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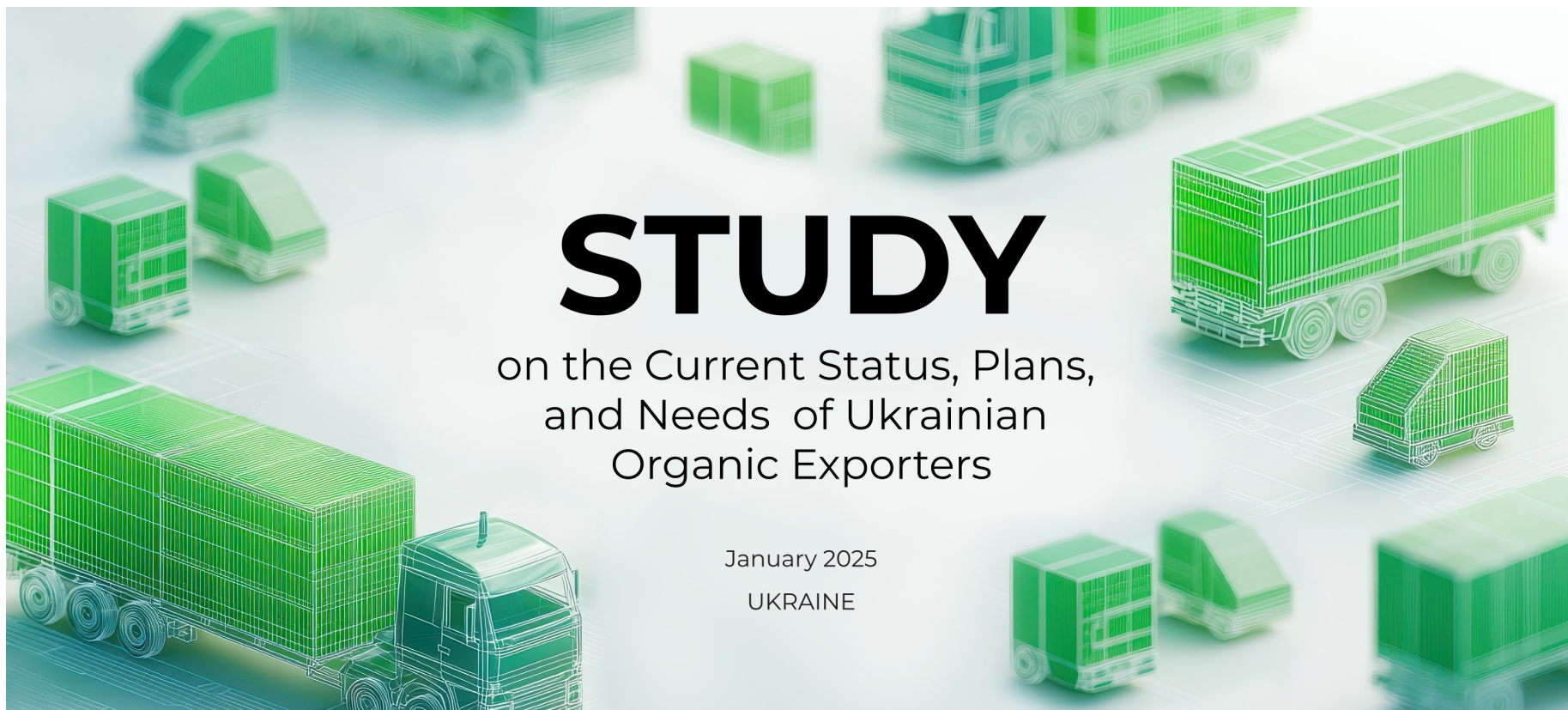
ORGANIC
INITIATIVE

