

NOCU launches ambitious initiative to promote Organic Agriculture Islandwide

National Organic Control Unit (NOCU) - the competent authority for Organic Agriculture in Sri Lanka, established under the Sri Lanka Export Development Board (EDB) - launched its initiative to promote Organic Agriculture islandwide recently. As part of this effort, the first awareness program- was successfully conducted in Kegalle District on the 25th of July at Slek Hotel and demonstrating an encouraging turnout about 80 attendees actively took part at the event. The programme also highlighted the contribution of NOCU to organic farming in terms of its role to promote a credible organic agriculture value chain. The participants, representing various sectors of the agriculture industry, gained valuable insights into organic farming techniques, certification processes, organic standards, and market opportunities.

As the regulatory body responsible for overseeing activities within the island's organic agricultural sector, the main objective of NOCU is to protect the credibility of organic agricultural products that are imported, exported, and sold in the local market as a reliable source for consumers. In line with this objective, NOCU has scheduled six comprehensive awareness programs islandwide aimed at educating farmers, exporters, processors, and relevant government officials on Organic Agriculture, including principles of Organic Agriculture and farming practices, Sri Lankan organic standards and organic certification procedures as well as marketing prospects for organic agricultural products.

The ever increasing demand for organic products globally, including Sri Lanka, underscores the need of proper knowledge on Organic Agriculture to ensure that reliable organic food reaches customers. Consequently, implementing awareness programmes is essential as the island has immense opportunities in the organic agricultural sector. Since its establishment in 2014, NOCU has taken significant steps to enhance the Organic Agriculture sector in Sri Lanka. This program was addressed by Mr. J.M.R.P. Jayasinghe, District Secretary-Kegalle and Mr. D.N. Gamalathge, Additional District Secretary-Kegalle. The Export Agriculture Division of the EDB organized this event under the guidance of Mr. Janak Badugama, Director-Export Agriculture.



Figure 1 Awareness Speech



Figure 1 The Target Audience



Figure 3 The Registration Table