

**ABSTRACT:** Benefits of organic farming are well known. Not only it creates higher income for smallholders but also is more sustainable and environment friendly. However, the key success criteria for transitioning to organic farming are often not so well understood by its key stakeholders which results in low adoption rates.

Smallholder ecosystem typically comprises of farmers, land owners, input providers, finance, markets, access to inputs and markets through a web of middlemen, technical assistance & extension services providers, who may either be state actors or research agencies or input providers. Smallholder farmers are essentially micro-businesses who must work within this fragmented ecosystem wherein they don't think beyond traditional markets and end up following conventional practices that encourages high yield through over-exploitation of resources and extensive use of non-organic nutrition, chemicals and pesticides.

To break this conventional ecosystem that is dominated by vested interests of large corporations and non-organic input providers, transitioning to organic farming and developing the right business model for smallholders is not easy. But then the big opportunity lies in the evolving mindsets of customers who are willing to pay a high premium for organic farming produce.

In our discussions today, we would like to share our experiences with smallholders in the emerging countries, success criteria for ensuring transitioning to the future of farming, and how to get the farmers to make the right choice of switching to organic farming. In this context, the key questions that we will answer are, how smallholders can be connected to markets driven by demand for organic produce, what kind of financial partnerships are likely to work, who will be the right stakeholders to ensure technical assistance percolates down to the smallholder, offsetting low productivity during transitioning phase, and strengthening an end-to-end organic farming supply chain with full traceability.