



CONFERENCE | 23 SEPTEMBER 2025

ORGANIC DAY IN UKRAINE

Domestic Market as a Foundation for the Sustainable
Development of the Organic Sector in Ukraine



offline (Kyiv)

online (simultaneous UA-EN)



10:00 – 16:00

(Kyiv time)



PROGRAMME

Time

Topic

Speaker(s)

09:30 – Welcome coffee

10:00 Registration of participants (onsite)
Technical setup for online participants

WELCOME WORDS

*Moderator: **Natalia Cholovska**, President, Lviv City Public Organization "Ecoterra", Member of the Board of Organic Initiative PA*

10:00 – Taras Vysotsky, Deputy Minister of Economy, Environment, and Agriculture of Ukraine

10:35 Luis CARAZO JIMENEZ, Head of the Organic Unit, European Commission (DG AGRI)

Olga Semenchuk, Deputy Director of the Department — Head of the Food and Feed Safety Division of the Food Safety and Veterinary Medicine Department of the State Service of Ukraine for Food Safety and Consumer Protection

Igor Kravchenko, Local Programme Manager, Swiss-Ukrainian Programme "Higher Value Added Trade from the Organic and Dairy Sector in Ukraine" (QFTP)

Oleksandr Kaliberda, National Expert, German-Ukrainian Cooperation in Organic Agriculture project (COA)

SESSION 1: STATE OF THE ORGANIC MARKET IN UKRAINE AND COOPERATION WITH RETAIL

*Moderator: **Olena Deineko**, Chairwoman, Organic Initiative PA*

**10:35 – Domestic organic market study in
11:05 Ukraine**

Sergiy Galashevskyy, General Manager, Organic Standard LLC

**11:15 – PANEL DISCUSSION
12:00 Challenges and experience of
partnerships between organic
companies and retailers in Ukraine in
promoting organic products**

Yevhen Goncharenko, Manager, Molfar Eko LLC

Dmytro Sharov, Manager, Danube Agrarian LLC

Olena Stretovych, General Director, Organic Milk

Yuliia Holubkova, Deputy Commercial Director for New Partnerships, Auchan Ukraine

WITH SUPPORT



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Українська Конфедерація



With support from
Federal Ministry
of Agriculture, Food
and Regional Identity
by decision of the
German Bundestag



PARTNERS



SESSION 2: ORGANIC PRODUCTS IN PUBLIC PROCUREMENT – EU SUCCESS STORIES AND UKRAINE'S PROSPECTS

Moderator: **Kateryna Shor**, Project Manager, Information Center "Green Dossier"; Coordinator of OrganicInfo.ua

12:00 – 12:20	Overview of EU trends in organic food in public procurement	Kateryna Shor , Project Manager, Information Center "Green Dossier"; Coordinator of OrganicInfo.ua	
12:20 – 12:35	Presentation of the Organic Initiative's project "Improving Access to Local Food Products," supported by the Ministry of Europe and Foreign Affairs of France and Nouvelle-Aquitaine Region (France) Cooperation in the region to improve access to local food products following the example of Lviv region	Natalia Cholovska , President, Lviv City Public Organization "Ecoterra", Member of the Board of Organic Initiative PA Liudmyla Honcharenko , Director of Department of Agricultural Development, Lviv Regional State Administration	
12:35 – 12:55	Organic school meals in France: practical cases from Nouvelle-Aquitaine	Jérôme Cinel , President, InterBio Association, Nouvelle-Aquitaine, France	
12:55 – 13:20	Experience of implementing organic food in German schools: Approaches and Cooperation between the State and Organic Operators – Example German Federal State "Lower Saxony"	Dr. Stefan Dreesmann , Team Leader, German-Ukrainian Cooperation in Organic Agriculture project (COA), Germany	
13:20 – 13:40	Session wrap-up: next steps of the project, announcements, action plan	Kateryna Shor , Project Manager, Information Center "Green Dossier"; Coordinator of OrganicInfo.ua	

13:40 – 14:30 LUNCH BREAK

CECІЯ 3: KEY ASPECTS OF ORGANIC MARKET DEVELOPMENT

Moderator: **Olena Deineko**, Chairwoman, Organic Initiative PA

14:30 – 15:10	Key aspects of organic market development during war: Involving veterans in organic businesses. Overview of the current situation and possible actions	Vitaliy Lohov , owner of an organic enterprise, veteran Mykhailo Bakaliuk , Deputy Head of the Directorate for Veteran Policy, Irpin City Council	
15:10 – 15:30	The critical role of organic consultants in organic production	Vitaliy Vorontsov , Head of Green Agro Solutions Public Association	
15:30 – 16:00	AWARD CEREMONY TOP 20 Organic Brands in Ukraine		

16:00 – UKRAINE BUFFET