

Literature Review – Organic Market LU

No.	1
Title	Organic Farming in Luxembourg
Author(s)	Aendekerck, R.
Publisher	Stiftung Ökologie & Landbau (SÖL) European Commission, Agriculture Directorate-General
Place of publication	Internet; Germany http://www.organic-europe.net/country_reports/luxembourg/default.asp
Year of publication	2000
Subject area(s)	Organic Market; OMI
Keywords	Organisation, development, marketing strategies, co-operation, branding
Rating of scientific relevance (1-5)	1
Abstract	This is an overview on the state of organic farming in Luxembourg : <ul style="list-style-type: none"> - Surface, number of farms ; - History, development ; - State support ; - Inspection body ; - Market strategy, producer association, organic wholesalers.

No.	2
Title	An Essay on gap between ecology and economy in the farming circles (?). (Ein Versuch, in den Spagat zwischen Ökologie und Ökonomie in der Landwirtschaft einzutauchen)
Author(s)	Aendekerck, R.
Publisher	Demeter ; <i>Agri-Kultur</i> 6/00 (pp.7-9)
Place of publication	Luxembourg
Year of publication	2000
Subject area(s)	Organic market
Keywords	Price premiums, alliance
Rating of scientific relevance (1-5)	2

No.	3
Title	Production of organic farming in Luxembourg, factors driving

	demand (Produkte aus ökologischen Lanbau in Luxemburg: Bestimmungsgründe der Nachfrage)
Author(s)	Kass, T. (student in Agronomy)
Publisher	University of Höhenheim
Place of publication	Germany
Year of publication	1999
Subject area(s)	Organic Market, Organic consumer research
Keywords	Supply chain, distribution channels, factors driving the demand, consumer behaviour, consumer concern, information, socio-demographic profile, consumer perception
Rating of scientific relevance (1-5)	1
Abstract	This text is resulting from a study in agronomic faculty. The interesting part (pp.18-56), concerns two aspects : the current state in organic market and a consumer research. In the first part, the author describes the position of the Luxembourg as importer on the organic market, the state of organic production and the organic distribution channels. The second part is a consumer study. The investigation was performed in three supermarkets. Several questions were tackled : consumer profiles (income, children...), knowledge about organic network, environmental concerns and the motives to buy organic products.

No.	4
Title	Market strategy (Marken Strategien)
Author(s)	Wagner, A.
Publisher	Demeter; <i>Agri-Kultur</i> , 4-5/99 ; pp.26/27
Place of publication	Luxembourg
Year of publication	1999
Subject area(s)	Organic market, OMI
Keywords	Cooperation, network, marketing,
Rating of scientific relevance (1-5)	1

No.	5
Title	10 days on organic farming in Luxembourg (10 Joer bio Landbau Letzebuerg)
Author(s)	<i>Luxemburger Wort</i> 17,11,98
Publisher	Demeter, <i>Agri-Kultur</i> 5-6/98 pp.4-7

Place of publication	Luxembourg
Year of publication	1998
Subject area(s)	Organic market
Keywords	Cooperation, branding, distribution channel
Rating of scientific relevance (1-5)	4

No.	6
Title	Why is there no "bio-dyn-boom"? (Warum kein "Bio-dyn-Boom"?)
Author(s)	Mäder, P.(FiBL)
Publisher	Demeter; <i>Agri-Kultur</i> 6/97 ; p. 20
Place of publication	Luxembourg
Year of publication	1997
Subject area(s)	Organic Market
Keywords	Communication strategies
Rating of scientific relevance (1-5)	4

No.	7
Title	An organic advisory service in Luxembourg? (Eine bioberatungstelle in Luxemburg?)
Author(s)	Holtzem, M.
Publisher	Demeter ; <i>Agri-Kultur</i> 1/97, p. 41
Place of publication	Luxembourg
Year of publication	1997
Subject area(s)	Organic market
Keywords	Advisory service, co-operation (state/association/farmers)
Rating of scientific relevance (1-5)	3

No.	8
Title	State of organic farming in Luxembourg (Entwicklungsstand des biologischen Landbaus in Luxemburg)
Author(s)	Seyler, C. (Schmid, O. : director)
Publisher	FIBL, pp. 21-26
Place of publication	Zurich
Year of publication	1996
Subject area(s)	Organic market,

Keywords	Supply chain, distribution channel, competition, supply / demand
Rating of scientific relevance (1-5)	1
Abstract	The interest about this text comes from the insistence in two problems in Luxembourg organic market in : offer and demand in milk products and “pseudo-organic” labels (rivalry...). In the other hand, the text presents also an overview on state in organic distribution channel/supply chain/facility (that point is well shown in “Organic Farming in Luxembourg”, R. Aendekerk, 2000).

