



# Organic Knowledge Network on Monogastric Animal Feed OK-Net EcoFeed

## Press release about the project start

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<b>Author(s)</b>	<i>Kata Gócs, Bram Moeskops</i>

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## Document Versions

Version	Date	Contributor	Summary of Changes
0.1	20 February 2018	Kata Gócs	First draft
0.2	27 February	Bram Moeskops	Comments
1.0	28 February	Kata Gócs	Final Version

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

## Executive summary

This document has been made within the project OK-Net EcoFeed, that officially started on 1 January 2018 and will end on 31 December 2020.

The overall aim of the project is to help farmers, breeders and the organic feed processing industry in achieving the goal of 100% use of organic and regional feed for monogastrics, in particular pigs, broilers, laying hens and parents of broilers and laying hens.

This deliverable (D1.10) is part of Work Package 1 - Project management and promotion; Task 1.4 - Project promotion at EU level.

The aim of this deliverable is to introduce the press release that was launched at the start of OK-Net EcoFeed. The aim of the press release was to create visibility of the project towards stakeholders at national and EU level, in the EIP-AGRI network, the European Commission and other Horizon 2020 projects.

The deliverable also contains a report of the outreach of the press release within the different countries of the project.

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## I. Introduction

IFOAM EU has made the draft of the press release about the launch of the project. The text was sent out for comments to the Steering Committee on 18 January 2018. Taking account of the comments received, the final version of the press release was published on the IFOAM EU website and sent to press on 22 January, on the first day of the Kick-Off Meeting of the project.

## II. Press release by IFOAM EU

Find below the press release published on the website of IFOAM EU (<http://www.ifoam-eu.org/en/news/2018/01/23/press-release-new-project-launched-organic-pig-and-poultry-farmers-find-solutions> ) and sent to press on 23 January 2018.

### **PRESS RELEASE**

#### **New project launched for organic pig and poultry farmers to find solutions for 100% use of organic and regional feed**

NEWBURY (UK), 22 JANUARY 2018 – A new project – OK-Net EcoFeed – aimed at helping organic pig and poultry farmers in achieving the goal of 100% use of organic and regional feed was launched today. A key objective of organic farming is that animals are fed with feed produced at or near the farm. Yet, this is difficult to achieve in large parts of Europe. Organic feed and livestock production are concentrated in different regions. Animal feed often has to be imported from regions far away from where the animals are raised. The problem is most challenging for protein feed, which is sometimes even not available in organic quality.

Dr. Bram Moeskops, OK-Net EcoFeed project coordinator said: “Increasing the availability of organic and regional feed will further improve the sustainability of organic agriculture. OK-Net EcoFeed will work with farmers, breeders and the organic feed industry to make practical solutions available to improve the use of organic and regional feed.” All knowledge generated by the project will be formatted in practical fact sheets and videos and made available on the [OK-Net Knowledge platform](#).

Dr. Bruce Pearce, Deputy Director Programmes at the Organic Research Centre said: “OK-Net EcoFeed will work with 11 innovation groups that will facilitate the exchange of knowledge among farmers, business actors, researchers and advisors. These groups will identify innovations from the ground up and ensure that solutions disseminated by the project “work in the real world” of farming and business. The innovation groups are amongst the most pioneering in organic pig and poultry production in their country”.

Ends.

For more information please contact:

Magdalena Wawrzonkowska, Communications Manager

+ 32 (0)2 808 79 91

[magdalena.wawrzonkowska@ifoam-eu.org](mailto:magdalena.wawrzonkowska@ifoam-eu.org)

Bram Moeskops, OK-Net EcoFeed Project Coordinator,

+32 (0)2 416 27 61

[bram.moeskops@ifoam-eu.org](mailto:bram.moeskops@ifoam-eu.org)

or visit [www.ifoam-eu.org](http://www.ifoam-eu.org)

Notes for editors:

OK-Net EcoFeed is coordinated by IFOAM EU and involves 19 partners from 11 countries throughout Europe. The project is financed by Horizon 2020, the EU's main funding instrument for research and innovation. OK-Net EcoFeed is funded under the umbrella of the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI). This policy instrument aims to foster innovation by connecting farmers and researchers. OK-Net EcoFeed started in January 2018 and will run until December 2020. The project kick-off meeting took place at the Organic Research Centre in Newbury (United Kingdom) from 22 to 24 January.

