

AGENDA



BIOEAST SCIENCE-POLICY DIALOGUE

Making agroecology practices
economically attractive: Incentives,
barriers, and market development

30 June 2026
10:00-11:30 CET

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BIOEAST SCIENCE-POLICY DIALOGUE

Making agroecology practices economically attractive - Incentives, barriers, and market development

Agroecology is increasingly recognized as a key pathway for building more resilient, sustainable, and inclusive food systems. However, its wider adoption depends not only on technical feasibility and environmental benefits, but also on whether agroecological practices can become economically viable and attractive for farmers and other food system actors. Many agroecological approaches generate public goods, including improved soil health, enhanced biodiversity, climate resilience, and reduced dependency on external inputs, yet these benefits are often insufficiently rewarded by markets, value chains, or policy frameworks. Addressing this gap through appropriate incentives, supportive policies, and market development is therefore essential for making agroecology a competitive option for producers and for enabling its long-term contribution to food system transformation. The BIOEAST Agroecology Thematic Working Group (TWG) within the framework of [the BIOEAST Initiative](#) helps connect its member states (11 Central and Eastern European countries) by facilitating the exchange of knowledge and country-specific good practices on making agroecological practices economically attractive.

Therefore, an online science-policy dialogue will be organised on **30 June 2026 between 10:00 and 11:30 (CET)** by the BIOEAST Agroecology TWG to address the main economic, regulatory, and market-related barriers in the BIOEAST macro-region that currently limit the wider uptake of organic and agroecological practices, while also exploring possible incentives and enabling conditions for transition.

By joining the conference, you will have the opportunity to learn about the practical pathways to strengthen the economic case for agroecology, including inspirational farmer business models that demonstrate viable and profitable approaches, the role of consumer behaviour in shaping demand for sustainably produced food, inspiring cases for agroecology market development and the opportunities within the Common Agricultural Policy (CAP) to better support agroecological transition through targeted incentives and policy instruments. By bringing together these perspectives, the discussion aims to identify actionable solutions for scaling agroecology as a cornerstone of resilient, inclusive, and sustainable food systems.

Register [HERE](#) to join the conference!

Who can join?

The dialogue is specifically targeted to policymakers, experts, and researchers from the BIOEAST macro-region, but other interested international stakeholders are welcome to join. **The dialogue will be held in English.**

AGENDA

Location: Online

30-06-2026

TIME	TOPIC	PRESENTER/FACILITATOR
10:00-10:10	Arrival to the Webinar and welcome	Hanna Déri Hungarian Research Institute of Organic Agriculture (ÖMKi)
10:10-10:30	Economic Opportunities and Enabling Conditions for Agroecology and Organic Farming	Ulrich Schmutz, Professor Coventry University (CU)
10:30-11:20	Panel discussion on <i>Making agroecology practices economically attractive: Incentives, barriers, and market development</i>	Ulrich Schmutz, Professor Coventry University (CU) Viorel Morarescu, Director Ministry of Agriculture and Rural Development, General Directorate for Agricultural Policies Zoltán Dezsény, Farmer MagosVölgy Organic Farm Gyöngyi Györéné Kis, Research Project Lead Hungarian Research Institute of Organic Agriculture (ÖMKi) Raffaele Zanolì, Professor (TBD) Marche Polytechnic University
11:20-11:30	Open discussion and Q&A	Hanna Déri (ÖMKi)