

ORGANIC INITIATIVE
PUBLIC ASSOCIATION

ANNUAL REPORT

2025

KEY ACHIEVEMENTS OF 2025 IN FIGURES

ORGANIC
INITIATIVE

160 000 CHF

in grant funding provided
to 33 organic companies

60+

brands received support for
promotion and sales: retail chains,
festivals, trade fairs, backstopping

200+

market players interacted
with the Organic Initiative

\$600 000+

in grant funding provided
since 2020

10

experts
involved in
the team's
projects

6

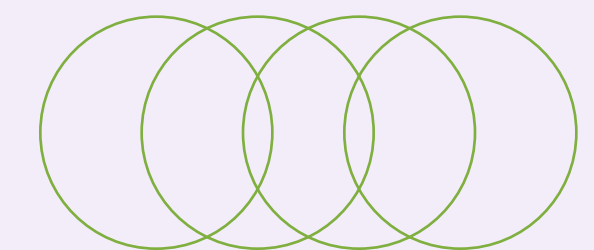
roadmaps
developed

20+

companies
joined the
Association
as members

120+

B2B meetings organised









ORGANIC INITIATIVE AS A BUSINESS HUB FOR THE ORGANIC SECTOR DEVELOPMENT

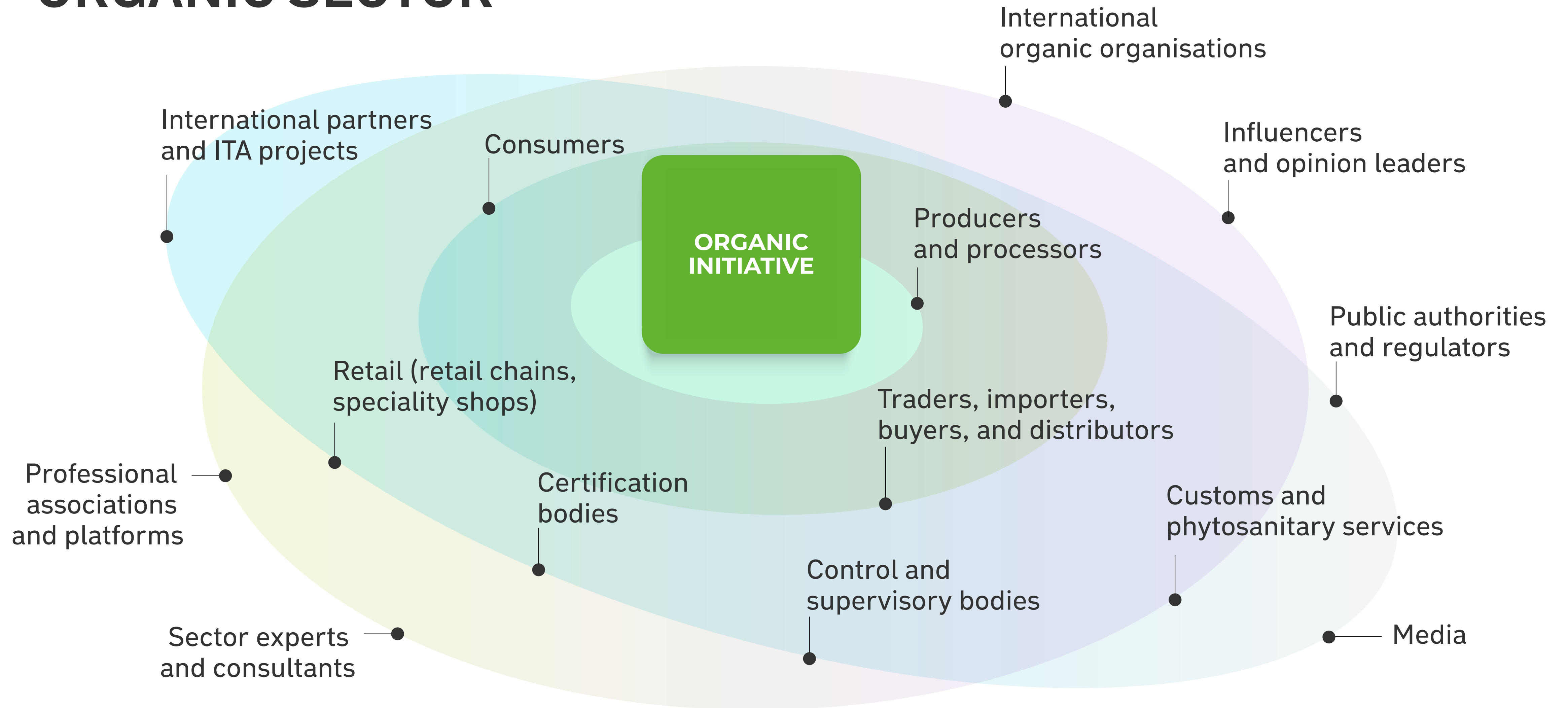
Brings together businesses, experts, retailers, partner projects, and public authorities

