Literature review – Organic Market FIN

The literature is organised according to the evaluation of the scientific rating for OMIaRD. Most of the literature mentioned in here belongs to the category of "grey literature" from the scientific perspective. The age of the paper is taken into account while evaluating the ratings. The role of grey literature is not a comprehensive one. Organic production and marketing issues has been popular topics as student works (graduate works at universities or other studies in lower level colleges and educational institutes). In the same way articles in trade magazines are not listed because of two main reasons: the list would have been exhaustive and there are now database for such grey material.

All together I succeeded in finding more than 30 references which were related to marketing organic products. Marketing concept contains all marketing mix variables (product, price, place, promotion and consumer behaviour). From that perspective it was difficult to divide the references into our three categories: market, market initiatives and consumer research. Most papers contain several perspectives. I tried to use as a basis for categorising these references the provided list of keywords (p.5-6) in our guidelines for literature review. However the lists were not distinctive (e.g. distribution channels was mentioned in Organic Market subject area and supply chain in Organic Marketing Initiatives). After doing this literature research I would suggest that Organic Market and Organic Marketing Initiatives could be combined. This discussion should be taken into account when interpreting my country report of the existing literature.

Short description of the refereed publications:

Ref. 1.: Finfood Luomu

Most up-to-date market research is done by Finfood Luomu (Finfood Luomu is an independent project unit operating in connection with Finfood, an umbrella organisation for several different enterprises working for Finnish food. The mission of Finfood Luomu is to promote the sales of organic food products and to increase the general knowledge of these products on the national level). Finfood Luomu has purchased repeated consumer surveys, market analyses and barometer type surveys based on opinions of different actors in organic food chain from Sedecon Consulting and A.C. Nielsen market research companies. The advantage of these surveys is that the results are available for everybody in internet and while the measures are repeated already in several years, one is able to see how a trend is developing.

1) The consumer attitude barometer
The survey is done 4 times a year (each sample about 100-150 consumers). The general attitude toward organic products is very favourable (the responses achieve about 4 in 1-5 scale) in most aspects. Those criteria slightly less than the average has been about the quality of organic products (3.8), the reliability of the control system (3.7) and the expectations about the relationship between price and quality (3.2). The belief of increasing one's own usage (3.2) has been also under the level of general attitude.

According to the latest consumer barometer 18 % of consumers use organic products regularly and 41 % infrequently. 50 % of consumers say that they are going to increase their usage. According to another market survey about 10 % of consumers inform that they are ready to choose an organic alternative when it is easily available and not extremely more expensive. According to this 10 % share of the total food retail business the share of possible organic retail market would be 0.9 mrd EUR in Finland. Now it has been evaluated to be around 100 million EUR (Heinonen 2001). All the research findings suggest that the demand is slowly growing. However, there is a group of some 30-40 percent of consumers who are not interested in organic foodstuffs.

The results compare attitudes of those who have experience of organic products with the attitudes of those who have not used them. According to the findings the experienced group seems to be clearly more positive against organic products and also more willing to increase their usage than the other group.

As buying motives the importance of wholesomeness, safety (avoiding health risks) and taste issues has been growing and environmental, animal welfare issues slightly decreasing.

2) The barometer of food industry and retailers shows also positive atmosphere for organic production and sales. They are in favour of increasing and supporting the sales.

The results of the investigations and work of different strategy groups have pointed out several critical issues:

- until now the volumes have been so small that the profitability has been very questionable for all partners of the food chain
- the co-operation between the partners of food chain has not operated properly. (Especially the small scale processors of organic foodstuffs have had problems with the retail chains and the farmers have been unsatisfied to the prices paid in the chain; e.g. grain has been exported because of better price than the domestic industry is ready to pay)
- the availability of raw materials is a problem in most food categories (only grain products are available in large enough quanitities while organic meat is a real problem). This has an affect on new product development efforts, restricting the scope for large-scale production. Seasonal availability is also seen as a problem.

2) A.C. Nielsen's Scantrack investigations

There has not been very reliable data available of the market shares of organic products in retail shops before A.C. Nielsen started to include also the most relevant organic product categories into their Scantrack analysis. (It measures the sales of organic food in 300 Finnish supermarkets, which represent about 25 percent of the total food sales in Finland. In 2000 only six product groups of organic food products were included: bread, flour, flakes, pasta, milk and yoghurt). The overall market share of organic products has been evaluated to be about 1 percent, but it varies a lot between product categories. The highest share (7 %) is in grain flakes (Scantrack 3/2001). Flours have 3,6 %, fresh bread about 2 %, milk about 1 %. From other sources the share of organically grown vegetables has been evaluated to be 5 %.

