Literature Review-Organic Market (Initiatives), Abstracts, Austria

No.	1
Title	Trademark politics as a means of communication politics in the dairy branch shown with the examples of „NÖM“ compared with the trademark „Ja! Natürlich“ of the BML-combine (Markenpolitik als kommunikationspolitisches Mittel in der Milchbranche)
Author(s)	Wurmböck, Dieter
Publisher	University of Economy, Wirtschaftsuniversität, Wien, thesis
Place of publication	Vienna
Year of publication	1999
Subject area(s)	Trademark, communication, dairy,
Keywords	National investigation Factors driving demand Communication strategies Branding
Rating of scientific relevance (1-5)	2

Wurmböck Dieter:
Trade-mark politics as a means of communication politics in the milk (dairy) branch shown with the examples of „NÖM“ compared with the trade mark „Ja! Natürlich“ of the BML-group
Markenpolitik als kommunikationspolitisches Mittel in der Milchbranche dargestellt am Beispiel der Dachmarke „NÖM“ im Vergleich zur Handelsmarke „ja! Natürlich“ des BML-Konzern
Methodology
Theoretic and empiric approach, case studies, no further description of methodology
Sample:
Not specified,
Geographic scope:
Austria
Target Group:
Billa-chain, NÖM-Dairy of Lower Austria,
Contents:
Theory of trade-marketing, concepts, strategies, functions and goals, advantages and limits, utility and problems, ecological trademarks as innovative trademark concept, trade-names,
empirical approach, case studies of Billa-chain and NÖM-dairy of Lower Austria, organic products of Billa, strategies, communication, promotion, corporate identity, distribution,
Findings:
To expand trademarks and labels they have to have a top mind position, have to be strong in values of the product categories, have to be head or individual trade names, it needs a concentration on core values and products of the brand, each new product has to be in line with the main products of the trademark, head-trademark and -name are a factor of success for Billa and NÖM, NÖM has a strong trade marketing position within dairy business

No.	2
Title	Trademarks and their importance (meaning) for retail business with special consideration of ecological (own) trade labels shown with the example of „Ja! Natürlich“ of the BML-group (Handelsmarken und deren Bedeutung für den Lebensmitteleinzelhandel unter besonderer Berücksichtigung von ökologischen Eigenmarken gezeigt am Beispiel "Ja! Natürlich." des BML-Konzerns)
Author(s)	Schreckhas, Alexandra
Publisher	University of Economy, Vienna, Wirtschaftsuniversität, Wien, thesis
Place of publication	Vienna
Year of publication	1998
Subject area(s)	Importance of trademarks in retailbusiness
Keywords	National investigation Factors driving demand Marketing

Rating of scientific relevance (1-5)	2

Schreckhas Alexandra
Trademarks and their importance (meaning) for retail business with special consideration of ecologic singular (own) trademarks shown with the example of „Ja! Natürlich“ of the BML-combine.
Handelsmarken und deren Bedeutung für den Lebensmitteleinzelhandel unter besonderer Berücksichtigung von ökologischen Eigenmarken gezeigt am Beispiel „Ja! Natürlich“ des BML-Konzerns.
Methodology:
Qualitative approach, literature-secondary-analysis,
Sample:
Not specified
Geographic scope:
Austria
Target Group:
Billa-Ja!Natürlich.,
Contents:
Relations between producer and marketing, trademarks, goals, functions, importance and kinds of trademarks, categories of trademarks, ecological trademarks as innovative concept of marketing, „Ja!Natürlich“ a concept with practical impact, analysis of Billa´s Ja!Natürlich, politics of products, prices, communication and distribution
Findings:
Billa built up an identity with trade marketing, realised an ecological retailers trademark, used for communication, important for its success was also the correct timing with the entrance into the EU, the trademark improved its reputation as a retailer of quality food, Billa joined organic food with feelings like delight, pleasure and enjoyment

No.	3
Title	Forms of Co-operation between Farmers and Consumers. Ways of solidary economy by organic farming, shown with some selected examples. (Kooperationsformen zwischen Bauern – Bäuerinnenund Verbraucherinnen. Wege zu einem solidarischen Wirtschaften im ökologischen Landbau anhand von ausgewählten Beispielen)
Author(s)	Loziczky, Tanja
Publisher	University of Agronomy, Vienna, Uni für Bodenkultur, thesis
Place of publication	Vienna
Year of publication	1997
Subject area(s)	Cooperation and solidarity between farmers and consumers
Keywords	National investigation Distribution channels Networking Alliances
Rating of scientific relevance (1-5)	2