- 20+ Association members and 30+ prospective members in the pipeline
- Securing grants for organic companies
- Networking
- Systemic interaction with public authorities
- B2B programmes
- Export Services Department

5 of the Association's own communication channels

-  
-  
-  
-  
-  

ASSOCIATION'S ROLE IN THE ECOSYSTEM OF UKRAINE'S ORGANIC SECTOR



PROJECT TEAM OF ORGANIC INITIATIVE PUBLIC ASSOCIATION



Olena Deineko
Chair
of the Board



Nataliia Gordeichuk
Project
Coordinator



Kateryna Shor
Board
Member



Nataliia Cholovska
Board
Member



Kseniia Guliyeva
Expert, Export
Services Department



Diana Demchenko
Communications
Specialist

Project team support

Accountant

Lawyer

Translator

Designer

**ORGANIC
INITIATIVE**

DEVELOPING NETWORKING OPPORTUNITIES AND KEY EVENTS IN THE ORGANIC SECTOR

Organisation of the Conference “Organic Day in Ukraine”

230+
participants



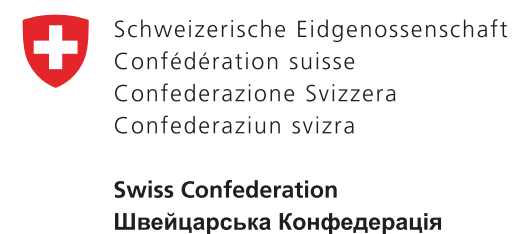
UNDER PATRONAGE



ORGANISER



WITH SUPPORT



With support from



by decision of the German Bundestag



PROFESSIONAL CAPACITY DEVELOPMENT

Partner of the Project “Women Entrepreneurship in the Organic Sector” (WEOS)

Courses

Expert meetings

Mentoring support

Webinars

270+
participants

13
regions



DOMESTIC MARKET DEVELOPMENT

Promotional campaigns for organic products have been implemented in retail chains



