and employ elastic **volume control elements**. Product management focuses on optimised market transparency with a view to achieving growth in balanced markets.



RESEARCH PROJECTS FINANCED.

In 2020, CHF 161'700 were spent on financing **nine new field crop projects**. The total budget amounted to around CHF 350'000, which means that CHF 175'000 were used to finance ongoing projects. In addition to this, Bio Suisse also supported a three-year FiBL/Agroscope project aimed at promoting the availability of high-quality and affordable Swiss Bud young berry plants for **young strawberry and raspberry plants** in Bud quality with CHF 70'000 per year.



MORE ORGANIC PRODUCE IN THE RESTAURANT AND FOOD SERVICE INDUSTRY.

Bio Suisse would like to promote and expand the sales of **Bud raw products in community catering** (care homes, hospitals, school and company canteens), and in September 2020 appointed a project manager for this purpose, who has already begun with the first projects.



SUPPORTING MEMBER ORGANISATIONS.

Bio Suisse supported member organisations with contributions amounting to around **CHF 185'000** in 2020. In addition to this, some **CHF 235'000** were provided for 36 projects by member organisations, including projects such as Arbr'acadabra by Bio Freiburg, which involved planting over 500 trees on organic operations, and for representation at fairs such as Olma and Agrischa.



BIODIVERSITY.

Organic agriculture demands natural ecosystems by means of biodiversity measures, and the avoidance of chemically synthesised pesticides. During inspection, Bud operations must provide proof of the implementation of at least 12 measures aimed at promoting biodiversity. Operations that do not meet the minimum required level of biodiversity are sanctioned.

On request, trained organic farmers can offer biodiversity consulting for their peers on behalf of Bio Suisse.



THE SOCIAL SIDE OF THE BUD.

Bio Suisse will in future focus more closely on ensuring that internationally certified operations meet the requirements of social responsibility. In autumn 2020, the Bio Suisse Steering Committee approved the strategy for the project Social responsibility on an international level. Together with an experienced partner, Bio Suisse will provide training for organic inspectors to enable them to directly assess the social practices of the certified operations in future. This approach will help to ensure compliance with key points such as legal certainty, occupational safety, guaranteed minimum wages and maximum working hours for all employees.



A BOOM IN PROCESSED BUD PRODUCTS.

A large number of licence applications for processed Bud products in the area of processing and trade were processed efficiently, with the total **1'144 licences** having submitted **2'341 applications**. The planned Symposium Bio and Farm Processor Conference events were unfortunately both cancelled due to the pandemic, and are now planned for the end of 2021 and beginning of 2022 respectively.



FIRST ONLINE ASSEMBLY OF DELEGATES.

Due to the pandemic, the Assembly of Delegates in spring 2020 was held in writing, with the autumn edition being held online, enabling statutory business to be handled appropriately. The **Presidents' Conference** in summer 2020 in Biel was held as a physical event with the necessary safety precautions, and focused on the issue of **market development**. In autumn, two new representatives were elected to the Control Committee, which is now complete.



HAZELBURGER WINS GRAND PRIX.

Bio Suisse awarded the Grand Prix to Leander Dalbert for his Hazelburger, which incorporates a whole cultivation and distribution system in a single product.

The burgers are made from natural, **native** plant-based **protein sources**, and support the integration of a healthy perennial crop in the Swiss nutrition system. At the same time, they contribute to organic, resilient and regenerative food security. The Grand Prix Bio Suisse stands for innovative and sustainable projects in Switzerland's organic sector and comes with a cash prize of CHF 10'000.



A STRICT APPROACH TO IMPORTS.

In imports, over 14'000 import transactions were examined for compliance with Bud requirements. Since the beginning of 2020, **new rules on the import of Bud products apply in accordance with the Import restrictions directive in the Bio Suisse Standards.**

All import products already bearing the Bud will undergo systematic re-evaluated by the end of 2022.

The following will continue to apply as the basic principle for approval: import products should supplement the Bud range and fill gaps in supply, but only on the condition that they do not compete with domestic Bud production or damage the image of the Bud. The publicly accessible Approval of import products list on the Bio Suisse website indicates which products have already been assessed, and which still need to be evaluated.



TRANSPARENT INFORMATION FOR THE PUBLIC.

Bio Suisse provided competent and transparent responses to the continuously increasing enquiries from **journalists** and **consumers**. Due to the coronavirus, the annual media conference for 2020 was held online for the first time. Bio Suisse kept its key target groups informed about developments in organic farming with its newsletters to consumers, licensees and Bio Suisse Organic

operations abroad. The newsletter for consumers saw an increase in the number of subscribers, and the open and click-through rates were also higher. Bio Suisse produced editorial articles for various newspapers and magazines, as well as for online portals. The **magazine Bioaktuell** continued to serve as a platform for communicating with producers and licensees in 2020.



LOTS OF NEW EMPLOYEES.

22 new employees joined the head office in 2020, including one apprentice and one intern, while nine people left. At the end of 2020, Bio Suisse employed **77 people** at its head office in Basel, five on temporary contracts, as well as three apprentices and interns. Two members of staff work for Antenne Romande, with another person working in corporate communications from the Lausanne office. Taking part-time positions into account, this corresponds to a total of 51.5 FTEs at the end of 2020, or an **annual average of 56.2**. The headcount at the head office was increased in order to handle the large number of planned projects and the greater demands on day-to-day business. Around eight FTEs were added in 2020 in total, together with temporary positions and internships.



NEW DEPARTMENT.

The newly created department of **Strategic Projects and Research** was opened on 1 August 2020, and aims to take a focussed approach to promoting strategically important development issues. The issues to be addressed were defined in a participatory prioritisation process last autumn. The seven members of the department are responsible for managing projects in the following strategic areas: climate and energy, soil, sustainability in farming, animal welfare, ProBio (expansion of ProVieh into crop production, soil and social aspects), community catering as a new sales channel and research coordination and knowledge management. A project manager for social responsibility will be joining the department in 2021.



FINANCING IS SECURE.

Bio Suisse created provisions in 2020 for the new corporate image of bioboerse.ch and knospehof.ch and the website relaunch, including the incorporation of social media. Funds are also available for the direct marketing campaign, activities involving the 40th anniversary of Bio Suisse in 2021, the creation of an information system and for positioning and expanding Bio Suisse brands.



FROM THE EXECUTIVE BOARD.

As of summer 2020, the Executive Board now includes: **Balz Strasser** (Managing Director), **Jürg Schenkel** (Marketing), **Marion Bollmann** (Finance and Services), **Lukas Inderfurth** (Communications), **Dieter Peltzer** (Quality Assurance and Development) and **Thomas Pliska** (Strategic Projects and Research).

THE YEAR 2020 IN FIGURES.

Selected facts and figures on organic farming and the organic market in Switzerland.

445

Swiss francs: the **per-capita** spending on organic food by consumers in Switzerland.

7'122

operations across Switzerland and Liechtenstein produce products according to Bio Suisse Standards.

55%

of all consumers buy organic products on a daily basis, or several times a week.

16.5%

of agricultural area in Switzerland is used for organic farming.

10.8%

is the 2020 **share of organic food** in the total food market in Switzerland.

3'856 million

Swiss francs: total **sales in the organic food sector** in Switzerland.