



THE BIO SUISSE “BUD” IN THE SWISS MARKET

Balz Strasser, Managing Director, Bio Suisse



The organic approach applied in Switzerland focuses on the concept of **holistic agriculture**. This approach can be **sustained over generations**, and produces **authentic and healthy products** that offer **taste and enjoyment** for consumers.

Since 1981, Bio Suisse has stood for a closed cycle that encompasses organic operations in their entirety.



What Bio Suisse is all about.

Healthy and delicious
Bud products



Market access and
sales promotion



Market
transparency



Sustainable production and
processing standards



Networking among members,
the industry and partners

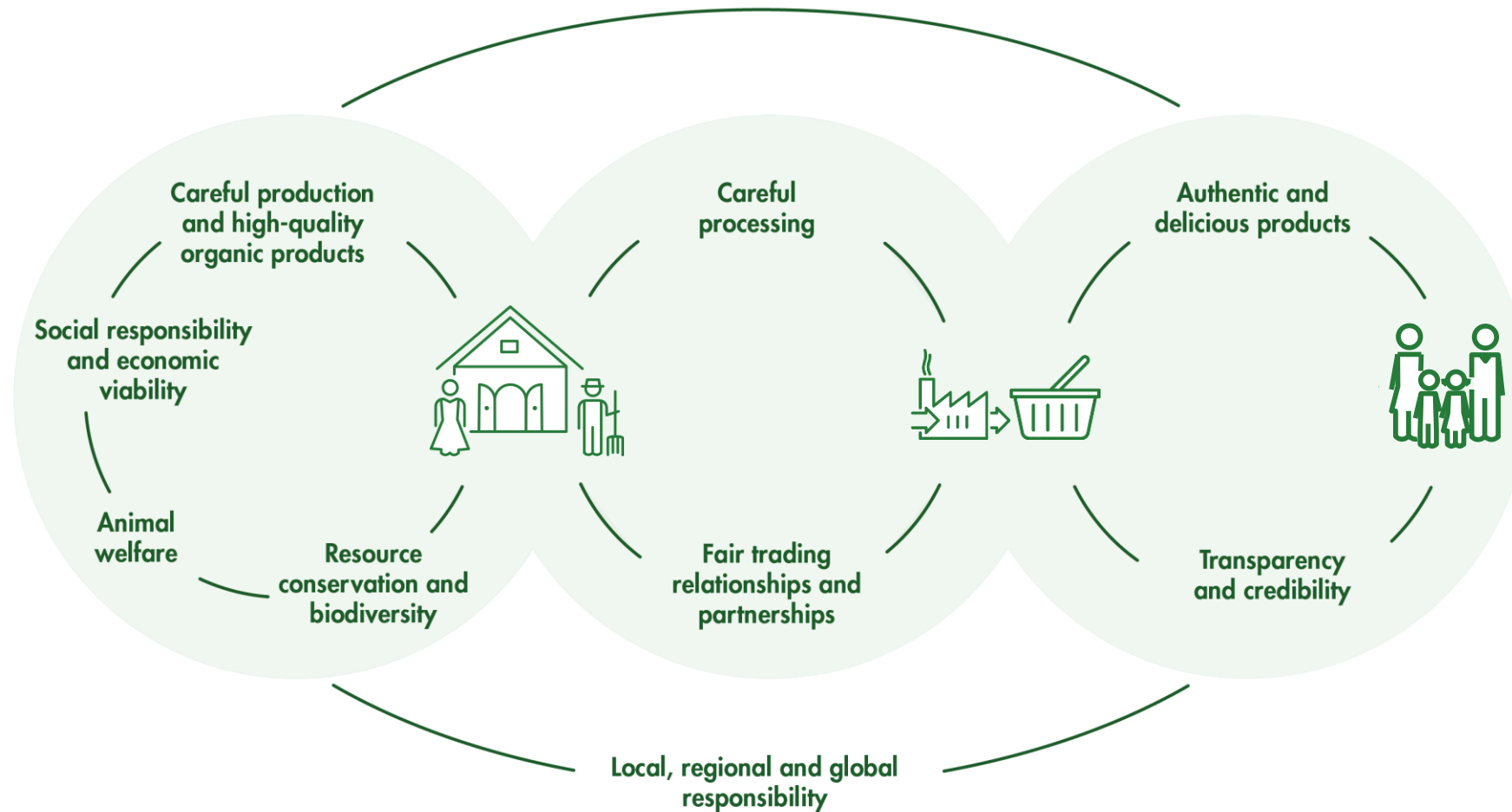


PR work,
advertising



**Bio Bud.
People, animals and
nature in balance.**

For us, holistic sustainability is a matter of course.

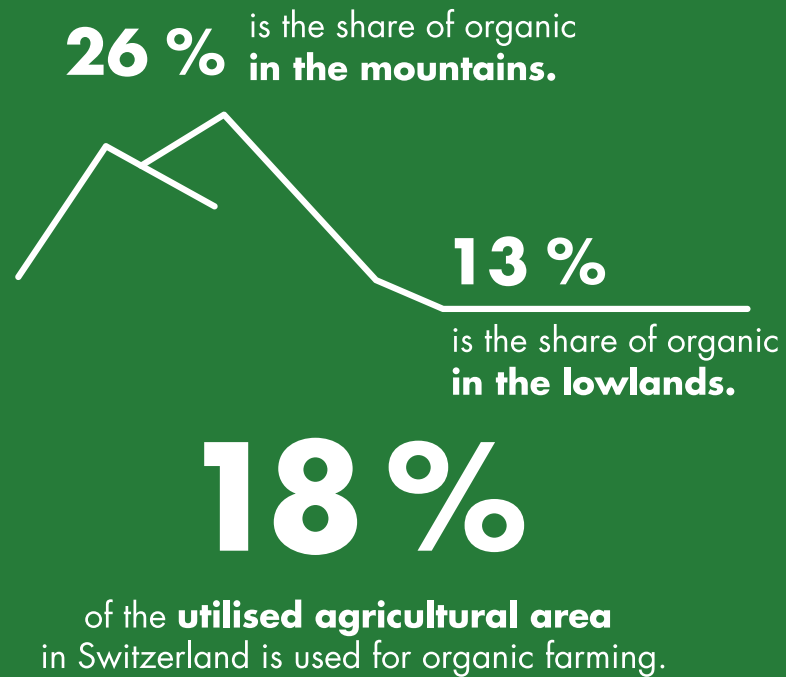


Organic agriculture in Switzerland.



