



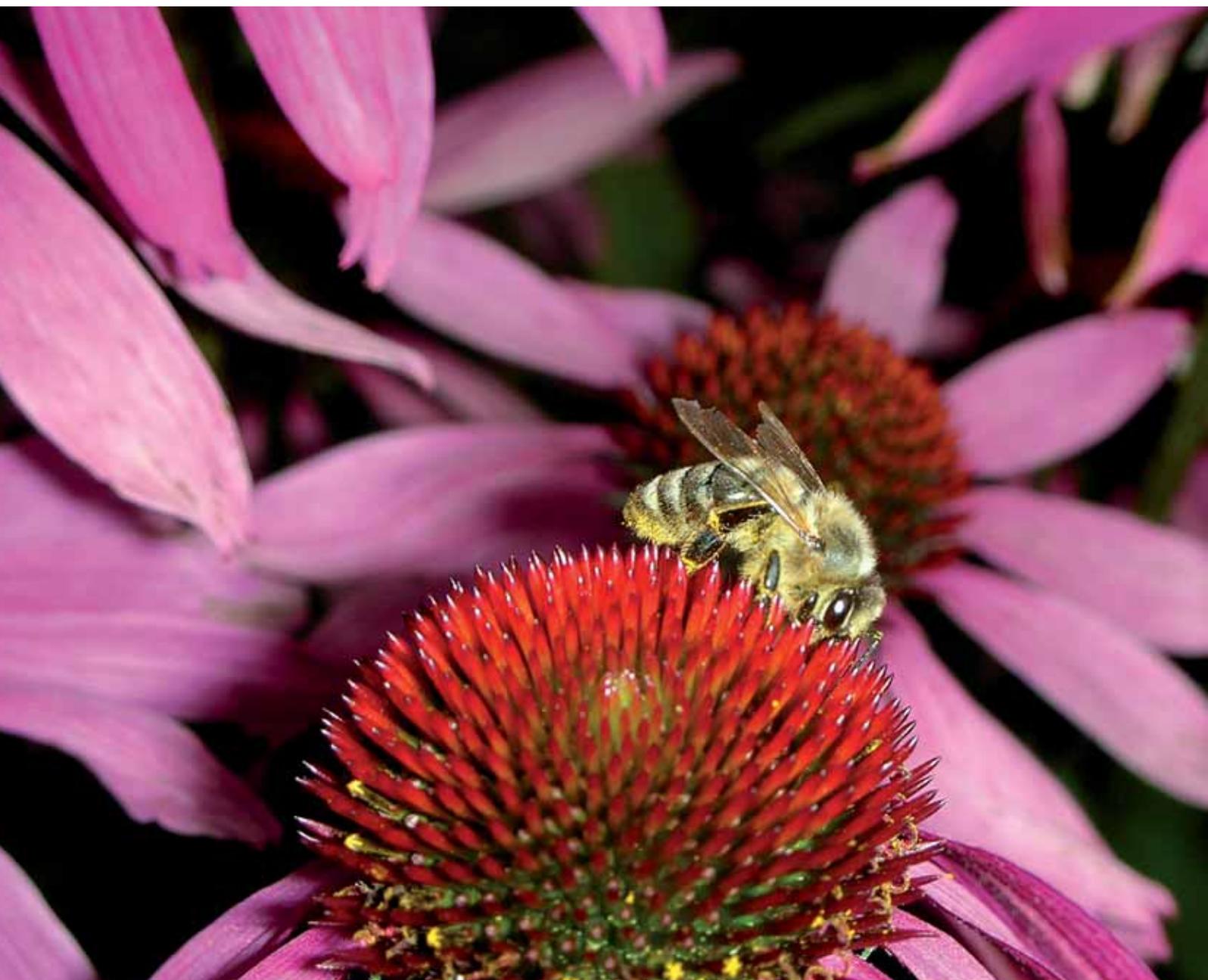
Trust in Quality.

World- wide.

Quality assurance of sustainable products.

Annual Report
2010





Dear reader

The quality and origin of goods is becoming increasingly important to consumers. In 2010 the market for organic and sustainable products continued to strengthen despite the predicted downturn due to the international financial crisis. The Institute for Marketecology (IMO) was able to continue to expand its international services.