OK-Net EcoFeed will build on the experiences of the OK-Net Arable project that established the OK-Net knowledge platform. The OK-Net knowledge platform exists for farmers and farm associations to find practical solutions in organic farming, and at the same time discuss how it works on the field, in their geographic and climatic conditions.

The partners of OK-Net EcoFeed are: IFOAM EU (Belgium), ICROFS (Denmark), FiBL (Switzerland), Organic Research Centre (UK), The Soil Association (UK), ITAB (France), IFIP (France), CRAPL (France), ITAVI (France), FNAB (France), Bioland & Bioland Beratung (Germany), AIAB (Italy), SLU (Sweden), Danube Soya Austria & Danube Soya Serbia, Ecovalia (Spain), Universidad de Córdoba (Spain), CIHEAM Bari (Italy).

Links:

OK-Net Net knowledge platform: [farmknowledge.org](http://farmknowledge.org)



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### III. Outreach of the press release

The press release of the project was published and shared by several partners from all the different sectors and different parts of Europe.

#### III.a EU media

The newsletter of Feednavigator.com has published it on 25 January:

<https://www.feednavigator.com/Article/2018/01/25/Move-underway-to-bolster-EU-regional-organic-feed-supply>

#### III.b AU/ICROFS (Denmark)

ICROFS has published the press release on:

- ICROFS international homepage:  
"New project launched for organic pig and poultry farmers to find solutions for 100% use of organic and regional feed": <http://icrofs.dk/en/aktuelt/nyheder/viewnews/artikel/new-project-launched-for-organic-pig-and-poultry-farmers-to-find-solutions-for-100-use-of-organic-a/>

- ICROFS Danish homepage:  
"Nyt projekt skal hjælpe økologiske svine- og fjerkræproducenter":  
<http://icrofs.dk/aktuelt/nyheder/nyhed/artikel/nyt-projekt-skal-hjaelpe-oekologiske-svine-og-fjerkraeproducenter/>
- ICROFS news:  
[https://mailchi.mp/ff72ea22d07d/news-from-icrofs-june-1245989?e=\[UNIQID\]](https://mailchi.mp/ff72ea22d07d/news-from-icrofs-june-1245989?e=[UNIQID])

The press release will be published in the coming month in Aarhus University's news as well.

### III.c Organic Research Centre (United Kingdom)

ORC has published the press release about launching the project on ORC website:

- on 18 January:  
[http://www.organicresearchcentre.com/?i=articles.php&art\\_id=939&go=Information%20and%20publicati ons;](http://www.organicresearchcentre.com/?i=articles.php&art_id=939&go=Information%20and%20publicati ons;)
- and an extended version on 7 February:  
[http://www.organicresearchcentre.com/?i=articles.php&art\\_id=942&go=Information%20and%20publicati ons](http://www.organicresearchcentre.com/?i=articles.php&art_id=942&go=Information%20and%20publicati ons)

The following press has shared the news in the UK:

- Food and Farming Futures (F&FF) Technical and Business Information on 1 February:  
<https://www.foodandfarmingfutures.co.uk/Library/content/Detail.aspx?q=QWN0aXZlPTE=&ctID=ZWVhNzBIY2QtZWJjNi00YWZlLWE1MTAtNWExOTFiMjJjOWU1&rID=MTUzOTk=&qcf=&ph=VHJlZQ==&>
- RSS Agriculture on 2 February:  
<https://www.rssagriculture.com/fr/news/article/6206/changes-to-eu-organic-regulation-triggers-grow-local-research-for-feed>
- Farming UK on 2 February:  
[https://www.farminguk.com/news/Changes-to-EU-organic-regulation-triggers-grow-local-research-for-feed\\_48519.html](https://www.farminguk.com/news/Changes-to-EU-organic-regulation-triggers-grow-local-research-for-feed_48519.html)
- Poultry World on 8 February:  
„Project for organic poultry farmers launched”: <http://www.poultryworld.net/UK/Articles/2018/2/Project-for-organic-poultry-farmers-launched-245757E/>

### III.d AIAB (Italy)

Sinab.it published an article about the project in December 2017: <http://www.sinab.it/bionovita/progetto-ok-net-ecofeed-100-mangimi-biologici-e-locali>

AIAB has published the press release on its website on 24th January: <https://aiab.it/zootecnia-bio-parte-un-progetto-punta-al-100-mangimi-bio/>

The press release was posted on the same day on AIAB Facebook page, with excellent results: coverage of 4806 people, 57 like and 27 shares (see Figure 1).



