

Report on the literature review - Czech Republic

Ctvrtnicková, A., Orth, U., Novacek, P., Procházka, P.

the following publications have been retrieved from various sources:

Consumer

TI: *Analysis of Distributors' Interest in Developing a High Quality Organic Beef Market*

AU: Ruzicka, Malkova, Rozek

SO: Bulletin Ekologickeho zemedelstvi, vol.21, 34-34

PP: Sumperk

TP: 2000

AB: Survey has been performed in hotels and restaurants, supermarkets, meat stores, cooperatives, sample size: 47, results include distributors' satisfaction with available beef, their preferences for organic food, and willingness-to-pay

1. How satisfied are you with the quality of beef?
2. How is it possible to increase the current quality of beef?
3. Which attributes of beef are important for your customers?
4. Do you know about the organic cattle breeding?
5. Is the organic meat of higher quality?
6. What are the differences between the organic and the conventional meat?
7. Will the consumer notice the differences between the organic and the conventional meat?
8. Would you be willing to buy organic meat if it fulfilled your expectations of higher quality?
9. What would be the suitable way of promotion of meat from an organic farm?
10. Will your customer be willing to pay more for the organic meat?
11. How much more could the organic meat be expensive?
12. Where would you buy the organic meat?
13. Which subjects could be interested in buying the organic meat?

SA: **Organic Market**

KW: regional investigation, distribution channels, price premiums

RA: 1

TI: *Organic Farming in Czech Republic*

AU: Zidek, T.

SO: http://www.organic-europe.net/country_reports/czech_republic/default.asp

PP: Praha

TP: April 7, 2001

AB: Information about the history and development of organic agriculture in CZ, statistical data (number of producers, type of products, state regulation, standards and certification)

SA: **Organic Market**

KW: national investigation, distribution channels, political support, communication

RA: 1

TI: *Inspection of Organic Farming*
AU: N.N.
SO: <http://www.kez.cz/index-en.html>
PP: Praha
TP: April 7, 2001
AB: Basic information about control, certification and education of producers operating in organic farming
SA: **Organic Market**
KW: national investigation, political support, product quality
RA: 2

TI: *The Statistics of Organic Farming*
AU: N.N.
SO: <http://www.kez.cz/index.html> (Frame: Statistika EZ)
PP: Praha
TP: April 7, 2001
AB: Statistical data: number of certified farms, area of certified farm land, legal form of certified business co-operations, overview of the certified organic production, exports of organic produce
SA: **Organic Market**
KW: national investigation, growth of supply
RA: 2

TI: *Czech Organic Farming after the year 2000*
AU: Merhaut, K.
SO: <http://www.agroweb.cz/projekt/clanek.asp.pid=2&cid=1347>
PP: Praha
TP: November 14, 2000
AB: Conference on Czech Organic Farming after 2000 - goals: definition of the strategy of organic farming at the end of the millenium, expectations and obstacles to the development, use of foreign experience
SA: **Organic Market**
KW: national investigation, growth of supply, factors blocking supply/ demand
RA: 3

TI: *Czech Organic Farming Bill has passed*
AU: N.N.
SO: <http://www.agroweb.cz/projekt/clanek.asp.pid=2&cid=335>
PP: Praha
TP: April 3, 2001
AB: rules of organic agriculture, export of food products and requirements for organic products imported from other countries
SA: **Organic Market**
KW: national investigation, political support
RA: 3

Consumer

TI: *Demand for Organic beef doesn't drop*
AU: N.N.
SO: <http://www.agroweb.cz/projekt/clanek.asp.pid=2&cid=2502>
PP: Praha
TP: April 3, 2001
AB: consumer demand for high-quality organic beef , availability of organic products in hypermarkets (Ahold, Carrefour, Tesco, Delvita)
SA: Organic Consumer Research
KW: availability, behavior, preference
RA: 3

Consumer

TI: *Demand for Organic beef is increasing*
AU: N.N.
SO: <http://www.agroweb.cz/projekt/clanek.asp.pid=2&cid=1853>
PP: Praha
TP: April 4, 2001
AB: demand of supermarket chains for organic beef is still increasing
SA: **Organic Market**
KW: national investigation, growth of demand, product range
RA: 3

