

Literature review – Organic Market FR

No.	1
Title	Marketing approaches for organic products in supermarkets: case studies from Western Europe and the United States of America conducted in 2000
Author(s)	Richter, T. ; Schmid,O. ; Meier U. ; Halpin, D. ; Van den Berge, P. ; Damary, P.
Publisher	FIBL
Place of publication	Frick (Switzerland)
Year of publication	2001
Keywords	National investigation, distribution channels, large retail chains, communication strategies, product range
Rating of scientific relevance (1-5)	1
Abstract	For a long time, in most European countries, the dominant market channel for organic food has been the traditional natural food store. Today, market channels for organic food are a lot different. Organic supermarkets and conventional retail chains, as the most popular channels for selling organic foods, have emerged to challenge the traditional natural food store. In France, strong growth has come since the marketing channels have diversified and in particular since the large retail chains have taken an interest in organic products. In the future, they should even increase their share of market, as might the specialised organic supérettes. The development in the large outlets will depend, however, on the availability of products and on the sector's capacity to respond to such a large demand.

No.	2
Title	The organic market in France in 1999: evolutions, structures and stakes (Le marché des produits biologiques en France en 1999 : évolutions, structures et enjeux)
Author(s)	Le Floc'h-Wadel, A. ; Sylvander, B.
Publisher	INRA ESR UREQUA, 26 p.
Place of publication	Le Mans
Year of publication	2000
Keywords	National investigation, supply chain, growth of demand / supply, distribution channel
Rating of scientific relevance (1-5)	2
Abstract	Restricted to small groups of producers, processors and consumers for a long time, the French organic market has been increasing for a few years. The organic market used to be

	composed of small farms, more or less strongly tied to artisanal firms, creating well-identified networks. The market growth, the appearance of new actors activated by large and medium-sized supermarkets provoked the break-up of those professional networks. This study led by INRA – UREQUA aims at pointing out the evolutions of the French organic market (evolution of : turnover, number of actors, appearance of large structures not involved in the organic trend, marketing of more elaborated products, etc). The stakes for the French organic market are also part of this study.
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No.	3
Title	The organic food market (Le marché des aliments biologiques)
Author(s)	Fahd, R. ; Sportes, C.(dir.) ; Faibis, L.(dir.)
Publisher	Xerfi, novembre 2000, 185 p.
Place of publication	Paris
Year of publication	2000
Keywords	National investigation, Factors blocking the demand, distribution channels, cooperation between actors
Rating of scientific relevance (1-5)	2
Abstract	The Xerfi report consists of a synthesis, followed by 4 main parts. The synthesis, presented as a strategic conclusion, raises 7 main points : 1.“Organic” is synonym for reassurance, in a context of increasing consumer anxiety and distrust in relation to the food-industry ; 2. Uncertainties persist; 3. Restraining factors remain; 4. Distribution is hesitant, and manufacturers almost absent; 5.The consumer has changed; 6. New expectations; 7.The concentration. The leaders try to reach a critical size. Part 2 concerning the dynamics of the market presents factors promoting and factors restraining the development of the organic market. The third part of the report deals with the dynamics of the market and the organization of the distribution: the main characteristic of the organic market is its dynamism. Part 4 describes the competitive field as being characterized by a diverse offer and a contrasted distribution. Finally, two points are underlined in this fifth part: the mobilization of cooperatives and the appearance of new strategic axes.

No.	4
Title	Organic products: a cash cow for the future ? (Le bio, une future vache à lait ?)
Author(s)	Deleau, P.
Publisher	Points de Vente, n°831, 29/11/00

Place of publication	Paris
Year of publication	2000
Keywords	Competitiveness of organic versus conventional sector, branding, factors blocking the supply
Rating of scientific relevance (1-5)	4

No.	5
Title	The first specialised distribution network: Biocoop would like to put some “sense” on our plates (Premier réseau de distribution spécialisé: Biocoop veut mettre du « sens » dans nos assiettes)
Author(s)	Contour B.
Publisher	Qualité Infos, n°0, 2000/06, pp. 36-37
Place of publication	Saint Cloud
Year of publication	2000
Keywords	Distribution channels, product quality, product range, cooperation
Rating of scientific relevance (1-5)	4

No.	6
Title	The organic market is making money: for how long? (Le bio fait recette : jusqu'à quand ?)
Author(s)	Deleau, P.
Publisher	Points de Vente, n°789, 15/12/99
Place of publication	Paris
Year of publication	1999
Keywords	Competitiveness of organic versus conventional, factors blocking the demand, distribution channels, branding
Rating of scientific relevance (1-5)	4

