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Literature Review Market – EU - NL

Rating 2

Creating sustainability, the social construction of the market for organic products, Circle for Rural European Studies, Wageningen University, M. Miele, Wageningen 2001 (also published as PhD thesis).

Organic Market, 1,2,3,4,9

Rating 2

An Organic Market to Win. Policy Document Organic Agriculture 2001-2004. (Een biologische markt te winnen. Beleidsnota biologische landbouw 2001-2004). Ministry of Agriculture, Nature Conservation and Fisheries, The Hague, 2000

Organic Market, 1,5,6,9,10

Rating 2/3

Opportunities for organic agriculture. Advice on the opportunities for organic production in The Netherlands until 2015. (Kansen voor de biologische landbouw, advies over de kansen voor de biologische landbouw in Nederland in de periode tot 2015), Publication RLG 01/3 (Independent advisory committee for Agriculture, Nature, Forrest and Landscape, Recreation and Fisheries), Amersfoort, 2001.

Organic Market, 1,2,5,6,7,9

Rating 2/3

The potential of Eko. Search for development of the market for organic products. (De potentie van Eko. Verkenning van aanbod en vraag van biologische producten). Rabobank, Utrecht, 2001.

Organic Market, 1,3,4,5,11

Rating 3

Organic vegetables and fruit in the supermarket, policy on the assortment of organic vegetables and fruits in the Dutch supermarkets (EKO-groenten en fruit in de supermarkt, assortimentsbeleid biologische groenten en fruit in de Nederlandse supermarkten), Agro Eco Consultancy, L. Janmaat and M. Rijninks, Bennekom, 2000.

Organic Market, 10, 11,12

Study on development of supply and demand of organic products in the Netherlands, based on interviews and literature review, ordered by the agricultural (Rabo)bank. The results were published on a congress for the food industry. The scope is national production including export for the product groups dairy, meat, vegetables, fruit and potatoes. The consumer market in the Netherlands in 2001 grows with 20 % to 332 million euro. The market share of the supermarkets is 45 %, the health food shops sell 42 %.

Rating 3/4

Strategic marketing plan for the sale of organic foodstuffs: working towards a growing market (Strategisch marketingplan voor de afzet van biologische levensmiddelen: werken aan een groeimarkt), mededeling 481, LEI-DLO, K.L. Zimmermann, en M.H. Borgstein, Den Haag, 1993.

Organic Market, 1,3,4

Rating 3/4

Organic products; availability of organic vegetables and fruit in supermarkets (Biologische producten, onderdeel verkrijgbaarheid biologische groenten en fruit in supermarkten), Consumers Association, research department, L. van Nieuwland, 1999.

Organic Market, 10,11

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Rating 4

Wholesale and processing of organic products; the possibilities of the conventional market channel side by side with the organic market channel (De groothandel en verwerking van biologische producten; de mogelijkheden van het gangbare naast het biologische kanaal), mededeling 480, (LEI-DLO), M.D. Hack, G. Wijngaarden and M.H. Borgstein, Den Haag, 1993.

Organic Market, 10

Rating 4

The retail trade of organic products; possibilities for supermarkets and specialty shops next to whole food shops (De detailhandel in biologische producten; de mogelijkheden voor supermarkten en speciaalzaken naast natuurvoedingswinkels), mededeling 479, LEI-DLO, M.H. Borgstein and K.L. Zimmermann, Den Haag, 1993.

Organic Market, 10

Rating 4

Conventional or organic? Options for development of farming in North Brabant (Gangbaar of biologisch? Mogelijke ontwikkelingsrichtingen van landbouwbedrijven in Noord Brabant), mededeling 552, LEI-DLO, R. Hoste, J.J.F. Wien, H. Prins and J. S. Buurma, Den Haag, 1996.

Organic Market, 2

Rating 4

Market survey and consultancy for organic dairy products (Marktverkenning en advisering biologische zuivel/desserts), HAS Knowledge Transfer, R. van Deutekom and P. Peeters, 's Hertogenbosch, 1997.

Organic Market, 2,9

Rating 4

Perspectives of the sale of organic dairy products from East-Gelderland (Perspectieven voor afzet van biologische zuivel uit Oost-Gelderland), Nieuwland Consultancy, A. Reurslag en S. Steverink, Wageningen, 1997.