Loziczky, Tanja:
Forms of Co-operation between Farmers and Consumers. Ways to solidaric economy by organic farming, shown with some selected examples.
(Kooperationsformen zwischen Bauern – Bäuerinnenund Verbraucherinnen. Wege zu einem solidarischen Wirtschaften im ökologischen Landbau anhand von ausgewählten Beispielen)
Methodology:
Qualitative approach, literature review, semi-qualitative interviews, questionnaire, case studies,
Target group:
Successful co-operatives in Austria, Germany, United Kingdom, USA, Japan,
Sample:
Sampling not very specified, questionnaire sample 91 households, key informants within co-operatives,
Geographic scope:
Austria, Germany, UK, USA, Japan

Contents:
Analysis of organisation members, their motivation, supply situation, attitudes towards quality and quantity of products, understanding of organisational ideas and ideal goals,
Description of different concepts of co-operation, Producer-Consumer-Co-operatives, Food-Co-operatives, Subscription of food-boxes, Consumer-Supplier-Agriculture,
Description of some special cases of cooperation, in Austria (Bersta, MÜLI, EVI, G´wölb, Kopra), Germany (Tagwerk, Maiskolben, Abokiste-Hemhofen, CSA-Buschberghof),
Findings:
Perspectives and possibilities of co-operatives, a different logic of marketing:
Regional economy instead of dependency on external markets, regional self-sufficiency, combination of different regional supply channels, social networking, contraction of production and consumption, co-operation, mutuality, equality instead of excessive competition, orientation towards intrinsic value and subsistence versus exchange value and accumulation, new comprehension of labour and property, common property, rights of use, volunteers in food production

No.	4
Title	Adoption behaviour of food retailers. A interpretative evaluation shown with the example of Austrian organic products (Das Adoptionsverhalten des Lebensmitteleinzelhandels Eine interpretative Auswertung gezeigt am Beispiel österreichischer Bioprodukte
Author(s)	Zittmayr, Gerhard
Publisher	University of Economy, Wirtschaftsuniversität, Wien, thesis
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Retailmarket and product assortment
Keywords	National investigation Product range Marketing Supply chain
Rating of scientific relevance (1-5)	2

Zittmayr Gerhard
Adoption behaviour of food retailers. A interpretative evaluation shown with the example of Austrian organic products
Das Adoptionsverhalten des Lebensmittelhandels. Eine interpretative Auswertung gezeigt am Beispiel österreichischer Bioprodukte
Methodology:
Theoretic and empirical investigation, semi-qualitative approach, focused interview
Sample:
5 representatives of wholesale trade and retail trade (Billa, Adeg, Meinl, Pfeiffer, Spar)
Geographic scope:
Austria
Target Group:
Whole sale and retail sale groups
Contents:
Model of adoption behaviour by Pfeiffer, description of retail market, function and organisation, description of organic farmers in Austria, production-methods, associations, brands, trademarks, certificates of origin, configuration of assortments, own research, with retail markets,
Findings:
Analysis of retail markets show that decisions for buying are primarily influenced by production- and market oriented factors, production oriented factors like quality, flavour, reliability of suppliers, quantity, have more influence than market oriented factors like place and organisation of the business, producer- and consumer oriented factors are more important for the adoption of organic products by retailers and whole sale business than market- and competition oriented factors, decisions of assortment are directed by the consumers,

No.	5
Title	Public relations and market communication of organic associations shown

	with the association „Ernte fürs Leben“ including conceptmaking Public Relations und Marktkommunikation von Bio-Verbänden dargestellt am Verband "Ernte für das Leben" samt Konzepterstellung
Author(s)	Gamper, Silvia
Publisher	University of Salzburg, thesis
Place of publication	Salzburg
Year of publication	1999
Subject area(s)	Communication in and of organic association
Keywords	Regional investigation Cooperation between farmers and traders Communication strategies Marketing
Rating of scientific relevance (1-5)	2