In 2010 400 IMO experts from around the globe performed inspections in about 90 countries. IMO now offers certification and/or inspection according to 70 different ecological and social standards. The upward trend was especially pronounced in the areas of Aquaculture & Fisheries, Forest & Timber and Social Responsibility & Fair Trade.

However in 2010 the IMO Group also faced major challenges. On the 10th of June 2010, Dr. Rainer Bächli, founder and director of IMO, died in a tragic car accident while on a business trip in Georgia. Elisabeth Rüegg, co-founder and vice director of IMO immediately took over all of Dr. Bächli's responsibilities and was officially appointed Head of the Institute only some weeks later. In November I myself started as the new Chief Executive of IMO Weinfelden, Switzerland. I knew Rainer Bächli from my previous work as Vice-President of Demeter International and Managing Director of Demeter Germany. Our paths had crossed several times in the past and his calm nature and yet his passion to realize his visions made a great impression on me. I hope we can combine those characteristics as well as he did when facing the many challenges for this planet and for our organization. We all have much to thank him for, and I would like to express my sincere and heartfelt gratitude to him.

I would also like to use this opportunity to express my special thanks to all IMO staff members at Weinfelden and at the international IMO offices. They did a remarkable job during this difficult time. It was due to the outstanding discipline and dedication of the IMO staff and the way in which Rainer Bächli had approached his work that the operational processes could be continued without major difficulties. The positive outcome is illustrated by constant growth, introduction of new services and exceptional innovations in almost all of our business sectors in 2010. You are invited to find out more about our newest developments in this booklet.

IMO clients worldwide can rely on an experienced and motivated team and I am convinced that the successful work of IMO will be continued. I would like to thank all of our clients for your continued loyalty and confidence in us. Together with your support we will give our very best to continue the work of IMO in Rainer's spirit and in this way contribute to his life's mission. We look forward to working with you in 2011.

Dr. Peter Schaumberger, CEO IMO Switzerland



In Memoriam

Dr. Rainer Bächli (1948-2010)

Dr. Rainer Bächli, founder and director of the Institute for Marketecology died while on a business trip in Georgia. His life ended unexpectedly in a tragic car accident in the early hours of 10 June 2010.



Rainer Bächli's commitment to his ideals developed and left his stamp on the organic movement in numerous ways. In 1989 Rainer Bächli founded the non-profit "Bio-Foundation" to advance eco-friendly products and an alternative form of consumer behaviour. It was his vision to build a bridge between the languages and cultures of the simple farmers in developing countries and the demands of the consumers in the highly technical ones. His aim was to achieve a better understanding on both sides. The Institute for Marketecology (IMO), of which Rainer Bächli was director until his death, began as a department of this foundation.

From its beginnings, IMO focused on the control and certification of organic produce. Without the foresight and drive of Rainer Bächli, IMO would not be the leading service provider in its field that it is today, nor would it be recognized worldwide as a highly qualified, independent certification body. Rainer Bächli was a highly creative thinker whose approach to finding solutions to challenges was always unusual. The individual and his or her personal responsibility was always most important to Rainer Bächli. This conviction was reflected in the way he trusted his staff, whatever our age, religion or social background, and in the way he encouraged us all to make our individual contribution to the organic movement. Rainer Bächli was critical of the increasing red tape attached to organic agriculture and he persistently questioned developments that were in conflict with his ideals.

With the passing away of Rainer Bächli, we lose not only a charismatic pioneer of the organic movement but also our teacher, visionary thinker and business leader who had always shown us the road ahead. It is our hope, that with the support of our clients and business partners, we will succeed in furthering his life-work and give it the direction he would have wished for.

Voices from the organic movement

During the early years of IMO and perhaps the busiest years of his career, Rainer served on the IFOAM World Board for six years, having been elected by three General Assemblies: in Budapest (1990), São Paulo (1992) and Christchurch (1994). Following his participation on the World Board, Rainer continued to serve IFOAM, offering indispensable advice. His input was instrumental in the development of the IFOAM Accreditation Program for the revised Organic Guarantee System. IFOAM encourages its Affiliates to keep his memory alive.

IFOAM in Action No.104 · July 2010

Rainer Bächli war der erste globale Kontrolleur. Ab 1985 hat er für Bio Suisse eine internationale Zertifizierung aufgebaut und ist mit dem IMO bis heute der weltweit führende Zertifizierer mit Wurzeln im Biolandbau geblieben. Rainer Bächli war ein wirklich kraftvoller Geist und Pionier mit einem eisernen Willen.