According to A.C. Nielsen's results the growth of the sales of organic products has been in all measured product categories much higher than the development of the sales of other products in the same product category. This is consistent with the consumer attitude research findings about growing intention to choose organic alternative when it is easily available.

Ref. 2.: The country report for organic farming in Finland

This report can be read from internet and it is promised that it will be updated regularly. The report is based on statistical information of Finish agriculture, a little as general and especially figures of the organic farming. Organic farming has rapidly developed in 90's. Organically grown hectares, number of organic farms (both also as compared to the total agricultural area and number of active farms) and land use for different product lines are reported from 1990 to 2000. Also regional distribution of organic farmers is provided as well as the figures of organic animal production.

Organic animal production has been very limited in its amounts. Only 380 farms were certified organic in 2000. About 45 percent of all organic farms practice animal production. One can notice that very few has converted their animals to organic. It is not a prerequisite for converting the arable land and to get those subsidies. There does not exist any subsidy system for organic animals and the premium prises paid for farmers has been minimal. Quite often converting animals means for the farm a new investment and the existing economic incentives are not big enough to make this change profitable.

In addition, Heinonen describes shortly the legislation and certification system (incl. responsible authorities and labels used in Finland). Conversion has been in Finland quite subsidy driven and some research show how in most production lines organic farming has been financially attractive alternative. Implementation of Agenda 2000 has, however, changed the situation into more tight direction. Subsidies have been lowered and the state budget has not enough money for new production aid contracts in 2001. This may stop the strong growth rates of conversions as compared to the late 90'.

Ref. 3.: The use of marketing mix variables by organic market companies

In the middle of 90's around 16 new marketing organisations were creatred by the organic farmers. In most cases they were supported by public development projects in their first years. Some of them also stopped their operations or went bankruptcy soon after the project aid ended. In this student work 10 marketing organisations were telephone interviewed about the use of different marketing mix variables. The results showed that the most important marketing factor used was price. Product development was more production oriented than customer oriented. Little skill was employed to create extra added value for organic products sold and also the relationship marketing principles were not actively used. Logistically those marketing organisations tried to collect smaller quantities and to sell them to the traditional buyers (wholesalers or local stores). One of the motives for farmers to build up these new marketing organisations has been to get their organic production sold as organic and also to get the higher prise premium.

In conclusion, the researcher tried to find out the best solution of these marketers and in that way give some help to develop their operations. For example there was good examples of improvements in packaging and using longer term buyer-seller relations to get better contracts. Segmentation and better knowledge of the most potential users/buyers has to be developed, as well as product differentiation.

Another related study was done about networking between the organic farmers also some years earlier with the same organic marketing companies (ref. 8). The perspective was more theory driven and the focus was on rural development and farmers' ability to create more profitable business by actively co-operating with each other. The author found out support for her suggestions of the positive effects of networking from the literature. However, these new organic marketing companies were just in their early stage, so that the empirical study (interviews with the representatives of those marketing organisations) could just give some impressions of the topic.

Networking builds up intensity of production, gives a better negotiation position for producers and improves the skills of participators. Active networks can train their actors and learn better from each other's experiences. New information and feedback from market is more easily spread out in networks than to farmers operating by themselves.

Ref. 4.: A programme for developing organic food economy

This paper was published in 10.4.2001. It is based on the work of 15 experts working in different positions related somehow to organic food chain. The programme focuses on the end part of the chain: food processing, retailing, marketing and demand issues.

This programme is related to the more extensive strategy work which has been undertaken in recent years. The following reports are examples of this:

- Kansallinen elintarviketalouden laatustrategia (A national quality strategy for the food economy). Published by the Ministry of Agriculture and Forestry 1998.
- Luonnonmukaisen puutarhatuotannon kehittämisstrategia 1999-2006. (A development strategy for organic horticulture 1999-2006). Published by Puutarhaliitto 1999.
- Kansallinen luomuviljastrategia (National organic grain strategy). Published by the Ministry of Agriculture and Forestry 2000.
- Luomun kansainvälistymisstrategia (An organic internationalisation strategy for the Finnish food industry). Published by Finpro 2000.
- Luonnonmukaisen tuotannon toimintaympäristön kuvaus. Maa- ja metsätalousministeriön luomustrategiatyöryhmän väliraportti 2000. (Intermediate report of the organic strategy group working for the Ministry of Agriculture and Forestry, gives an overview of the operational environment of organic production. The purpose of this expert group is to build up a national strategy for organic production. The work is in progress.)