Gamper Silvia:
Public relations and market communication of organic Associations shown with the association „Ernte fürs Leben“ including concept
Public Relations und Marktkommunikation von Bio-Verbänden dargestellt am Verband "Ernte für das Leben" samt Konzepterstellung
Methodilogy:
Qualitative approach, literature and secondary analysis, concepts and theories
Sample:
Not specified
Geographic scope:
Austria
Target group:
Organic associations
Contents:
Theory of public relations, and market communications, theory of agrarian politics, actual situation of agriculture in Europe and Austria, organic farming in Austria, chances and problems with communication of the organic associations in Austria, description of „Ernte fürs Leben“, a communication concept, a communication concept for „Ernte fürs Leben“,
Findings:
Public relations and communication is an imprtant issue in marketing, communication of organic associations have non aggressive contents like environment, health, wellness, animal rights protection, innovation, organic associations have no consciousness of the importance of communication and public relations, there is no remarkable difference between advertising of conventional and organic traders, there is a need of improvement of communication in and out of organic associations, they have to look for new chances and other contents of public relations and commercial communication,

No.	6
Title	Branchmarketing for organic/natural food shops**.**
	Branchenmarketing für Bio/Naturkostläden
Author(s)	Kwich, Margarita Maria
Publisher	University of Vienna, thesis
Place of publication	Vienna
Year of publication	1999
Subject area(s)	Competition through branchmarketing
Keywords	National investigation Factors driving demand Competitiveness between organic food shops and supermarket marketing
Rating of scientific relevance (1-5)	2

Kwich, Margarita Maria
Branch-marketing for organic/natural food shops.

Branchenmarketing für Bio/Naturkostläden
Methodology:
Literature review, mixed approach, questionnaire
Sample:
213 (all) org/nat food shops, return rate:45%
Geographic scope:
Austria
Target Group:
Organic/natural food stores
Contents:
Description of organic farming in Austria, of organic food consumers, of life stile and bio-movements, historical review of organic/natural food shops in Austria and Germany, description of trade-marketing concepts with selected examples (IG-Naturkost, Perlinger Einzelhandel, VNÖ (Ass. for promotion and development of organic/natural food in Austria), own empirical research on trademark issues
Findings:
In Austria exist a few, hardly profitable shops for organic food. To improve their performance (against competition with super and direct marketing)the development of bigger, well assorted specialized shops with competent advisory service is recommended. Therefore it is of significant interest to have a common trade-marketing to improve reputation and the degree of popularity of organic shops.

No.	7
Title	Market Research: Market of organic food in Austria 1996 (Der Handel mit biologischen Lebensmitteln in Österreich 1996)
Author(s)	Nürnberger, Evelyn, Pedain, Petra;Richter, Wolfgang;
Publisher	ARGE Nielsen-RegioPlan
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Situation of organic market in Austria
Keywords	National investigation Cooperation between farmers Marketing Growth of supply
Rating of scientific relevance (1-5)	2

Evelyn Nürnberger, Petra Pedain, Wolfgang Richter,
Market Research: Market of organic food in Austria 1996
Markterhebung: Der Handel mit biologischen Lebendmittel in Österreich 1996
Methodology:
Quantitative approach, questionnaire, data collection, summary of organic market organizations, expert interviews, secondary data analysis,
Sample:
Not specified
Geographic scope:
Austria
Target Group:
Organic market organisations, consumers
Contents:
Description of the development of the organic market in Austria, sizes, products, summary of all participant of organic market in Austria, organic farmers, organic farmers associations, control organisations, industries and business, (bakeries, dairies, mills), market, trade and commerce,(super market chains) direct marketing, European outlook, trends of organic markets, conditions for expansion, consumer-analysis
Findings:
Direct marketing brings more profit but is not possible for all organic farmers, they have to relay on the retailing and market chains, a combination of both and the co-operation of more farmers will be the future, this is also important for the survival on European level, shares of organic products on the food market will gain, there is still room for more varieties and convenience products

No.	8
Title	Decision finding in assortment politics with help of Analytic Hierarchy Process (AHP) with the example of the brand „Bio+-Mehr als Genuss“ (Entscheidungsfindung in der Sortimentspolitik mit Hilfe des Analytic Hierarchy Process (AHP) am Beispiel der Marke "Bio + Mehr als Genuss")
Author(s)	Wagner,Walter,
Publisher	University of Agronomy, Uni für Bodenkultur, Wien, thesis
Place of publication	Vienna
Year of publication	2000
Subject area(s)	Decision of assortment
Keywords	National investigation Product range Marketing
Rating of scientific relevance (1-5)	locked (gesperrt)

No.	9
Title	Organic products- a trend in foodmarkets with the example of „Ja! Natürlich!“. (Bio-Produkte – der Trend im Lebensmittelhandel am Beispiel "Ja! Natürlich!)"
Author(s)	Filipovic, Daniela
Publisher	FH-StG Wirtschaftsberatende Berufe, thesis
Place of publication	Wiener Neustadt
Year of publication	1999
Subject area(s)	Marketinginstruments in food trading
Keywords	National investigation Distribution channels Branding Marketing
Rating of scientific relevance (1-5)	2