300+

stores
involved

28

billboards
in 5 cities

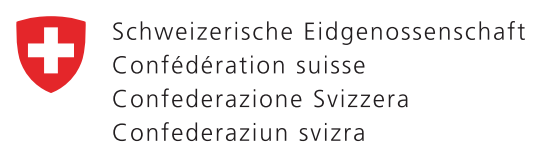


21+
million

people reached
through the media
campaign

+50%

increase in sales
thanks to the
promotion



Swiss Confederation
Швейцарська Конфедерація



DOMESTIC MARKET DEVELOPMENT

Launching an online shop
for 5 organic brands

Panfruit

stodola
organic farm



BRANCHO

Meetty®
chocolate

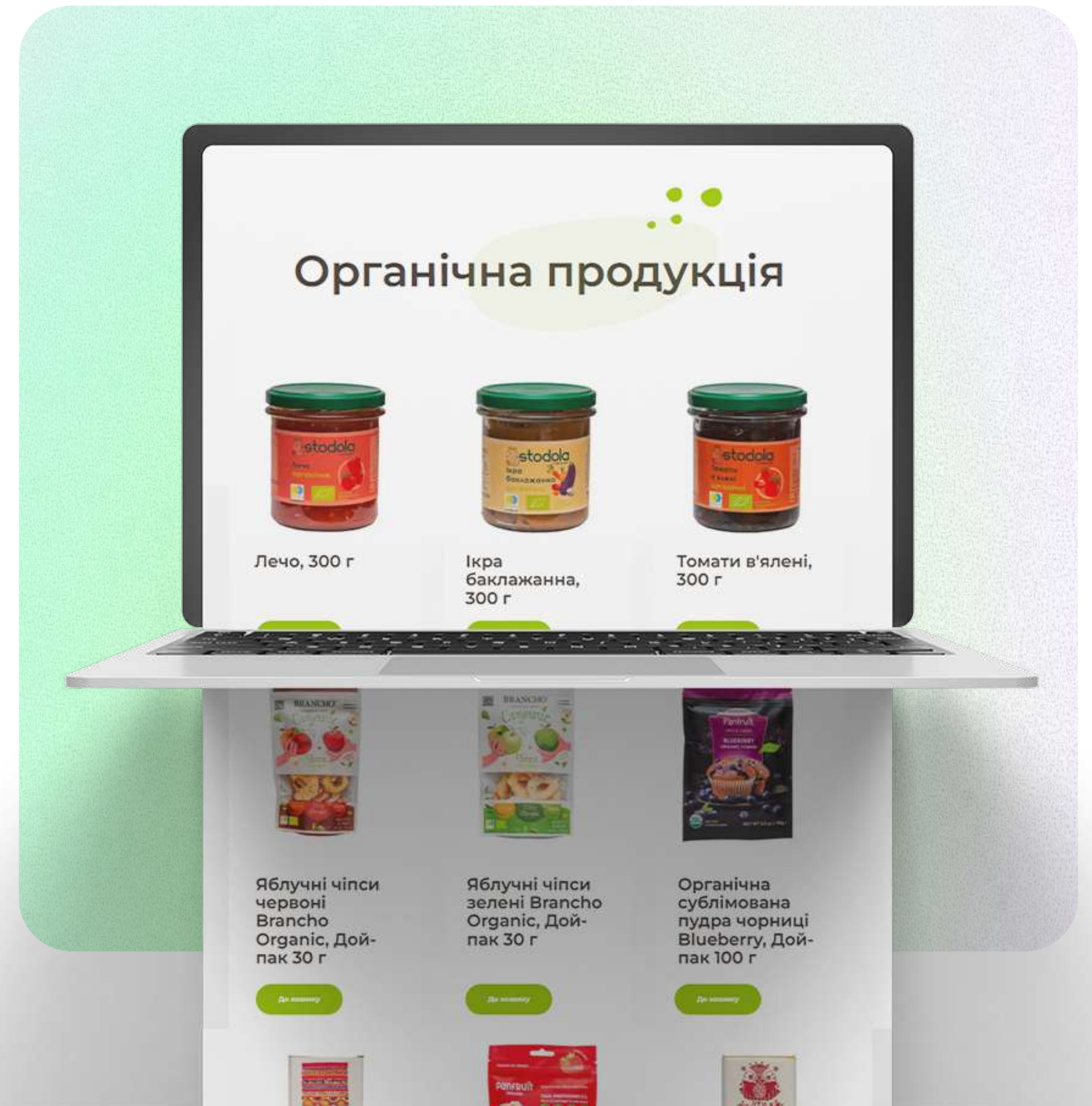
42 products units are
sold on the website
thanks to the project