No.	7
Title	Organic products in specialised outlets in France (La distribution des produits biologiques dans les magasins spécialisés en France)
Author(s)	Roussillon, E.
Publisher	Du Sol à La Table, n°41, pp.19-26
Place of publication	Le Haillan
Year of publication	1999
Keywords	National investigation, distribution channels
Rating of scientific relevance (1-5)	3
Abstract	After a period of stagnation, the prospects for the distribution

	channel specialising in selling organic products now look bright. This study aims at pointing out (a) the distribution structure (market position, number of outlets, competition, type of consumers, etc); (b) the supply in the shop (number of references, product range, products consumers appreciate the most / the least, etc); (c) the supply policy (relations between suppliers and the shop, supply strategy, cooperation with farmers, etc); (d) the turnover and (e) potential of development in the coming years.
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No.	8
Title	Will organic farming be able to increase the added value of food production in the Pyrénées ? (Des filières biologiques dans les Pyrénées ? Quelles contributions apporterait l'agriculture biologique pour une meilleure valorisation des productions du massif des Pyrénées)
Author(s)	Savant-Ros, V.
Publisher	Mémoire de fin d'études ISARA, Lyon, 30 /09/1999, 108 p.
Place of publication	Lyon
Year of publication	1999
Keywords	Regional investigation, competitiveness between regions, factors driving or blocking the supply, cooperation between actors, distribution channels
Rating of scientific relevance (1-5)	3

No.	9
Title	Organic meat: a rapidly expanding market (La viande bio : un marché en pleine expansion)
Author(s)	Dillen, D.
Publisher	Nature et Progrès, juillet-août 1999, pp. 7-12
Place of publication	Belgium
Year of publication	1999
Keywords	
Rating of scientific relevance (1-5)	

No.	10
Title	The market for organic meat (Le marché des viandes biologiques)
Author(s)	Anonymous

Publisher	Les Cahiers de l'OFIVAL, juillet 1999, 134 p.
Place of publication	Paris
Year of publication	1999
Keywords	National investigation, factors driving or blocking supply and demand
Rating of scientific relevance (1-5)	2
Abstract	The first part of this study is to make an inventory of existing French organic meat production, and to identify and analyse its strengths and weaknesses compared with conventional farming. The second part deals with analysing consumers' requirements with regard to organic meat products (buying motives, price premiums, etc). The last part of the study tries to quantify the organic meat sector in France and in Europe and its perspectives in terms of development, and as a conclusion proposes a strategy aiming at developing the French organic meat supply chain on the domestic market and for export.

No.	11
Title	Organic products on the international market: demand and regular constraints (Marché international des produits biologiques: la demande et les contraintes réglementaires)
Author(s)	DIPMA (Direction des Produits et Matériels Agro-alimentaires)
Publisher	CFCE, 1999, 328 p.
Place of publication	Paris
Year of publication	1999
Keywords	International investigation, factors driving the demand, regulations
Rating of scientific relevance (1-5)	4

No.	12
Title	Organic sheep supply chain: good prospects (Filière ovine bio : de bonnes perspectives)
Author(s)	Diependaele, J. ; Darracq, J.
Publisher	Réussir Pâtre, avril 1999, pp. 22-32
Place of publication	Paris
Year of publication	1999
Keywords	Regional investigation, cooperation between actors, growth of demand
Rating of scientific relevance (1-5)	4

No.	13
Title	Organic fruit and vegetables: French overview (Fruits et légumes biologiques : panorama français)
Author(s)	Marcotte, P.
Publisher	Alter Agri, janvier - février 1999, pp. 9-12
Place of publication	Fenouillet
Year of publication	1999
Keywords	Growth of demand and supply, distribution channels, communication strategies, product quality
Rating of scientific relevance (1-5)	4

No.	14
Title	The market for organic fruit and vegetables: potential and prospects (Le marché des fruits et légumes biologiques : potentiels et perspectives)
Author(s)	Glandières, A.
Publisher	Du Sol à la Table, mars 1998, pp. 11-13
Place of publication	Le Haillan
Year of publication	1998
Keywords	National investigation, factors blocking the supply, growth of demand, competitiveness of organic versus conventional
Rating of scientific relevance (1-5)	3

