



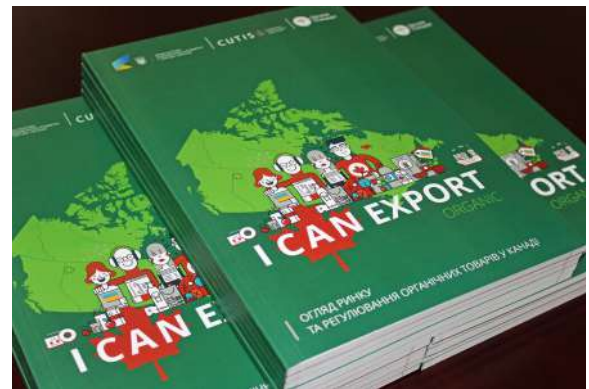
Ukrainian Organic Producers Reaching the Canadian Market

Canadian Organic Standards certification is a key requirement for exporting organic products to Canada. This had been a major market entry barrier for Ukrainian producers. Fortunately, since 2017 this certification can be given by the Organic Standard, a Ukraine-based certification body. This positive development has facilitated CUTIS efforts to assist Ukrainian agri-food exporters seeking Canadian market opportunities.

A collaborative effort between CUTIS and the Organic Standard has resulted in more Ukrainian agri-food businesses targeting the Canadian organic market, as evidenced by a steady increase in Ukrainian companies acquiring Canadian organic certification. CUTIS and the Organic Standard co-published a step-by-step organic export guide to help Ukrainian exporters learn about the Canada Organic Regime (COR) certification process and related export requirements.

CUTIS also provided small subsidies to several Ukrainian SMEs that piloted

COR certification. Their success has inspired others to follow suit, effectively promoting the Canadian organic market to export-oriented Ukrainian businesses.



Copies of the *I CAN Export Organic* manual.

Agriculture dominates Ukraine's economy, accounting for 40 per cent of its GDP. As production exceeds domestic demand, Ukrainian organic producers are actively seeking export opportunities, including to Canada, where healthy living and environmental concerns are boosting organic demand.

Canada

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CANADA-UKRAINE CHAMBER OF COMMERCE
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CUTIS  Canada-Ukraine
Trade & Investment
Support Project

“CUTIS has gained a reputation as a strong promoter of Ukrainian organic exports to Canada. When we recently received inquiries from Canadian importers about non-tariff Ukrainian exports, CUTIS was the first organization we contacted for assistance. It has helped us to promptly address these inquiries.”

—Maria Makhnovets, independent consultant on organic exports

However, most Ukrainian organic exporters are unfamiliar with Canadian market-access requirements. CUTIS has helped address this gap. First, the project organized a technical mission to Canada in November 2017, during which Ukrainian policy-makers and experts learned about Canada's import policies and regulations, including those related to organics. All organic products sold in Canada, whether domestically produced or imported, must be certified by the Canada Organic Regime (COR) or its equivalent (such as the National Organic Program in the United States).

Second, CUTIS built relationships with Ukrainian institutions to educate organic producers and exporters about the Canadian market. In collaboration with the Organic Standard, CUTIS published *I CAN Export Organic*. This publicly accessible manual outlines Canada's organic regulations and requirements and includes Canada Organic Trade Association (COTA) data on market profiles, trends, and opportunities.



The launch of *I CAN Export Organic* in Kyiv, October 7, 2018. L–R: Roman Waschuk, then-Canadian Ambassador to Ukraine; Maria Makhnovets, organic export consultant; Sergiy Galashevsky, Director of the Organic Standard.

“National Organic Standards are generally very similar worldwide. The difference is often in important technical details. CUTIS’ support in translating Canadian Organic Standards into the Ukrainian language has helped Ukrainian farmers understand these technical differences.”

—Sergiy Galashevsky, Director, Organic Standard

The manual, launched in October 2018 by Roman Waschuk, then-Canadian Ambassador to Ukraine, was well-received by Ukrainian organic stakeholders, including regional chambers of commerce and industry. It has since become the main source of public

information for Ukrainian organic exporters and producers hoping to enter the Canadian market. The manual is available on the CUTIS website and from the State Service of Ukraine for Food Safety and Consumer Protection.

I CAN Export Organic has helped Ukrainian companies increase their knowledge of and interest in the Canadian organic market and its certification requirements. This is demonstrated by a growing number of Ukrainian companies acquiring COR certification. As of April 2020, two years after the Organic Standard received recognition to offer COR certification, 15 Ukrainian companies are COR-certified and eligible to export organic products to Canada. Four of them were co-financed by CUTIS, while the others received COR information published by CUTIS in collaboration with the Organic Standard. This trend is likely to continue, demonstrating the fruitful partnership that has developed between CUTIS and the Organic Standard.