Urs Niggli, Direktor FIBL

Rainer Bachi was a pioneer in world wide certification for smallholders, grower groups and those who had no access to market. He will be sorely missed. Thankfully he has left a strong organization to carry on.

John O'Malley Burns, Mouvman Moun Mango, Haiti

Die ganze Bewegung der biologischen und biologisch-dynamischen Landwirtschaft verliert mit ihm einen der wichtigsten Vordenker, sein Weggang hinterlässt eine schwer zu füllende Lücke. Er war ein Streiter für echte Qualität, ohne die Menschen aus dem Auge zu lassen und so konnte er immer gute und pragmatische Lösungen finden. Wir verlieren einen hoch geschätzten Berater, aber vor allem werden wir den Menschen Rainer Bächli mit seinem feinen Sinn für Humor vermissen.

Dr. Johannes Stellmann, Wala Heilmittel GmbH

His invaluable contribution to the Organic World will always remind us of his untiring and determined efforts to effect positive change.

Sanjay Bansal, Ambootia Tea Group, India

I will always remember how Rainer always had time to speak, however busy he was and if asked to, always gave such good solid advice. This amongst many things had given me enormous respect for him. I must also say that Rainer also had a wonderful sense of humour, which I greatly enjoyed. More latterly in my work for Earthoil Plantations, whereby IMO had become our principle certifier; again his insight and advice was of great benefit to myself and my company. It should be noted that IMO is greatly respected by myself and my colleagues; in no small part this was resultant from the way in which Rainer approached his work, and I guess his life in general.

Rob Hardy, Earthoil; former as International Manager for the Soil Association

Since the early days of EOCC, Rainer never got tired to raise his voice for pragmatic but also for visionary solutions in the field of certification. Just recently, he took over an active role in the Task Force "Korea Accreditation" offering his experience and expertise for a joint constructive solution. EOCC will miss a precious colleague and friend.

Michel Reynaud, President EOCC

Rainer Bächli war für mich ein Mensch, der seiner inneren Überzeugung folgte und seinen Prinzipien immer treu geblieben ist. Für mich ist beeindruckend, wie viel ein Mensch in seinem Leben bewirken kann.

Lorenz Roggli, Leitender Begutachter, Schweizerische Akkreditierungsstelle SAS

Wir haben ihn als sehr kompetenten Geschäftsführer und als sehr eigenverantwortlichen und loyalen Menschen kennen gelernt, der bei allen Diskussionen und Verhandlungen nie den Menschen und die Erhaltung der Natur aus den Augen verlor und stets für seine Überzeugung kämpfte.

Gabriele Kolompar, Vorstand Internationaler Verband der Naturtextilwirtschaft (IVN)

Er war Vordenker, Querdenker und Motivator – ein Vorbild für uns alle.

SIPPO-Team

Mit Dr. Rainer Bächli verliert die ökologische Lebensmittelwirtschaft weltweit nicht nur einen profilierten Experten, sondern auch einen engagierten Ideengeber, der es verstand, fachliche Brillanz mit menschlicher Wärme zu verbinden. Ihn zeichnete Kommunikationsbegabung und interkulturelle Kompetenz aus. Diese Begabungen haben ihn zu einer Brücke zwischen Kontinenten, Kulturen und Wirtschaftsformen werden lassen.

Elke Röder, Geschäftsführung Bundesverband Naturkost Naturwaren (BNN)

I learned a lot of good lessons from Dr. Rainer Bachi. His lessons are very useful, helpful and can be applied in both work and social lives. His actions and characteristics have formed and affected me on how I would like to be! I always remember one of his instructions: "The inspector is not a policeman; the inspector is just the information collector and transfers it to the office in the best manner."

Hua Chi Tam, former inspector of IMO Vietnam

Innovations ensure IMO is one step ahead!

Together we create individual solutions to serve our customers current and future needs.

The Institute for Marketecology (IMO), Switzerland is a highly experienced international body for the inspection, certification and quality assurance of sustainable products. IMO has been active in the field of organic certification world-wide for more than 20 years. Today, IMO is also renowned as a pioneer in the sectors of food safety, fair trade & social accountability monitoring, natural textiles, timber & forestry, fisheries & aquaculture and wild collection.

IMO aims to establish trust between producers and consumers. Therefore, we regard our clients as long-term partners and support their efforts to produce high-quality products for national and international markets. Together we create individual solutions to serve our customers current and future needs.