No.	15
Title	The market and demand for organic product (Le marché des produits biologiques et la demande)
Author(s)	Sylvander, B.
Publisher	INRA-ESR-UREQUA, 1998, 27p.
Place of publication	Le Mans
Year of publication	1998
Keywords	National investigation, growth of demand, distribution channels, communication strategies, price premiums
Rating of scientific relevance (1-5)	1

No.	16
Title	The organic milk supply chain: actors' strategies, market development (La filière lait biologique : stratégies d'acteurs, développement de marché)
Author(s)	Richard, E.
Publisher	INRA ESR UREQUA, 156 p.
Place of publication	Le Mans
Year of publication	1997
Keywords	National investigation, distribution channels, product range, strategy, market, firms, organic milk
Rating of scientific relevance (1-5)	1
Abstract	The French organic market is experiencing a significant shortage of raw materials, in the context of strong market development. The organic milk sector is badly affected by the lack of raw materials and there is a real need to adjust between supply and demand, characterised by a lack of organisation in the organic milk supply chain. This study analyses different types of firms according to their choices in terms of strategy and proposes potential ways of development.

No.	17
Title	Situation of the organic market in 1997 (La situation de la filière biologique en 1997)
Author(s)	Guillou, H. ; Sylvander, B.
Publisher	INRA-ESR-UREQUA, 1997/12, 54 p.
Place of publication	Le Mans
Year of publication	1997
Keywords	National investigation, growth of demand, distribution channels, communication strategies, cooperation between actors
Rating of scientific relevance (1-5)	2

No.	18
Title	Opportunities offered by the organic market (Les opportunités de marché des produits biologiques)
Author(s)	Chassin du Guerny, G. ; Faure, X.
Publisher	CCI Toulouse, juin 1997, 64 p.
Place of publication	Toulouse
Year of publication	1997
Keywords	Growth of demand, competitiveness of organic versus conventional, distribution channels, cooperation between actors, branding, price premiums

Rating of scientific relevance (1-5)	3
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No.	19
Title	Possible development for the organic market: how to adapt distribution channels? (Perspectives de développement du marché des produits biologiques : comment adapter l'appareil de distribution ?)
Author(s)	Benazet, M.J.
Publisher	Mémoire de fin d'études Purpan, Toulouse, mai 1995, 88 p.
Place of publication	Toulouse
Year of publication	1996
Keywords	Distribution channels, factors blocking the supply
Rating of scientific relevance (1-5)	4

No.	20
Title	Organic products: the market is running away (Bio : le marché s'emballé)
Author(s)	Lestrac, E. (de)
Publisher	Points de Vente, n°744, 25/11/99
Place of publication	Paris
Year of publication	1999
Keywords	Price premiums, distribution channels, branding, product range
Rating of scientific relevance (1-5)	4

Literature review – Organic Consumers FR

No.	1
Title	Has the consumer a Bio-logic ? (Le consommateur a-t-il une Bio-logique ?)
Author(s)	
Publisher	Enquête SECODIP
Place of publication	Paris
Year of publication	2001
Keywords	Consumer perception, motivation, behaviour, trend, availability, price premiums
Rating of scientific relevance (1-5)	2
Abstract	SECODIP realized on the basis of its consumers database Consoscan a study of the consumption of organic products in France from July 1999 to June 2000. This study concerns grocery products, fresh products, meat and poultry. The first part of this study presents the essential characteristics of the consumption of organic products in France. Second part details results by categories of products and the third part studies the effect of supermarket chains on this market.

No.	2
Title	Agro-environment: fruit and vegetables consumers' attitudes towards food scandals and environmental crises. Quantitative and qualitative study (Agro-environnement : attitudes des consommateurs de fruits et légumes face aux crises alimentaires et environnementales. Etude qualitative et quantitative)
Author(s)	Moreau-Rio, M.A. ; Roty, C.
Publisher	CTIFL, 216 p.
Place of publication	Paris
Year of publication	2000
Keywords	National investigation, consumers perception, attitude, expectations
Rating of scientific relevance (1-5)	3
Abstract	This study deals with consumers' perception of quality in the field of fruit and vegetables. According to the survey, the quality decrease of these products is linked to the distribution channels used (e.g. large retailing chains). Consumers point out one important issue, i.e. the strong link between quality, environment and methods of production. That's why organic farming is very

	well-perceived. However, there are great expectations: consumers would like to get more information and to know more about controls and traceability.
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No.	3
Title	Organic farming: supply is increasing quickly but is still not sufficient to meet the demand (L'agriculture biologique : une production en forte hausse mais qui reste inférieure à la demande)
Author(s)	Bénévisse, J. ; Tuddenham, M.
Publisher	Données de l'Environnement, IFEN, n°54, 2000, 4 p.
Place of publication	Paris
Year of publication	2000
Keywords	National investigation, factors blocking the supply, socio-demographic profile, consumer expectations
Rating of scientific relevance (1-5)	3

