

Our Market Development Team



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Forschungsinstitut für biologischen Landbau
Institut de recherche de l'agriculture biologique
Research Institute of Organic Agriculture
Istituto di ricerche dell'agricoltura biologica
Instituto de investigaciones para la agricultura orgánica

EXCELLENCE FOR SUSTAINABILITY

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EXCELLENCE FOR SUSTAINABILITY

Market Development Services

Quality Production

Quality Trade

Quality Processing

Quality Marketing



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What We Offer

Service Area – Quality Production

Is your agricultural production future-proof?

Quality in agricultural production is the prerequisite for quality products. Without continuous investment in your resource base and production standards, your business is at risk in the long term. We offer the following services to boost your agricultural performance:

- Agricultural consulting – improving production technology and quality
- Organic inputs – enhancing access, technology and input efficiency
- Transition management – shifting from conventional to organic methods



Service Area – Quality Trade

Are your trading partners reliable?

Increasingly, the quality of your business partners defines how successful you are. With our experience in quality trade, our services help you take the necessary steps to identify and monitor your business partners:

- Finding new business partners – linking with promising new partners
- Monitoring trading partners – tools to assess trade relationships
- Trade & certification – harnessing diverse quality standards for trade



Service Area – Quality Processing

How do you make sure that your products excel?

Product quality is non-negotiable. To ensure optimal product quality and mitigate any risk of residues, a quality management system must be in place. With our services in the area of quality processing we help you identify the critical issues in your value-adding business and find sound solutions:

- Quality & risk management – assessing risk in the whole production process
- Improved storage & processing – tackling critical factors to enhance value
- Certification & documentation – procedures to ensure annual approval



Service Area – Quality Marketing

Are your products optimally positioned in the market?

The value of your products is closely linked to how consumers perceive them – at the time of purchase and at the time of consumption. Get to know your consumers better so that you can continuously adapt your marketing concepts and strategies. We can assist you in this with our quality marketing services:

- Marketing strategy development – practical research to improve targeting
- Residue analysis & mitigation – interventions to ensure food safety
- Product standards & certification – implementation and documentation



Who We Are

A team of experts among experts

The marketing experts who form part of FiBL's International Division work closely with over 100 research and extension professionals in the 7 research divisions of FiBL:

- Soil Sciences
- Horticultural Sciences
- Plant Protection and Biodiversity
- Animal Health
- Animal Husbandry
- Socio-Economics
- Food Quality and Processing

FiBL's marketing experts work in a very practical way on issues in which clients have expressed an interest. Thanks to the closeness to production specialists in the various fields, the marketing experts are able to work towards solutions that are optimal from both a production and a marketing point of view.



Where we work and what we do

FiBL's marketing experts work on a demand-led basis and are flexible in terms of geographical coverage. Activities implemented range from conventional product sourcing projects in different parts of the world – financed mainly by private companies – to market development projects in developing countries – financed mainly by public development agencies.

So far, FiBL's market development services have been rendered in the following countries:

- Europe: EU countries, Albania, Bosnia-Herzegovina, Croatia, Kosovo, FYR Macedonia, Moldova, Serbia, Slovenia, Turkey, Ukraine, Russia, Switzerland.
- South and Central America: Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Guatemala, Honduras, Nicaragua, Mexico, Paraguay, Peru.
- Africa: Benin, Burkina Faso, Egypt, Ghana, Mali, Morocco, Kenya, South Africa, Tanzania, Tunisia, Uganda.
- Asia: China, India, Indonesia, Kazakhstan, Laos PDR, Lebanon, Nepal, DPR Korea, Sri Lanka, Syria, Taiwan, Thailand.

