

## Literature review – Organic Market DE

<b>No.</b>	<b>1</b>
Title	Organisational problems in organic marketing – transaction cost theoretical analysis for the conventional food trade channel (Organisationsprobleme im Ökomarketing – eine transaktionskostentheoretische Analyse im Absatzkanal konventioneller Lebensmittelhandel)
Author(s)	Wolfram Dienel (Dissertation)
Publisher	Humboldt Universität zu Berlin, Landwirtschaftlich-Gärtnerische Fakultät
Place of publication	Berlin
Year of publication	2000 (data for 1998/99)
Subject area(s)	Barriers to a successful organic marketing via supermarkets
Keywords	National investigation Regional investigation Factors driving or blocking supply Distribution channels Price premiums Communication strategies Branding
Rating of scientific relevance (1-5)	1
Abstract	This dissertation analysis organisational problems which impede the development of the organic market in Germany. Supermarkets could take a key position in marketing organic products but in spite of an increasing demand they do not invest enough in their communication and supply policy. The basis of this study is the transaction cost theory of WILLIAMSON (1990). The qualitative-empirical part of the study consists of interviews with organic marketing experts. The assessments of the experts showed that the market potential for organic products is not exhausted at all. Organic marketing is hindered of the consumer's information deficit, their non-trust in the authenticity of the products and the high premiums for organic products. Advertising campaigns overcome these sales barriers are necessary but expensive. The fourth marketing barrier is the organisational problem. Hedging of organic marketing investments is one aspect of it and builds the main focus of this analysis. The organic market has an elevated need for safeguarding because of its special characteristics as e.g. the small number of potential trade partners, unsteadiness of availability and the fragmentation of the organic market. Analysis of the transaction factors is therefore the precondition for extension of the organic market.

<b>No.</b>	<b>2</b>
Title	Direct marketing of conventional and organic farms (Direktvermarktung in konventionell und ökologisch wirtschaftenden Betrieben)
Author(s)	Heike Kuhnert (Dissertation)
Publisher	Wissenschaftsverlag Vauk Kiel KG
Place of publication	Kiel
Year of publication	1998 (data for 1994/95)
Subject area(s)	Direct marketing
Keywords	National investigation Factors driving or blocking supply Communication strategies Product range
Rating of scientific relevance (1-5)	1
Abstract	In this dissertation the relevance of direct marketing as income alternative for organic and conventional farmers was analysed. Main focus of the study was a primary analysis of 200 direct marketing farms (1995/96) in Germany. Organisation, economical significance and difficulties of the direct marketing were described. The product range was analysed. The most important products were potatoes, vegetable, eggs and meat. Mainly two distribution channels were used: off-farm selling with 36% of the direct marketing turnover and selling on weekly markets with 18% of the direct marketing turnover. The share of the direct marketing turnover amounted on average to 40% of the total turnover of the farms. On organic farms this share was a little higher than on conventional farms. The farmers' assessments showed a positive image of the direct marketing. There was, however, no correlation between the contentment and the economical indices. In addition to this survey, four in-depth case studies were conducted analysing the economic situation of the farms.

<b>No.</b>	<b>3</b>
Title	Regional sales opportunities for products of organic farming (Regionale Marktchancen für Produkte des Ökologischen Landbaus)
Author(s)	Gerda Rämisch (Dissertation)
Publisher	Shaker Verlag GmbH
Place of publication	Aachen
Year of publication	2000 (data for 1994-96)
Subject area(s)	Regional marketing of organic products
Keywords	Regional investigation Factors driving or blocking demand Distribution channels Product range
Rating of scientific relevance (1-5)	1
Abstract	<p>This dissertation is part of the Munich research Association of Agricultural Ecosystems (FAM). It is an analysis of the organic marketing initiative "Klostergut Scheyern" in Bavaria. 41 organic farms involved in the project are situated in the surroundings of Scheyern. The most important products in this region are grain, potatoes, vegetable, beef and milk. The first analysis was about the regional marketing possibilities for the organic products of the experimental station Klostergut Scheyern. Distribution channels were a farm shop and two supermarkets. Consumer's wishes were investigated in two surveys with 150 people (personal interviews 1993-98). The results showed that the consumers were interested in organic products but the demand was moderate. Difficulties concerning the farm shop are discussed.</p> <p>The second part of the project was an analysis of supply and demand of organic products in the region around Klostergut Scheyern. The organic farmers in the region were interviewed (1996). Their most important product was grain for baking. The farmers were able to market 100 percent of the grain on the organic market. Problems existed in marketing organic milk and meat. Interviews with market experts (1997-99) have been conducted to find out market opportunities of the region. The experts predict a positive development of the organic market in the region, but the availability of the products, taste, quality and service is in need of improvement. 280-600 consumers of the region were interviewed per year (1994-96). The most important buying motive for them was that the products were produced in the region.</p>

