

	MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA
	<i>Department of Economic &amp; Management/ Marketing Sciences</i>

**ORGANIC MARKETING INITIATIVES AND RURAL  
DEVELOPMENT (OMIaRD)**

***EU PROJECT***

Covering

***ORGANIC MARKET IN GREECE***

Chania, May 2001

## LITERATURE REVIEW

### ORGANIC FARMING IN GREECE

#### 1. History and Development of Organic Agriculture in Greece

*Organic farming in Greece that was initially started as an ecological movement at the beginning of the 1980s, is still in its early stages. The lack of organic producers is due to the fact that farmers ignore the economic possibilities of the sector and there is no efficient support or education from the state (Baourakis and Apostolakis, 1999). The first organic farmers were mostly amateurs and only after 1982 were serious professional efforts made regarding products such as olive oil, cotton, Corinthian raisin, vegetables, etc. However, the major change was brought about with the application of EU-Regulation 2092/91, in 1993 in the country, while a second expansion took place after the adoption of EU-Regulation 2078/92 in 1996 in the country. Afterwards the number of organic farmers and the corresponding cultivated areas continually increased.*

*The main features of Greek organic farming according to Pantzios and Tzouvelekas (1999) are:*

- *The increasing trend for organic farms*
- *The geographical imbalances of organic farms, and*
- *The limited range of the cultivated crops.*

#### 2. Organic Agriculture Organisations

*Compared to the other European countries, Greece has more recently adopted a system for controlling and certifying organic products. For this purpose, the Organic Products Bureau was set up in 1991 undertaking the application of the European Regulations. In 1993, permission was given to two private organizations: "DIO" (is the poetic name for Demeter, the Goddess of fertility) and "SOYE" (Association for Organic Agriculture in Greece). "Fysiologiki" (The Natural One), was the third organization established in 1994 for the same purpose (Kaldis and Gardeli, 1996). Apart from their main duties, the personnel of these organizations are often involved in extension, promotion and R&D activities (Eisenbach et al, 1996).*

### **3. Major Organic Crops**

*The range of the crops cultivated in Greece is considered to be small. The main reason for that is the fact that most farmers are used to produce some particular products and that growers are oriented towards perennial crops rather than annual ones (Pantziou and Tzouvelekas, 1999). Traditionally, the main organic crops have been olives and olive oil, grapes for wine and raisin as well as citrus fruits. Fresh vegetables are also produced for export and for the domestic market. Presently, the production of organic apples, pears and cherries is of negligible importance, but farmers show increasing interest in developing these crops (Berry, 2000). Organic animal products have also made their appearance in the domestic market, as the EU-Regulation for biological animal breeding has been adopted in the country.*

### **4. Marketing of Organic Products**

The marketing network of organic products in Greece is still in its infancy. This is due to the lack of well organized distribution channels and the negative opinions of retailers regarding the promotion of organic products. Organic products in Greece are available mainly through (Fotopoulos and Pantziou, 1998):

- The organic producers themselves, who sell their products at local weekly open markets or directly at the farm gate.
- Organic food shops found in the last few years in many large cities of Greece, such as Athens, Thessaloniki, Heraklion, etc. Imported organic products may also exist in cases where domestic organic products are not enough to satisfy consumers' needs.
- Health and natural food shops depending on the interest of the shop owner and the ability of several organic farmers to launch their products as products of higher quality (e.g. wine, fruit, vegetables).
- A small number of specialised stores buy and sell organic products on a wholesale basis, too (Van der Smissen, 2000).

However, one chain of supermarkets started some time ago to sell organic products in a special "organic" section and presents organic products in the company's advertisement journal. Other chains have subsequently joined in this effort.

Producers are also retailers, processors and sometimes wholesalers to other retailers. At the same time efforts are made to export some products to northern Europe, especially olive oil, oranges and aromatics but not in an organised market (Baourakis and Apostolakis, 1999). As far as the prices are concerned, the prices of organic products in Greece are higher than those of conventional ones, since they are products of top quality and the cultivation/production cost is higher.

### **5. Producer Attitudes Towards Organic Products**

Organic farming does not seem to spread considerably out of the geographical regions from which it was originated. The majority of the producers focuses on a few perennial crops due to lack of information about organic production techniques of other crops. On the other hand, there are producers who are unaware of treatments that should be applied during conversion period, since there is not enough institutional support. In general, there is lack of information

throughout production, post-harvest and marketing processes (Fotopoulos *et al*, 1999). Furthermore, the small number of organic producer associations, as well as the small size of the majority organic operations are serious drawbacks for the marketing of the products.

## **6. Consumer Attitudes Towards Organic Products**

*Greek consumers seem to become more and more sensitive and demanding at the same time, when it comes to their nutrition and they seek for safe, natural and free from agrochemical food products. However, they do not have the appropriate information background that is they are unaware of the existence of organic products or their value. The knowledge about these products seems to be rather higher in the urban and in areas with high degree of tourism. When consumers are finally informed, then they seem to have the intention to buy them. The majority of the consumers are not so well informed about the proper labelling of organic products, cannot easily distinguish them from the conventional ones and consider organic products hard to be found. As far as the price is concerned, consumers know that the quality converges with higher prices and they would be willing to pay a higher price for a product of better quality (Kavallaris, 1998). It should also be noted that Greek consumers tend to organic products because of healthy reasons and not because of environmental consciousness, as in central and northern Europe.*

## **7. Challenges and Outlook**

*Organic agriculture in Greece is still at an embryonic stage, compared to many other European countries. However, there was made a great progress in the last years. Larger operations have started appearing mainly in organic olive growing and organic viticulture. According to the Ministry of Agriculture officials, although Greece started late with organic production, (compared to the other EU member states) it has the largest potential for organic agriculture. This can be justified by the fact that Greek regions favor organic farming due to their soil and climate conditions (Van der Smissen, 2000).*

*However, the further development of organic farming in Greece requires:*

- *Adequate information about the importance of biological products. Official training, including an organised system of specialised extension services for the continuous education of organic farmers and new applicants, as well as seminars subsidised by the EU on organic agriculture could be useful.*
- *Identification of potential and successful markets including effective strategic marketing for penetration. Sufficient distribution network for better access to the products is necessary. There is also need for better promotion of the qualitative characteristics, the production process and the certification of organic products.*
- *Policy initiatives and standards to help farmers adopt organic agriculture. This could be achieved through the subsidies given by EU and the financial support from the Greek government.*

REFERENCES

1. **Baourakis, G., and I. Apostolakis, (1999).** *A Statistical Assessment of Consumers' Criteria Regarding Organic Agricultural Products: The Case of Organic Olive Oil.* Foundation Of Computing and Decision Sciences, Vol. 24, No 1.
2. **Eisenbach, J., Bouritsas, A., Koutsouris, A., and G. Vlahos, (1996).** *Organic World. Greece: Projects and Policies 07.* 11<sup>th</sup> IFOAM Scientific Conference, Copenhagen, Denmark, August 11-15.
3. **Fotopoulos, C., and C. J. Pantzios, (1998).** *An Assessment of Current Conditions and Perspectives of the Organic Farming Sector in Greece.* Agricultura-Mediterranea, Vol. 28, 142-152.
4. **Fotopoulos, C., Chryssochoidis, G. M., and C. J. Pantzios, (1999).** *Critical Factors Affecting the Future of the Greek Market of Organic Produce.* *Medit*, Volume 10, No 2, 30-35.
5. **Kaldis, P.E. and Gardeli, C.I., (1996).** *Techno-economic issues of organic farming in Greece.* Panhellenic conference for the horticulture in the market of 2000, Ierapetra, 31 October-2 November.
6. **Kavallaris, P., (1998).** *The Market of Organic Products.* Proceedings of Conference "Organic Farming", Kalamata, April 2-3, 113-125.
7. **Pantzios, Chr. and B. Tzoubelekas, (1999).** *Organic Farming in Greece.* Chapter 2 in *The Production System of Organic Farming as an Alternative way of Development of the Rural Greece*, National Institution of Agricultural Research by Fotopoulos, C.
8. **Van der Smissen, N., (2000).** *Organic Farming in Greece.* Organic Europe. Country reports: Greece.