17.9 %

of all agricultural operations
in Switzerland and Liechtenstein **are organic**
(Bud and organic regulations).



7'362

agricultural operations across
Switzerland and Liechtenstein produce
products according to Bio Suisse Standards.

Focus and specialisation among Bio Suisse members.

Number of producers by market in 2023. Rounded figures.

A total of 7'362 operations in Switzerland and Liechtenstein produce according to the Bud standards, many of which are mixed operations.

Mixed operations

Specialist operations



≈ 3'320

dairy operations



≈ 6'300

animal traders



≈ 2'600

egg producers



≈ 1'200

fruit and berry
producers



≈ 120

Garden centers
and nurseries



≈ 400

Winegrowing
businesses



≈ 800

potato producers



≈ 400

pig operations



≈ 3'000

arable operations



≈ 140

poultry operations



≈ 900

vegetable
operations



≈ 250

beekeepers



≈ 300

herb operations

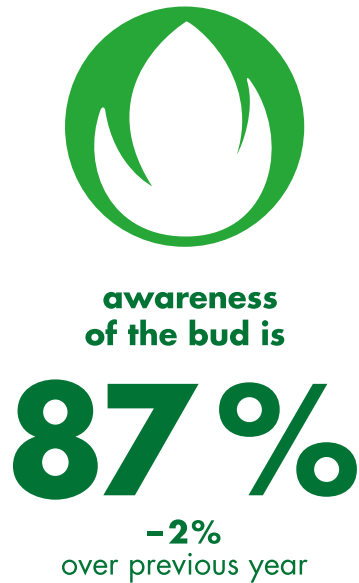


Bio Bud. People, animals and nature in balance.

Bud quality identifiable on packaging.



Awareness and reputation of the Bud.



Resource protection
(soil, water, air, climate)

80%

Guaranteed
organic standards

88%

Animal welfare

73%

Without chemicals /
additives

84%

Trustworthy products

77%

Biodiversity /
species diversity

80%

The organic food market in Switzerland.



53 %

of all consumers buy organic products on a daily basis, or several times a week.

CHF 454

is the **per capita** consumption of organic food products in Switzerland.



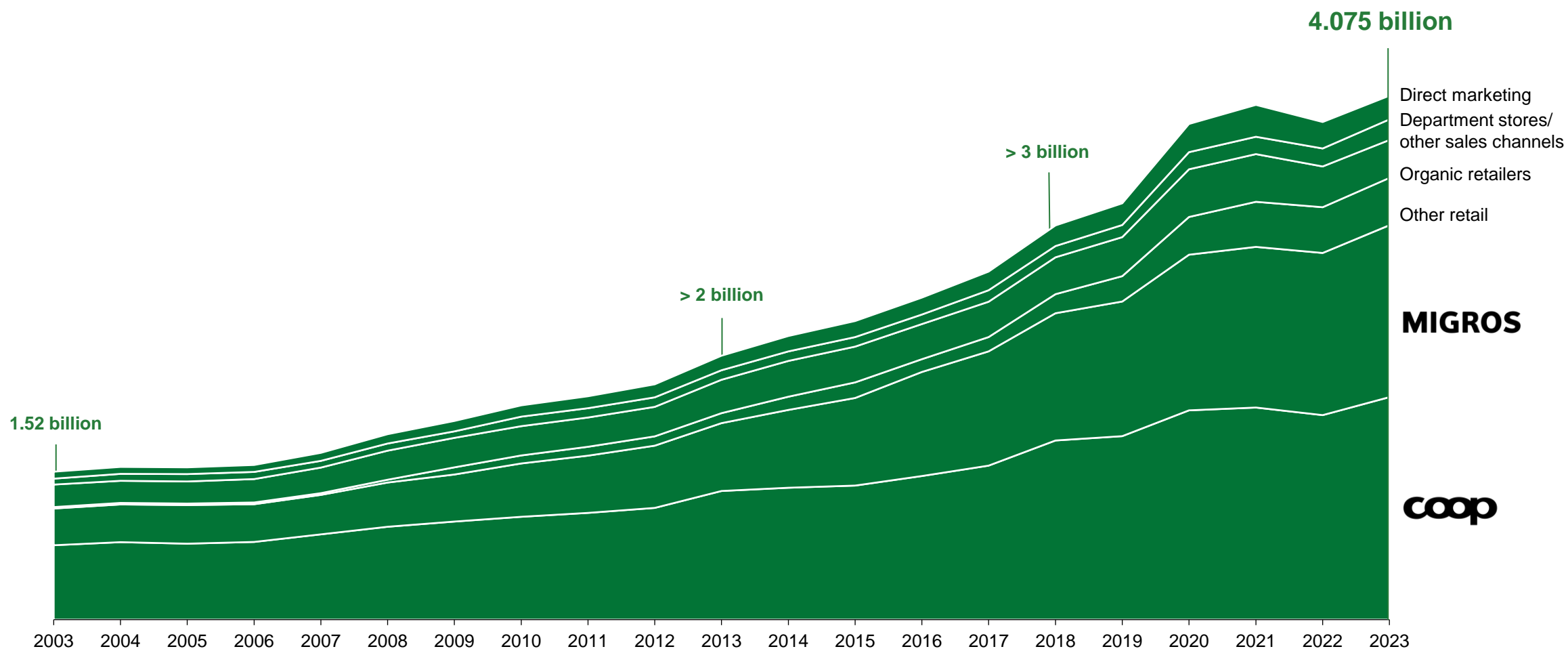
11.6 %

was the **share of organic food** in the total food market in Switzerland in 2021.