Organic Market, 2,3,4

Rating 4

Sales of organic vegetables and fruit in supermarkets, inventory autumn 1998 (Verkoop van EKO groente en fruit in de supermarkt, inventarisatie najaar 1998), Greenpeace Netherlands/ Friends of the earth Netherlands (Vereniging Milieudefensie), Amsterdam, 1998.

Organic Market, 10

Rating 4

The search for new customers (Op zoek naar nieuwe klanten), Congress of the wholefood retail branche, 2000 .

Organic Market, 1,12

Rating 4

Organic dairy products in the East of the Netherlands, developing a chain for the Sustainable Dairy Sector (Biologische zuivel in Oost Nederland, ketenontwikkeling voor de Duurzame Zuivelsector), seminar March 19th, 1998.

Organic Market, 2



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Rating 4

Growing pains of organics (De groeistuipen van EKO), Dutch Organic Trade Congress, March 2000, several lectures.

Organic Market,1; Organic Consumer Research, 10

Rating 3/4

Organic Market, 1,10; Organic Consumer Research, 11

TI: Retailing of organic dairy products.

AU: Jamet-JP

AD: CNIEL, 34, rue St. Petersburg, F-75382 Paris, France.

SO: Organic dairy products. IDF seminar, Athens, Greece, September 1999. Bulletin-of-the-International-Dairy-Federation. 2000, No. 347, 8-11.

*LHM: Catalogue record in AGRALIN

PY: 2000

LA: English

AB: The consumption of organic milk and milk products is part of a wider trend towards the consumption of natural and healthy food. This development has occurred due to major changes in lifestyle, such as greater interest/awareness of health issues, increased interest in the environment, increased individualism and increased mobility. The retailing of these products is likely to occur in two competing areas: specialist stores and supermarkets. Retailing of organic milk and milk products in Austria, Canada, Denmark, France, Germany, the Netherlands and the USA is compared, and retailers' strategies in these countries are examined.

DE: milk-products; health-; lifestyle-; milk-; social-mobility; social-change; small-shops; retail-marketing; consumer-preferences; supermarkets-; milk-marketing; organic-farming

GE: Austria-; Canada-; Denmark-; France-; Germany-; Netherlands-; USA-

ID: organic-milk; milk-product-marketing

BT: Central-Europe; Europe; Developed-Countries; European-Union-Countries; OECD-Countries; North-America; America; Commonwealth-of-Nations; Scandinavia; Northern-Europe; Western-Europe;

Mediterranean-Region; Benelux

CC: QQ010; EE700; EE720; UU000; FF150

CD: Milk-and-Dairy-Produce; Marketing-and-Distribution; Consumer-Economics; Social-Sciences-General; Plant-Cropping-Systems

Rating 4

Organic Market,1;Organic Consumer research, 5

TI: Chain management of organic products. The actual situation.

AU: Beekma-Rotmensen-TW; Vilsteren-A-van; Wolleswinkel-T; van-Vilsteren-A; Trienekens-JH (ed.); Zuurbier-PJP

AD: Katalysator, Postbus 15, 8300 AA Emmeloord, Netherlands.

SO: Chain management in agribusiness and the food industry. Proceedings of the Fourth International Conference Wageningen, 25-26 May 2000. 2000, 561-564.

PB: Wageningen Pers; Wageningen; Netherlands

PY: 2000

LA: English

AB: Organic farming offers opportunities to eliminate some of the environmental problems arising from traditional farming. Although an increasing number of Dutch farmers were ready to adopt organic procedures, consumers have been reluctant to change their purchasing behaviours. The role of Katalysator, the North Netherlands Agribusiness Innovation Centre, in preparing the market for organic products, is documented.

DE: organic-farming; consumer-behaviour; organic-foods; food-consumption; environmental-protection; farmers'-attitudes; domestic-markets; innovation-adoption; organizations-; case-studies; marketing-

GE: Netherlands-

BT: Western-Europe; Europe; Developed-Countries; Benelux; European-Union-Countries; OECD-Countries

CC: QQ000; EE116; EE720

CD: Food-Science-and-Food-Products-Human; Food-Economics; Consumer-Economics

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Rating 5

Organic Market 7

TI: Economic perspectives of organic vegetable farms in the Netherlands.