P U B L I C A T I O N S

❖ *SUBJECT AREA: ORGANIC MARKET*

1.

*Authors: Fotopoulos Chr., G. M. Chryssochoidis and Chr. J. Pantzios*

**Source:** *Medit*, Volume 10, No 2, 30-35

**Title:** Critical Factors Affecting the Future of the Greek Market of Organic Produce.

**Place of publication:** Journal-article

**Time period:** 1999 (year of publication)

Relevant related keywords: **National investigation, political support schemes for marketing organic products, consumer/producer attitudes and distribution channels.**

Rating of global scientific relevance: **1(seminal)**

Abstract:

**The present study attempts a qualitative exploration of key success factors for the sector's further development. Case study research in the form of in-depth interviews with a selected group of leading "organic" experts is employed to provide information on the sector's current institutional framework, the components of a sound "organic" policy, the marketing of organic produce and the respective consumer/producer attitudes.**

**A qualitative exploratory research was conducted seeking the opinion of individuals and associations involved in organic agriculture, including technical and marketing specialists, food technologists, grower and consumer associations, inspection authorized personnel, academics with research interest on organic farming and officials of the Minister of Agriculture. The list of these people has been narrowed down to 20 potential interviewees. Semi-structured in depth interviewing with all the above was subsequently employed. An estimated five months period was spent on data collection. There was a combination of both primary and secondary data providing information on the sector's current status, difficulties and perspectives.**

2.

*Authors: Fotopoulos Chr. and Chr. J. Pantzios*

**Source:** *Agricoltura-Mediterranea*, Volume 128, No 2, 142-152

**Title:** An Assessment of Current Conditions and Perspectives of the Organic Farming Sector in Greece.

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication)- 1997 (year of study)

Relevant related keywords: **National investigation, political support schemes for marketing organic products, factors driving demand and supply, growth of demand and supply, price premiums, distribution channels and consumer attitudes.**

Rating of global scientific relevance: **1(seminal)**

Abstract:

**The present paper takes an integrated look into the current situation of the Greek organic sector. This is possible by discussing production, structural features of organic growers, consumer attitudes, the existing marketing networks and the recent implementation of financial aid to the organic sector, taking into consideration available data during the period 1994-1996. Special reference to factors, which may become critical for the further development of the Greek organic sector in the following years, is also made.**

*Due to the early stage of the sector and its rapid development, collection of reliable and detailed data for a number of variables, such as prices and quantities, is not yet possible. That is why the analysis was focused on qualitative assessments instead of providing unreliable information and making wrong estimations.*

3.

Author: *Van der Smissen Nicolette*

**Source:** Web site: [http://www.organic-europe.net/country\\_reports/greece/default.asp](http://www.organic-europe.net/country_reports/greece/default.asp)  
as part of <http://www.organic-europe.net>

**Title:** Organic Europe: Organic Farming in Greece

**Place of publication:** Internet

**Time period:** 2000 (year of publication)

Relevant related keywords: **National investigation, regional investigation, political support schemes for marketing organic products, growth of demand and supply, price premiums and marketing.**

Rating of global scientific relevance: **1(seminal)**

Abstract:

This report concerns the state of organic farming in Greece providing information about the sector's history, current situation and development. Statistics on the development of organic agriculture and the regional distribution of organic farms are also available. Reference is also made to the standards for certification, the organic agriculture organisations and the state regulations. The challenges and further development of the sector are also mentioned.

The Ministry of Agriculture as well as the certification and inspection bodies of the country collected official data on the number of organic producers and hectares. These data refer to products, such as olive oil and olives, wine, fresh fruit vegetables and arable crops.

4.

Authors: *Pantziros, Chr. and B. Tzouvelekas*

**Source:** *National Institute of Agricultural Research*

**Title:** **Organic Farming in Greece, Chapter 2 in The Production System of Organic Farming as an Alternative way of Development of the Rural Greece, by Fotopoulos, C.**

**Place of publication:** Book

**Time period:** 1999 (year of publication)

Relevant related keywords: **National investigation, regional investigation, political support schemes for marketing organic products, supply chain.**

Rating of global scientific relevance: **1(seminal)**

Abstract:

**This chapter takes an integrated look into the current situation of the Greek organic sector, including the main features and the progress of organic farming. The structural framework of organic agriculture concerning the Regulations of European Union and statistics on the regional distribution, production and exports are also provided. Finally, reference to the Greek supply chain is made, focusing on the prices of the biological products.**

*Official data on the number and regional distribution of organic producers and hectares during 1994-1997 are provided by the Ministry of Agriculture. These data mainly refer to products, such as olive oil and cotton. As far as the prices and quantities of biological products are concerned, a research in 15 special shops, which sell only these products in the area of Athens-Piraeus, was conducted in 1997. Given the small number of special shops, the collection of data regarding prices was not easy, since the interviewees were unwilling to reveal elements about their activities. The questionnaire included questions relevant to the variety of the available products, the prices, quantities and the number of suppliers. However, many of the interviewees refused to answer when it came for the volume and value of the quantities as well as the suppliers.*

5.

Authors: *Kaldis, P. E., Gardeli, C. I. and K. Mattas*

**Source:** **Agro-food small and medium enterprises in a large integrated economy: Proceedings of the 44<sup>th</sup> Seminar of the European Association of Agricultural Economists, Thessaloniki, Greece, 11-14 October, 124-131.**

**Title:** **Market and Marketing Aspects of Organic Farming Products of Greece**

**Place of publication:** Conference-paper

**Time period:** 1996 (year of publication)

Relevant related keywords: **National investigation, political support schemes for marketing organic products, supply chain.**

Rating of global scientific relevance: **1(seminal)**

**Abstract:**

*This paper deals with the main points of commercialisation of the organic farming products of Greece and the related perspectives. An outlook of the Greek organic farming structure is presented and topics of organic farming products supply and demand features are discussed. Special reference on the non-governmental organic farming certification system is also made. Suggestions are finally made to facilitate organic farming production of promising products with desired quality characteristics and for providing trade services to foster the organic farming market.*

6.

**Authors:** Tzouvelekas B., Pantzios Chr. and Chr. Fotopoulos

**Source:** *National Institute of Agricultural Research*

**Title:** **Comparative Analysis of the Productive Potentials and Technical Effectiveness of both Conventional and Organic Cultivations, Chapter 4 in The Production System of Organic Farming as an Alternative way of Development of the Rural Greece, by Fotopoulos, C.**

**Place of publication:** Book

**Time period:** 1999 (year of publication)

Relevant related keywords: **National investigation, competitiveness of organic versus conventional sector.**

Rating of global scientific relevance: **2 (very relevant)**

**Abstract:**

**The present study is an effort for an empirical comparative evaluation of the effectiveness concerning the methods used in the production of both organic and conventional cultivations in Greece in 1995-96. Even though organic farming is an attractive strategy, the practical economic effectiveness of the organic production techniques still remains an empirical question, which can be examined through an applied economic research. The quantitative evaluations that are presented are restricted by the geographic origin, the size of the sample and the specific sectors that are examined. Both an empirical and a theoretical model is presented.**

**Among the methods used for measuring the effectiveness, the *stochastic frontier model* is used in most relative empirical researches. This is based on the assumption that the deviations from the productive potential curve do not only depend on producers, but also on other external factors. The model consists of a compound stochastic disturbance term, which consists of two parts: a symmetric and a non-symmetric. That is there is the assumption that each producer deals with his own productive potential function, the position of which depends on various external factors. The quantitative evaluation of the**

**effectiveness of the cultivations is feasible after the econometric evaluation of the model. The empirical model used in the present research is the *translog production function*.**

7.