IMO Group AG

We build bridges between regional suppliers and discerning consumers across many languages, cultures and expectations.

IMO is a department of the non-profit Bio-Foundation, Switzerland and is based in Weinfelden, Switzerland. IMO-group AG is made up of 9 full fledged international companies and more than 20 smaller offices, mainly in developing countries. Innovative internal principles reinforce IMO's position as a trend-setter for new corporate and socially oriented business approaches.

The IMOgroup AG employs more than 400 experts worldwide for the certification of operations in more than 90 countries. Certification services are offered according to about 70 different ecological and social standards.



Organic Agriculture

From its creation, IMO has specialized in the certification of organic agricultural products. By winning the confidence of both professionals and consumers, IMO has become a benchmark for quality in organic certification worldwide.

IMO offers certification according to national organic legislations such as Regulation (EC) N° 834/2007 (Europe), NOP (USA), JAS (Japan), Swiss Organic Ordinance, NPOP (India) and inspection/certification according to private organic labels such as Bio Suisse (bud), Naturland, Demeter, KRAV and Soil Association.

For many years IMO has specialized in the certification of smallholder farmers groups. IMO was one of the first certifiers to develop an adapted control system for organic groups with their own Internal Control System (ICS). The external inspection focuses on an evaluation of the efficiency of the ICS and only a representative percentage of farmers are inspected directly by IMO. This means that large groups of small (and often remote) farmers can benefit from reduced certification costs. Presently we certify more than 325 smallholder farmers groups worldwide. These groups vary in size from 20 to 25,000 farmers and produce a great variety of crops.



Organic Trade

In an anonymous global market reliable certification and traceability systems are two of the most important and effective tools for providing consumer guarantee and satisfaction.

Exporters to the European Union must note the specific EU import requirements for organic products: For every shipment of organic products, the exporter must request a "certificate of inspection" from IMO. This certificate, also referred to as a transaction certificate, confirms the organic quality of the respective lots. The importer in Europe must hold a valid import authorisation for each organic supplier outside the EU (i.e. the organic exporter and his suppliers), except if the country of origin is on the so-called "third country list" or "Art.11 list". IMO assists importers to obtain this import authorisation.

Certificates for every shipment of organic products are not required in other regulations. However, many importers, especially from the US, are asking for certificates or other evidence as part of their own quality assurance. To meet these demands IMO also offers transaction certificates for NOP certified products.

Additionally, IMO assists clients by informing authorities or other interested parties about certification and project reports. The new software WorldTrace allows IMO to provide complete in-house traceability. Plausibility checks allow the issuing of fact based Traceability Transaction Certificates for each consignment. The Traceability Transaction Certificate makes the production system transparent for buyers and helps to build up trust in the reliability and high quality of products.

In 2010 about 5.900 certificates of inspection were issued and 785 applications for import authorizations were assisted by IMO; a growth of 8 percent compared to the previous year.



Certification of good practices

The basis of Good Practices is an equal partnership of agricultural producers and retailers who wish to establish efficient certification standards and procedures. IMO is your partner to enhance sustainability and food security.

IMO is currently accredited for certification according to the GlobalGAP Integrated Farm Assurance Standard for the following scopes: Fruits and Vegetables, Aquaculture (including all sub-scopes, i.e. all species) and Chain of Custody for aquaculture products. The number of GlobalGAP projects certified by IMO increased slightly in 2010, especially in the area of aquaculture.

After gaining accreditation as inspection body for the new UTZ Certified Standard for cacao and tea IMO was able to expand its activity to the Ivory Coast in 2010. The new chain of custody certification allows traceability of the whole cacao production chain.



Analyses & OVP

ConCert – An innovative and powerful instrument for the quality assurance of organic products.

The IMO Competence Center for Analysis offers a centralised and systematic analysis of residues. The services of the center were expanded in 2010.

To ensure the safety and high quality of imported goods IMO has developed ConCert – IMO Import Safety Services. The objective of this innovative service is to strengthen the competitiveness of the organic sector by installing a joint high quality export surveillance system. This system will safeguard business transactions and ensure that products comply with the maximum residue limits, food safety and traceability requirements for exported products. ConCert consists of several tools for ensuring product safety throughout the production chain. These tools can be combined flexibly, according to the individual needs of the client, and include: professional sample taking at any point of the production chain (field sampling, export sampling before shipping, import sampling), the evaluation of analysis lab reports and advice regarding further action in the case that residues are detected.