The programme report describes the market situation of organic production and organic food processing in Finland. The control register of Elintarvikevirasto contains 627 registered organic food processors. 21 % of them are retail outlets which handle unpackaged organic products. 29 % are farmers having food processing. Half of the farmers have low degree of processing). 14 % are bakeries, 8 % flour mills and the rest are divided into smaller groups of different processors.

For this report it was interviewed 161 food processors, of which 37 processed organic raw materials. One aim was to find out the possible bottle-necks of the business and to highlight the most relevant areas where the development actions should be focused on. Most often mentioned problem was the availability of organic raw materials (41 % in the case of firms processing organics and 47 % for those intending to process organics). A high price of raw material was mentioned in 16 and 17 % of cases respectively. 5 and 10 percent worried about the processing technology, but interestingly only those having experience mentioned the quality of raw materials as a problem (14 %). If we look at the different branches in food sector the most problems seem to be with availability of raw material in meat processing industry. In a medium and bigger sized food industry small series of organic products in processing lines cause ineffectiveness. The development of more ready-made organic meals and new products run into trouble also because of absence of some key organic ingredients (like butter or margarine).

Both food processors and marketers have pointed out in this report the lack of scientific knowledge about the advantages of organic products. Nowadays food safety is extremely important. More research on for example microbiological risks in organic raw materials is needed. There is not enough research on health effects of organic foodstuffs. Consumers have high positive image of the health and ecological superiority of organic products. Food industry is afraid to use neither of these claims in their marketing if there is not enough reliable research findings supporting these images. They need a proper communication strategy so that they can tell something more than just saying the product is organic.

Ref. 5.: The publication of direct selling is already a little old (1995), but it describes the important factors of affecting on the success of direct selling.

Direct selling has been and still is very important way of selling organic foodstuffs when the amount of production is done in a small scale. In 1986 it has been evaluated that about half of the total organic sales were sold directly from farms. Finfood Luomu has made a first national survey in 1998 in order to look at the total markets and distribution channels of organic products. That survey indicated also that direct selling has more important role in organic production than in the case of conventional production.

According to Finfood Luomu (in 98) about 60 percent of organic grain (not fodder) went directly from farmers to industry or traders. About 10 percent was processed in farms and sold directly to farmers or retail outlets. Half of the organic potatoes was sold directly to consumers, 20 percent farmers sold to stores and about ten percent in market places. In the case of carrots, onions and berries direct selling was also the most important distribution channel. The report tells about organic meat that half of beef and 1/3 of pork is sold to food industry, but 90 percent of organic milks goes to dairies. Direct farm sales are 15 % for organic beef and lamb, 40 % for pork, only 1 percent for milk and 60 percent for eggs.

In my literature review there are mentioned several reports of development projects (e.g. ref. numbers 9 & 12). The result of many marketing oriented development projects has been that a share of direct selling to consumers or to special channels (e.g. institutional kitchens) goes down when the amount of production grows. Increasing production causes for many small scale food processors new requirements by supermarkets and other traders: new logistical solutions, package requirements need to be met, order and invoice systems need to be compatible with those of retailers and wholesale traders. In this stage there has been a lot of troubles. Several organic farmers marketing alliances has failed to build up profitable business.

In the study of Huuhka (1995) it was analysed 20 direct selling places nationally (organisation, motives to start, business idea, place, product sortiment, marketing efforts). The second part of the empirical data contains answers of 273 customers, who had visited a direct selling place of direct selling places (the questionnaires were given to the customers in direct selling places and then posted back). The third, empirical part contained telephone interviews of 778 people. Consumers were asked about their buying habits in the case of direct selling (amount of visits, products bought, factors affecting to the possible visit, motives and wishes, information sources and price/quality perceptions). The whole study is about direct selling as general, but results are separated between organic products and other products.

In early 90's direct selling was a growing trend and new direct selling places emerged all over the country. Now, about ten years later only few of them exist. The results of this investigation point out several weaknesses. The business concept was not properly planned, locations were not good enough, products offered did not meet consumer expectations, marketing efforts were minimal and also lack of co-operation between entrepreneurs was reported.