**Authors:** Pantzios Chr., Tzouvelekas B., and Chr. Fotopoulos

**Source:** *National Institute of Agricultural Research*

**Title:** **Comparative Production Cost of the Basic Greek Organic Cultivations, Chapter 3 in The Production System of Organic Farming as an Alternative way of Development of the Rural Greece, by Fotopoulos, C.**

**Place of publication:** Book

**Time period:** 1999 (year of publication)

Relevant related keywords: **Regional investigation, competitiveness of organic versus conventional sector.**

Rating of global scientific relevance: **2 (very relevant)**

**Abstract:**

*The present study attempts to examine the production cost of four major organic products, olive oil, raisin, grapes and cotton and compare the results with the corresponding of the conventional products. Specific regions of Greece were chosen for this purpose and the collection of the statistical data was done through questionnaires and personal interviews with producers. The ideal sample of organic cultivations included fully certified producers.*

*The comparison of the cost was chosen to be made through primary information on both organic and the corresponding conventional cultivations. Specifically, samples of neighbouring conventional and organic cultivations were used. The comparison of the samples was made through comparing the means of the revenues and costs of the samples. The samples used in the present analysis consist of: (i) 84 organic and 87 neighboring conventional, olive-oil producing farms located in four different regions of Greece; (ii) 29 organic and 29 neighboring conventional cotton farms, in Viotia county, (iii) 20 organic and 15 neighboring conventional wine farms, in Achaea county, and (iv) 26 organic and 24 neighboring conventional raisin-producing farms, in the island of Santorini. All data refer to the 1995-96 harvesting period. The choice of these samples was based on the national inventory of organic farmers which pointed out the aforementioned regions as the major locations of organic farmers involved in the types of farming examined here.*

8.

**Author:** Sekkas Ph.

**Source:** **Proceedings of Conference "Organic Farming", Kalamata, April 2-3, 113-125.**

**Title:** **Control-Certification of Organic Products.**

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication)

Relevant related keywords: **Political support schemes for marketing organic products and product quality**

**Abstract:**

The present paper concerns the control system for organic products that exists in Greece. The conditions that have to be fulfilled by producers, processors and importers of agricultural products according to the EU regulation for organic farming, including every stage of production, are mentioned. Greek organisations, which are appropriate for the control, certification and protection of organic products, are also presented.

9.

*Author: Christofilopoulos N.*

*Source: Proceedings of Conference "Organic Farming", Kalamata, April 2-3, 113-125.*

**Title: Application of the European Regulation 2078/92 in the Prefecture of Messinia.**

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication)

Relevant related keywords: **Regional investigation, political support schemes for marketing organic products and price premiums.**

Rating of global scientific relevance: **3 (relevant)**

Abstract:

**This paper concerns the application of the EU regulation concerning the organic cultivation of olive oil in the prefecture of Messinia and specifically in Mani. Data about the number of organic farmers as well as the hectares of the organic olive groves are provided by the Greek organizations for controlling and certifying organic products. The economic aid and subsidies that were given to farmers during the period 1995-1997 are also presented. Recommendations are also given for the success of the program of organic farming in Greece.**

10.

*Author: Daffern S.*

**Source:** Internet (Website: [http://athensnews.dolnet.gr/athweb/nathens.print\\_unique?e=C&f=12887&m=A09&aa=1&eidos=S](http://athensnews.dolnet.gr/athweb/nathens.print_unique?e=C&f=12887&m=A09&aa=1&eidos=S))

**Title: Going organic: A Blessing or a Curse?**

*Place of publication: Newspaper-article (internet)*

**Time period:** 2001 (year of publication)

Relevant related keywords: **Growth of demand, product range, cooperation between farmers, processors and traders and price premiums.**

Rating of global scientific relevance: **3(relevant)**

Abstract:

**This article concerns the current situation of organic farming in Greece. Information about the range of agricultural products and the organic farming subsidies available from the EU are provided. The differences that exist between conventional and organic production of the products are also mentioned. Finally, ascertainties are made about the importance of Greek cooperatives and the contribution of some seminars on organic farming.**

11.

*Author: Fassa I.*

**Source:** *Abstracts of Master thesis in the Framework of the program for complementary training on Organic Farming (1998-2000).*

**Title:** **European and National Legislation for Organic Farming.**

**Place of publication:** Book

**Time period:** 2000 (year of publication)

Relevant related keywords: **Political support schemes for marketing organic products and price premiums.**

Rating of global scientific relevance: **4 (relevant enough)**

❖ **SUBJECT AREA: ORGANIC CONSUMER RESEARCH**

1.

Authors: *Baourakis, G. and I. Apostolakis*

**Source:** *Foundation Of Computing and Decision Sciences*, Volume 24, No 1.

**Title:** **A Statistical Assessment of Consumers' Criteria Regarding Organic Agricultural Products: The Case of Organic Olive Oil.**

**Place of publication:** Journal-article

**Time period:** 1999 (year of publication)- 1998 (year of study)

Relevant related keywords: **Consumer attitude, consumer behavior, consumer preference, consumer reaction and socio-demographic profile.**

Rating of global scientific relevance: **1(seminal)**

Abstract:

**The present paper aims to find, with a statistical assessment, the criteria that the consumers use in order to choose organic products and their willingness to pay in order to buy them. An overview of the Greek organic farming structure is presented focusing on the supply and demand for organic olive oil. A market survey was conducted in several areas of Greece in order to record quantitative data, preferences, purchasing criteria, buying procedures and attitudes towards organic olive oil.**

*The present study was conducted by the Mediterranean Agronomic Institute of Chania under the EU project entitled "Development of an Integrated based decision support system for differentiated agricultural products" (KBDSS-DIMITRA). A questionnaire was used in order to map consumer preferences and attitudes on topics that are related to the consumption of the organic olive oil. A cross tabulation was used where willingness to pay for organic olive oil was concerned in order to examine consumer preferences in depth.*

2.

Author: *Kavallaris Panagiotis.*

**Source:** *Proceedings of Conference "Organic Farming", Kalamata, April 2-3, 113-125.*

**Title:** **The Market of Organic Products.**

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication).

Relevant related keywords: **Consumer attitude, consumer behavior, consumer preference, availability, consumer reaction and motivation.**

Rating of global scientific relevance: **1 (seminal)**

Abstract:

**This paper deals with the exploration of the market of organic products, in order to form a number of suggestions for the efficient promotion of the products. The first part concerns the information about the consumers of the biological products and the factors that affect their buying procedures are also given. The second part examines the current situation regarding the structure and the trends of the products' trade. Finally, in the third part recommendations for successful promotion of organic products are made.**

3.

*Authors: Chrysochoidis I. and Chr. Fotopoulos*

**Source:** *National Institute of Agricultural Research*

**Title:** *Analysis of the market and purchasing behavior, Chapter 5 in The Production System of Organic Farming as an Alternative way of Development of the Rural Greece, by Fotopoulos, C.*

**Place of publication:** Book

**Time period:** 1999 (year of publication)

Relevant related keywords: **Consumer attitude, consumer behavior, consumer preference, socio-demographic profile, trend, availability, consumer reaction, motivation and trust.**

Rating of global scientific relevance: **1 (seminal)**

Abstract:

**The present paper provides empirical results concerning the market of organic products via systematic collection and data analysis. Research was conducted in order to examine the psychological and socioeconomic factors that affect Greek consumers regarding the market of organic products. These factors reflect the interest for the wide environment, the meaning of some basic characteristics of food, the way of purchasing the products, the ability to choose between conventional and organic products and other important socio-economic characteristics.**

**An exploratory research was conducted using a sample of 865 people, who are supposed to know few things about organic products and a sample of 205 people, who are supposed to know better these products. It should be noticed that the samples do not fully represent the total population, since is not clear whether someone knows well organic products. The questions towards those who know these products were made in special shops selling only organic products. The answers were gathered from all over the country, and specifically from Athens, Thessaloniki, Larissa, Volos, Farsala, Heraklion and Chania. The interviews were taken during the day. Principal component analysis was applied for the analysis of the results.**