AU: Geven-CGM; Groot-NSP-de (ed.); Kleijn-EHJM-de (ed.); Csizinsky-AA (ed.); Weerts-J

AD: Applied Research for Arable Farming and Field Production of Vegetables (PAV), Edelhertweg 1, Postbus 430, 8200 AK Lelystad, Netherlands.

SO: Proceedings of the XXV International Horticultural Congress. Part 14. Horticultural economics at micro and macro level, international trade and marketing, international cooperative programs, relations between research, development, extension and education, Brussels, Belgium, 2-7 August, 1998. Acta-Horticulturae. 2000, No. 524, 27-32; 1 ref.

*LHM: Catalogue record in AGRALIN

PY: 2000

LA: English

AB: A group of 15 organic vegetable farms in the Netherlands was monitored over the period 1993-97 to gain insight into the economic potential of organic vegetable production. In comparison with conventional vegetable farms the average farm income is about the same. Higher prices of organic products are sufficient to compensate for extensification of the crop rotation with cereals, lower crop yields and a higher labour input for manual weed control. In general, as compared to the average and worse farms, the better farms have achieved higher financial yields for the same vegetable crops. This is probably a result of the soil type and market strategy, for the better farms are all situated on sandy clay in the newly reclaimed production area of Flevoland and their sales are organized cooperatively.

DE: organic-farming; farm-income; farm-comparisons; returns-; economics-; vegetable-growing; marketing-

GE: Netherlands-

BT: Western-Europe; Europe; Developed-Countries; Benelux; European-Union-Countries; OECD-Countries

CC: EE110; EE111; FF003; EE700

CD: Agricultural-Economics; Horticultural-Economics; Horticultural-Crops; Marketing-and-Distribution

W

Rating 5

Organic Market, 5,7,11; Organic Consumer Research, 8

TI: The first years are difficult: transfer to organic arable farming in the South West.

OT: De eerste jaren zijn zwaar: omschakeling naar biologische akkerbouw in het Zuidwesten.

AU: Jukema-A; Smid-J

AD: PAV-Lelystad, Lelystad, Netherlands.

SO: PAV-Bulletin-Akkerbouw. 1999, No. Juni, 5-8.

PY: 1999

LA: Dutch

AB: Studies were carried out in south western Netherlands to investigate the prospects for organic arable farming, taking into account current regional organic production and marketing prospects (in Belgium and the Netherlands), and agricultural prices. Demand still exceeds supply, so prospects are good. Organically produced and standard produced potatoes, sugarbeet, onions, Phaseolus, summer cereals and winter wheat are compared in terms of yields and prices. A complete change (in one go) in farming system required additional sources of income in the first 2 years to compensate negative farm results. A gradual change showed only negative farm results in the 2nd year, but returns in years 3-6 were lower than those after a radical change (caused by the fact that not all products could be marketed against higher prices). Hourly income at organic farms increased, but labour requirements almost doubled.

DE: organic-farming; farming-systems; food-marketing; agricultural-prices; demand-; supply-; potatoes-;

sugarbeet-; onions-; cereals-; wheat-; farm-income; labour-requirements; crop-yield; income-; farm-results

OD: Solanum-tuberosum; Beta-vulgaris-var.-saccharifera; Allium-cepa; Phaseolus-; Triticum-aestivum;

Allium-; Triticum-

GE: Netherlands-

BT: Solanum; Solanaceae; Solanales; dicotyledons; angiosperms; Spermatophyta; plants; Beta-vulgaris; Beta; Chenopodiaceae; Caryophyllales; Allium; Alliaceae; Liliales; monocotyledons; Papilionoideae; Fabaceae; Fabales; Triticum; Poaceae; Cyperales; Western-Europe; Europe; Developed-Countries; Benelux; European-Union-Countries; OECD-Countries

CC: EE200; EE700; EE130; EE950; EE900; FF100

CD: Farming-Systems-and-Management; Distribution-and-Marketing-of-Products; Supply,-Demand-and-Prices; Income-and-Poverty; Labour-and-Employment; Plant-Production