Filipovic Daniela:
Organic products- a trend in foodmarkets with the example of „Ja! Natürlich!“.
Bio-Produkte - der Trend im Lebensmittelhandel am Beispiel "Ja! Natürlich!"
Methodology:
Qualitative approach, secondary literature analysis, concept and theory,
Sample:
Not specified
Geographic scope:
Austria
Target group:
Distribution channels
Contents:
Description of development and structure of the Austrian organic market, marketing in food retail, organic marketing, marketing instruments, product, assortment, trademark, prices, communication, consumer trends Communication of Ja!Natürlich!,
Findings:
The Billa and Merkur chain (BML) was successful because of the trademark and brand, Ja!Natürlich!, because of product and assortment and brand politics, with a combination of high quality products, organic farming, careful processing, and assortment of 200 products in 12 groups, BML built up also a special profile with product innovations and little price differences between conventional and organic products, they invented a „clever“ consumer, have a good information and communication, a corporate design with Ja! Natürlich!, and also a concept of health and wellness of their products,

No.	10
Title	Preconditions, possibilities and limits for the market of organic products in Austria (Voraussetzungen, Möglichkeiten und Grenzen für die Vermarktung von Bioprodukten in Österreich)
Author(s)	Heindl, Birgit
Publisher	University of Economy, Wirtschaftsuniversität, Wien, dissertation
Place of publication	Vienna
Year of publication	1998
Subject area(s)	Possibilities and limits for organic products
Keywords	National investigation Distribution channels Product range Price premiums
Rating of scientific relevance (1-5)	2

Heindl Birgit
Preconditions, possibilities and limits for the market of organic products in Austria
Voraussetzungen, Möglichkeiten und Grenzen für die Vermarktung von Bioprodukten in Österreich
Methodology:
Literature review, secondary analysis, theoretic and qualitative approach,
Sample:
Not specified
Geographic scope:
Austria
Target Group:
Supply chains and consumers
Contents:
Organic farming in Austria, description of principles, marking and control, promotion and conversion motives, structure and production volumes, market of organic products, direct, co-operatives of producers, indirect market, marketing for organic products, acting and politics (process, products, distribution, communication)
Findings:
There are still some products with high demand, but farmers and organic associations have to open new markets (processors, hospitals, canteens) there is an importance and need of subsidies and promotion also in the nearer future, all bigger supply chains will have to start with organic products, the share of organic products will reach between 5%-25%, there are some problems with rentability for farmers in dairy and meat production regions, newcomers in these fields have a high risk with investments, due to the pressure on prices, good chances still exist for producers of fruit and vegetables, there is a need of improvement of marketing

No.	11
Title	Cultivation and markets of organic products in Südtirol (Anbau und Vermarktung von biologischen Produkten in Südtirol)
Author(s)	Lasta, Ursula
Publisher	University of Vienna, thesis
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Situation of organic farming in Südtirol
Keywords	Regional investigation Distribution channels Cooperation between farmers Marketing
Rating of scientific relevance (1-5)	4

No.	12
Title	Supply channels for organic products considering new forms of co-operation (Vertriebswege für biologische Produkte unter Berücksichtigung neuer

	Kooperationsformen)
Author(s)	Müller, Andrea
Publisher	University of Economy, Wirtschaftsuniversität Wien, thesis
Place of publication	Vienna
Year of publication	1997
Subject area(s)	Marketing channels and decisionmaking
Keywords	National investigation Cooperation of farmers Distribution channels Marketing
Rating of scientific relevance (1-5)	2

Müller, Andrea:
Supply channels for organic products considerating new forms of cooperation
(Vertriebswege für biologische Produkte unter Berücksichtigung neuer Kooperationsformen)
Methodology:
Literature review, qualitative approach, theoretic constructions and reflections
Sampling:
Not specified
Geographic scope:
Austria
Target Group:
Producer Cooperatives
Contents:
Organic products and production, guidelines of IFOAM and of EU, quantitative description of Austrian organic farming, description of Austrian organic associations, (ERNTE, demeter, Erde&Saat, Landbau Weinviertel, DINATUR, ARGE, ÖIG, Bersta), analysis of consumers, analysis of supply chains, classification of supply chains, description of producer-co-operation, comparison of some European producer-co-operatives, description and analysis of marketing concepts and factors (prices, products, communication, distribution) for producer-co-operation,
Findings:
Organic farmers prefer direct individual marketing, but producer-co-operatives have more possibilities in marketing and give power in decision making, in Austria there exist only two producer co-operatives, due to guidelines of EU and lack of promotion concepts and practise, but there are good prospects for producer co-operatives in the future.