Nowadays direct selling seems to be out. Consumer surveys show that buyers want to have organic products from the same places as they normally buy their food, as easily and even from the same shelves than the competing products. Retailers own experiences has proved that organic foodstuffs has been purchased better, if they ale located to same places as the other same type of products instead of putting them into own organic departments. The spokesmen of retail and food processing sector are also insisting that organic products should go through the existing supply chains.

Reference list:

No.	**1**
Title	Consumer surveys(1999 & 2000); A.C.Nielsen´s ScanTrack –study (2000) and economic panel (1999); The organic product barometer (1999 & 2000); Report on the supply and distribution channels of organic products (1998)
Author(s)	Finfood LUOMU
Publisher	Http://www.finfood.fi/finfood/luomu.nsf/pages/index.htm Tietoa & tutkimuksia
Place of publication	Internet
Year of publication	2001 (1998/2000)
Subject area(s)	Consumer attitudes, product usage and market shares

Keywords	National investigation Development of attitudes Development of demand Organic food chain How well-known the label is Buying intention Motives
Rating of scientific relevance (1-5)	1

No.	**2**
Title	Organic Farming in Finland, country report.
Author(s)	Heinonen Sampsa
Publisher	Plant Production Inspection Centre (KTTK) under the Ministry of Agriculture and Forestry
Place of publication	http://www.organic-europe.net/country_reports/finland/default.asp
Year of publication	2001 (data 1990-2000)
Subject area(s)	Statistics of organic farming
Keywords	Production areas Regional distribution Livestock production Certification
Rating of scientific relevance (1-5)	1

No.	**3**
Title	Luomutuotteiden alueellisten markkinointiorganisaatioiden markkinointikeinojen käyttö (The use of marketing mix variables by organic market companies)
Author(s)	Auersalmi Marika
Publisher	Luomu-liitto ry / Unpublished graduate work at the Helsinki vocational high school of economics
Place of publication	Helsinki
Year of publication	2000 (data 1999)
Subject area(s)	Use of marketing mix variables
Keywords	Marketing mix Relationship marketing Organic co-operatives National investigation
Rating of scientific relevance (1-5)	2

No.	**4**
Title	Luomuelintarviketalouden kehittämisohjelma (A programme for developing organic food economy)
Author(s)	Leskinen, M. & Lintukangas-Gröhn, P.

Publisher	Ekoneum ry / National Food Expertise Centre ELO
Place of publication	Mikkeli
Year of publication	2001
Subject area(s)	Description of the state of organic economy and recommendations for development actions
Keywords	National investigation Food processing and marketing Raw-material availability Quality and control systems Communication and advisory systems
Rating of scientific relevance (1-5)	2

No.	**5**
Title	Ilman välikäsiä, maataloustuotteiden suoramyynti Suomessa (Direct selling of farm products in Finland)
Author(s)	Huuhka Ari
Publisher	University of Vaasa, The Western-Finland Institute for Economic Research. Publications No 58
Place of publication	Vaasa
Year of publication	1995 (data 1993/94)
Subject area(s)	Direct selling
Keywords	National investigation Consumers experience and expectations of direct selling Organic products included Factors affecting to success Product range Price perceptions and strategies
Rating of scientific relevance (1-5)	2

No.	**6**
Title	Luomu tänään – Luonnonmukaisen tuotannon ja luomutuotteiden markkinaselvitys (Organics today – A market research of organic production and organic products)
Author(s)	Lindgren C. & Sirkiä H.
Publisher	Helsinki School of Economics and Business Administration, Student Business Projects, Report confidential
Place of publication	Helsinki
Year of publication	1997, unpublished
Subject area(s)	Description of the organic markets: regulations, production, processing, distribution, retailing and consumer demand
Keywords	Literature and expert analysis Factors driving and blocking supply and demand Actors' roles Current state analysis

	Recommendations
Rating of scientific relevance (1-5)	2

No.	**7**
Title	Luomu EU-Suomessa (Organics in EU-Finland)
Author(s)	Kallio Vesa
Publisher	University of Helsinki, Institute for Rural Research and Training, Publications 60.
Place of publication	Mikkeli
Year of publication	1998 (data 1997)
Subject area(s)	Organic farmers
Keywords	Farmers identitity Commitment to organics Motives to conversion Organic farming as a strategy to survive Farmer typologies Farmer networks, advisors role
Rating of scientific relevance (1-5)	2