TI: *Market for Organic Products is Expanding*
AU: Kralova, T.
SO: <http://www.agroweb.cz/projekt/clanek.asp.pid=2&cid=92>
PP: Praha
TP: April 5, 2001
AB: Turning points of Czech organic agriculture: new legal regulation, certification of EU, new possibilities for exports
SA: **Organic Market**
KW: national investigation, political support, product quality
RA: 3

TI: *Facts about Czech Organic Food Products*
AU: Domonkosova, L.
SO: <http://www.ekolist.cz/99090660.htm>
PP: unknown
TP: October 6, 1999
AB: statistics (number of organic farms in 1999, area of farm land), control and certification through KEZ - types of certificates, special logo for certified products, organic produce,

its impact on human health and natural environment

SA: **Organic Market**
KW: national investigation, political support, product quality
RA: 3

TI: *Contemporary State of Ecological Agriculture in the Czech Republic*

AU: Vagnerova, A.,

SO: Vyziva a Potraviny, vol. 50 (3), 66-67

PP: Praha

TP: May/ June 1995

AB: ecological agriculture accounts for 0,37% of the total agricultural area - comparable with other advanced countries. Since 1990 the bio-foods on Czech market are sold in increasing amounts.

SA: **Organic Market**
KW: national investigation, growth of demand/ supply
RA: 3

TI: *Typical Czech Bio-Foods and their Accessibility*

AU: Dostalek, P.

SO: Vyziva a Potraviny, vol. 50 (3), 70

PP: Praha

TP: May/ June 1995

AB: characteristics and attributes of organic cereals, potatoes, vegetables, wine, beer, meat, milk and dairy products, non-food products

SA: **Organic Market**
KW: national investigation, distribution channels
RA: 3

TI: *Perspectives of Ecological Agriculture in the Czech Republic at the Turn of the Millenium*

AU: Prugar, J.

SO: Vyziva a Potraviny, 25-26

PP: Praha

TP: 2000

AB: statistics, weakest link of the system is the marketing activity in the field of bio-foods. Not only ecological farmland should expand but also the processing of bio-foods.

SA: **Organic Market**
KW: factors blocking supply
RA: 3

TI: *European organic production statistics, 1993-1996*

- AU: Foster-C; Lampkin-N
 SO: Organic Farming in Europe: Economics and Policy, Volume 3, 2000, v + 67 pp
 PP: Stuttgart/ Germany
 TP: 2000
 AB: Statistical data on organic farming with respect to land area, number of farms, livestock and crop production for all EU member countries plus the Czech Republic
 SA: **Organic Market**
 KW: national investigation, growth of supply
 RA: 3
- TI: *Economic performance of organic farms in Europe*
 AU: Offermann-F; Nieberg-H
 SO: Organic Farming in Europe: Economics and Policy, Volume 5
 PP: Braunschweig
 TP: 2000
 AB: overview on the economic performance of organic farms in Europe. analysis of yields, costs, prices and support payments indicates that profits on organic farms are on average comparable to those on conventional farms. Specific attention is paid to the impact of the 1992 CAP reform on the profitability of organic farming and to the regional impacts of organic farming. It is concluded that policy has ensured that the relative competitiveness of organically managed systems has increased.
 SA: **Organic Market**
 KW: national investigation, competitiveness organic vs. conventional
 RA: 3
- TI: *The policy and regulatory environment for organic farming in Europe: country reports*
 AU: Lampkin-N; Foster-C; Padel-S
 SO: Organic Farming in Europe: Economics and Policy, Volume 2
 PP: Stuttgart
 TP: 1999
 AB: European and national regulations and their implementation are reviewed for EU member states and the Czech Republic covering: agri-environmental and mainstream agricultural support measures, marketing and regional development programmes, certification systems and organic farming support in the form of advice, training and research.
 SA: **Organic Market**
 KW: national investigation, political support
 RA: 3
- TI: *An economy of the production of ecological products in Slovakia and the possibilities of their export*
 AU: Zoborsky, I.M.; Svatos, M.
 SO: Proceedings. Agrarian prospects VI. Agrarian trade and European integration. Prague 23-24 September 1997. 1997, 402-404; 5 ref.