*Authors: Bakrou Al. and Chr. Fotopoulos*

**Source:** *National Institute of Agricultural Research*

**Title:** **Segmentation of the market of organic products, Chapter 6 in The Production System of Organic Farming as an Alternative way of Development of the Rural Greece, by Fotopoulos, C.**

**Place of publication:** Book

**Time period:** 1999 (year of publication)

Relevant related keywords: **Consumer attitude, consumer loyalty, consumer behavior, consumer preference, socio-demographic profile, trend, consumer reaction and trust.**

Rating of global scientific relevance: **1 (seminal)**

Abstract:

**The aim of this paper is the segmentation of the market of organic products in order to have a better accomplishment of the firms' targets. The technique of segmentation is applied both to the market and the customers. Customers are segmented according to their needs whereas products according to their characteristics. Cluster analysis technique is applied for this purpose. The results could lead to find the market target for organic products.**

**Segmentation depends on cluster analysis, a technique that examines whether the observations are alike depending on specific variables that are members of the one and only cluster. Customers of organic products are grouped according to socio-economic parameters, similar behavior towards the purchasing of the products and answers relevant to nutritional habits, knowledge about organic products, etc. The questionnaire includes socio-demographic and economic questions as well as questions concerning personal values and the degree of their importance. 205 customers of biological products were interviewed in special shops and the analysis was based on hierarchical cluster analysis. On the other hand, the same interview was carried out in a sample of 865 people and because of the large number, the method of K means was used instead in order to define the number of clusters. Due to the wide number of variables, factor and discriminant analysis were applied for the evaluation of the results.**

5.

*Authors: Kalogianni, I.T., Papadaki-Klavdianou, A. and E. Tsakiridou*

**Source:** *Medit*, Volume 10, No 2, 10-15

**Title:** **Consumer Behaviour and Information on Organic and Hygiene Products**

**Place of publication:** Journal-article

**Time period:** 1999 (year of publication)

Relevant related keywords: **Consumer attitude, consumer loyalty, consumer behavior, consumer preference, socio-demographic profile and consumer reaction.**

Rating of global scientific relevance: **1 (seminal)**

**Abstract:**

Organic products and hygiene foods appear to be a new perspective for Greek agriculture and market. Considering that Greece has a comparative advantage of producing this type of food, organic farming arises as a promising alternative. However, a strategic plan needs to be scheduled for the market side of these products. In this paper an attempt is made to identify consumers' level of awareness and attitudes towards organic and hygiene products.

Data were collected using personal interview method. The sample was random, determined by consumers who visited 5 hygiene shops in the area of Thessaloniki for 3 days. A total of 104 people were interviewed. The questionnaires included the following sections:

- Demographic characteristics,
- Information, awareness and response to hygiene products,
- Distribution channels and
- Consumption-evaluation of these products.

The analysis of the sample was done using the SPSS statistical package. Descriptive statistics (percentages) were used for the presentation of the results.

❖ **SUBJECT AREA: ORGANIC MARKET INITIATIVES**

1.

**Authors:** Baourakis G. and E. Stamataki

**Source:** *Medit*, Volume 8, No4, 4-8

**Title:** Searching for Endogenous Development Practices: The Production of Organic Olive Oil.

**Place of publication:** Journal-article

**Time period:** 1997 (year of publication)

Relevant related keywords: **Rural development, organisation, supply chain and processing.**

**Abstract:**

*The present case study makes an attempt to search for endogenous potential in rural areas where organic olive is produced. Some general information regarding organic farming is provided. A description of the area where the survey took place follows, along with the identification of the farming styles in the inter and intra village level. Finally, some ideas are dropped concerning strengthening of endogenous rural development potential.*

*The research was made in two villages of Crete. The first is Gavalochori village and the other is the capital of the County, namely Vamos with 426 and 618 inhabitants respectively. Both villages were chosen because there were two olive groves close to them, where the production of organic olive oil was taking place on an experimental basis. To trace upon the structure of the two villages secondary data were employed. A series of constructed interviews guided by questionnaires as well as open interviews were conducted in order to gain a picture of the socio-economic structure of the area. Data analysis was implemented to examine the distributional characteristics of the variables by performing a frequency procedure. Cross tabulation procedure was used to define probable associations among variables along with a measure of association or a test of statistical significance. SPSS software was used for the statistical analysis. Finally, factor analysis was performed to facilitate the reduction of the data as well as the detection of heterogeneity.*

2.

**Authors:** Remmers G.G.A., Stamataki E. and M. Gadanaki

**Source:** *The Journal of Agricultural Education and Extension*, Volume 5, No 3, 193-210.

**Title:** **Do it Sistimatica: on the learning paradigm of Cretan Organic Olive Growers seeking a Rural Future.**

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication)

Relevant related keywords: **Rural development, processing and marketing.**

Rating of global scientific relevance: **1 (seminal)**

**Abstract:**

*This paper reassesses the value of the popular Greek concept of being a sistimatikos person to face rural development challenges. A study was carried out to appraise the socio-economic and ecological impact on regional development of organic olive oil production. An issue of great importance was to find out which farmers would possibly be interested in organic production. An attempt is also made to identify missing links in the production-consumption chain of the product.*

*This study focused on the production, extraction and marketing aspects of organic olive oil. For this purpose, a study on endogenous development possibilities was endeavoured in the county of Apokoronas. Questionnaires were used among 81 farmers of two villages in the region (Vamos and Gavalochori) that enabled a quantitative differentiation of the farmers by cluster analysis. The impact study that followed, and from which this paper is an offspring, built on its data, conducting qualitative semi-structured interviews with representatives of different farming styles, as well as with key persons involved in the processing and marketing of olive oil throughout the region.*

3.

**Authors:** none author is mentioned

**Source:** *European Commission - AEIDL 1997 (INFO LEADER 39)*

Web site: <http://www.rural-europe.aeidl.be/rural-en/action/el26.htm>

**Title:** Rural Europe-Innovation actions: The ecological farm of Kria Vrissi (Central Macedonia, Greece)

**Place of publication:** Internet

**Time period:** 1996 (last update)

Relevant related keywords: **Rural development, innovation and skills.**

Rating of global scientific relevance: **2 (very relevant)**

**Abstract:**

**The present project was based on a desire to diversify traditional farming activities by directing these towards new markets for quality organic produce. This was achieved by creating an "ecological farm" in the area of Kria Vrissi in 1993, which was one of the principal experimentation sites for organic farming in Greece. Kria Vrissi's ecological farm was expected to generate around thirty jobs, including some highly skilled positions.**

The ecological farm was fully operational by September 1996. It had been set up on a site of 10 hectares, at the edge of the village. Apart from research and experimentation activities, it focused on training activities for the farmers in the area from throughout Greece, and even from other countries. The objective set for the first year was to train 100 people for short periods of 15-30 days, and to train 30 people during traineeships with an average duration of 2 months.

4.

**Author:** Tzelepi K.

**Source:** *Internet-Web site:* (<http://www.kolindros.gr/Geoplantour/English/index.html>)

**Title:** **Application of the method of the Biological Cultivation in the area of Kolindros municipality. Report of Geoplantour project for the year 1998-99.**

**Place of publication:**

**Time period:** 1998-99

Relevant related keywords: **Rural development, processing and sustainability.**

Rating of global scientific relevance: **2 (very relevant)**

**Abstract:**

This project aimed at the correction of development inequalities through sustainable development in the Kolindros Municipality. Application of organic farming was made on the production of cereals, olives, grapes and cherishes. Some geographical data of the region as

well as the techniques used in the above cultivations are given. Finally, results concerning the improvement of the competitive advantages of the region are presented.