ORGANIC
INITIATIVE

With support from

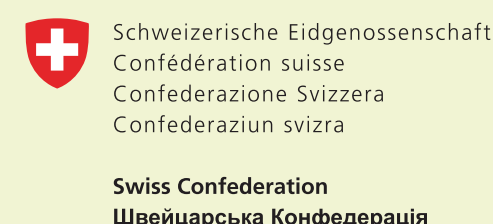


by decision of the German Bundestag



DOMESTIC MARKET DEVELOPMENT

First Organic Pavilion at Worldfood
Ukraine 2025 organised



80+

B2B meetings
for 29 brands
arranged

25

exhibitors

5 retail chains involved
in matchmaking



DOMESTIC MARKET DEVELOPMENT

ORGANIC INITIATIVE

Organic products for schools in Ukraine

Collaboration with French partners



Project to introduce organic products into Ukraine's public procurement system "For Better Access to Local Food"

Implemented by the consortium:

Organic Initiative (Ukraine)

INTERCO Nouvelle-Aquitaine (France)

INTEBIO Nouvelle-Aquitaine (France)

LCPEO "Ecoterra" (Ukraine)



The project supported by Lviv Regional Military Administration. Lviv region is the project's pilot region



INTEGRATION INTO THE INTERNATIONAL ECOSYSTEM

ORGANIC
INITIATIVE

Membership in the EU's
leading organic association



Participation in the organic
sector's largest B2B event

BIOFACH
into organic



Organising participation
of Organic Initiative members
in an international sectoral event



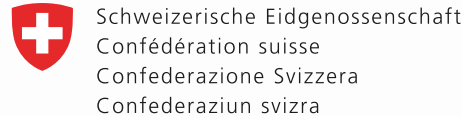
INTEGRATION INTO THE INTERNATIONAL ECOSYSTEM



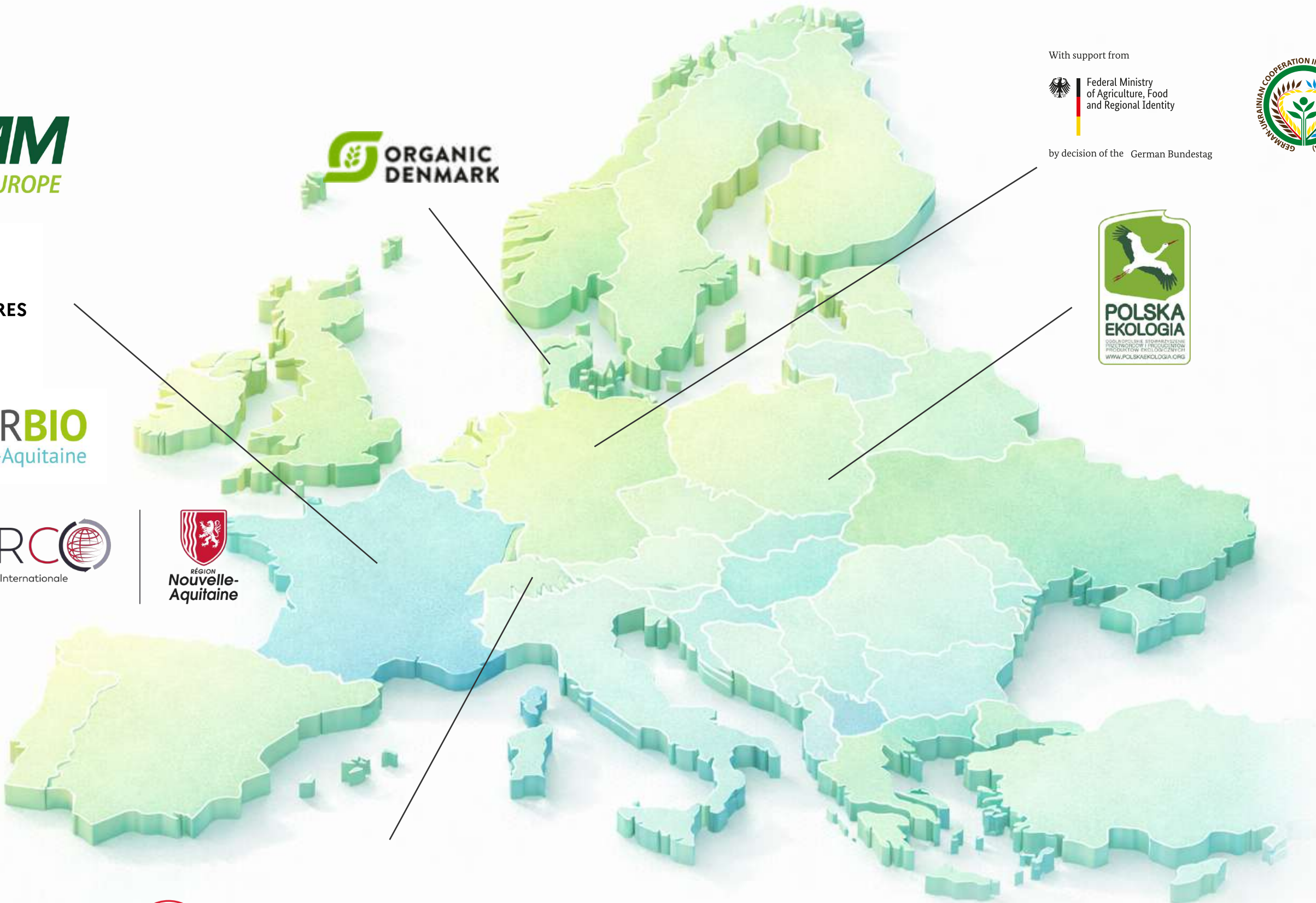
10+
international and
development partners