Figure 1: post on AIAB Facebook page

The news were taken up and published two days later, by ANSA, the most important Italian media agency: [http://www.ansa.it/europa/notizie/agri\\_ue/biologico/2018/01/25/parte-progetto-ue-ifoam-per-mangimi-100-biologici\\_d8772ed3-a03d-40ec-b04f-2b5560178ed8.html](http://www.ansa.it/europa/notizie/agri_ue/biologico/2018/01/25/parte-progetto-ue-ifoam-per-mangimi-100-biologici_d8772ed3-a03d-40ec-b04f-2b5560178ed8.html)

And after in the following media channels:

- Suoloesalute.it on 24 January:  
“Lanciato nuovo progetto per gli allevamenti suini e di pollame a favore dell’utilizzo di alimentazioni 100% biologiche e regionali”: <http://www.suoloesalute.it/lanciato-progetto-gli-allevamenti-suini-pollame-favore-dellutilizzo-alimentazioni-100-biologiche-regionali/>
- Sivemp.it on 26 January:  
“Parte progetto Ue-Ifoam per mangimi 100% biologici”: <http://www.sivemp.it/rassegna-stampa/06-02-2018/24265.html>
- 3tre3.it on 29 January:  
“UE-Ifoam: fondi per i suini biologici”: [https://www.3tre3.it/ultima-ora/ue-ifoam-fondi-per-suini-biologici\\_7539/](https://www.3tre3.it/ultima-ora/ue-ifoam-fondi-per-suini-biologici_7539/)

### III.e Donau Soya (Austria)

Donau Soya will include the news about the project launch into its quarterly newsletter, that will be published in March 2018. Then the news will be published also on Donau Soya's website and Facebook account of both DS Headquarter and DS Serbia.

### III.f EPOK/Swedish University of Agricultural Sciences (Sweden)

EPOK have published news on Twitter about the kick-off meeting at ORC in Newbury (see Figure 2), UK on 22 January and about the project on 23 January:



Figure 2: Tweet about the project by EPOK/SLU

On 24 January EPOK have published a description of the project in the on-line newsfeeds of EPOK and also in the regularly published newsletter of SLU which has about 1 000 subscribers:

- Swedish version: <https://www.slu.se/ew-nyheter/2018/1/epok-koordinerar-svensk-del-av-europeiskt-foderprojekt/>
- English version: <https://www.slu.se/en/ew-news/2018/1/epok-co-ordinates-swedish-part-of-european-feed-project/>

Further news about the project start and also advertising the Science Bazar in Scania in southern Sweden on 26 June 2018, will be published in the largest pig farmers magazine (<http://www.grisforetagaren.se/> both organic and conventional) on 9 March.

### III.g Ecovalia (Spain)

Ecovalia has published about EcoFeed:

- at Ecovalia's website: <http://www.ecovalia.org/index.php/noticias/16-ambito-internacional/154-buscando-una-alimentacion-animal-100-ecologica-y-local>

- at Ecovalia's newsletter to members and all contacts and partners on the organic sector in Spain: <https://us13.campaign-archive.com/?e=&u=bd0a38a1f1172cd57a9586b32&id=5dd75ae94c>
- in Ecovalia's Twitter account: <https://twitter.com/Ecovalia/status/956876554893742081>
- in Ecovalia's Facebook page on 26 January (see Figure 3):



Figure 3: Post on Ecovalia Facebook page

Moreover, the launch of the project will be also included in the next magazine of Ecovalia that will be sent out in March/April.

#### IV. Conclusions

From the 11 partners of the project 6 has already published the press release and the other 5 is planned it for March 2018. The data shows, that the press release was the most popular in the UK and in Italy, where all together 11 magazines, online forums has published it.

IFOAM EU will prepare press releases at the important stages/milestones of the 3-year project and will make sure that all the partners follow up on it.