The online traceability software WorldTrace offers the supervised, transparent recording of product flow and the issuing of Traceability Transaction Certificates at any time for each product consignment; a service which is already used by more than 40 clients. This approach is based on the experience and belief that sustainable quality assurance needs to be built on the understanding, motivation and reliability of the operators involved.

The various organic standards have different requirements regarding inputs permitted for use in organic farming. In most cases it is impossible to determine from a product label whether an input is allowed. This leads to difficulties for input manufacturers wanting to sell their products to a wide spectrum of organic farmers. To meet the requirements of these manufacturers, IMO offers certification of off-farm inputs which are used in organic farming. The demand for this certification is growing and we expect this trend to continue in 2011.



Quality assurance

Due to the high overall quality of IMO's performance and the commitment of all staff members the IMO certificates are accepted and highly regarded in all markets worldwide.

Certification is subject to supervision and certification bodies themselves are continuously audited by the relevant authorities as part of the approval and accreditation process. IMO's quality management system is continually improved to ensure the reliability of certification decisions as well as conformance to all accreditation requirements. The quality system includes a complex system of internal and external control procedures, which are valid for the whole IMO Group worldwide.

In 2010 the Swiss Accreditation Service (SAS) audited the Swiss office in Weinfelden as well as two offices of the IMOgroup AG in Romania and Vietnam. The Swiss office was also audited by the Japanese authority FAMIC, Accreditation Services International (ASI) and Bio Suisse. IMO inspectors were accompanied during inspections by US authorities in China, by ASI in Germany and by GLOBALGAP in Germany. In addition, various local authorities audited IMO offices. All audits confirmed the high overall quality of IMO's performance, the high qualifications of IMO's inspectors and the efficiency of IMO's worldwide quality management system.

To ensure we can continue to provide excellent services by well-trained, professional staff worldwide, IMO developed a new online training platform for inspectors in 2010. The new system has already been tested successfully in 10 IMO offices.



Sustainable Fisheries & Aquaculture

The aquaculture sector is experiencing rapid growth due to the decreasing availability of sustainable seafood from fisheries. IMO supports AquaGAP and ASC in challenging and implementing good management practices.

In 2010 130 aquaculture and fishery projects were audited by IMO for compliance with a variety of standards; this represents a growth rate of 10% compared to 2009. IMO has established a very strong department of experts in this field and it is a logical and important step to expand the services provided by adding new environmental and social standards.

The AquaGAP Standard is owned by the Swiss Bio-Foundation and was developed in cooperation with IMO. The standard is now well established and was revised in 2010. AquaGAP opens a wide range of new possibilities for aquaculture operations implementing good practices and companies wishing to confirm the high quality of their aquaculture products by using this label on the international market. Certified companies are published at www.aquagap.net.

In September 2010 IMO was once again able to demonstrate its role as a pioneer in the aquaculture sector by performing the first audits worldwide according to the new ASC (Aquaculture Stewardship Council) Standard for sustainable aquaculture. This standard is expected to become a benchmark for aquaculture practices in the future. Other important new services implemented in 2010 included the commencing of our first pre-assessments for MSC fisheries and the successful completion of the accreditation requirements for certification of organic aquaculture according to EU Regulation (EC) No 834/2007 and 889/2008.

IMO offers a wide range of services in the sector of sustainable aquatic products and also contributes its specialised knowledge to trade fairs, international congresses, publications and expert panels.



Social Responsibility & Fair Trade

Fair For Life - an alternative FairTrade certification programme, which has shaken up the traditional FairTrade market and offers new opportunities for all companies engaged in socially responsible production and fair trading.

In 2010 IMO focused on fostering the sector of fair trade and social responsibility. The Fair For Life Social Responsibility & FairTrade Certification Programme (owned by the Swiss Bio-Foundation) as well as the FairWild Standard (owned by the FairWild Foundation) were revised. Both programs are well accepted in high quality markets worldwide.

Fair For Life goes beyond traditional fair trade standards by applying FairTrade principles to relevant domestic or regional trade in the so called industrialised countries. In 2010 new products which are not part of the traditional FairTrade sector (e.g. sea salt and wine) were certified and FairTrade brand holders were also able to be certified for the first time. In the context of the Programme revision new modules were added for Minerals, Tourism Services and Artisan Processing.