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



Swiss Confederation
Швейцарська Конфедерація

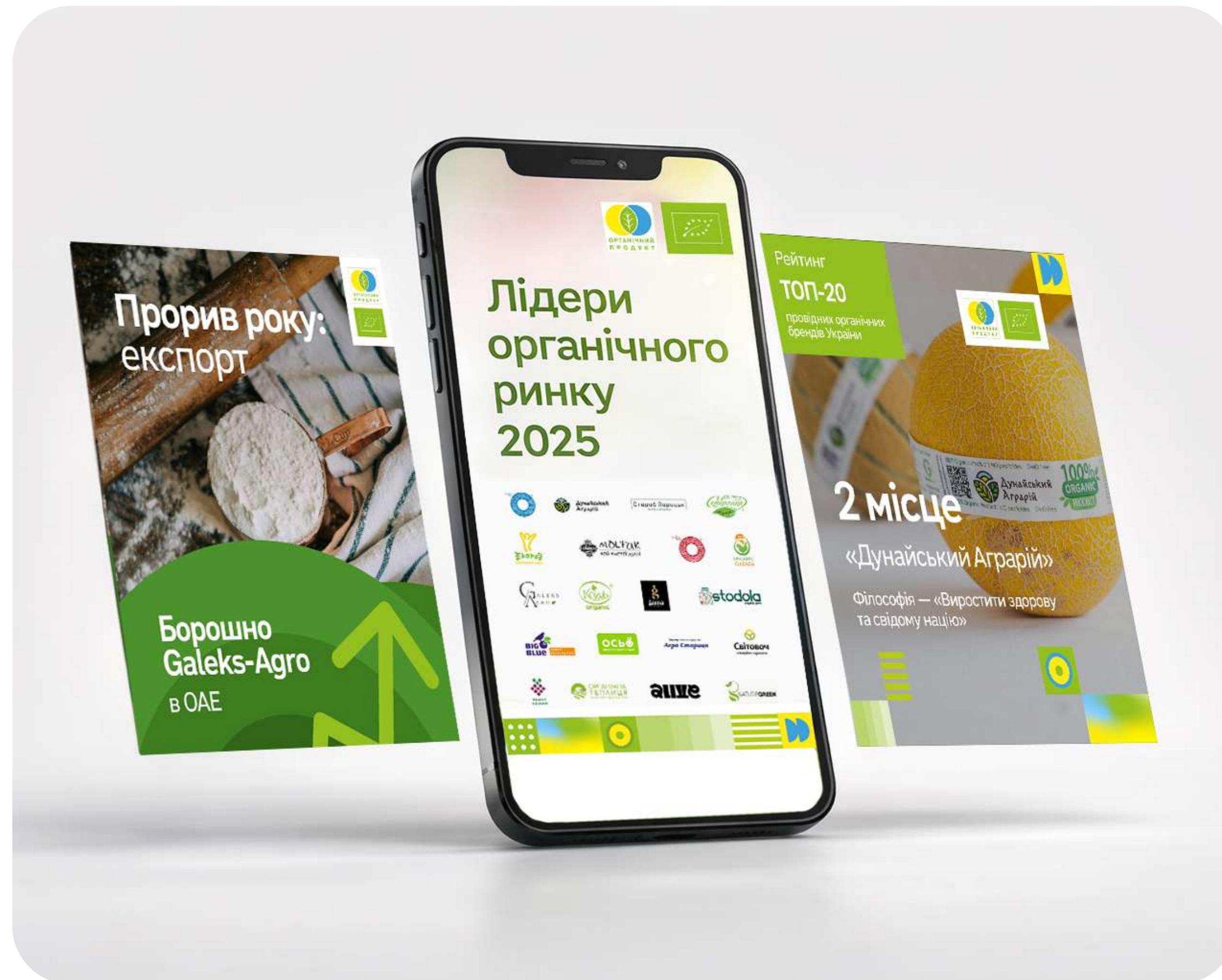
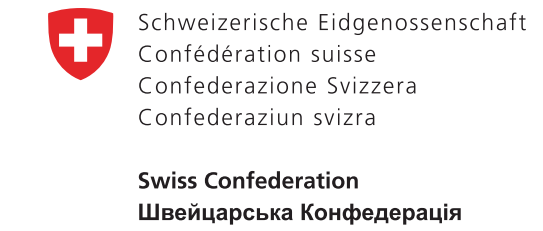