PP: Nitra/Slovakia

AB: Ecological agriculture in Slovakia began to develop after 1991, and was initially based on 36 selected agricultural enterprises and 1 private farm, covering a total of 14 773 ha. Over a 3-year period they were given grants averaging 10 000 Sk/ha. Up to 1997, the area under ecological farming did not change significantly; at the beginning of that year there were 31 enterprises with 17 793 ha of farm land, equivalent to 0.53% of the country's total. The growth in ecological farming was effectively initiated by the National Alimentaria company, which offered advice and practical assistance at both the growing and selling stages. The greatest concentration of ecological farms is in Western Slovakia, growing e.g. cereals, legumes and vegetables. The unfavourable national economic situation limited ecological development in the animal foods sector to milk and some dairy products, under foreign firms. During 1994-1997, economic conditions began to favour exports of ecological products, primarily sugar, vegetables, fruit and other products of vegetable origin. For example, the sugar factory in Sladkovicove exported ecosugar to Holland, initially about 200 t, later 1000-2500 t. The price was 20 Sk/Kg in 1996. Sugarbeet grown under strictly ecological conditions reached 200 Sk/t above ordinary sugarbeet. Current volumes of ecofoods include: cereals, 25 000 t; oilseeds, >1000 t; potatoes, 2000 t; sugarbeet, 17 500 t; vegetables, 1000 t; grapes, 700 t; fruit 60 t; milk, 600 000 l; cheese 135 t; and meat, 240 t. Almost all ecofoods are exported, particularly in view of the considerable difference between prices of "eco-" and ordinary foods.

SA: **Organic Market**

KW: national investigation, growth of supply, competitiveness organic vs. conventional

RA: 3

TI: *Production and marketing of organic food.*

AU: Rothsprach, M.; Svatos, M.

SO: Proceedings. Agrarian prospects VI. Agrarian trade and European integration. Prague 23-24 September 1997. 1997, 102-107; 2

PP: Praha

TP: 1997

AB: organic-foods; food-production; organic-farming; food-marketing; marketing-; marketing-policy; food-policy; agricultural-policy; trends-; world-markets

SA: **Organic Market**

KW: national investigation, political support

RA: 3

TI: *Ecological agriculture in Czech Republic*

AU: Moudry, J.

SO: Bericht über die Fachtagung "Bedeutung und Chancen des Ackerbaus im Alpenraum" am 2. und 3. Juli 1997, BAL Gumpenstein. 1997, 25-28.

PP: Irdning; Austria

TP: 1997

AB: In 1990 there were just 3 organic farms with 480 ha in the Czech Republic. By 1996 this

had risen to 182 farms with over 17 000 ha..This paper briefly reviews research on organic farming, sources of information and advice, legislation, certification, crop production, processing and marketing. DE: organic-farming; farming-systems

SA: **Organic Market**
KW: national investigation, growth of supply
RA: 3

TI: *Bio-Foods, How Do We Recognize them?*
AU: Moudry, J.
SO: Vyziva a Potraviny, vol. 50 (3), 68-69
PP: Praha
TP: May/ June 1995
AB: control system for organic products, customer protection againts false organic products
SA: **Organic Market**
KW: product quality
RA: 4

TI: *Czech Organic Products meet European Standards*
AU: Kaspar, J.
SO: <http://www.ekolist.cz/00051153.htm>
PP: Praha
TP: May 11, 2000
AB: BIO product Label, acknowledged by EU = KEZ certification valid abroad
SA: **Organic Market**
KW: product quality
RA: 4

TI: *580 Organic Farms in Czech Republic*
AU: Behal, P.
SO: <http://www.ekolist.cz/00050101.htm>
PP: Sumperk
TP: May 1, 2000
AB: Statistics, production of organic vegetables and fruit, shops for rational nutrition and hypermarkets as suppliers of organic products, exports to EU
SA: **Organic Market**
KW: national investigation, distribution
RA: 4

TI: *Organic Agriculture*
AU: Vetecnikova, P.
SO: <http://www.hnutiduha.cz/skupiny/dkpe.htm>

PP: Brno
TP: April 5, 2001
AB: Club of organic farmers, possibility to order organic products, offer of organic products and their prices
SA: **Organic Market**
KW: national investigation, product range
RA: 4

TI: *About Organic Agriculture*
AU: Ambrozek, L.
SO: http://www.kdu.cz/REKLI_JSME/2000/3_poslanci/Ambr/Ambr_000522-Mfd.htm
PP: Praha
TP: May 22, 2000
AB: difficult situation in agriculture, exports of organic products, bill on organic agriculture, penetration of organic products in hypermarkets
SA: **Organic Market**
KW: national investigation, political support, distribution
RA: 4