The number of companies certified in accordance with the Fair For Life programme increased from 80 in 2009 to around 120 in 2010. The greatest demand was shown for the Fair For Life label, and about 40% of the companies requested combined audits (e.g. together with organic, GOTS, Naturland) to reduce costs. Transparency is one of the most important aspects of the Fair For Life Programme and ratings of all certified companies are published at www.fairforlife.net.

The FairWild Standard assesses the harvest and trade of wild plants against various ecological, social and economic requirements. In 2010 the project “Collection of Wild Plants in the Caucasus – FAIRWILD as Alternative Management and Trade Model” was begun in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and national institutions from Georgia, Armenia and Azerbaijan. IMO introduced FairWild at selected partner companies in these countries and from March 2010, the selected companies and other national institutions were trained in all aspects of FairWild. Several companies have already obtained FairWild certification for products harvested in 2010. Among these were several new products (e.g. green walnuts).



Responsible forest management, wood products, print & paper

The only way to ensure that forests continue to perform their multifarious functions is through sustainable forest management, which takes into account not only economic aspects, but also social and ecological criteria.

Responsible forest management helps to ensure that forests can continue to perform all of their ecological, economic, and social functions. A renewable resource, wood is an exceptional product with a multitude of applications. Generally, wood and paper undergo several stages of processing along the value chain before reaching the consumer. Certification of this value chain ensures traceability of timber from the final product all the way back to the forest.

In 2010 numerous timber industry projects were audited and certified by IMO in Europe, the Americas and Asia. The number of certificates issued according to the international FSC (Forest Stewardship Council) standard increased by about 20%, with most of the growth in print & paper certifications. IMO also inspects and certifies projects in accordance with the PEFC (Programme for the Endorsement of Forest Certification Schemes) and Naturland's Guidelines for Ecological Forest Management. Most clients request a combined audit according to both FSC and PEFC. The issue of certificates for timber trading and processing organizations in accordance with PEFC COC also increased notably in 2010



Natural Textiles

GOTS Positive List System – A new and unique platform marks another milestone in the organic textile production and highlights the important role of IMO as a pioneer in this sector.

The demand for independent quality assurance for textiles from organic fibers remained high in 2010. Self declaration of organic status by producers is far less common than it was previously. The demand for textiles certified according to the Global Organic Textile Standard (GOTS) and Organic Exchange OE Blended/OE 100 Standard is characterized by a high turnover rate, however the total number of certifications continued to grow. The number of IVN (International Association Natural Textile Industry) licensees also increased. The increased engagement of important retailers in the textile sector boosts the demand for organic textiles. Greenpeace Germany recommends GOTS together with IVN Best as the strictest labels available. The GOTS is now recognised as the leading processing standard for organic textiles. In 2006, IMO became the first certification body to be approved for GOTS certification but had already been involved in supporting the development of GOTS for many years.

Proper assessment of the chemical inputs is the key to enabling GOTS-conform textile processing. It requires very specific expertise in the fields of textile chemistry, (eco) toxicology as well as national and international chemical legislation. Very early on IMO engaged several experts for this complex task and can today draw upon a market share of about 50% of input approvals. IMO has also developed a new and innovative web platform aiming to improve access to and availability of GOTS-compliant chemical products for organic textile manufacturers. The system includes more than 1000 dyestuff- and pigment preparations and over 1500 textile auxiliaries from many different suppliers. All products listed at www.gots-positivelist.imo.ch have been approved by IMO according to the Global Organic Textile Standard (GOTS). As an expert in the quality assurance of natural textiles IMO attends conferences and trade fairs all over the world. IMO is currently engaged in the development of quality assurance for other materials such as natural leather or eco-optimized synthetic fibers.

IMO has been inspecting textile operations since 1992 and offers a wide range of services worldwide for organic and sustainable textile production from the field to the runway. Some of the most important organic textile standard organisations (such as IVN, OTA, Soil Association, Demeter and Naturland) value the high quality of IMOs textile auditing and have approved IMO as inspection and partial certification body for their schemes.



Natural Cosmetics

Consumers are aware of the benefits of organic agriculture from the food sector and prefer cosmetics that meet similar requirements being produced with minimal impact on the environment, human health and society as a whole. The sector meets this demand with an increased effort regarding corporate social responsibility, conversion to cosmetics made with natural or organic raw materials and environmental friendly auxiliaries.