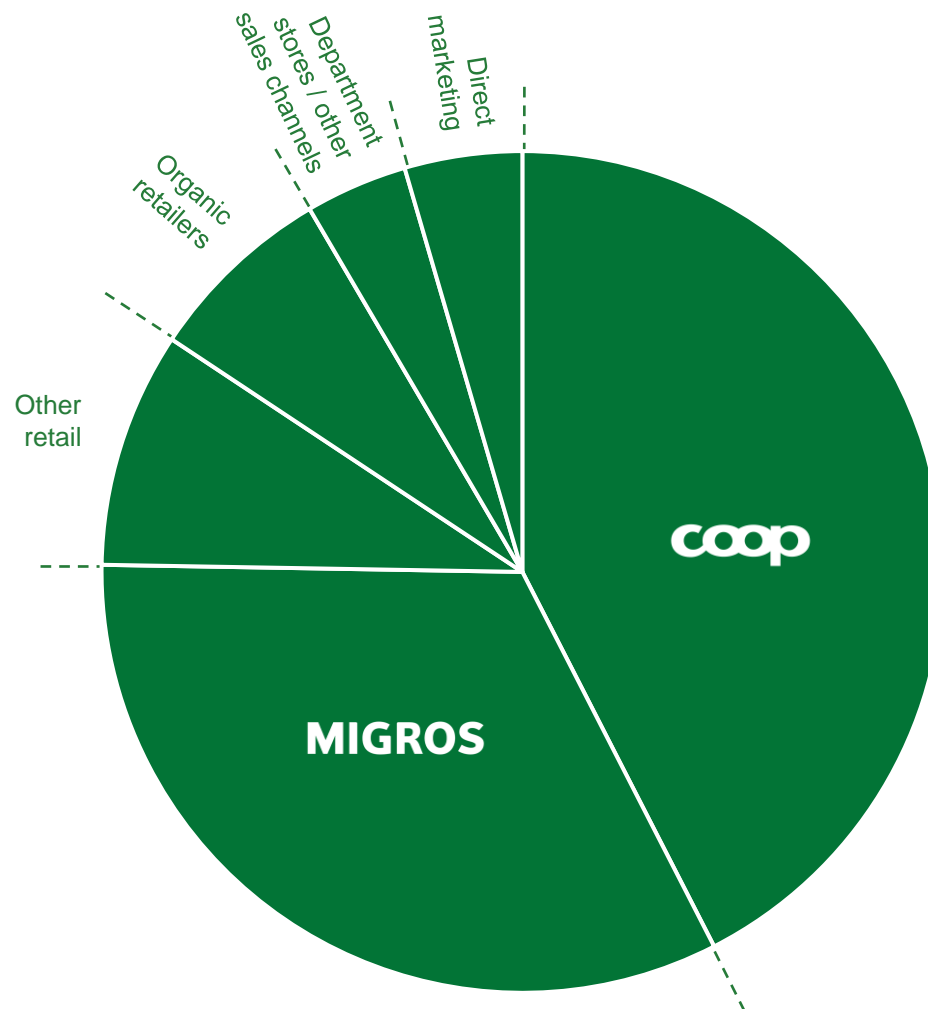
CHF 4.075 billion

are the **total sales in the organic food sector** in Switzerland.

Development of sales in the organic food market.

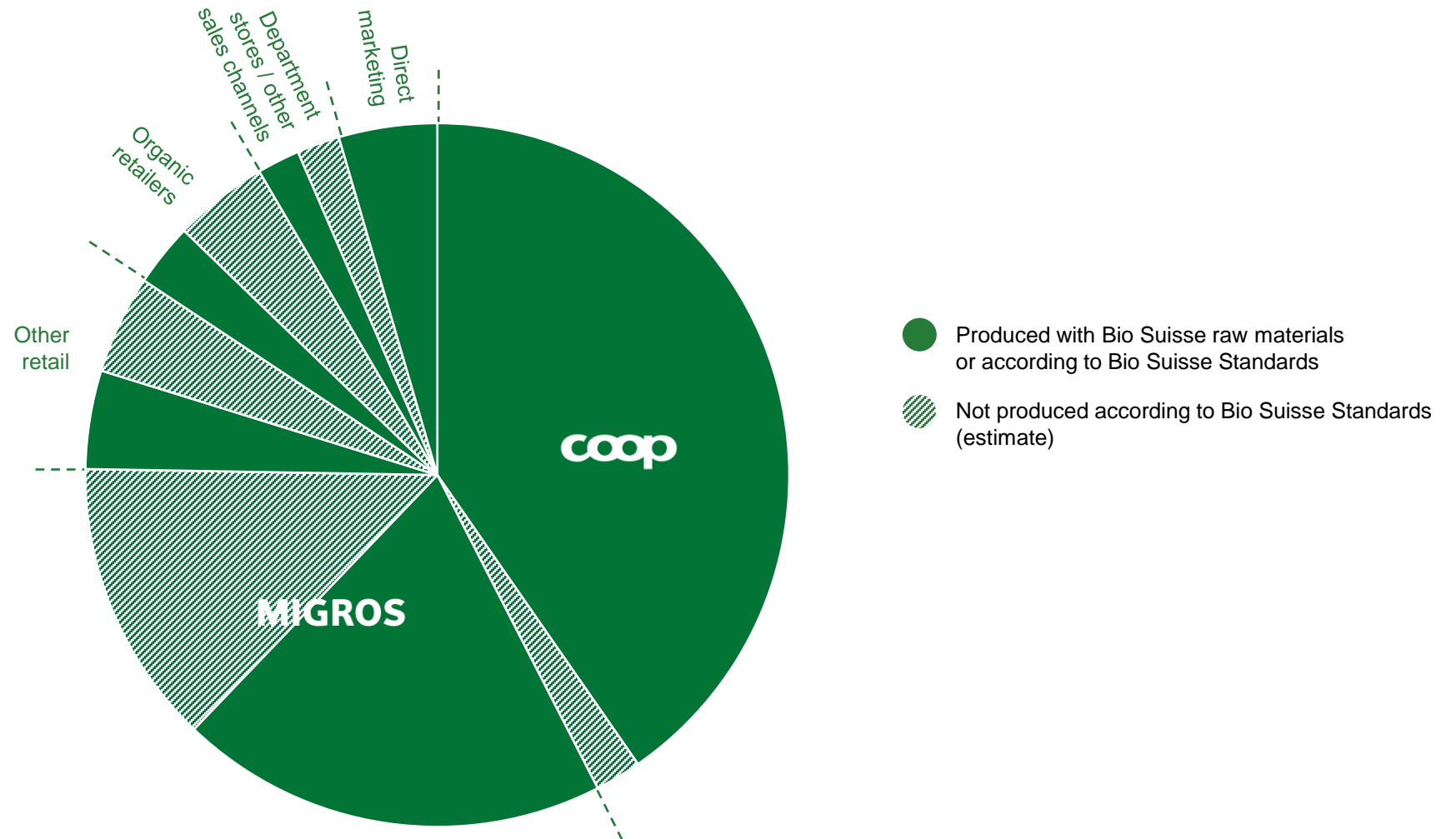


Distribution of sales in the organic food market.