TI: *"Selsky dvur" of Hypernova is Market Pioneer*
AU: N.N.
SO: <http://www.albert-magazin.cz/tiskz61.html>
PP: Praha
TP: April 3, 2001
AB: Certified bio beef in Hypernova
SA: **Organic Market**
KW: regional investigation, product range
RA: 4

TI: *Processing and Distribution of Organic Products*
AU: N.N.
SO: <http://www.probio.cz/Start.htm>
PP: Sumperk
TP: March 18, 2001
AB: processing and distribution (to hypermarkets) of organic products - cereals, flours etc.
SA: **Organic Market**
KW: distribution systems
RA: 4

TI: Principles of Ecological Agriculture
AU: Prugar, J.

SO: Vyziva, vol. XLVIII (6), 162-163
PP: Praha
TP: November/ December 1993
AB: development of agriculture in conjunction with the formation of the landscape, protection of the environment and harmonization of the new concept with the agricultural policy of the EC countries
SA: **Organic Market**
KW: factors driving demand, political support
RA: 4

TI: *Pathways and Variants of Ecological Agriculture*
AU: Prugar, J.
SO: Vyziva, vol. IL (2), 42
PP: Praha
TP: March/ April 1994
AB: description of five types of agriculture: biological-dynamic, organic-biological, organic, biological and integrated
SA: **Organic Market**
KW: national investigation, product range
RA: 4

Consumer

TI: *What Can Consumers Expect from Eco-foods*
AU: Prugar, J.
SO: Vyziva, vol. IL (3), 85-86
PP: Praha
TP: May/ June 1994
AB: use of environment-friendly methods in agriculture, interest in eco-foods is increasing and appropriate legislation is being prepared
SA: **Organic Market**
KW: product quality, communication strategies
RA: 4

TI: *Quality of Cereals Produced by Ecological Agriculture*
AU: Prugar, J.
SO: Vyziva, vol. IL (4), 107-108
PP: Praha
TP: July/ August 1994
AB: problem of extensive and conventional cultivation of cereals in relation to yield and qualitative indicators, contamination of grain with heavy metals and pesticides, present development indicates that consumers' interest regarding ecologically grown and processed products will increase
SA: **Organic Market**

KW: product quality
RA: 4

TI: *Quality of Vegetables, Fruit and Potatoes in Ecological Agriculture*
AU: Prugar, J.
SO: Vyziva, vol. IL (5), 151-152
PP: Praha
TP: September/ October 1994
AB: comparison of ecologically grown vegetables and fruit with the products grown by conventional methods
SA: **Organic Market**
KW: product quality
RA: 4

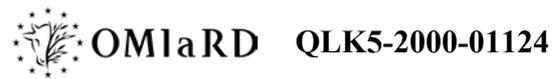
Consumer

TI: *Analysis of Consumers' Habits and Knowledge about Organic Meat Products and Their Potential Interest in It*
AU: Ruzicka, Malkova, Rozek
SO: Bulletin Ekologickeho zemedelstvi, vol.21, 36-38
PP: Sumperk
TP: 2000
AB: urban areas inhabitants were surveyed (women, men, manual workers, intellectual workers, with primary, secondary and university education, groups with different incomes), sample size: 176, results include consumers' preferences for organic food, willingness-to-pay and shopping habits concerning meat

1. Are you satisfied with the current meat offer?
2. In what kind of shop do you usually buy meat ?
3. What kind of meat do you usually buy?
4. Do you have some information about organic products?
5. Do you know about the organic animal breeding?
6. What are you most concerned about when choosing meat?
7. What convinces you to buy a product?
8. How much expensive do you think the organic meat would be?
9. How much more would you be willing to pay, having a guarantee the meat comes from an organic farm?
10. In what conditions would you add the meat from an organic farm to your daily menu?

SA: **Organic Consumer Research**
KW: preference, behavior, price premiums
RA: 1

Zusätzlich liegt noch ein Fax vor mit Infos über eine Diplomarbeit von 2001. "The marketing



survey of organic products” von Perinova, Sarka. → siehe Ordner SWP 1.1