<b>No.</b>	<b>4</b>
Title	Farmers' prices for organic products (Verkaufspreise im ökologischen Landbau)
Author(s)	Markus Rippin, Antje Kasbohm, Hans-Christoph Behr, Wilhelm Ellinger
Publisher	Zentrale Markt- und Preisberichtsstelle (ZMP)
Place of publication	Bonn
Year of publication	2001 (data for 2000)
Subject area(s)	Prices of organic food and market analysis for plant products
Keywords	National investigation Competitiveness of organic versus conventional sector Distribution channels Product range
Rating of scientific relevance (1-5)	2
Abstract	This survey is about farmers prices of organic plant products (fruit, vegetables, potatoes and cereals) in Germany. It was published by the "Zentrale Markt- und Preisberichtsstelle" (ZMP). Data were collected from 1,400 organic farms in Germany, all members of the Arbeitsgemeinschaft Ökologischer Landbau (AGÖL). Data were collected weekly. In this survey the monthly calculation for 2000 is presented graphically. The range of prices and the average price for 2000 are tabulated. Prices are specified for direct sale, for retailers and for wholesalers separately. For each product a market analysis is given for the year 2000, describing consumption, preferences and import needs. Furthermore the organic market is compared with the conventional market for each listed product.

<b>No.</b>	<b>5</b>
Title	Regional joint marketing for organic food (Regionales Gemeinschaftsmarketing für Öko-Lebensmittel)
Author(s)	Burkhard Schaer (Dissertation)
Publisher	Verlag Dr. Kovač
Place of publication	Hamburg
Year of publication	2001 (data for 1997)
Subject area(s)	Regional marketing, example Bayern
Keywords	Regional investigation Factors driving or blocking demand Communication strategies Branding
Rating of scientific relevance (1-5)	1

Abstract	<p>In this dissertation opportunities for a regional joint marketing of organic products in Bavaria was analysed. In Bavaria the government label “Öko-Qualität, garantiert aus Bayern” is established for organic food produced in Bavaria. Interviews with experts of the organic market in Bavaria build the empirical investigation of the study. The opinions concerning the regional label, the trade with organic milk and cereals and the conceptions of the organic joint marketing in Thuringia, Saxony and Austria were analysed. The expert assessments showed that the joint label for organic food in Bavaria has a good acceptance. An extensive survey with consumers (telephone interviews) revealed that organic products have a good image and that the regional label was assessed positively for augmentation of the organic consumption. The main aim of the communication policy is to make consumers trust in organic products.</p>
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<b>No.</b>	<b>6</b>
Title	Organic Agriculture in Europe
Author(s)	Stefanie Graf, Helga Willer
Publisher	Stiftung Ökologie & Landbau (SÖL)
Place of publication	Bad Dürkheim
Year of publication	2000 (data for 1998-99)
Subject area(s)	Survey about organisations/statistical data concerning organic farming
Keywords	<p>National investigation          Growth of demand/supply          Political support schemes for marketing          Competitiveness between regions          Distribution channels          Communication strategies          Branding          Product range</p>
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>7</b>
Title	Organic agriculture in a market economy – perspectives from Germany and Denmark
Author(s)	Ulrich Hamm, Johannes Michelsen
Editor	Ostergaard, T. V.: Fundamentals of organic agriculture vol. 1, p. 208-222,
Publisher	International Federation of Organic Agriculture Movements (IFOAM)
Place of publication	Tholey-Theley
Year of publication	1996
Subject area(s)	Historical outline of organic marketing
Keywords	National investigation Factors driving or blocking demand Factors driving or blocking supply Political support schemes for marketing organic products Distribution channels Branding
Rating of scientific relevance (1-5)	1