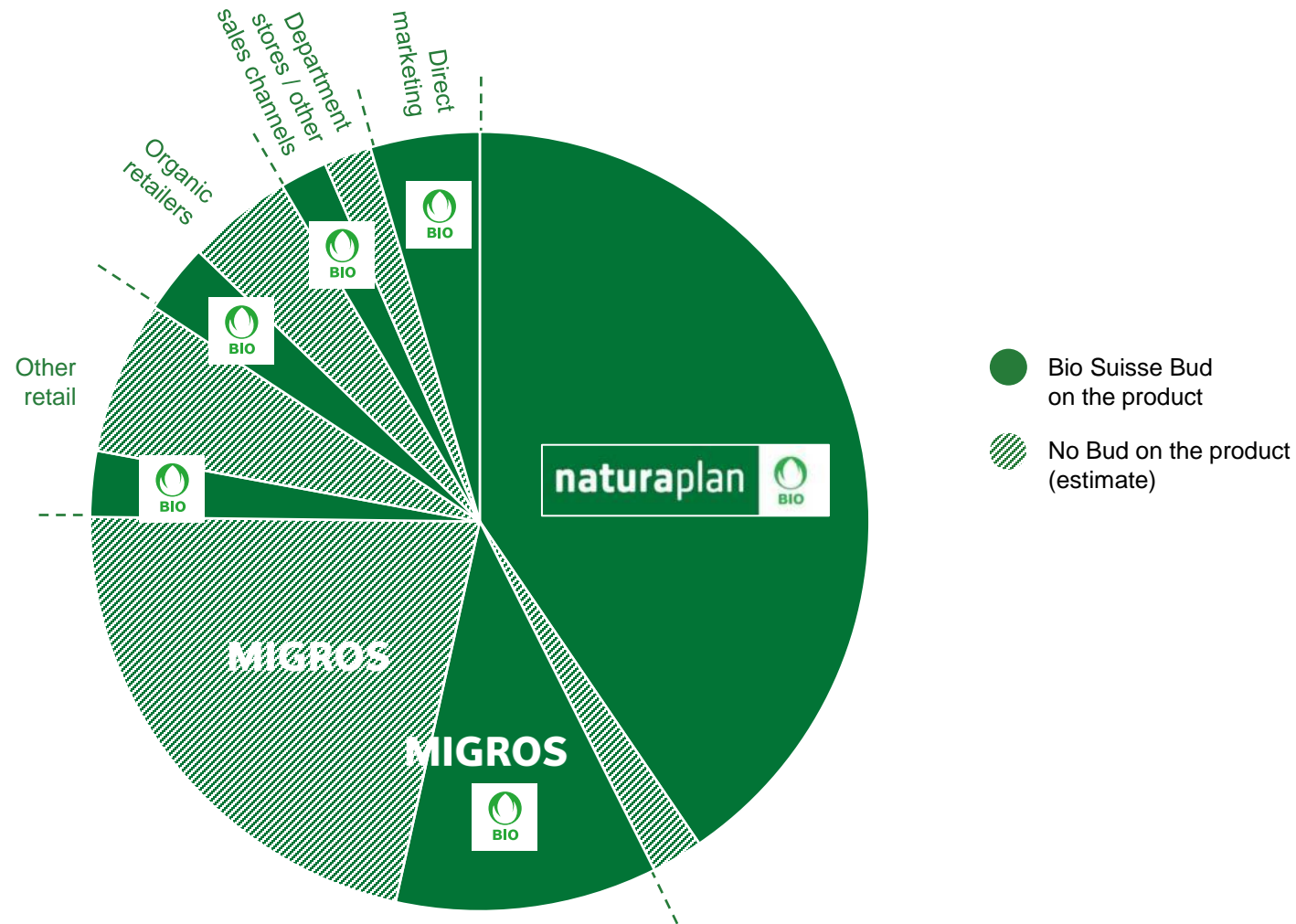


2023
CHF 4.075 billion

Approximately three-quarters of the organic products according to Bio Suisse Standards.