No.	9
Title	Market initiatives in Luxembourg (Vermarktunginitiativen in Luxemburg)
Author(s)	Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 3/96 ; pp.37-46
Place of publication	Luxembourg
Year of publication	1996
Subject area(s)	OMI, Organic market
Keywords	Distribution channel, innovation, supply chain, co-operation
Rating of scientific relevance (1-5)	1
Abstract	Like “organic farming in Luxembourg” (R. Aendekerk, 2000). There are two versions of this text. The two texts are about a history on how organic market had taken advantage of the development of different associations (distribution channels...). The author talks about these associations’ history and development : <ul style="list-style-type: none"> - First initiatives (1981-82) ; - Veraïn fir biologisch-dynamesch Landwirtschaft Lëtzebuerg ASBL”: Association ; - BioG (Bio Bauere-Genossenschaft Lëtzebuerg: organic farmer’s association in Luxembourg) ; - Naturata ; - Biogros.

No.	10
Title	About the tightrope in market (Über die Gratwanderung im Handel)
Author(s)	Interview Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 6/95 ; pp.6-11

Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic Market, OMI
Keywords	Competitiveness between organic sellers, supply chain, innovation (in marketing...)
Rating of scientific relevance (1-5)	1
Abstract	This text comes from an interview of Ä. Schanck, who gives impulse to the organic market by several initiatives. He is talking about development in organic farming, but also about the co-operatives and associations (Biogros, BioG...), the Co-operation with supermarket – acceptability , and the possible competition between the distribution channels.

No.	11
Title	“Organic” in supermarket ("Bio" im Supermarket)
Author(s)	Interview Differding, M.
Publisher	Demeter; <i>Agri-Kultur</i> 6/95 ; pp.12-15
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	OMI, Organic market
Keywords	Distribution channels, supply chain, factors driving/blocking supply, alliance,
Rating of scientific relevance (1-5)	1
Abstract	This is an interview of M. Differding, at the head of the first supermarket, which has commercialized some organic products. He is talking about the evolution and the future of organic products in his supermarket. The relationship with Biogros (co-operative), which is his supplier, seems to be globally good. One sales area, which seems to him having problems to develop is the milk sector, especially because of the quality/appearance of the products. The competition with “traditional” organic shop is shown as positive for the price stability and the selling level.

No.	12
Title	Eco-consciousness and market reality (Ökobewusstsein und Marktrealität)
Author(s)	in <i>Luxemburger wort</i>
Publisher	Demeter; <i>Agri-Kultur</i> 5/95 ; pp.5/6
Place of publication	Luxembourg

Year of publication	1995
Subject area(s)	Organic market,
Keywords	Product quality (branding), supply chain,
Rating of scientific relevance (1-5)	3

No.	13
Title	About development in "Veräin fir biologesch-dynamesch Landwirtschaft Lëtzebuerg asbl" (Zur Entwicklung im "Veräin fir biologesch-dynamesch Landwirtschaft Lëtzebuerg asbl")
Author(s)	Holtzem, M.
Publisher	Demeter; <i>Agri-Kultur</i> 5/95 ; pp.25-31
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic market
Keywords	Organisation, communication strategies, co-operation between organisation from different states
Rating of scientific relevance (1-5)	4

No.	14
Title	Demeter-Höfladen stand, by the customers, high in price (?) (Demeter-Höfladen stehen beim Kunden hoch in Kurs)
Author(s)	Gengenbach, H. (germany, Hessen Land!!!)
Publisher	Demeter; <i>Agri-Kultur</i> 3/95 ; p.38
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic market, organic customer research
Keywords	Investigation, motivation, consumer loyalty
Rating of scientific relevance (1-5)	4

No.	15
Title	5 years of installing alternative market facilities in Luxembourg (Fünf Jahre Aufbau von alternativen Vermarktungsstrukturen in Luxemburg)
Author(s)	Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 5/94 ; p.39-41

Place of publication	Luxembourg
Year of publication	1994
Subject area(s)	Organic market
Keywords	Distribution channel, supply chain
Rating of scientific relevance (1-5)	1
Abstract	1989: in order to respond to credibility and transparency criteria, a co-operative is founded, with 6 Luxemburger and 2 Belgian farmers. The activities of this co-operative have increased, thanks to the creation of new bodies, working on all in organic networks (raw material processors, retailers, distributors, and, finally, wholesalers).