No.	4
Title	Organic products and consumer trends in France and Europe : consequences for the future (Les tendances de consommation en France et en Europe : conséquences sur les perspectives d'évolution du secteur)
Author(s)	Sylvander, B.
Publisher	In: Allard, G;David, C.;Henning, G. L'agriculture biologique face à son développement : les enjeux du futur. Organic farming facing its development. 12. Entretiens du centre Jacques Cartier, ISARA Lyon 1999/12/06-08, INRA Editions, Série les colloques N°95, pp 193-212
Place of publication	Versailles – Saint-Cyr
Year of publication	1999
Keywords	Consumer perception, information, socio-demographic profile, expectation, motives
Rating of scientific relevance (1-5)	1
Abstract	Since the beginning of the 90s, a new type of consumers has started to buy organic products thanks to the appearance of those products in the large and medium-sized supermarkets, which represents 35-40% of the demand. These initiatives have emphasized the potential for development of this market. The growth rate of the organic sector is around 20% a year and the market represents about 6 billions francs in 1999. The new or recent consumers, around 1 out of 2, often are occasional buyers and their perception of organic products is not always accurate (and sometimes their knowledge about the realities of organic

	farming is very limited). That is unlike the more long-standing consumers who are more aware of what organic farming and products really represent.
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No.	5
Title	The necessity of adapting the supply to satisfy the chameleon consumer (Adapter l'offre à un consommateur caméléon)
Author(s)	Deleau, P.
Publisher	Points de Vente, n°789, 15/12/99
Place of publication	Paris
Year of publication	1999
Keywords	Trend, availability, expectation, information, branding, communication
Rating of scientific relevance (1-5)	4

No.	6
Title	A cross-cultural research on consumers attitudes and behaviors towards organic and regional foods (Les produits biologiques locaux : quelles perspectives ?)
Author(s)	Sirieix, L. ; Schaer, B.
Publisher	Colloque : Signes officiels de qualité et développement agricole, Clermont-Ferrand, 1999/04/14; 1999/04/15 - SFER, Société Française d'Economie Rurale, Paris. - In Lagrange, L. (éd.). - Signes officiels de qualité et développement agricole : aspects techniques et économiques, 348 p. - Paris : Lavoisier, 1999, pp. 242-246
Place of publication	Paris
Year of publication	1999
Keywords	Regional investigation, consumer attitude, behaviour
Rating of scientific relevance (1-5)	1
Abstract	The main research question in this study is to determine if an interaction effect may exist between two credence characteristics - "organic" and "regional" - and if the relations between these two characteristics differ from one country to another. The study first compares the image of organic agriculture in two regions of France and Germany, and second, examines the relationships between attitudes and behaviors towards organic products, attitudes towards regional products, and attitudes towards "organic and regional" products. Significant differences appear between the two regions. The first part of the study presents the theoretical background, followed by a description of the cross-cultural research procedure in the second part, while the third

	part presents the first results.
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No.	7
Title	Growing rapidly, organic market remains vulnerable (En extension rapide le marché du bio reste vulnérable)
Author(s)	Sylvander, B.
Publisher	Echo des MIN, n°145, 1999/04, pp. 56-58
Place of publication	Morières Les Avignon
Year of publication	1999
Keywords	Socio-demographic profile, trends, consumer expectations
Rating of scientific relevance (1-5)	2

No.	8
Title	Demand for organic products: consumers' perception is getting more and more vague and vulnerable (La demande des produits biologiques : une perception de plus en plus vague et vulnérable)
Author(s)	Sylvander, B.
Publisher	Echo des MIN, n°144, 1999/03, pp. 74-76
Place of publication	Morières Les Avignon
Year of publication	1999
Keywords	Consumer perception, buying motivations, expectations
Rating of scientific relevance (1-5)	2

No.	9
Title	Eating the "Natural Way". The consumers of organic products (Manger « naturel ». Les consommateurs de produits biologiques)
Author(s)	Ouédraogo, A.
Publisher	Journal des Anthropologues, n° 74, 1998, pp. 13-27
Place of publication	Paris
Year of publication	1998
Keywords	Socio-demographic profile, consumer behaviour, attitude, response, trust
Rating of scientific relevance (1-5)	1
Abstract	This article presents the results of a survey carried out on the consumers of a shop selling organic farms products in the Paris region and is based on the example of a subgroup designated as