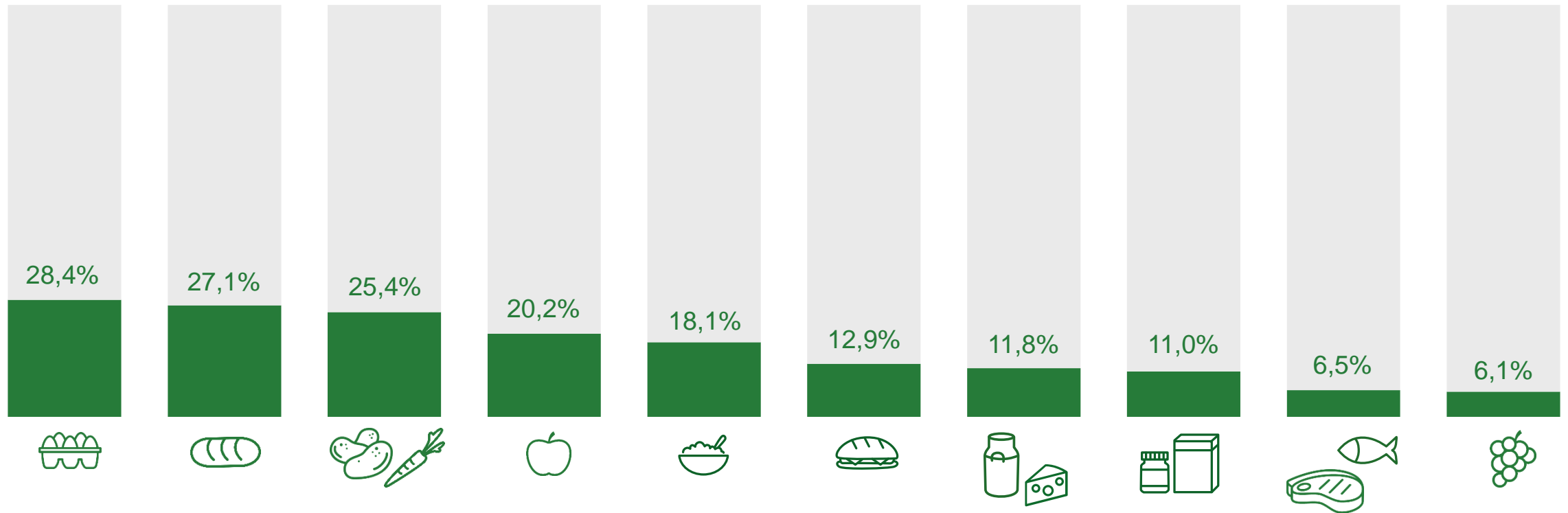


Bud label on more than half of all organic food.

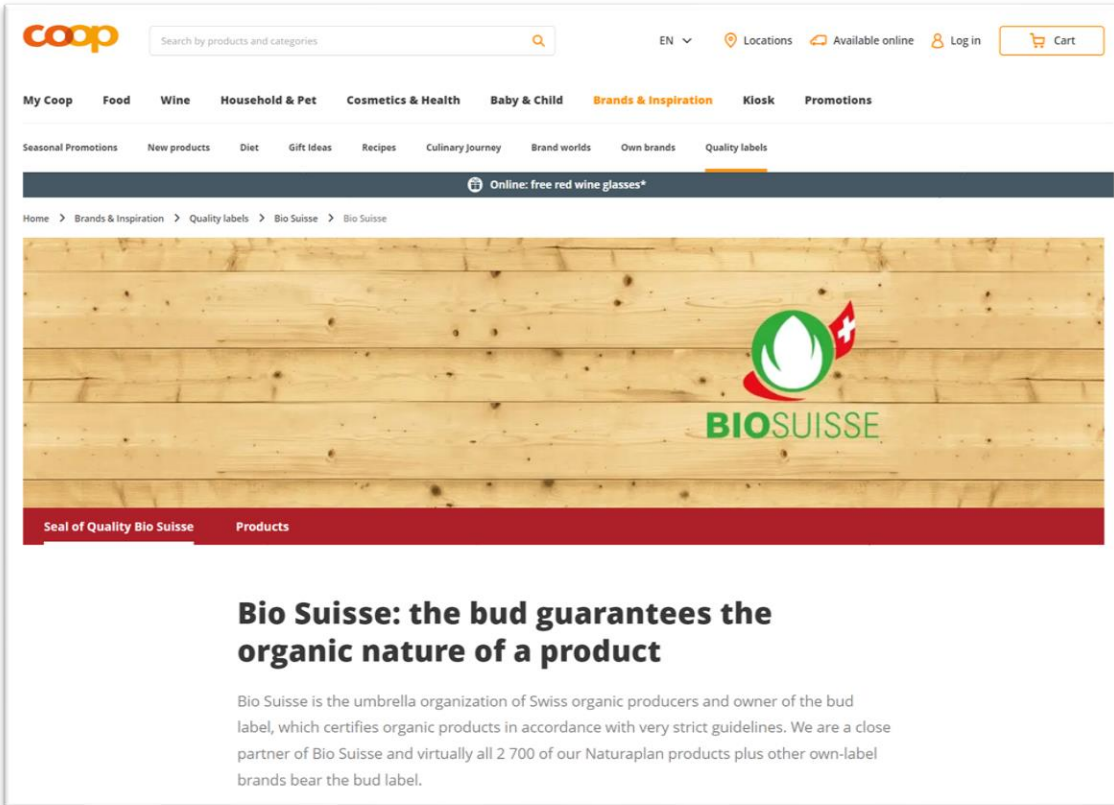


Organic market shares by product category.

Organic share (%)
Conventional



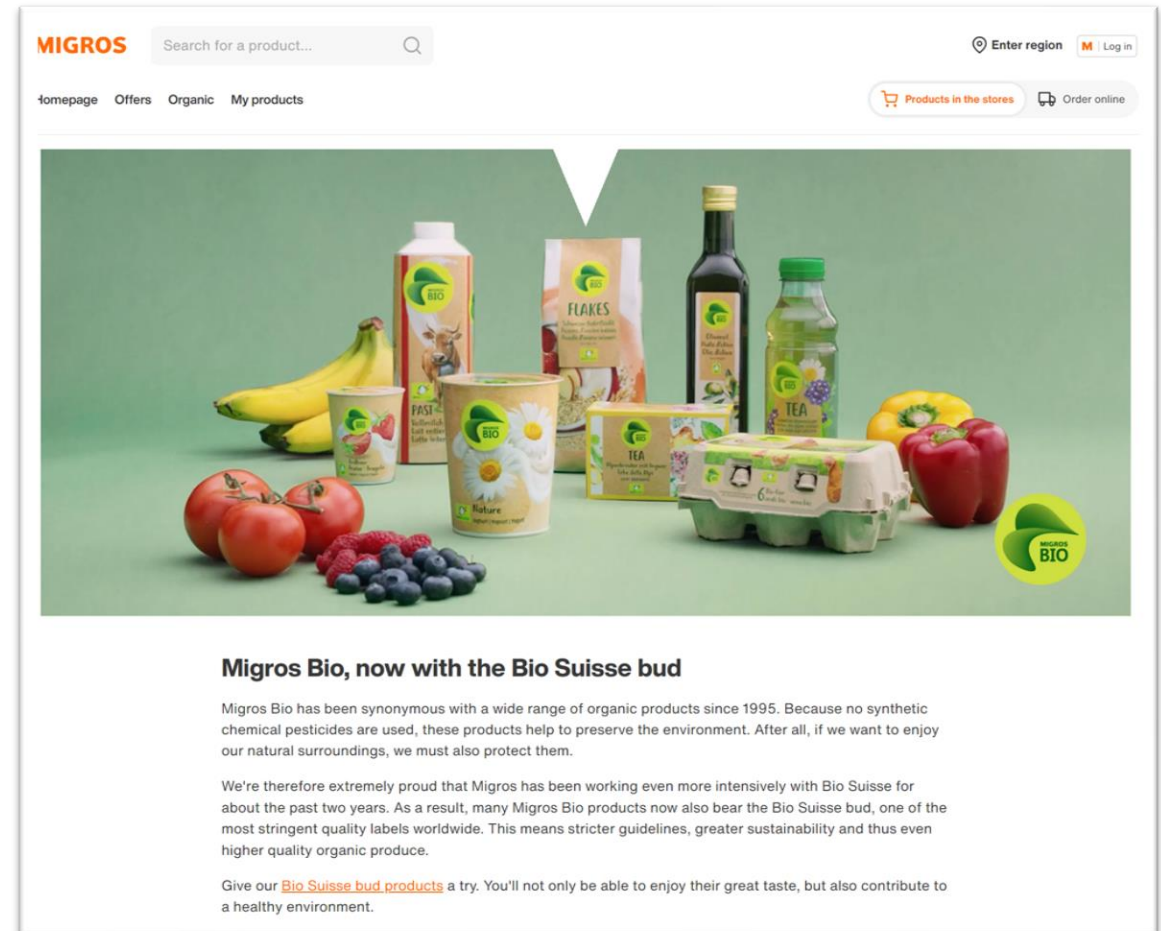
Sustainable partnerships with Swiss retailers