No.	13
Title	Possibilities for sale of special products on the basis of organically produced milk-shown with the example of the Dairy of Yppstal (Absatzmöglichkeiten für Spezialprodukte auf der Basis biologisch erzeugter Milch - dargestellt am Beispiel der Molkereigenossenschaft Ybbstal)
Author(s)	Hermann, Peter
Publisher	University of Agronomy, Universität für Bodenkultur, thesis
Place of publication	Vienna
Year of publication	1995
Subject area(s)	Distribution channels for dairyproducts
Keywords	Regional investigation Distribution channels Processing Product range
Rating of scientific relevance (1-5)	2

Hermann Peter
Possibilities for sale of special products on the basis of organically produced milk-shown with the example of the Dairy of Yppstal
Absatzmöglichkeiten für Spezialprodukte auf der Basis biologisch erzeugter Milch-dargestellt am Beispiel der Molkereigenossenschaft Yppstal

Methodology:
Literature approach, analysis of business, qualitative and quantitative appraoch, questionnaire,
Sample:
179 consumers in vienna
Geographic scope:
Austria
Contents:
General introduction into theory of associations and co-operatives, Raiffaisen, importance of co-opertives, especially in dairy business, organic farming in Austria, methods, position, judicial guidelines, associations and their trademarks, brands, other institutions for organic farming, Dairy Yppstal, history, analysis of business, public relations, questionnaire and interviews with consumers
Findings:
The Dairy Yppstal shows that with creativity and quality on the basis of organic natural product a survival of small business of processing is possible. They are one of the three leading organic dairies in Austria, not cost reducing alone but the creation of new products and on the basis of organic milk was the solution. There is also an influence on the region: conventional dairy farms changed to organic production with new chances.

No.	14
Title	Delivery at households of meat from organic agriculture with the example of „Freiland GmbH“ (Hauszustellung von Fleisch aus biologischer Landwirtschaft am Beispiel der "FREILAND GmbH")
Author(s)	Dalmolin, Robert
Publisher	University of Agriculture, Vienna, thesis
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Delivery opf organic meat at households
Keywords	Regional investigatiopn Distribution channels Product quality Marketing
Rating of scientific relevance (1-5)	2

Dalmolin Robert
Delivery at housholds of meat from organic agriculture with the example of „Freiland GmbH“
Hauszustellung von Fleisch aus biologischer Landwirtschaft am Beispiel der „Freiland GmbH“
Methodology:
Quantitative approach, business analysis, ABC-Analysis (Troßmann), cost calculations
Target Group:
Freiland GmbH,
Contents:
ABC-Analysis, cost calculation, description and history of the Freiland-Association, competition by other producers and retailers (Biomobil, Biokurier, Kopra, Waldviertler Viktualien, Yppstal) prices, profits, costs,
Findings:
Freiland GmbH tries to meet the trends of increasing demand for organic and quality meat and the traceability of origin, there is a need of more strategic work and public relation within the organisation, the analysis show the basis of decisions for assortments, calculations of profits demonstrate the importance of subsidies, best sales were made with whole chicken, (baby)beef, and pork (fine cuts), prices were to low, sale-packets should be offered separately or to increase the prices

No.	15
Title	Marketing of organic farm products of Austria within the European Union (Die Vermarktung biologischer, landwirtschaftlicher Erzeugnisse aus Österreich innerhalb der Europäischen Union)
Author(s)	Seiter, Elisabeth
Publisher	University of Economy, Wirtschaftsuniversität, Wien, thesis

Place of publication	Vienna
Year of publication	1999
Subject area(s)	International market for Austrian organic products
Keywords	National investigation Distribution channels Cooperation between farmers Branding
Rating of scientific relevance (1-5)	2