Geoplantour is a project that was implemented by Kolindros Municipality in co-operation with the Municipality of Ducherow Germany. It was a part of a broader planning promoting programme, the TERRA programme, which was financed by the European Community. According to this, 16 farmers were occupied, applying organic farming that is with no use of chemicals. Data were also provided via the study “ Agriculture and Animal Breeding Development of Kolindros Municipality” made by a working group of the Department of Agriculture in the Aristotle University of Thessaloniki. Professors, Daoutopoulos G. and Eleutheroxorinos H., were responsible for the implementation of the study.

5.

*Author: Psyllakis N.*

*Source: Proceedings of Conference “Organic Farming”, Kalamata, April 2-3, 113-125.*

**Title: Ascertainments from the Application of Organic Farming on Olive oil Cultivations in Crete.**

**Place of publication:** Journal-article

**Time period:** 1998 (year of publication)

Relevant related keywords: **Marketing, processing and rural development.**

Rating of global scientific relevance: **3 (relevant)**

Abstract:

**This paper presents some basic results concerning the application of organic cultivation of olive oil in a specific region of Crete, Kolumbari. Four problems are discussed relevant to the combating of *Dacus Olea*, the most significant enemy of olive tree, the manuring of olive groves, the packaging units and the marketing of organic live oil. Some recommendations are finally given in order to overcome the existing difficulties.**

	Work 1	Work 2	Work 3	Work 4	Work 5
<b>Authors</b>	Spyros Kuriakis	Tzina Alimpoutaki	Anonymous	Melpomeni Avdi, Athanasios Papatheodorou	Alexandros Korobilas, Dimitrios Paradisis
<b>Title</b>	<i>Biological Ecological Animal Breeding</i>	<i>'Organic' the Dutch Farmers</i>	<i>Biological Products on our Table</i>	<i>Good-morning Biological Animal-Breeding</i>	<i>Convenient Fresh Products: the New Consuming Trend in Europe</i>
<b>Publication details</b>	Oikonomikos Taxudromos July 1999 pp: 117-119	Oikonomikos Taxudromos November 1996 pp: 35-36	Oikonomikos Taxudromos December 2000 p. 74	Oikonomikos Taxudromos January 2000 pp: 48-49	Food & Beverages December 1999 pp: 118-124
<b>Scientific relevance to organic market</b>	5	3	3	3	3
<b>-Keywords</b>		Cooperation between farmers, processors and traders	Factors driving or blocking demand, Factors driving or blocking supply, Growth of demand/supply	Factors driving or blocking demand, Factors driving or blocking supply, Growth of demand/supply	Factors driving or blocking demand, Factors driving or blocking supply, Growth of demand/supply
<b>Scientific relevance to organic market initiatives</b>	3	3	3	3	4
<b>-Keywords</b>	<i>Sustainability, Innovation, Rural development</i>	Organisation, Alliance, Network, Supply Chain	Organisation	Organisation	
<b>Scientific relevance to organic consumer research</b>	5	5	4	4	3
<b>-Keywords</b>					Trend
<b>Scientific relevance (overall)</b>	4.3	3.6	3.3	3.3	3.3

	Work 6	Work 7	Work 8	Work 9	Work 10
<b>Authors</b>	Anonymous	Christos Fotopoulos, George Chrysochoidis, Christos Pantzios	Irini Tzimitra-Kalogianni, Afroditi Papadaki Klavdianou, Efthimia Tsakiridou	Yorgos Zotos, Paschalina (Lilia), Amou-Efthimia Tsakiridou	Christos Fotopoulos, Athanassios Krystallis
<b>Title</b>	<i>Tea from Olive Leaves, Made up by Japanese</i>	<i>Critical Factors Affecting the Future of the Greek Market of Organic Produce</i>	<i>Consumer Behavior and Information on Organic and Hygiene Products</i>	<i>Marketing Organically Produced Food Products in Greece</i>	<i>Defining the Organic Consumer and his Willingness to Pay for Selected Food Products in Greece: A Countrywide Survey</i>
<b>Publication details</b>	Food & Beverages October 1999 pp: 58-60	Medit Vol. 10, 2, 1999 pp: 30-35	Medit Vol. 10, 2, 1999 pp: 30-35	Greener Management International Issue 25, Spring 1999 pp: 91-104	51 <sup>st</sup> International Atlantic Economics Society Conference, Athens, 2001, March 13-20 2001 pp: 1-34
<b>Scientific relevance to organic market</b>	4	1	2	1	2
<b>-Keywords</b>		Factors driving or blocking demand, Factors driving or blocking supply, Political support schemes for marketing organic food products, Cooperation between farmers, processors and traders, Distribution channels.	Factors driving or blocking demand, Distribution channels, Price premiums	Factors driving or blocking demand, Distribution channels, Price premiums, Product range, Product quality	Factors driving or blocking demand, Distribution channels, Price premiums, Communication strategies
<b>Scientific relevance to organic market initiatives</b>	3	1	4	4	5
<b>-Keywords</b>	Innovation, Alliance, Marketing	Marketing, Supply chain, Network, Alliance, Sustainability			
<b>Scientific relevance to organic consumer research</b>	5	4	1	1	1
<b>-Keywords</b>			(Consumer) perception, attitude, behaviour, information, availability	(Consumer) perception, attitude, behaviour, information	(Consumer) perception, attitude, behaviour, information, reaction, availability, socio-demographic profile, values, price premiums
<b>Scientific relevance (overall)</b>	4	2	2.3	2	2.6

	Work 11	Work 12	Work 13	Work 14	Work 15
<b>Authors</b>	Christos Fotopoulos, Athanasios Krystallis	Anna Tampoukou	Anonymous	Dimitris Vasilakis	Anna Tampoukou
<b>Title</b>	<i>Purchasing Motives and Profile of the Greek Organic Consumer: A Countrywide Survey</i>	<i>Biological Agriculture: Options for Continuous Development</i>	<i>What are the Rules of Biological Production: Appendix I, 2092/91 (How it is modified and supplemented)</i>	<i>Necessary the Safety of Bio-cultivation</i>	<i>Organic Farming</i>
<b>Publication details</b>	British Food Journal Under review (2001) pp: 1-33	Bio-MarketAgri, Issue 2, Spring 1999 pp: 4-7  <i>Publisher: Athens: Agricultural Technology Publications</i>	Bio-MarketAgri, Issue 2, Spring 1999 pp: 8-9  <i>Publisher: Athens: Agricultural Technology Publications</i>	Bio-MarketAgri, Issue 2, Spring 1999 pp: 8-9  <i>Publisher: Athens: Agricultural Technology Publications</i>	Organic Farming '97, Annual Edition, pp: 8-10 <i>Publisher: Athens: Agricultural Technology Publications</i>
<b>Scientific relevance to organic market</b>	3	4	5	5	4
<b>-Keywords</b>	Factors driving or blocking demand, Distribution channels				
<b>Scientific relevance to organic market initiatives</b>	5	3	5	4	3
<b>-Keywords</b>		Rural development, Sustainability	Organisation, Supply chain	Supply chain	Supply chain, sustainability
<b>Scientific relevance to organic consumer research</b>	1	5	5	5	5
<b>-Keywords</b>	(Consumer) perception, attitude, behaviour, information, reaction, availability, socio-demographic profile, values				
<b>Scientific relevance (overall)</b>	2.6	4	5	4,66	4