The screenshot shows the Coop website's 'Brands & Inspiration' section. The Bio Suisse logo, featuring a green bud with a Swiss flag, is prominently displayed on a wooden background. Below the logo, the text reads: 'Bio Suisse: the bud guarantees the organic nature of a product'. A paragraph explains that Bio Suisse is the umbrella organization of Swiss organic producers and owner of the bud label, which certifies organic products in accordance with very strict guidelines. It also mentions that Coop is a close partner of Bio Suisse and that virtually all 2,700 of its Naturaplan products plus other own-label brands bear the bud label.

Bio Suisse: the bud guarantees the organic nature of a product

Bio Suisse is the umbrella organization of Swiss organic producers and owner of the bud label, which certifies organic products in accordance with very strict guidelines. We are a close partner of Bio Suisse and virtually all 2 700 of our Naturaplan products plus other own-label brands bear the bud label.



The screenshot shows the Migros website's 'Organic' section. A large image displays various organic products, including bananas, tomatoes, raspberries, blueberries, a carton of milk, a box of flakes, a bottle of oil, a bottle of tea, and a carton of eggs, all featuring the Migros Bio logo. Below the image, the text reads: 'Migros Bio, now with the Bio Suisse bud'. A paragraph explains that Migros Bio has been synonymous with a wide range of organic products since 1995. Because no synthetic chemical pesticides are used, these products help to preserve the environment. After all, if we want to enjoy our natural surroundings, we must also protect them. It also mentions that Migros has been working even more intensively with Bio Suisse for about the past two years. As a result, many Migros Bio products now also bear the Bio Suisse bud, one of the most stringent quality labels worldwide. This means stricter guidelines, greater sustainability and thus even higher quality organic produce. The text concludes with a call to action: 'Give our Bio Suisse bud products a try. You'll not only be able to enjoy their great taste, but also contribute to a healthy environment.'

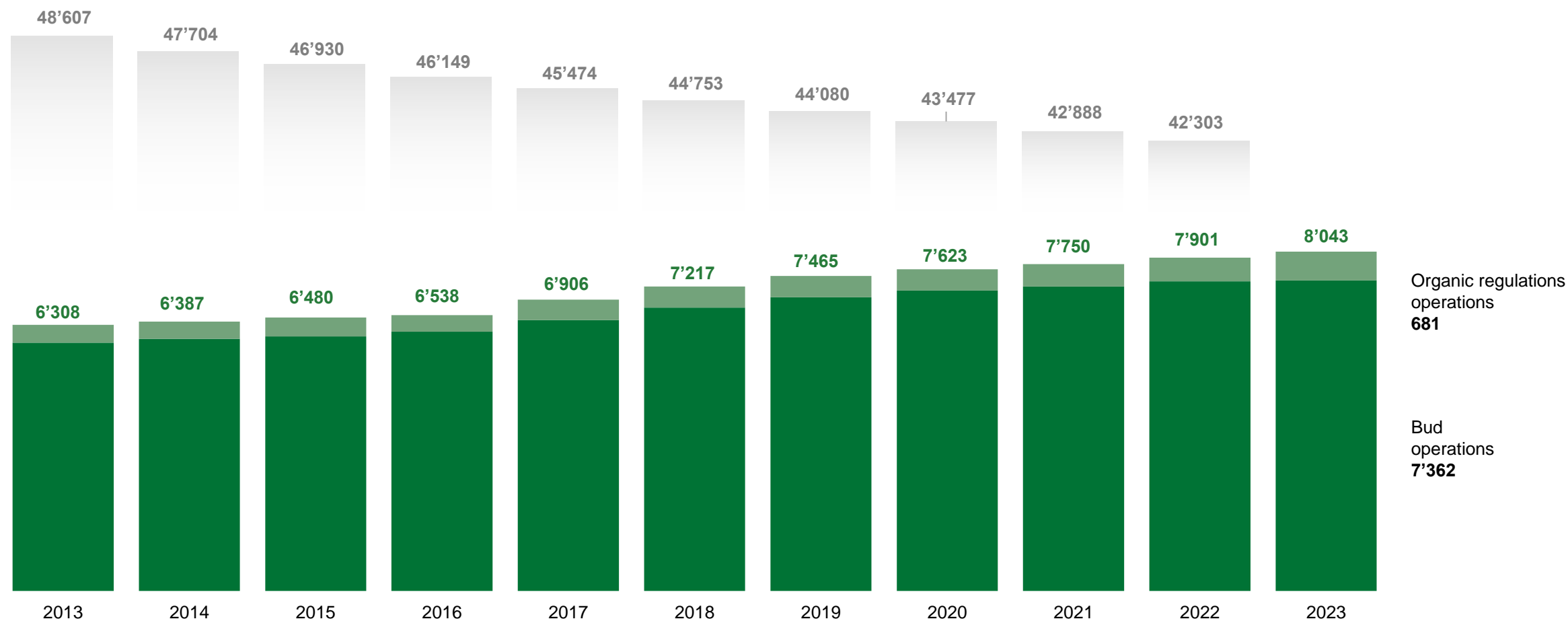
Migros Bio, now with the Bio Suisse bud

Migros Bio has been synonymous with a wide range of organic products since 1995. Because no synthetic chemical pesticides are used, these products help to preserve the environment. After all, if we want to enjoy our natural surroundings, we must also protect them.