Seiter, Elisabeth
Marketing of organic farm products of Austria within the European Union
Die Vermarktung biologischer, landwirtschaftlicher Erzeugnisse aus Österreich innerhalb der Europäischen Union
Methodology:
Literature review, theoretic construction and reflections,
Sampling:
Not specified
Geographic scope:
Austria
Target Group:
Market organizations for international and European markets
Contents:
General description of Austrian and European agriculture, Food economy in Austria and Europe, consumers behaviour and trends in Austria and Europe, theory of planning of international marketing, (general, theoretic concepts), description of supply chains (individual and co-operative), description of organised Austrian food products, description of Austrian organic farmers and suppliers associations, of AMA (Agrarmarkt Austria), support and offensive export by the Austrian Government, co-operative marketing and marketing in „clusters“,
Findings:
Importance of co-operative and cluster marketing of food supply chains, need of better co-operation between tourism and agriculture, of a new brand or trade mark, but not „Naturkostladen Österreich“ („Organic/natural Food Shop Austria“), better marketing in Europe with trademarks like“Imperial Austria“, with improvement of quality and reputation and confidence into the international and European market

No.	16
Title	Consumer oriented approach for the definition of selected aspects of the marketing–mix for the Freiland GmbH using Conjoint-Analysis
	Verbraucherorientierter Ansatz zur Bestimmung ausgewählter Aspekte des Marketingmix für die Freiland GmbH mit Hilfe der Conjoint Analyse
Author(s)	Wimmer, Maria
Publisher	University of Agronomy, Universität für Bodenkultur, Wien, thesis
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Consumer oriented approach of marketing
Keywords	Regional investigation Distribution channels Marketing Organisation
Rating of scientific relevance (1-5)	2

Wimmer Maria:
Consumer oriented approach for the definition of selected aspects of the marketing–mix for the Freiland GmbH using Conjoint-Analysis
Verbraucherorientierter Ansatz zur Bestimmung ausgewählter Aspekte des Marketingmix für die Freiland GmbH mit Hilfe der Conjoint Analyse
Methodology:
Quantitative approach, theoretic and empiric studies, conjoint analysis, cluster-analysis,
Sample:

116 persons out of 300 contacted, out of 900 clients of the Freiland GmbH, return rate 42%
Geographic scope:
Austria
Contents:
Description of the environment (competition) of Freiland, market for meat, concepts and instruments of the „marketingmix“, methods for the definition of a marketingmix, consumers satisfaction, description of the conjoint-method, own research findings
Findings:
Delivery at households is very important for the majority (70%) of the consumers, second assortment, third low prices, the consumers of Freiland do not want subscription, even when they want delivery, but the individual selection out of a rich assortment, the trait „price“ is of minor importance for the consumers, some importance have also discounts for constancy, good information, some of the consumers want also an offer of organic meat at the butchers, all results are only valid for the clients of Freiland GmbH

No.	17
Title	Effects on employment by farming according to the guidelines of organic agriculture demonstrated with the example of delivery of canteens with organic products in the region of Waidhofen/Ypps (Beschäftigungseffekte durch die Bewirtschaftung nach den Richtlinien des Ökologischen Landbaus dargestellt am Beispiel der Belieferung von Großküchen mit Bioprodukten in der Region Waidhofen/Ypps
Author(s)	Schimpfößl, Ursula
Publisher	University of Agronomy, Universität für Bodenkultur, Wien, thesis
Place of publication	Vienna
Year of publication	2000
Subject area(s)	Effects of organic farming on occupation and time requirements
Keywords	Regional investigation Processing Rural development Organisation
Rating of scientific relevance (1-5)	2

Schimpfößl Ursula
Effects on employment by farming according to the guidelines of organic agriculture demonstrated with the example of delivery of canteens with organic products in the region of Waidhofen/Ypps
Beschäftigungseffekte durch Bewirtschaftung nach den Richtlinien des Ökologischen Landbaus dargestellt am Beispiel der Belieferung von Großküchen mit Bioprodukten in der Region Waidhofen/Ypps
Methodology:
Qualitative and quantitative approach, scenario technique, literature secondary analysis, questionnaire (telefone), analysis of time-management,
Sample:
Selected processing businesses (bakeries, dairies), canteens and gastronomy, organic farmer´s associations,
Geographic scope:
Austria
Target Group:
See sample
Contents:
Literature review, occupation in the agrarian sector, development of occupation, requirement of time, situation and development of occupation within the processing sector, scenario- analysis, own research,
Findings:
There is a higher requirement of time (working hours) in organic farming and primary production, but there is no difference in need of working hours in the processing businesses like bakeries, dairies and vegetable industries, there is only more need of working hours with mixed processing (organic and conventional). The increasing number of direct marketing has a positive effect on occupation, but in cvanteens and gastronomy there is no difference in time requirements, only with preparation of buffets of vegetables and saladbars; co-operation of organic farming with butchers, bakeries, dairies, mills, breweries, wine-cellars, gastronomy and large-scale kitchens, etc., can have positive effects on occupation in the region.