	Work 16	Work 17	Work 18	Work 19	Work 20
<b>Authors</b>	Anna Tampoukou	Spyros Sgouros	Spyros Sgouros	Kostas Ignatiadis	Christos Pantzios, Vassilis Tzouvelekas
<b>Title</b>	<i>Shafts in a Grey Background</i>	<i>Organic Farming in Europe</i>	<i>It is Still at the Beginning the Greek Market of Organic Products</i>	<i>Marketing for the Development of the Organic Farming</i>	<i>Organic Farming in Greece</i>
<b>Publication details</b>	Organic Farming '97, Annual Edition, pp: 23-33 <i>Publisher: Athens: Agricultural Technology Publications</i>	Organic Farming '97, Annual Edition, pp: 34-35 <i>Publisher: Athens: Agricultural Technology Publications</i>	Organic Farming '97, Annual Edition, pp: 95-103 <i>Publisher: Athens: Agricultural Technology Publications</i>	Organic Farming '97, Annual Edition, pp: 111-117 <i>Publisher: Athens: Agricultural Technology Publications</i>	in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside' <i>Publisher: National Agricultural Research Foundation 1999 pp: 19-40</i>
<b>Scientific relevance to organic market</b>	4	3	2	4	2
<b>-Keywords</b>		Growth of demand/supply	Political support schemes for marketing organic products	Marketing	Distribution channels, Price premiums
<b>Scientific relevance to organic market initiatives</b>	3	5	5	5	5
<b>-Keywords</b>	Sustainability, supply chain				
<b>Scientific relevance to organic consumer research</b>	4	5	5	3	5
<b>-Keywords</b>				Values	
<b>Scientific relevance (overall)</b>	3.66	4.3	4	4	4

	Work 21	Work 22	Work 23	Work 24
<b>Authors</b>	Christos Pantzios, Vassilis Tzouvelekas, Christos Fotopoulos	Christos Fotopoulos, George Chrysochoidis	Aleka Vakrou, Christos Fotopoulos	Christos Fotopoulos
<b>Title</b>	<i>Comparative Cost for Producing Basic Organic Products in Greece</i>	<i>Factors Affecting the Decision to Purchase Organic Food</i>	<i>Segmenting the Market for Organic Products</i>	<i>'Conclusions and Suggestions for Future Policy'</i>
<b>Publication details</b>	in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside' <i>Publisher: National Agricultural Research Foundation 1999 pp: 41-59</i>	Journal of Euro-Marketing, Vol. 9, 3, 2000, pp 45-66	in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside' <i>Publisher: National Agricultural Research Foundation 1999 pp: 127-154</i>	in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside' <i>Publisher: National Agricultural Research Foundation 1999 pp: 155-164</i>
<b>Scientific relevance to organic market</b>	3	1	1	3
<b>-Keywords</b>	Competitiveness of organic versus conventional sector	Factors driving or blocking demand	Factors driving or blocking demand	Factors driving or blocking demand, Factors driving or blocking supply
<b>Scientific relevance to organic market initiatives</b>	4	5	4	3
<b>-Keywords</b>				Organisation
<b>Scientific relevance to organic consumer research</b>	4	1	2	4
<b>-Keywords</b>	Price premiums	(Consumer) perception, attitude, behaviour, information, availability, socio-demographic profile, motives-motivation	(Consumer) perception, attitude, behaviour, information, availability, socio-demographic profile, motives-motivation	
<b>Scientific relevance (overall)</b>	3.6	2.3	2.3	3.3

	Work 25	Work 26	Work 27	Work 28
<b>Authors</b>	Kyriakos Kyriakopoulos	George Chryssochoidis	Not available	Katerina Tzelepi
<b>Title</b>	<i>Intention to Purchase Organic Food Products: A Theoretical Model Applied Upon Olive Oil and Implications for Marketing</i>	<i>Repercussions of Consumer Confusion for Late Introduced Differentiated Products</i>	<i>Biological Products</i>	<i>Practice of Organic Production in the Area of Kolindros</i>
<b>Publication details</b>	In 'Competitiveness and Integrated Development of the Agricultural Sector: New Challenges for Greece', Proceedings of the 4 <sup>th</sup> Pan Hellenic Conference of Agricultural Economy, (ET.AGR.O.) 1998 pp: 228-239	European Journal of Marketing, Vol. 34, 5/6, 2000 pp: 705-722	Self Service, July-August 1999	<a href="http://www.kolindros.gr/Geoplantour/Hellenic/exelixa/sep99/viologikes-kalliergies/ekthesi_viokaliiergeis.htm">http://www.kolindros.gr/Geoplantour/Hellenic/exelixa/sep99/viologikes-kalliergies/ekthesi_viokaliiergeis.htm</a>
<b>Scientific relevance to organic market</b>	2	1	5	5
<b>-Keywords</b>	Factors driving or blocking demand	Branding	Growth of demand/supply	
<b>Scientific relevance to organic market initiatives</b>	5	5	5	5
<b>-Keywords</b>				Organisation
<b>Scientific relevance to organic consumer research</b>	1	1	5	5
<b>-Keywords</b>	(Consumer) perception, attitude, behaviour, information, preference, availability, motives-motivation	(Consumer) perception, attitude, information, values		
<b>Scientific relevance (overall)</b>	2.6	2.3	5	5
<b>Keywords</b>				

## WORK No 7

Christos Fotopoulos-George Chrysochoidis-Christos Pantzios (1999) *Critical Factors Affecting the Future of the Greek Market of Organic Produce*, *Medit*, Vol. 10, 2, pp: 30-35

Type of work, methodology, data collection method	<i>Empirical protocol-based semi-constructed in depth interviews with experts – qualitative analysis.</i>
Type of products investigated	Organic products and farming in Greece
Sample and target group of study, geographic scope	20 expert interviewees (people and associations). Expert respondents included: representatives of the inspecting organizations, agronomists specialized in organic farming, academics with organic expertise, representatives of consumer associations, officials of the Ministry of Agriculture, major chain outlet representatives, and organic growers.  Geographic scope: National
Construct Measures	<b>Names of constructs employed:</b>  Areas investigated: Organic inspection system - current institutional framework, Parameters of a sound 'organic' policy, Attitudes of organic producers, Marketing channels of organic produce, Consumer attitudes for organic food  <b>Type of measurement:</b> Protocol based open questions
Analytical techniques	Descriptive- cross case analysis
Findings	<ul style="list-style-type: none"> <li>• A non-governmental inspection system seems to be preferable by most of the parties involved in organic farming despite its present deficiencies.</li> <li>• 'Organic' policies should be less dependent on monetary subsidies; instead their key-parameters should include a robust and widespread extension system, a dependable inspecting framework, institutionalized interaction among the primary 'actors' of organic agriculture, and the financing of R&amp;D on all aspects of organic farming.</li> <li>• Ways should be found for a more effective dissemination of organic practices among farmers.</li> <li>• Attention should be given to the adherence of participating farmers to fundamental principles of organic farming.</li> <li>• Marketing of organic produce should be organized at first via small to medium scale channels such as 'organic' retail stores and street markets rather than chain outlets.</li> <li>• Weight should be presently put on illustrating the value of organic food vis a vis consumer concerns on food safety, rather than massive campaigns on promoting the consumption of specific organic products.</li> </ul>

## Work No 8

Irini Tzimitra-Kalogianni, Afroditi Papadaki Klavdianou, Efthimia Tsakiridou (1999), *Consumer Behavior and Information on Organic and Hygiene Products*, *Medit*, Vol. 10, 2, pp: 30-35

Type of work, methodology, data collection method	Empirical: survey – interviews
Type of products investigated	Organic and hygiene products in Greece
Sample and target group of study, geographic scope	104 men and women between 26 to 35 years of age- Metropolitan area of Thessaloniki, Greece.  Geographic scope: Specific city
Construct Measures	<b>Names of constructs employed:</b> Knowledge about hygiene and organic products, consumption of hygiene and organic products, consumer's willingness to try hygiene and organic products, health and organic products, place of purchasing hygiene and organic shop's vicinity to consumer's place of residence, hygiene and organic products place level of use in consumer diet, consumers statement regarding hygiene and organic products, consumer's opinion about hygiene and organic products' prices  <b>Type of measurement:</b> Likert 5-point scale questions.
Analytical techniques	Descriptive statistics (percentages).
Findings	<ul style="list-style-type: none"> <li>• The majority of consumers are aware of hygiene products contrary to organic products for which the majority of them express unfamiliarity.</li> <li>• Many consumers express willingness to taste organic food.</li> <li>• 35% of the consumers prefer to buy organic or hygiene products from supermarkets, 31% prefer the special shops and 55% prefer to visit shops near their neighborhood.</li> <li>• 73% of the respondents do not widely consume organic products.</li> <li>• Consumers agree that organic and hygiene products have a positive effect on body weight control, better health, euphoria and longevity.</li> <li>• Respondents of the whole survey consider organic products to be expensive to highly expensive</li> </ul>