SUPPORTING ACCESS TO FOREIGN MARKETS

Business tour for exporters of organic cereals and oilseeds to the Netherlands



RANKING “TOP 20 LEADING ORGANIC BRANDS IN UKRAINE”



1 + advertising reach million

50+ posts and reels in social media

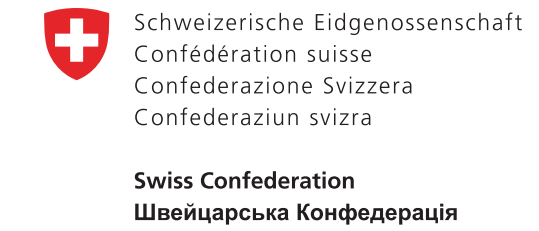
Stories of the winning brands

Novelties

Market newcomers

Case studies on entering new markets

ORGANISING PARTICIPATION OF ORGANIC PRODUCERS IN FESTIVALS



Land of Dreams
Kyiv Tea Festival

8 organic brands



CREATION OF THE INSTAGRAM PAGE “FOOD OF THE CONSCIOUS”

Objective: to promote and raise awareness of organic products by building an Instagram community focused on conscious eating and publishing engaging content

330 000+

of total advertising and organic

Fostering a culture of conscious eating

Promoting organic food

Driving demand and boosting sales



COMMUNICATION CAMPAIGN TO RAISE AWARENESS OF ORGANIC LABELLING

The Village
UKRAÏNA



85 000+

total views of articles and posts within the campaign

6 articles

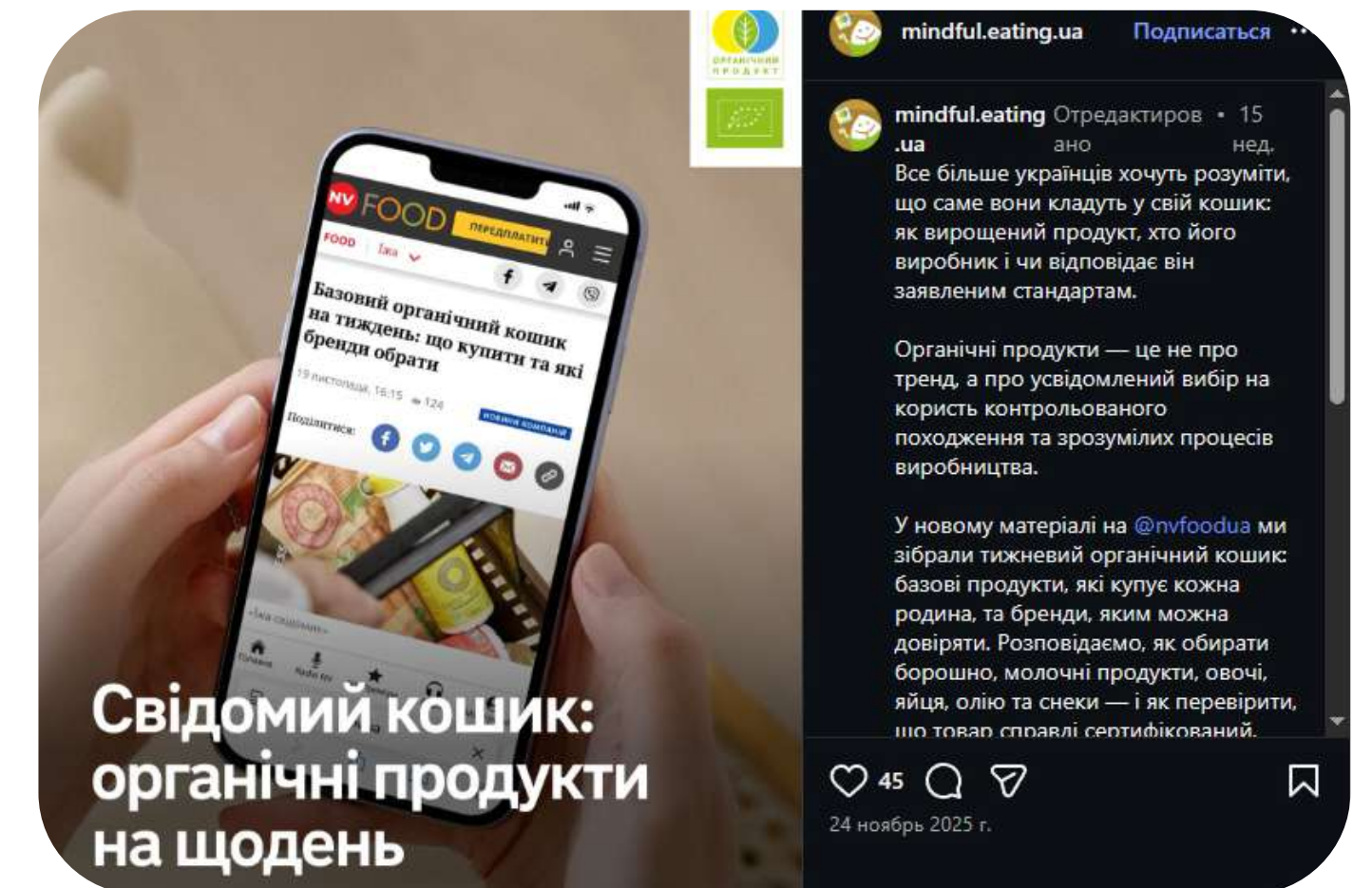
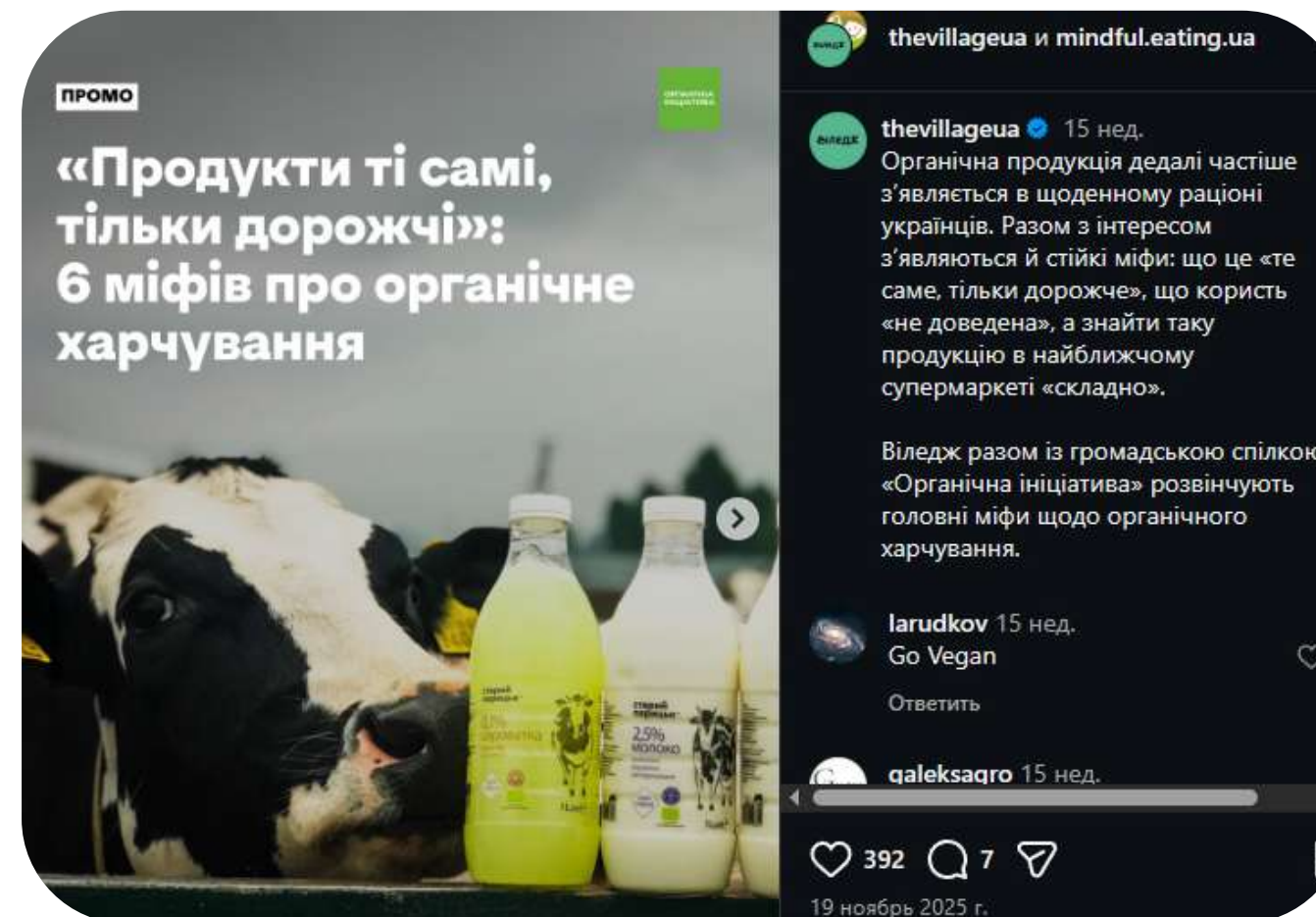
25+ organic brands

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Базовий органічний кошик на тиждень: що купити та які бренди обрати

26 листопада 2025, 10:29 • 2656 • [НОВИНИ КОМПАНІЙ](#) • Поділитися: [f](#) [t](#) [v](#) [m](#) [e](#)



Міф 1. Органічна продукція нічим не відрізняється від звичайної

Реальність: різниця є - у методах виробництва та контролі

В органічному землеробстві заборонені синтетичні пестициди, гербіциди та мінеральні добрива. Ґрунт відновлюють природними методами: сівозмінною, компостуванням, зеленими добривами.

Це не «краще» або «гірше». Це інша логіка: в органічних продуктах чітко визначено, чого там не має бути - це на 100% контролюють, підтверджують сертифікацією й гарантують маркуванням на упаковці.



ORGANIC INITIATIVE

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