No.	18
Title	Market chances of organically produced food Marktchancen von biologisch erzeugten Nahrungsmittel
Author(s)	Tammerle, Peter
Publisher	University of Innsbruck, thesis
Place of publication	Innsbruck
Year of publication	1997
Subject area(s)	Consumer`s preferences of supply channels
Keywords	Regional investigation Supply channels Factors driving demand Marketing
Rating of scientific relevance (1-5)	2

Tammerle, Peter:
Marketchances of organic food
Marktchancen von biologisch erzeugten Nahrungsmittel
Methodology:
Qualitative and quantitative approach, questionnaire,
Sample:
98 persons of two villages, (Meran, Latsch)
Geographic scope:
Italy, Südtirol
Target group:
Consumers and traders
Contents
Development of agriculture in Europe, possibilities for alpine agriculture, demand of organic food, own empirical research: consumption of organic products, consciousness of environment and alimentation, markets, confidence, images, information
Findings:
Important factors for consumers with the selection of their market are: cleanliness, short distance, assortment, price, quality, opening hours, parking facilities. Supermarkets can offer most of those requirements, direct marketing has difficulties with short distances and assortments, organic shops with prices, markets of farmers with cleanliness and opening hours, therefore a co-operation of farmers and supermarkets would be a solution, importance of trademarks and labels: these need co-operation of farmers and traders and quality guidelines, traders have to intensify their communication and information with consumers

No.	19
Title	Organic farming as an approach to regain a sustainable kind of economy in the Alps, beginnings in Südtirol
	Die ökologische Landwirtschaft als Ansatz zur Wiedergewinnung einer nachhaltigen Wirtschaftsweise im Alpenraum
Author(s)	Barth, Hanno
Publisher	University of Economy, Wirtschaftsuniversitä, Wien, thesis
Place of publication	Vienna
Year of publication	1996
Subject area(s)	Organic farming and sustainability
Keywords	Regional investigation Sustainability Rural development Alliance
Rating of scientific relevance (1-5)	3

Barth Hanno
Organic farming as an approach to regain a sustainable kind of economy in the Alps, beginnings in Südtirol
Die ökologische Landwirtschaft als Ansatz zur Wiedergewinnung einer nachhaltigen Wirtschaftsweise im Alpenraum. Anfänge in Südtirol.
Methodology:
Literature and secondary analysis, qualitative approach,
Sample:
Not Specified
Geographic scope:
Italy, Südtirol
Target Group:
None
Contents:
Economic growth, development, limits of destruction of environments, concept of sustainable development, description of economic development in the Alps, industrial revolution and abandonment of sustainability, arguments for necessity, tasks and functions of organic agriculture as a basis of sustainable economy and ecology, the organic farming as the way out (solution), description of organic farming in Südtirol, of three organic farmer´s associations, (BAA, Arbeitsgemeinschaft, Biolandverband), meaning of and possibilities/difficulties for organic farming for Südtirol,
Findings:
Organic farming means production for the region therefore the prospect of more occupation on the farms, in business and processing sector of the region, there will be an improvement of economic structure, less traffic, also small farmers have more chances to survive, there is no need for animal food imports from third world countries,

No.	20
Title	The path emerges by going Der Weg entsteht im Gehen, bäuerliche initiativen im ländlichen Raum
Author(s)	Elisabeth Loibl
Publisher	Bundesanstalt für Bergbauernfragen
Place of publication	Vienna
Year of publication	1997
Subject area(s)	regional initiatives, organic marketing initiatives
Keywords	niche marketing, social services success factors
Rating of scientific relevance (1-5)	2

Elisabeth Loibl
The path emerges by going
Der Weg entsteht im Gehen, bäuerliche initiativen im ländlichen Raum

Methodology:
case studies
Sample:
Not Specified
Geographic scope:
Austria, some in Germany
Target Group:
None
Contents:
16 initiatives serving niche markets are evaluated on their potential for income and on their contribution to endogenous development of the region. Most of the initiatives deal with organic products. Success factors mainly regarding internal organisation are analysed as well as the economic and institutional framework.
the study gives an overview on the variety of income alternatives on farms
Findings:

reasons for innovations are described as well as the importance of communication for change. Quick results are necessary in order to persist motivation. The role of extension services is described as crucial