	<p>“organic farming enthusiasts”. The study endeavours to give an account of the social context of this subgroup’s response to organic products. To this end, a description of the social demographic characteristics of the study subjects is given, followed by an analysis of the major factors influencing their consumption habits. An examination of the practices and attitudes of the “organic farming enthusiasts” shows them to be what may be considered “pioneer” consumers of organic products and / or militant ecologists. The belief of the group as regards health and ethics are consistent with their ideological affinities.</p>
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No.	10
Title	Consumption of organic products and visits to points of sale: what are the opportunities for the current commercial offers? (Consommation biologique et fréquentation des points de vente : quelles opportunités pour les offres commerciales actuelles ?)
Author(s)	Ponthier, S.
Publisher	Université Paris XII, 1997, 17p.
Place of publication	Paris
Year of publication	1997
Keywords	Consumer perception, behaviour, preference, motives
Rating of scientific relevance (1-5)	1
Abstract	In France, even if the large and medium-sized supermarkets appeared on the organic market a few years ago, outlets specialised in selling these products are still very active. This study aims at reaching a better understanding of the behaviour of organic products consumers regarding the organic products and organic outlets. So, the aim of the study is to analyse the potentiality of development and /or survival of the different types of distribution channel and to try to understand the different ways of consuming organic products and get an idea of what consumers expect from them, in order to point out consumers’ buying motives.

No.	11
Title	Overview of organic food consumers (Alimentation : radioscopie des consommateurs de produits bio)
Author(s)	Lestrac, E. (de)
Publisher	Points de Vente, n° 721, 8 avril 1998, pp. 24-25
Place of publication	Paris
Year of publication	1998

Keywords	Consumer expectations, buying motives, trust, price premiums
Rating of scientific relevance (1-5)	4

No.	12
Title	Organic products: images, attitudes and buying behaviours (Les produits biologiques : images, attitudes et comportements d'achat)
Author(s)	TMO, Paris, 1997/11, Non paginé
Publisher	TMO
Place of publication	Paris
Year of publication	1997
Keywords	Consumer attitudes, behaviour, expectations, motivation, price premiums
Rating of scientific relevance (1-5)	4

No.	13
Title	Expenditure on food. Consumers get reassurance while eating (Dépenses alimentaires. Les consommateurs se rassurent en mangeant)
Author(s)	Agra
Publisher	Revue de l'Alimentation Animale, n° 504, Mars 1997, p. 26
Place of publication	
Year of publication	1997
Keywords	Consumer attitude, preference, expectations
Rating of scientific relevance (1-5)	4

Literature review – Organic Marketing Initiatives FR

No.	1
Title	Some factors of success for origin labelled products in agro-food supply chains in Europe: market, internal resources and institutions
Author(s)	Barjolle, D. ; Sylvander, B.
Publisher	Actes et Communications, n°17-1, pp.45-71
Place of publication	Versailles Saint-Cyr
Year of publication	2000
Keywords	Supply chain, market, institutions, consumer behaviour, coordination, management, quality
Rating of scientific relevance (1-5)	1
Abstract	Twenty-one supply chains in seven countries are analysed. The primary factor in success is the capacity of a set of firms in a supply chain based in a particular area to effectively coordinate such matters as the identification of joint objectives, definition and control of quality, variety management, image promotion and research and development. Market characteristics are secondary factors in success. Following Bouquin (1986) a distinction is drawn between efficiency and effectiveness. Emphasising the crucial step of goal setting (effectiveness) may highlight the relevance of internal resources and competencies of a set of firms, according to Teece (1981). This explains why the set of firms manages not only to react to their environment but also to influence it. This approach is consistent with a number of rationality and organisation models proposed by Simon (1976). This kind of transition from individual to collective forms of management shows a possible link between an approach in terms of hybrid forms (efficiency) and an approach in terms of core competence (effectiveness).

No.	2
Title	Contractual forms between retailers and their suppliers in the food sector (Les formes relationnelles entre les enseignes de grande distribution et leurs fournisseurs)
Author(s)	Bouvier-Patron, P.
Publisher	Economie Rurale, 245/246, pp.1-7
Place of publication	Paris
Year of publication	1998
Keywords	Organisation, alliance
Rating of scientific	2

relevance (1-5)	
Abstract	Vertical integration on the one hand and contractual relations on the other are two main features of the food retailing sector. The economical weight of each of these both sides is more or less similar. However, in the long run, it seems that (a) the contractual side is more important than the integrated one and, in the same time, that (b) contractual forms related to high quality tend now to be dominant. These two points (a,b) are the ones which are explained in the paper.