The natural and organic cosmetic sector has experienced a massive boost recently and further growth is expected.

IMO offers inspection and certification according to the new NaTrue standard for sustainable cosmetics. In order to be able to offer the consumers a wide range of natural cosmetics, three quality levels have been created. For each the minimum percentage of natural ingredients and the maximum content of nature identical raw materials are clearly defined. Since 2010 natural ingredients can also be certified as raw materials according the NaTrue criterias.

We have the pleasure to announce that we have certified our first client according the IMO-Vida Sana standard for natural and organic cosmetics in 2010. The standard is divided in three categories: organic cosmetics, natural cosmetics with X% organic ingredients and natural cosmetics. It is especially adapted to small and manual companies. The Vida Sana standard has been developed from IMO Spain in cooperation with the association Vida Sana.

IMO also offers other specific services for natural ingredients and cosmetics: FairWild Certification for wild collected ingredients, Organic Certification to all important standards, Fair for life Social & FairTrade Certification, For Life Social Responsibility Certification and traceability by verification of origin and declarations.



Africa & Middle East

In Africa organic agriculture is expected to continue to grow significantly in the coming years. Despite significant challenges concerning infrastructure and local capacities, IMO is committed to expanding its presence in Africa. IMO is currently building up a local office in Uganda. In 2010 local inspectors were also trained in Ghana and the Ivory Coast. In East and West Africa IMO was recently approved to carry out inspections in accordance with the Rainforest standard and provisionally accepted as a verifier for the Starbucks coffee and cocoa programme.

IMO certifies 50 companies in Jordan according to international organic regulations. The BioJordan Project is part of the King Abdullah II Fund for Development. In 2010 36 producers and processors could be certified as part of this project.

Organic and Social & FairTrade Certification is also offered in Palestine and Israel. The certified projects include a remarkable number of smallholders.



Asia

IMO is represented in Asia by two offices with local staff members in India and China. In Vietnam, Indonesia and Sri Lanka IMO's services are offered by local representatives. IMO is also active in Afghanistan and in several countries in central Asia (most recently in Kyrgyzstan and Tadjikistan).

IMO China was founded in 1995 and is now one of the biggest certification bodies active in the Chinese organic sector. In 2010 IMO China recorded a growth of around 10% in the agricultural sector. The Chinese authorities enforce the requirements for quality assurance. and, among other measures, an independent research institute has been assigned to analyze certified products for pesticide and heavy metal residues. To date 26 products certified by IMO have been analyzed and no residues have been found.

In order to further improve quality assurance IMO has introduced the online traceability system WorldTrace in China. In 2010 about 40 companies benefited from this service. The demand for ConCert certification has also increased rapidly; in 2010 about 40 inspections were carried out prior to shipment.

IMO India was also founded in 1995 and is now the most renowned certification body in India in the field of organic agriculture and sustainable products. IMO India is accredited according to NPOP-India and was the first Indian organic certification agency to obtain international accreditation under ISO 65. The European Union, Switzerland and the USA have also approved the Indian production methods and inspection systems as being equivalent to those required by their own regulations. Therefore IMO India is able to certify organic products according to NPOP-India, EU and NOP Standards. As in previous years, 2010 was marked by an increase in the number of customers especially in the areas of tea production and smallholders groups.



Europe

IMO is active in many countries of Eastern Europe. In Georgia, Armenia and Azerbaijan, national IMO coordinators were trained in 2010 as part of the project “Collection of Wild Plants in the Caucasus – FairWild as Alternative Management and Trade Model”. Many meetings and seminars were also held for various target groups along the value chain. In addition to organic certification, the certification of wild collected plants is also a main field of activity in Bosnia, Poland, Hungary and Macedonia.

In the Ukraine IMO is collaborating with the Organic Standard, a certification body which has been being built up since 2006 as part of a joint project between FIBL and IMO, and financed by SECO. In 2010 several trainings and inspections focusing on animal husbandry were carried out and the first organic milk project in the Ukraine was certified. In Croatia the cooperation with Bioinspekt (IMO Croatia) was continued successfully, as with Balkan Bio-cert (BBC) in Bulgaria. IMO has a local representative in Uzbekistan and single projects are certified in Georgia, Serbia and Kazakhstan. Textile companies in several eastern European countries are certified according to GOTS and OE.