We're therefore extremely proud that Migros has been working even more intensively with Bio Suisse for about the past two years. As a result, many Migros Bio products now also bear the Bio Suisse bud, one of the most stringent quality labels worldwide. This means stricter guidelines, greater sustainability and thus even higher quality organic produce.

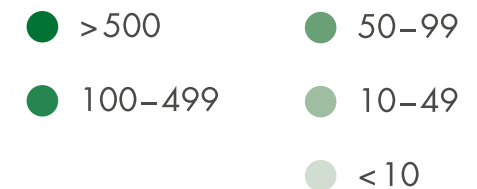
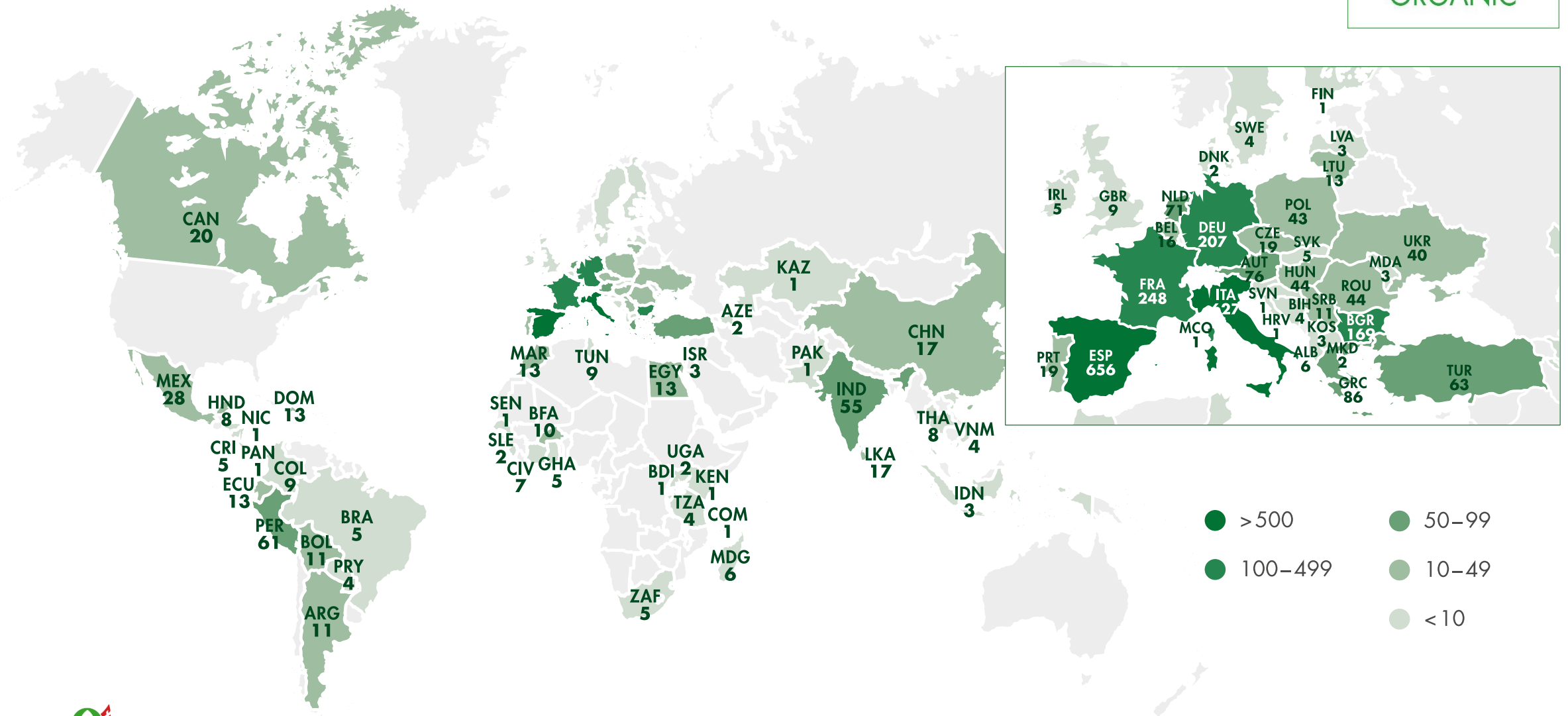
Give our [Bio Suisse bud products](#) a try. You'll not only be able to enjoy their great taste, but also contribute to a healthy environment.

Development of organic operations.



BIOSUISSE ORGANIC operations worldwide.