No.	3
Title	Quality farm food in Europe: a possible alternative to the industrialised market and to current agri-environmental policies: lessons from France
Author(s)	Gilg, A.W. ; Battershill, M.
Publisher	Food Policy, Vol.23, N°1, pp.25-40
Place of publication	Great - Britain
Year of publication	1998
Keywords	Quality, direct selling, agri-environmental policies, marketing
Rating of scientific relevance (1-5)	1
Abstract	As consumer dissatisfaction with intensive farming systems and standardised farm products has grown, so has the demand for “quality” produce emanating from alternative farming and marketing sectors. This paper describes one important quality food sector, namely “vente directe” in France. “Vente directe” involves farmers selling their own produce directly, i.e. with no “middleman”, and is one means the demand for quality could be capitalised upon so as to support existing producers of traditional low intensive farm produce. The research shows that while there is unquestionably a sector of French consumers willing to support “vente directe” by paying higher prices for perceived quality and confidence in their food, both demand and supply are too small to be very significant. Moreover, consumers within the sector are not always interested in farming practices, and often look no further than the marketing imagery for any evidence of a traditional low intensity farming system. An exception is the organic sector, where practices are clearly defined and clients often more discerning.

No.	4
Title	Identity and changes in the identity of a economic meso-system : the case of organic farming in France (Identités et mutations identitaires d'un méso-système économique : le cas de l'agriculture biologique en France)

Author(s)	Pernin, J-L.
Publisher	Economie Appliquée, tome LI, n°2, pp.139-168
Place of publication	Paris
Year of publication	1998
Keywords	Networks, organisation, institution
Rating of scientific relevance (1-5)	2
Abstract	This paper focuses upon identity dynamics of a meso-system and its networks. For that we use the economics of conventions and two types of conventions to analyse identity system are proposed. This proposition studying organic agriculture in France and Germany is then validated. Finally the identity evolution's stakes in the organic agriculture in France is studied and a way for this identity evolution is proposed.

No.	5
Title	Role of certification in the changes of regime of coordination : organic farming, from networks to industry (Le rôle de la certification dans les changements de régime de coordination : l'agriculture biologique, du réseau à l'industrie)
Author(s)	Sylvander, B.
Publisher	Revue d'Economie Industrielle, n°80
Place of publication	
Year of publication	1997
Keywords	Quality, conventions, certification, industry
Rating of scientific relevance (1-5)	1
Abstract	In spite of a high demand, the French organic market encounters blocking factors, linked to the fact that conditions to the market viability are not met. The market development is strongly linked to the re-construction of common points of reference, which enables the market to work properly. This re-construction needs to the passage from a domestic convention, destabilised by the breaking of the networks, to an industrial convention, which needs the presence of specific institutions such as certification bodies.

No.	6
Title	Networks in organic farming in France (Réseaux et rendements croissants d'adoption dans l'agriculture biologique en France)
Author(s)	Pernin, J-L
Publisher	Revue d'Economie Industrielle, n°70, pp.49-71
Place of publication	Paris
Year of publication	1994

Keywords	Networks, organisation, institution
Rating of scientific relevance (1-5)	2
Abstract	The aim of this paper is to study dynamics involved in a specific network called RTE (Réseau Technico-Economique). To be able to describe and understand how such a model works, a study of the existing networks on the French organic market is realised. Then, the paper focuses on the transformations, in terms of organisation, which have occurred in the field of organic farming and organic products processing since the sixties.

No.	7
Title	Relations between organic products processors and large retailing chains (Les relations entre les transformateurs de produits biologiques et la grande distribution)
Author(s)	Guillou, H.
Publisher	INRA ESR UREQUA, 142 p.
Place of publication	Le Mans
Year of publication	1997
Keywords	National investigation, supply chain, relations between processors and traders
Rating of scientific relevance (1-5)	2
Abstract	The rising of the organic market in France has been estimated at 50% in two years. This development is mainly due to mass marketing. However, the organic market and mass marketing sector had to face uncertainties concerning volumes, quality and logistics. A new model of inter-firms organisation, between « market » and « vertical integration » had to be « created ». so the prerequisites for such a relation are, on one hand, a balanced bargaining power between the actors and on the other hand a relation with high specificity.