No.	**8**
Title	Verkottuva luomutuotanto suomalisen maatalouden strategiana (Networking, a strategy for Finnish organic agriculture)
Author(s)	Tukiainen Eeva-Liisa
Publisher	Helsinki School of Economics and Business Administration. Marketing Department. Graduate work.
Place of publication	Helsinki
Year of publication	1997 (data 1996)
Subject area(s)	Networks in rural areas
Keywords	National investigation Marketing networks Farmers co-operation Rural areas Network building
Rating of scientific relevance (1-5)	2

No.	**9**
Title	Pohjois-Karjalan luomu 2000-projekti (North Karelia LUOMU 2000-project)
Author(s)	Pulkkinen Marja
Publisher	Pohjois-Karjalan Maaseutukeskus ry, unpublished project report

Place of publication	Joensuu
Year of publication	2000 (1995/2000)
Subject area(s)	Development project to boost organic farming (grain production, vegetable production and food processing activities) and develop their marketing
Keywords	Regional investigation Promotional activities Factors facilitating conversion Educational activities Co-operation and food processing activities
Rating of scientific relevance (1-5)	2

No.	**10**
Title	The future development of organic farming in Finland: three alternative scenarios for the purposes of agricultural policy-making. (Summary in English)
Author(s)	Koikkalainen, K., Vehkasalo,V., Linjakumpu, H. & Aakkula, J.
Publisher	Agricultural Economics Research Institute. Working papers 6/98.
Place of publication	Helsinki
Year of publication	1998
Subject area(s)	Scenarios of alternative organic production policy
Keywords	Production areas Subsidies Production policy
Rating of scientific relevance (1-5)	3

No.	**11**
Title	Selkokielinen selostus siitä, miksei Suomi todennäköisesti pysty vuonna 2010 saavuttamaan 20 prosentin luomutasoa – toisin kuin Saksa. (A commentary article of the reasons why it is not possible in Finland to achieve 20 percent objective in organic production area by 2010)
Author(s)	Schepel Ilmari
Publisher	Luomu-lehti 2/2001, 12-13
Place of publication	Porvoo
Year of publication	2001
Subject area(s)	Organic production in a Common Agricultural policy
Keywords	Policy influences General attitude of agricultural policy Stagnation Farmers perspective
Rating of scientific relevance (1-5)	3

No.	**12**
Title	Luomu tuottavaa liiketoimintaa (Organic production – A profitable business)
Author(s)	Kantola Mari
Publisher	Foodwest Oy, Unpublished project report
Place of publication	Seinäjoki
Year of publication	2001 (1999/2000)
Subject area(s)	Local networks for organic producers, possibilities to market via supermarkets and consumer demand of product assortment
Keywords	Regional investigation Factors driving or blocking marketing co-operation Distribution channels Product development
Rating of scientific relevance (1-5)	3

No.	**13**
Title	Luonnonmukainen elintarviketuotanto: Arvolähtöinen vai kilpailustrateginen valinta (Organic production: Value based or competitive strategy choice)
Author(s)	Rintanen Satu
Publisher	The Turku School of Economics and Business Administration, Series D-4:1999
Place of publication	Turku
Year of publication	1999 (data 1996-1998)
Subject area(s)	Business strategies in food processing companies
Keywords	Environmental values Competitive advantage Competitive strategies Busienss networks
Rating of scientific relevance (1-5)	3

No.	**14**
Title	Mikä luomussa maksaa? Luonnonmukaisesti tuotettujen viljatuotteiden hinnoittelu Suomessa jalostusteollisuudessa ja kaupassa. (What makes organic products so expensive? Pricing of organic grain products in the Finnish food processing industry and trade)
Author(s)	Nurmi Pia (based on a graduate work at the Turku School of Economics)
Publisher	National Consumer Research Centre, Publications 7
Place of publication	Helsinki
Year of publication	1999 (data 1997)
Subject area(s)	Price strategies in the food chain
Keywords	National investigation

	Competitive situation on markets Arguments for premium prices
Rating of scientific relevance (1-5)	3

No.	**15**
Title	Kauppojen luomutarjonta (The availability of organic products in retail stores)
Author(s)	Ruohonen Sanna
Publisher	Hämeenlinnan seudun kansanterveystyön kuntayhtymän ympäristöosasto, monisteita 34.
Place of publication	Hämeenlinna
Year of publication	2000 (data 2000)
Subject area(s)	Product availability
Keywords	Regional investigation Product sortiment Retailer arguments for product range
Rating of scientific relevance (1-5)	3