BIOSUISSE
ORGANIC





Represented throughout Switzerland
with 22 regional and 11 other member organisations



Bio-Ring
Appenzellerland

BÄRNER
BIOBURE

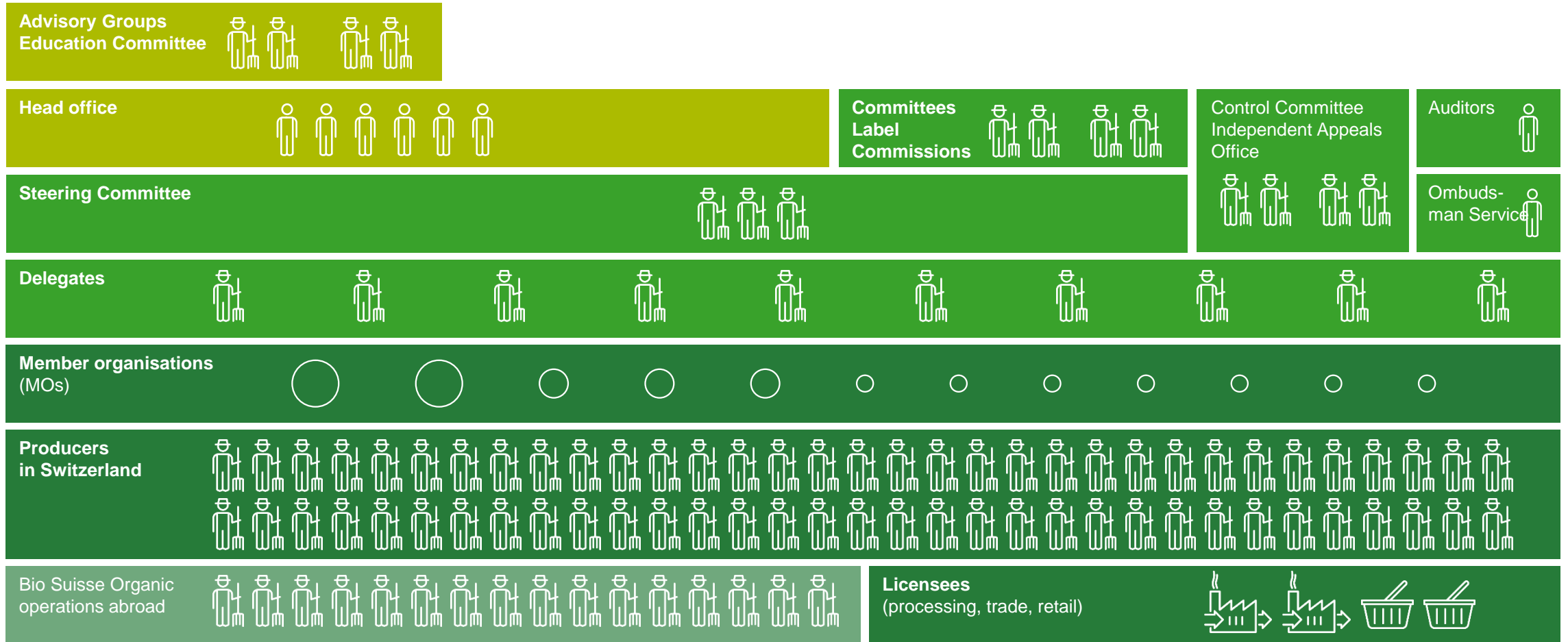


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Bio Suisse presentation

The grassroots movement is represented throughout the organisation.



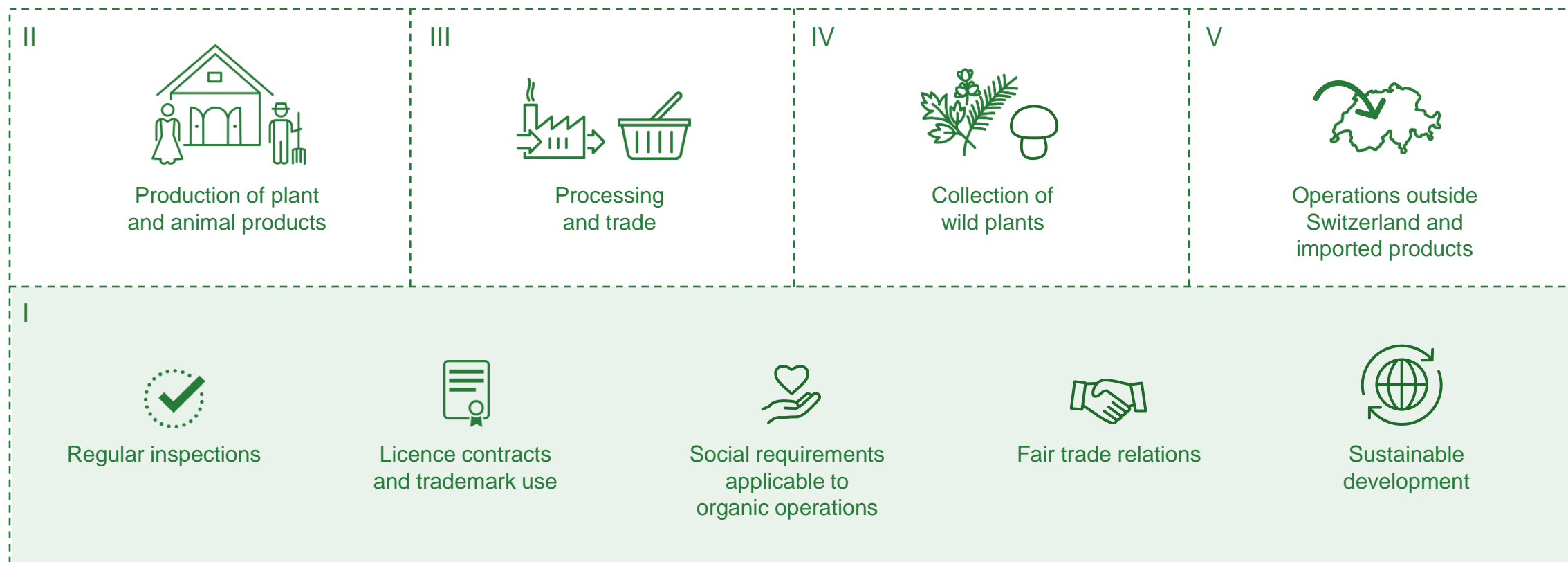


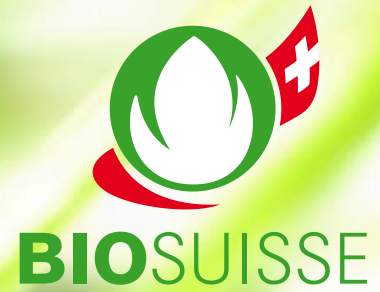
What are the benefits of the grassroots movement?

Source: Bio Suisse Member Value Producer Survey 2018



Bio Suisse Standards as a basis for quality and sustainability.





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