

Third IFOAM symposium before BioFach

Author: Kai Kreuzer



With graphic examples, **Selina Gan** (pictures on left and below) reported on the challenges you face in the **Malaysian** market. This charismatic founder and managing director of Country Farm Organics already has plenty of experience of organic marketing in Malaysia with two organic supermarkets and an organic restaurant, and supplying organic departments (50 m² - 800 m²) in conventional supermarkets. Because too few products were available on the domestic market, she has developed her company increasingly in the direction of importing and exporting. She was enthusiastic about a new marketing system that approaches customers direct and supplies what they order. Without previous knowledge of commerce, she set up her business in 1998 in a country where the concept of organic was hardly known at all. Since 2003, when the first wholefood stores were created, there has been considerable development. There are now 100 of these stores with a retail area of 50 m² - 120 m².

In these health food stores about 40 % of the stock range is organic, with the rest being natural goods from Taiwan. In 2005, the conventional retail food trade entered the market with, for example, **Jusco, Carrefour, Tesco** and **Cold Storage** that are supplied by Country Farm Organics. Selina Gan stated with pride that eight out of ten people in Malaysia now know what organic means, and as many as half of them have tried out organic products for themselves. This enterprising organic marketer sees problems in fresh vegetables not being available, prices being too high and dependence on imports, since there are still too few organic farmers and processors in the country. 85 % of all organic goods sold in Malaysia are imported. The title of her contribution was "[How the Malaysian Organic Market Evolved in one Decade](#)".



Tip:

Third IFOAM Trade Symposium: "Finding the Competitive Advantage, a Challenge in these Uncertain Times". All contributions can be accessed on the [Internet](#) as Powerpoint presentations.

Source: http://www.organic-market.info/web/Fairs+_Conferences/General/IFOAM/214/313/0/7375.html