In Western Europe IMO cooperates with so called Partner Control Bodies (PCBs) for certifications according to the NOP standard. IMO Spain was able to enlarge its client base in the areas of wine, aquatic products and cosmetics in 2010. IMO Spain also effects NOP and JAS certification in Spain and Portugal in cooperation with several PCBs. IMO Germany (IMO Institut für Marktökologie GmbH, IMO GmbH) has consolidated its market position in 2010. The IMO GmbH certifies about 2600 companies, most of them producers. This represents 10% of all organic companies in Germany. The IMO GmbH also certifies companies in South Tyrol and Turkey according to EU Regulation No 834/2007. The IMO GmbH is accredited according to EN45011 by the Swiss Accreditation Service (SAS) and approved by the Federal Office for Agriculture and Food (BLE) for nationwide organic inspections since 2006. In 2010 the IMO GmbH applied for unlimited approval from the BLE.

IMO Turkey is one of the 16 approved certification bodies in Turkey. In 2010 their status was changed from a licensed office of the IMO GmbH into an independent Turkish company called IMO-CONTROL Sertifikasyon Tic. Ltd. Şti. In 2011 they plan to apply for independent accreditation (TÜRKAK) according to the Turkish organic regulation as well as to the Regulation EU No 834/2007. Until then the IMO GmbH continues to certify products from Turkey according to the EU organic regulation, ensuring a smooth import of products from Turkey into the EU. In 2010 the number of clients was increased by about 10%. The main fields of activity are still dried fruits, olives and tea, but fresh fruits and vegetables are becoming increasingly important.



America

IMO Bolivia (IMO Control Latinoamérica Ltda.) was founded in 1995 and is now accredited according to EN 45011/ISO65 via DAP. The office is active in almost all countries of Latin America (Mexico, Guatemala, El Salvador, Nicaragua, Columbia, Venezuela, Peru, Bolivia, Paraguay). The client base was increased by about 10% in 2010. In Mexico, Peru and Paraguay IMO Bolivia is represented via affiliates, which all gained new projects in 2010. IMO Bolivia is now able to issue EU certificates under their own accreditation DAKKS.

IMO Brasil felt the impact of the worldwide financial crisis in the beginning of 2010 and the number of clients decreased slightly. However, growth in the organic sector is expected in 2011. At the end of 2010 the Brazilian Organic Regulation (Brasil Orgânico Lei 10.831) came into force and IMO Brasil has applied for accreditation according to this national regulation.

At IMO Caribe the impact of the continued financial crises was smaller than had been expected and the total number of projects remained constant.

The constant growth in the acquisition of new clients continued for IMO Chile in 2010, with an overall annual increase of about 8.5%. Some IMO projects were affected by the earthquake that occurred off the coast of the Maule Region of Chile on February 2010. The projects faced substantial property damage, however most production areas were fully operational again by the middle of the year.

The IMO US office has been further developed. The demand for IMO's services in the USA is rising, especially in the field of Social & FairTrade Certification.



Sustainable Development

Developing the world. Together. IMO's aim is to generate partnership-based cooperation that empowers people to improve their own living conditions.

The Institute for Marketecology (IMO) can draw on over 20 years of experience supporting sustainable approaches around the world. Our expertise has been proven in various projects funded by organizations like DEZA, FLO, the European Commission, GIZ, IFOAM, ITC, SECO, SIPPO, Swisscontact and UNCTAD. A list of the most prominent projects can be downloaded from the IMO Website: www.imo.ch.

Our goal is to promote sustainable development (social, environmental and economical) through:

- verification, evaluation and monitoring
- increasing local knowledge and offices
- knowledge transfer and training
- promotion of smallholder group certification systems (ICS).

Our sustainable development projects include:

- numerous coffee producing smallholder cooperatives in Latin America and elsewhere
- the Pesticides Initiative Programme (PIP) by COLEACP (Europe-Africa-Caribbean-Pacific Liaison Committee)
- building up an independent certification body, called Organic Standard, in Ukraine since 2006
- involvement in a PPP in Usbekistan for FairWild and facilitation of the certification of producers of wild collected plant material from the Caucasus.
- production of an IFOAM manual and training material for Internal Control Systems (ICS)
- production of the SIPPO training manual for improving aquaculture practices in smallholder shrimp farming
- a pioneering organic cotton and textile project in Tanzania



Fair
for
all.
World-
wide.

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