<b>No.</b>	<b>8</b>
Title	Demand potential for organic products in Northrhine-Westphalia, organic potential analysis (Nachfragepotential für Öko-Produkte in Nordrhein-Westfalen, Öko-Potentialanalyse)
Author(s)	Hans-Ulrich Hensche, Hubert Kivelitz
Publisher	Universität-Gesamthochschule Paderborn, Abteilung Soest, Fachbereich Agrarwirtschaft
Place of publication	Soest
Year of publication	2001
Subject area(s)	Organic Market
Keywords	Regional investigation Factors driving or blocking demand Growth of demand Competitiveness of organic versus conventional sector Price premiums
Rating of scientific relevance (1-5)	1

<b>No.</b>	<b>9</b>
Title	Marketing of organic products (Vermarktung ökologisch erzeugter landwirtschaftlicher Produkte)
Author(s)	R. Hermanowski
Editor	M. Eschricht, C. Leitzmann: Handbuch Bio-Lebensmittel, Kapitel V 1
Publisher	Behr's Verlag
Place of publication	Hamburg
Year of publication	1996 (data for 1993)
Subject area(s)	Marketing of organic products Difficulties in marketing organic products Distribution channels for organic products
Keywords	Growth of demand/supply National investigation Factors driving or blocking demand Factors driving or blocking supply Price premiums Communication strategies Product quality Distribution channels
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>10</b>
Title	The Organic Food Market in Europe (German market: p. 28-31)
Author(s)	Peter McDonald
Publisher	Queensland Government
Place of publication	URL: <a href="http://www.dpi.gld.gov.au/extra/pdf/organiceurope.pdf">http://www.dpi.gld.gov.au/extra/pdf/organiceurope.pdf</a> (2 April 01)
Subject area(s)	Market Growth
Keywords	National investigation Growth of demand/supply Distribution channels Price premiums Branding
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>11</b>
Title	Organic products at retail (Bio-Produkte im Einzelhandel)
Author(s)	Elisabeth Meyer
Publisher	Zentrale Markt- und Preisberichtsstelle (ZMP)
Place of publication	Bonn
Year of publication	2000 (data for 1999)
Subject area(s)	Product range and prices of organic products in supermarkets
Keywords	National investigation Regional investigation Price premiums Branding Product range
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>12</b>
Title	The European Market for Organic Products: Growth and Development
Author(s)	Johannes Michelsen, Ulrich Hamm, Els Wynen, Eva Roth
Publisher	Universität Hohenheim, Institut für Landwirtschaftliche Betriebslehre 410A
Place of publication	Stuttgart-Hohenheim
Year of publication	1999 (data for 1997/98)
Subject area(s)	Market study for organic food
Keywords	National investigation Growth of demand/supply Price premiums Product range
Rating of scientific relevance (1-5)	1

<b>No.</b>	<b>13</b>
Title	Success factors for organic ranges of products (Erfolgsfaktoren für Bio-Sortimente)
Author(s)	G. Rehn
Editor	M. Eschricht, C. Leitzmann: Handbuch Bio-Lebensmittel, Kapitel V 1 a
Publisher	Behr's Verlag
Place of publication	Hamburg
Year of publication	1999
Subject area(s)	Organic ranges of products
Keywords	National investigation Product range
Rating of scientific relevance (1-5)	2

<b>No.</b>	<b>14</b>
Title	Marketing Approaches for Organic Products in Supermarkets: Case Studies from Western Europe and the United States of America conducted in 2000 (German market: p. 13-25)
Author(s)	Toralf Richter, Otto Schmid, Urs Meier, Darren Halpin, Paul van den Berge, Peter Damary
Publisher	Forschungsinstitut für biologischen Landbau (FiBL)
Place of publication	Frick
Year of publication	2001 (data for 2000)
Subject area(s)	Marketing of organic products in supermarkets
Keywords	National investigation Factors driving or blocking demand Factors driving or blocking supply Distribution channels Price premiums Communication strategies Branding Product range Product quality
Rating of scientific relevance (1-5)	2

