



PRESS RELEASE

IFOAM ORGANICS EUROPE LAUNCHES #ORGANICDELIVERS CAMPAIGN

BRUSSELS, 3 SEPTEMBER 2025 – Today, IFOAM Organics Europe released the first full documentary of its new campaign #OrganicDelivers, highlighting the benefits of organic farming and how it contributes to a sustainable future for food and farming.

“Organics delivers more than you think. With this campaign we want to put the spotlight on some of the socio-economic benefits of organic agriculture that are less well-known. Organic agriculture of course delivers for nature and for animal welfare, but it is also a driver for agroecological innovation, an important part of our European culture and a stimulant for the vitality of our rural communities”, said Eduardo Cuoco, Director of IFOAM Organics Europe.

The [first video](#), now available on YouTube, focuses on organic plant breeding. It tells the story of innovative farmers, breeders and researchers who are developing plant varieties adapted to organic conditions - resilient, diverse and better suited to sustainable food systems.

“With this first video we want to convince policy-makers that funding agroecological research is a more efficient and promising road to ensure food security and sustainability than betting on techno-fixes like NGTs”, explains Eric Gall, deputy director at IFOAM Organics Europe. *“As the organic approach to plant health care and plant breeding is not always well known, we thought it is important to give the floor to organic breeders and farmers for them to explain how they work with the complexity of agroecosystems and on a diversity of traits to develop plant varieties and genetic material that can deliver good yields in low-input production systems that rely primarily on healthy soils and functional biodiversity.”*

The organic strategy to plant health care, that relies on a combination of preventive and indirect agronomic measures, more genetically diverse plant material, complemented with natural substances when needed, is knowledge intensive rather than input intensive, and is more likely to ensure sustainability and food security on the long term than techno-fixes like NGTs, according to IFOAM Organics Europe. Complex and varied strategies based on agronomic knowledge also prevent or delay the emergence of resistance in pests and diseases compared to the use of synthetic pesticides and GMOs.

A second documentary will follow on 15 September 2025, dedicated to biodistricts. These territories bring together farmers, citizens, local authorities and other stakeholders to jointly manage resources sustainably, strengthening local economies and communities.

In addition, the campaign features a total of 14 podcast episodes, 7 for each video, that dive deeper into the stories and perspectives presented in the videos. Listeners will hear directly from the people featured in the documentaries, with new episodes released alongside the films. The episodes drop on 4 and 16 September - follow @OrganicsEurope to stay informed and listen in.

The [campaign page](#) will be updated progressively as the different elements are released.

Follow the campaign and join the conversation on social media via the official hashtag #OrganicDelivers.

Ends.

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Useful links

- [Campaign's page](#)
- [Full documentary](#)
- [YouTube playlist featuring videos from the campaign](#)

IFOAM Organics Europe is the European umbrella organisation for organic food and farming. With almost 200 members in 34 European countries, our work spans the entire organic food chain and beyond: from farmers and processors organisations, retailers, certifiers, consultants, traders, and researchers to environmental and consumer advocacy bodies.



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