

EDB-NOCU kicks off islandwide awareness campaign from Jaffna

The National Organic Control Unit (NOCU), the competent authority for organic agriculture in Sri Lanka under the Sri Lanka Export Development Board (EDB), launched its ambitious, islandwide initiative of awareness programmes to promote organic farming practices recently. As part of the national programme, the first awareness programme planned for 2025 was held successfully in Jaffna on the 21st of January at J Hotels. The event drew an enthusiastic crowd of approximately 100 participants. Attendees, representing diverse sectors within the agriculture industry, engaged in interactive sessions that emphasized NOCU's pivotal role in fostering a trustworthy organic agriculture value chain. The participants, representing various sectors of the agriculture industry, gained valuable insights into organic farming, processing methods, market opportunities, standards, and international certification procedures.

The event was organised by NOCU in collaboration with the EDB Northern Province Office. Dr. Priyanga Dissanayaka, Assistant Director-Department of Agriculture and Chandika Jayashan of Senior Auditor-Mayacert (Pvt) Ltd shared their insights with the participants. On behalf of the EDB Northern Province Office, Assistant Director K. Kanojan addressed the gathering. The participants also had the opportunity to obtain valuable guidance and information from the EDB's NOCU Division, which was represented by Assistant Directors Vinoka Perera and Madurika Menikpura as well as Export Promotion Officer Lasith Jayawardana.

NOCU has planned four comprehensive awareness programs across the country in 2025. These sessions aim to educate key stakeholders, including farmers, exporters, processors, and government officials, on organic farming principles, processing methods, local and international market trends, Sri Lankan organic standards, and international certification procedures.



During the program



Awareness lectures

As the regulatory body tasked with upholding the integrity of organic agricultural products within Sri Lanka, NOCU's primary goal is to ensure the credibility of organic goods sold locally, imported, or exported, providing consumers with reliable options. The increasing global demand for organic products, including in Sri Lanka, underscores the importance of fostering a comprehensive understanding of organic agriculture to ensure the delivery of

trustworthy organic food to consumers. With Sri Lanka's significant potential in organic agriculture, implementing targeted awareness campaigns is essential. Since its establishment in 2014, the National Organic Control Unit (NOCU) has played a vital role in advancing the country's organic agriculture sector.



Certification body



Participants