## Work 9

Yorgos Zotos, Paschalina (Lilia), Amou-Efthimia Tsakiridou (1999), *Marketing Organically Produced Food Products in Greece*, Greener Management International, Issue 25, Spring, pp: 91-104

Type of work, methodology, data collection method	Empirical- survey Questionnaire based interviews.
Type of products investigated	Organic food products in Greece
Sample and target group of study, geographic scope	1035 respondents with an average age of 34 years with men comprising 40% and women 60% of the sample using a two-stage random area cluster sampling procedure. 14% of the respondents had primary education, 47% secondary education and 39% a college degree Metropolitan area of Thessaloniki.  Geographic scope: Specific city
Construct Measures	<b>Names of constructs employed:</b> A battery of issues relating to organic products including appearance of the product, shelf-life, chemical residues, environmental impact, flavor, nutritional value  <b>Type of measurement:</b> Likert scale questionnaires
Analytical techniques	Descriptive statistics/ mean values
Findings	<ul style="list-style-type: none"> <li>Managers in supermarkets stocking organic products consider organically produced products as superior but show mixed attitudes regarding appearance, chemical residues, environmental impact, flavor, nutritional value. However, managers consider consumers' assessment for organic products as being superior along the same dimensions. Managers perceive consumers of organic products to have mixed attitudes towards appearance, chemical residues, environmental impact, flavor, and nutritional value.</li> <li>The consumer's overall attitude toward organic products was not translated into demand.</li> <li>Organic products are not widely available, this being a main challenge for organic products.</li> </ul>

## Work 10

Christos Fotopoulos, Athanassios Krystallis (2001) *Defining the Organic Consumer and his Willingness to Pay for Selected Food Products in Greece: A Countrywide Survey*, 51<sup>st</sup> International Atlantic Economics Society Conference, Athens, 2001, March 13-20, pp: 1-34

Type of work, methodology, data collection method	Empirical- survey based upon personal interviews
Type of products investigated	Organic products in Greece
Sample and target group of study, geographic scope	1612 people following stratification according to national population data. Data were collected from 25 cities across the country: Athens (20.7% of the sample population), Thessaloniki (12.1%), 8 large cities (20.1%) and 15 smaller cities (47.1%). Sample mainly consisted by females (73.8%), aged from 18 to 70 years of age. 18.8% had university degree, 37.8% worked out-of-home and 34.6% were of upper income level (\$10-20.000).  Geographic scope: National
Construct Measures	<b>Names of constructs employed:</b> Actual purchase of organic products by Greek consumers and a battery of independent variables that included: diet habits, media consumption, organic products' source of information, perception of organic products' attitudes, degree of involvement in the purchase process for organic products, attitudes towards the Greek tradition, ethnocentric behavior, attitudes towards convenience in food purchase and preparation, innovative behavior in the food purchase and preparation, attitudes towards advertisements, quality, price, health, ethics as well as demographics (age, income, education etc.). Also type of the most frequently purchased organic product.  <b>Type of measurement:</b> Likert 5-point scale for most of the constructs employed
Analytical techniques	Multiple Discriminant Analysis. Conjoint Analysis (Orthogonal Design Process/Full Concept Data Collection Method) upon one sub-sample.
Findings	<ul style="list-style-type: none"> <li>• A clear distinction has been initially be made and 3 sample consumer groups were identified: a) the unaware, b) the aware, and c) the aware non- users (a preliminary set of questions was used. As 'Unaware' were considered 18%; aware – non-users were considered 73% and 'aware users' were considered 9% of the sample consumers.</li> <li>• Results of the Conjoint Analysis upon the sub-sample of 9% of 'aware users' clearly demonstrate a serious price margin willingly paid by the organic buyers for a variety of food products.</li> <li>• The actual degree of premium to pay depends however upon the foodstuff in question. Bread and olive oil have attracted half premiums compared to other products like wine.</li> </ul>

## Work 11

Christos Fotopoulos, Athanassios Krystallis (under review, 2001) *Purchasing Motives and Profile of the Greek Organic Consumer: A Countrywide Survey*, British Food Journal, pp: 1-33

Type of work, methodology, data collection method	Empirical- survey based upon personal interviews
Type of products investigated	Organic products in Greece
Sample and target group of study, geographic scope	1612 people following stratification according to national population data. Data were collected from 25 cities across the country: Athens (20.7% of the sample population), Thessaloniki (12.1%), 8 large cities (20.1%) and 15 smaller cities (47.1%). Sample mainly consisted by females (73.8%), aged from 18 to 70 years of age. 18.8% had university degree, 37.8% worked out-of-home and 34.6% were of upper income level (\$10-20.000).  Geographic scope: National
Construct Measures	<b>Names of constructs employed:</b> Actual purchase of organic products by Greek consumers and a battery of independent variables that included: diet habits, media consumption, organic products' source of information, perception of organic products' attitudes, degree of involvement in the purchase process for organic products, attitudes towards the Greek tradition, ethnocentric behavior, attitudes towards convenience in food purchase and preparation, innovative behavior in the food purchase and preparation, attitudes towards advertisements, quality, price, health, ethics as well as demographics (age, income, education etc.). Also type of the most frequently purchased organic product.  <b>Type of measurement:</b> Likert 5-point scale for most of the constructs employed
Analytical techniques	Multiple Discriminant Analysis. K-Cluster Analysis upon one sub-sample.
Findings	<ul style="list-style-type: none"> <li>• A clear distinction can be made 3 sample consumer groups: a) the unaware, b) the aware, and c) the aware non- users (a preliminary set of questions was used) . As 'Unaware' were considered 18%; aware – non-users were considered 73% and 'aware users' were considered 9% of the sample consumers.</li> <li>• The 9% of aware users was subsequently subjected to cluster analysis using personality and behavior variables: Four sub-groups were identified: The first cluster (12% of sub-sample) was described as 'motivated, very positive towards the organic idea, young to middle-aged users'. The second cluster (23% of sub-sample) was described as 'quality and health conscious but price sensitive, low educated, married, young female users'. The third cluster (43% of sub-sample) was described as 'highly exploratory, average, married, older female users'. The fourth cluster (22% of sub-sample) was described as 'environmentally conscious, very educated, young to middle-aged users of both sexes and marital statuses'.</li> <li>• Low real awareness, consumers' contradictory perceptions, lack of any educational/communication activity, low availability and high prices are the major causes of the observed low penetration of the organic products in the Greek market.</li> <li>• A major discriminating factor between all consumer types (total sample) was the level of their education.</li> </ul>

## WORK No 20

Christos Pantzios, Vassilis Tzouvelekas (1999) *Organic Farming in Greece* in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside', *Publisher: National Agricultural Research Foundation*, pp: 19-40

Type of work, methodology, data collection method	Description
Type of products investigated	Spaghetti, rice, beans, lentils, wine (white and red), wheat, tomato paste, fresh tomatoes, marmalade, black currants, fresh salad, cherries, potatoes, lemons, oranges, peaches, cucumbers.
Sample and target group of study, geographic scope	Secondary data for Greece and a small survey of 15 shops in the Athens-Piraeus area selling organic food products.  Geographic scope: Specific city
Construct Measures	Not applicable
Analytical techniques	None
Findings	Describes total size of farmed land with organic vegetables- also selling prices in the surveyed shops for products mentioned above.