STUDY

on the Current Status, Plans,
and Needs of Ukrainian
Organic Exporters

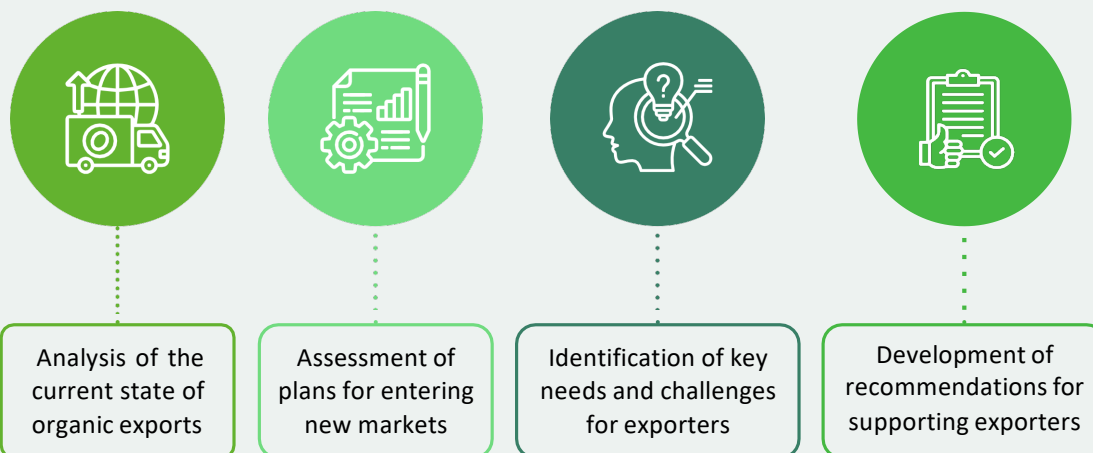
January 2025

UKRAINE



RESEARCH OBJECTIVES:

ORGANIC
INITIATIVE



This research was conducted between December 2024 – January 2025 by the Organic Initiative Public Association (Ukraine) in partnership with research agency MZ HUB, with the support of Switzerland within the framework of the Swiss-Ukrainian Programme “Higher Value Added Trade from the Organic and Dairy Sector in Ukraine” (QFTP) implemented by the Research Institute of Organic Agriculture (FiBL, Switzerland) in partnership with SAFOSO AG (Switzerland), and the Swiss Import Promotion Programme (SIPPO) implemented by Swisscontact.

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91 Survevied
companies
Ukrainian
organic
exporters *



METHODOLOGY

Online survey
conducted via the
Lemur platform

* Out of total of about 150 companies

TRENDS IN UKRAINIAN ORGANIC EXPORTS

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TRENDS IN ORGANIC EXPORTS IN 2024

TOP 10 EXPORT DESTINATIONS (by number of companies surveyed):



Germany



Poland



Netherlands



Italy



Czech
Republic



Austria



France



Switzerland



Belgium



Moldova

KEY TRENDS IDENTIFIED BY UKRAINIAN ORGANIC EXPORTERS IN 2024

45%

of respondents



Growing demand for
organic products

28%

of respondents



Increased quality
requirements

KEY CHALLENGES REPORTED BY UKRAINIAN ORGANIC EXPORTERS

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60%

face logistics issues at the Polish border and overall logistical difficulties



45%

rely on just 2-3 markets, increasing risks



32%

struggle with sourcing raw materials at competitive prices



29%

report intense competition in international markets



28%

face stricter quality requirements



Expansion Plans & Key Factors for Entering New Export Markets in 2025

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KEY TRENDS:

54%

of exporters
plan to enter
new markets



only

12%

plan to introduce
new products to
export markets



88%

will export existing
products



KEY FACTORS DRIVING EXPORT MARKET EXPANSION:



57%

Increased
production
volumes



37%

Development
of in-house
processing



18%

Expansion of
partnerships

Top 5 Expansion Markets:



France



USA



Switzerland



Canada



United
Kingdom

RECOMMENDATIONS FOR SUPPORTING UKRAINIAN ORGANIC EXPORTERS



Assistance in entering new markets (market research and analysis, identifying new opportunities, marketing support, and B2B matchmaking)



Improving logistical conditions, including smoother border crossings and better supply chain solutions



Strengthening international competitiveness through market positioning and brand development



Facilitating export market diversification (expanding beyond key EU and US markets)



Enhancing partnerships between exporters and raw material suppliers to ensure stable sourcing



Providing educational programmes to enhance exporters' skills and knowledge in global trade