No.	**16**
Title	Selvitys luomutuotteiden markkinatilanteesta Keski-Suomessa (An investigation of the supply of organic products in the Central Finland)
Author(s)	Peitsenheimo Sari
Publisher	Keski-Suomen Maaseutukeskus ry, project report.
Place of publication	Jyväskylä
Year of publication	1994 (data 1994)
Subject area(s)	Opinions of consumers, institutional kitchens and retailers of the supply factors of organic products
Keywords	Regional investigation Factors affecting supply and demand Buying behaviour Development of marketing
Rating of scientific relevance (1-5)	3

No.	**17**
Title	Luonnonmukaisesti tuotetut elintarvikkeet - vähittäishinnat ja markkinarakenne (Organicallygrown foodstuffs – retail prices and market structure)
Author(s)	Nikkilä Marita
Publisher	National Consumer Research Centre, Publications 13/91
Place of publication	Helsinki
Year of publication	1991 (1990)

Subject area(s)	Market survey about price differences between organically grown and conventional foodstuffs
Keywords	National investigation Price premiums Distribution channels
Rating of scientific relevance (1-5)	4

No.	**18**
Title	Luonnonmukaisesti tuotettujen elintarvikkeiden tuotanto ja markki-nointi (The production and marketing of organically grown prod-ucts)
Author(s)	Kotisalo, Y., Rissanen, H. & Tauriainen, J.
Publisher	Market Research Institute of Pellervo Society. Reports and discussion papers 37.
Place of publication	Helsinki
Year of publication	1992 (data 1991)
Subject area(s)	Market survey of organic farmers, food processors, wholesale traders and retailers.
Keywords	National investigation Factors driving or blocking supply Distribution channels Attitudes of actors in food chain
Rating of scientific relevance (1-5)	4

No.	**19**
Title	Luomutuotteiden jatkojalostus ja suoramarkkinointi. (On-farm processing of organic foodstuffs an direct selling)
Author(s)	Kananen, M., Kivelä, S. & Naukkarinen, S.
Publisher	Kiteen maatalousoppilaitos (unpublished project work)
Place of publication	Kitee
Year of publication	1991 (data 1991)
Subject area(s)	On farm marketing policies
Keywords	Regional investigation Direct selling Product policy
Rating of scientific relevance (1-5)	5

No.	**20**
Title	Luonnonmukaisen tuotannon tutkimusohjelma (Research program for organic production)
Author(s)	Agrifood Research Finland (MTT)
Publisher	Maatalouden tutkimuskeskuksen julkaisuja Sarja B 11
Place of publication	Jyväskylä

Year of publication	2000 (2.nd ed.)
Subject area(s)	Research policy and priorities in organic farming
Keywords	National policy recommendations Existing relevant research Production focus
Rating of scientific relevance (1-5)	5

No.	**21**
Title	Luomutuotteen oikea hinta – onko sitä? (The right price for an organic product – is there any?)
Author(s)	Kujala Jouni
Publisher	Luomulehti 6/2000 (Magazine published by Luomuliitto ry)
Place of publication	Vantaa
Year of publication	2000 (1999/2000)
Subject area(s)	Consumer price perceptions about organic foodstuffs
Keywords	National investigation Price knowledge, perceived price importance Price differences on markets Varied product categories
Rating of scientific relevance (1-5)	2

No.	**22**
Title	Luomuvalmisruokiin liittyviä uskomuksia ja asenteita ja niiden osto-halukkuus (Consumer attitudes and buying intention towards organic convenience foods)
Author(s)	Kati Sallinen
Publisher	University of Helsinki, Faculty of Agriculture and Forestry. Graduate work at Food Economics.
Place of publication	Helsinki
Year of publication	2001 (data 2001)
Subject area(s)	Consumer attitudes and values
Keywords	Regional investigation Consumer attitudes, perceptions Buying intention Reasons to buy Organic convenience foods
Rating of scientific relevance (1-5)	3

No.	**23**
Title	Marginaalista markkinoille – Tutkimus luomutuotannon kehityksestä ja yhteiskunnallisista merkityksistä. Esimerkkialueina Varsinais-

	Suomi ja Kainuu. (From marginal to market – A Research on development and social meaning of organic production. Varsinais-Suomi and Kainuu as case areas.)
Author(s)	Mononen Tuija
Publisher	University of Joensuu, Department of Geography. Unpublished licentiate work.
Place of publication	Joensuu
Year of publication	2000 (data 1997-1999)
Subject area(s)	Social perspective to the development of organic production, typology for organic farmers
Keywords	Regional investigation Farmer interviews Image of organic farmers Rural area
Rating of scientific relevance (1-5)	3