<b>No.</b>	<b>15</b>
Title	Statistical data about organic farming (Strukturdaten zum ökologischen Landbau)
Author(s)	Markus Rippin
Publisher	Zentrale Markt- und Preisberichtsstelle (ZMP)
Place of publication	Bonn
Year of publication	1999 (data for 1995-98)
Subject area(s)	Producer prices, statistical data
Keywords	National investigation Regional investigation Growth of supply
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>16</b>
Title	The market for organic products in Germany and in selected European countries (Der Markt für ökologische Produkte in Deutschland und ausgewählten europäischen Ländern)
Author(s)	Heinz Wendt, Marina Charlotte Di Leo, Maike Jürgensen, Corinna Willhöft
Publisher	Landwirtschaftsverlag GmbH
Place of publication	Münster-Hiltrup
Year of publication	1999 (data for 1993-98)
Subject area(s)	Demand and supply of organic products
Keywords	National investigation Factors driving or blocking demand Factors driving or blocking supply Growth of demand/supply Distribution channels Branding
Rating of scientific relevance (1-5)	3

<b>No.</b>	<b>17</b>
Title	Regional marketing systems in agriculture, food industry and forestry (Regionale Vermarktungssysteme in der Land-, Ernährungs- und Forstwirtschaft)
Editors	Wilfried Werner, Jürgen Böttcher, Folkhard Isermeyer, Ernst Kalm, Annette Otte
Publisher	DLG-Verlags-GmbH
Place of publication	Frankfurt am Main
Year of publication	2000
Subject area(s)	Regional marketing
Keywords	Regional investigation Factors driving or blocking demand Competitiveness between regions
Rating of scientific relevance (1-5)	2

<b>No.</b>	<b>18</b>
Title	Acceptance of the German national label for organic products on the part of the consumers and selected non-consumers (Die Akzeptanz des Öko-Prüfzeichens aus Sicht der Nutzer und ausgewählter Nicht-Nutzer, Arbeitsbericht Nr. 23)
Author(s)	Bernd Wirthgen, Silvia Zenner
Publisher	Universität Gesamthochschule Kassel Witzenhausen, Fachbereich Landwirtschaft, Internationale Agrarentwicklung und Ökologische Umweltsicherung
Place of publication	Kassel
Year of publication	2001 (data for 2000)
Subject area(s)	National label
Keywords	National investigation Factors driving or blocking demand Distribution channels Branding
Rating of scientific relevance (1-5)	1

<b>No.</b>	<b>19</b>
Title	How to sell organic food in conventional supermarkets, p. 123-126 (Öko-Lebensmittel im Supermarkt - aber wie?)
Author(s)	Burkhard Schaer
Editor	Hans Jürgen Reents: Beiträge zur 6. Wissenschaftstagung zum Ökologischen Landbau
Publisher	Verlag Dr. Köster
Place of publication	Berlin
Year of publication	2001 (data for 1997-99)
Subject area(s)	Survey about consumers and processors in Bavaria
Keywords	Regional investigation Factors driving or blocking demand Distribution channels Product range Product quality
Rating of scientific relevance (1-5)	1

<b>No.</b>	<b>20</b>
Title	The influence of different cultivation systems on the nutrition situation in Germany depending on consumer behaviour (Der Einfluss unterschiedlicher Landbewirtschaftungssysteme auf die Ernährungssituation in Deutschland in Abhängigkeit des Konsumverhaltens der Verbraucher)
Author(s)	Markus Seemüller
Publisher	Öko-Institut e.V. Verlag
Place of publication	Freiburg
Year of publication	2000
Subject area(s)	Organic Market
Keywords	National investigation Factors driving or blocking supply Growth of demand/supply Conversion of whole Germany to organic Calculation for need of area Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	2