No.	21
Title	Conventional markets for organic products in Austria Konventionelle Vermarktung von Bioprodukten in Österreich
Author(s)	Ertelt, Regina
Publisher	Bad Dürkheim: Stiftung Ökologie&Landbau, 24/100, S28-29
Place of publication	Deutschland
Year of publication	1996
Subject area(s)	Organic market and conventional marketing
Keywords	National investigation Distribution channels Coorporation between farmers and traders
Rating of scientific relevance (1-5)	5

No.	22
Title	From a market niche to a standard? Von der Marktnische zum Standard?
Author(s)	Groier, Michael
Publisher	Österreichische Bergbauernvereinigung, Wien, Die Bergbauern, 1998, 232/233, S.7-10
Place of publication	Vienna,
Year of publication	1998
Subject area(s)	Future of organic farming and markets
Keywords	National investigation Factors driving and blocking demand Rural development
Rating of scientific relevance (1-5)	3

No.	23
Title	Action 10% Aktion 10%
Author(s)	Tomic, Johannes
Publisher	Österreichische Bergbauernvereinigung, Wien, Die Bergbauern, 1998, 232/233, S.11
Place of publication	Vienna
Year of publication	1998
Subject area(s)	Improvement of direct and regional markets
Keywords	Regional investigation Distribution channels Co-operation between farmers Marketing
Rating of scientific relevance (1-5)	5

No.	24
Title	Milk county Salzburg: situation of the milk and dairy production in Salzburg Milchland Salzburg: zur Lage der Milch und Molkereiwirtschaft in Salzburg

Author(s)	Dietmann, Martin
Publisher	Österr. Agrarverlag, Österreichische Milch- und Lebensmittelwirtschaft, 53/5
Place of publication	Klosterneuburg
Year of publication	1998
Subject area(s)	Development of organic dairy in Salzburg
Keywords	Regional investigation Distribution channel Processing Marketing
Rating of scientific relevance (1-5)	5

No.	25
Title	Development and importance of organic farming in Austria in the international context Entwicklung und Bedeutung des biologischen Landbaues in Österreich im interantionalen Kontext
Author(s)	Groier Michael
Publisher	Bundesanstalt für Bergbauernfragen
Place of publication	Vienna
Year of publication	1988
Subject area(s)	Development of organic farming, statistical assessment
Keywords	structure of organic farming, production and marketing influence factors on growth
Rating of scientific relevance (1-5)	2

No.	26
Title	new wine in old bottles Neuer Wein in alten Schläuchen , über die Problematik von Biolebensmitteln im Supermarkt
Author(s)	Sepp Ammertorfer
Publisher	ÖIG, Ökoland, 1/2001
Place of publication	Kremsmünster
Year of publication	2001
Subject area(s)	Study on price dumping by supermarkets
Keywords	marketing in supermarkets price comparisons
Rating of scientific relevance (1-5)	3

No.	27
Title	ecological circuit model Harbach – scientific evaluation Ökologischer Kreislauf Modell Harbach- wissenschaftliche Evaluierung
Author(s)	Johannes Pusböck, Jürgen Hess, Elisabeth Fromm, Michael Urban
Publisher	Nö- Landesakademie
Place of publication	St. Pölten
Year of publication	1999
Subject area(s)	evaluation of sustainable regional development through OMI
Keywords	regional analysis, OMI, LCA,
Rating of scientific relevance (1-5)	2

Pusböck (ed)
Ecological circuit model Harbach – scientific evaluation
Ökologischer Kreislauf Modell Harbach- wissenschaftliche Evaluierung

Methodology:
analysis by interviews with farmers and guests, Life Cycle Analysis, statistical analysis,
Sample:
39 farmers of Moorbad Harbach,
Geographic scope:
one community
Target Group:
none specified
Contents:
The initiative in Moorbad Harbach tried to reverse the declining trend of agriculture by conversion to organic and marketing in the hotels of the community. this had significant impact on landscape and regional economy, The study tries to include economic, ecological and social aspects of the change. A large part of the study is dealing with the life cycle analysis of selected farms, a transport analysis before and after establishment of a organic dairy and comparing quality of organic joghurts.

Findings:
the variety of agricultural plant species has increased considerable (esp. vegetables) as well as the variety of animals. The low input niveau of the traditional agriculture was kept by converting to organic. The landscape was kept from a too high proportion of forest. The transport milage was reduced considerable for milk and dairy products (-80%) the guests of the tourist resort value the connection with farming.