## Work 22

Christos Fotopoulos, George Chrysochoidis (2000) *Factors Affecting the Decision to Purchase Organic Food*,  
 Journal of Euro-Marketing, Vol. 9, 3, pp 45-66

Type of work, methodology, data collection method	<i>Empirical survey using questionnaire-based personal interviews; quantitative analysis.</i>
Type of products investigated	Organic Food Products (in general)
Sample and target group of study, geographic scope	Sample of 205 Greek consumers familiar with organic food products; collection of data was performed in open markets or shops selling only organic food products in the cities of Athens, Piraeus, Salonica, Larissa, Volos, Heraklion. Respondents were aged above 18 (women 60% of the sample; the respondents' majority were professionals, high-income scientists, married, private employees with a good level of education.  Geographic scope: National
Construct Measures	<b>Names of constructs employed:</b> <b>Dependent:</b> Actual purchase of organic food products <b>Independent variables:</b> Ecological consciousness, Nutritional content, Organic certification label, Absence of pesticides/insecticides, Product appearance, Product flavor, Available product variety, Thoughtful manner of conducting purchase, Perceived differences, Familiarity with differences existing between org. and conventional Food, Ability to identify these differences, Familiarity with organic products, Proximity to organic food outlets, Age, Education, Income, Portion of food expenditure in monthly budget.  <b>Type of measurement:</b> Multi-item measures drawn from previous literature.
Analytical techniques	Exploratory – principal components' analysis was applied to uncover the underlying factors. This was followed by OLS regression analysis.
Findings	<ul style="list-style-type: none"> <li>• The most important factors in actual organic food purchases were found to be: familiarity with organic food enhanced by the conception of differences existing between organic and conventional food and the thoughtful way consumers purchase their food products.</li> <li>• The increasing variety of organic products and organic certification labels were also important.</li> </ul>

## WORK No 23

Aleka Vakrou, Christos Fotopoulos (1999) *Segmenting the Market for Organic Products* in 'The Productive System of Organic Farming as an Alternative Solution for the Development of the Greek Countryside'  
 Publisher: National Agricultural Research Foundation, pp: 127-154

Type of work, methodology, data collection method	Empirical survey using questionnaire-based personal interviews; quantitative analysis.
Type of products investigated	Organic products in general
Sample and target group of study, geographic scope	<p>Two samples:</p> <p>Sample 1: Organic food buyers: 205 Greek consumers familiar with organic food products; collection of data was performed in open markets or shops selling only organic food products in the cities of Athens, Piraeus, Salonica, Larissa, Volos, Heraklion. Respondents were aged above 18 (women 60% of the sample; the respondents' majority were professionals, high-income scientists, married, private employees with a good level of education.</p> <p>Sample 2: Consumers: 888 respondents -food shoppers at major supermarkets- aged above 18 (women 66%). Respondents were equally spread in five different suburbs of Athens (north, south, west, east and central Athens). The sample consists primarily of middle-income, urban, white-collar labour, married, living with either their parents or their children equally split between the ages of 18-30; 31-42 and 43-90 years of age.</p> <p>Geographic scope: National</p>
Construct Measures	<p><b>Names of constructs employed:</b></p> <p>52 questions tapping nutritional content, organic certification label, absence of pesticides/insecticides, product appearance, product flavor, available product variety, manner of conducting purchase, perceived differences, familiarity with differences existing between org. and conventional food, ability to identify these differences, familiarity with organic products, proximity to organic food outlets, age, education, Income, portion of food expenditure in monthly budget.</p> <p><b>Type of measurement:</b> Most items used a Likert 5-point scale, age was measured in years, income was measured with a 7 brackets scale.</p>
Analytical techniques	Both Hierarchical (Ward method) and K-Cluster separate analyses on both samples. Factor analysis was employed regarding the constructs employed in Sample 2.

LITERATURE REVIEW - GREECE

<p>Findings</p>	<p>Sample 1: Organic food buyers. Respondents were classified in 3 groups: Group 1: 10% of respondents defined as 'regular organic food buyers'. They are characterized by increased income, they are interested in the environment, they are willing to pay an increased price for organic foods and purchase an average of 110 times/year. Group 2: 80% of the respondents defined as likely supporters/buyers of organic food products. They are interested in product flavor and appearance, but they are neither willing to pay an increased price, nor to search for organic food products. They exhibit an average of purchases 39 times/year. Group 3: 10% of respondents defined as 'devoted buyers and strong supporters of organic food products'. They are not necessarily higher income individuals, but they are very conscious about the environment and health aspects. They are not interested in good product appearance.</p> <p>Sample 2: Respondents were classified in 3 groups: Group 1: 92% of respondents defined as uninterested in organic food products. Group 2: 7.4% of respondents defined as possible supporters of organic products. They show a relatively increased consumption of organic food products (they purchase 109 times/year) and willingness to pay an increased price. They are unwilling to spend time searching organic food products and they feel restricted in their choice from the limited number of available products. Group 3: 0.6% of respondents defined as devoted consumers and strong supporters of organic food products.</p>
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## WORK No 25

Kyriakos Kyriakopoulos (1998) 'Intention to Purchase Organic Food Products: A Theoretical Model Applied Upon Olive Oil and Implications for Marketing' In 'Competitiveness and Integrated Development of the Agricultural Sector: New Challenges for Greece', Proceedings of the 4<sup>th</sup> Pan Hellenic Conference of Agricultural Economy, (ET.AGR.O.) pp: 228-239.

Type of work, methodology, data collection method	<i>Empirical survey using questionnaire-based personal interviews; quantitative analysis.</i>
Type of products investigated	Organic olive oil produced in Greece and exported to Holland
Sample and target group of study, geographic scope	113 respondents from a 180 people initial convenience sample in Hollland (Dutch consumers).  Geographic scope: Specific city
Construct Measures	<b>Names of constructs employed:</b> Dependent variable: intension to purchase.  Independent variables: Product attitudes, Perceived quality, perceived cost, perceived value, health consciousness, income, interest for the environment.  <b>Type of measurement:</b> Likert or semantic differential 7-point scale type, some measures using multiple items drawn from previous literature.
Analytical techniques	Factor analysis followed by path analysis (OLS regressions)
Findings	<ul style="list-style-type: none"> <li>• Product attitudes form a three factor solution: Factor 1: Friendliness towards the environment; Factor 2: Gourmet/ senses; Factor 3: Health-silhouette.</li> <li>• Perceived quality is principally affected by gourmet/senses, the other two factors having only a .15 to .22 standardised loading effect.</li> <li>• Perceived value is principally affected by perceived quality and negatively- although less importantly- affected by perceived cost.</li> <li>• Intention to purchase is principally affected by perceived value, followed by income, interest for the environment and health consciousness.</li> </ul>

## Work 26

George Chryssochoidis (2000) *Repercussions of Consumer Confusion for Late Introduced Differentiated Products*  
 European Journal of Marketing, Vol. 34, 5/6, pp: 705-722.

Type of work, methodology, data collection method	<i>Empirical survey using questionnaire-based personal interviews; quantitative analysis.</i>
Type of products investigated	Organic food products (in general)
Sample and target group of study, geographic scope	888 respondents -food shoppers at major supermarkets- aged above 18 (women 66%). Respondents were equally spread in five different suburbs of Athens (north, south, west, east and central Athens). The sample consists primarily of middle-income, urban, white-collar labour, married, living with either their parents or their children equally split between the ages of 18-30; 31-42 and 43-90 years of age.  Geographic scope: National
Construct Measures	<b>Names of constructs employed:</b>  <b>Dependent:</b> Intended purchase of organic food products <b>Independent variables:</b> Ecological consciousness, Product health attributes, Product appearance attributes, Thoughtful purchase, Perceived differences, Perceived self-competence, Closeness, Age, Income.  <b>Type of measurement:</b> Multi-item measures drawn from previous literature.
Analytical techniques	Exploratory – principal components' analysis was applied to uncover the underlying factors. This was followed by OLS regression analysis.
Findings	Late introduced differentiated products are at a disadvantage compared to existing products in the marketplace as they suffer from consumer confusion regarding such differentiation. This confusion has several important repercussions ultimately resulting into a slow diffusion and limited success of the late introduced differentiated products in the marketplace. This study explained the problem using data regarding organic food products. The repercussions of the problem for organic food products were also assessed.