Literature Review – Organic Consumers LU

No.	1
Title	Production of organic farming in Luxembourg, factors driving demand (Produkte aus ökologischen Lanbau in Luxemburg: Bestimmungsgründe der Nachfrage)
Author(s)	Kass, T. (student in Agronomy)
Publisher	University of Höhenheim
Place of publication	Germany
Year of publication	1999
Subject area(s)	Organic Market, Organic consumer research
Keywords	Supply chain, distribution channels, factors driving the demand, consumer behaviour, consumer concern, information, socio-demographic profile, consumer perception
Rating of scientific relevance (1-5)	1
Abstract	This text is resulting from a study in agronomic faculty. The interesting part (pp.18-56), concerns two aspects : the current state in organic market and a consumer research. In the first part, the author describes the position of the Luxembourg as importer on the organic market, the state of organic production and the organic distribution channels. The second part is a consumer study. The investigation was performed in three supermarkets. Several questions were tackled : consumer profiles (income, children...), knowledge about organic network, environmental concerns and the motives to buy organic products.

No.	2
Title	The organic-market: stable, growing, needing to be clarify. New CMA-Study for eco-products (Der Biomarkt: stabil, wachsend, erklärungsbedürftig. Neue CMA-Studie für Ökoprodukte)
Author(s)	<i>Bauernstimme</i> 12/96
Publisher	Demeter ; <i>Agri-Kultur</i> 1/97, pp. 39/40
Place of publication	Luxembourg
Year of publication	1997
Subject area(s)	Organic consumer research
Keywords	Consumer perception, behaviour, preference, motivation, communication strategy
Rating of scientific	2

relevance (1-5)	
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No.	3
Title	Organic products for supermarket (Bioprodukte für den Supermarkt)
Author(s)	Hoffmann, C.
Publisher	Demeter; <i>Agri-Kultur</i> 5/95 ;pp.7-9
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic consumers
Keywords	Distribution channels, organic consumer trend
Rating of scientific relevance (1-5)	1
Abstract	<p>This is a view of the organic market situation :</p> <ul style="list-style-type: none"> - Actual tendencies on market stabilisation/stagnation ; - Supply chain: partially to the traditional distribution channel ; - Consumers trends (healthy products, appearance) ; - Processing rate is increasing ; - Multiplicity and confusion about labels ; - Imported products and European regulation ; - brand knowledge and recognition ; - Problems on milk products.

Literature Review – Organic Marketing Initiatives LU

No.	1
Title	In <i>National Plan on rural development</i> ; “to farm, using nature sparingly” (in: Plan de développement rural 2000-2006 → "Protection de l'environnement et préservation de l'espace naturel")
Author(s)	Grand Duché de Luxembourg – government
Publisher	Grand Duché de Luxembourg – government
Place of publication	Luxembourg http://www.gouvernement.lu/gouv/fr/doss/devrural/index1.html
Year of publication	2000
Subject area(s)	State intervention for organic farming
Keywords	Rural development
Rating of scientific relevance (1-5)	4

No.	2
Title	Oikopolis
Author(s)	Demeter
Publisher	Demeter; <i>Agri-Kultur</i> 6/00 (p. 34)
Place of publication	Luxembourg
Year of publication	2000
Subject area(s)	OMI
Keywords	Distribution channel, market innovation
Rating of scientific relevance (1-5)	3

No.	3
Title	Goodbye BioG-Demeter-milk! (BIOG-Demeter-Milch ade!)
Author(s)	Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 5/00 (pp.32-34)
Place of publication	Luxembourg
Year of publication	2000
Subject area(s)	OMI
Keywords	Alliance, innovation, product quality,
Rating of scientific relevance (1-5)	2

No.	4
Title	Association's marketing initiatives in Luxembourg (Associative Vermarktungs-initiativen in Luxemburg)
Author(s)	
Publisher	Demeter; <i>Agri-Kultur</i> 3-4/00 ; pp33-38
Place of publication	Luxembourg
Year of publication	2000
Subject area(s)	OMI
Keywords	Distribution channels, supply chain, alliance, network
Rating of scientific relevance (1-5)	1
Abstract	There are some pages about the associations present on the organic market (BioG, Biogros, Naturata...), their history, their organisation and interaction, their co-operation with "traditional" (non organic) sellers... and a project (Oikopolis) on a new marketplace.

No.	5
Title	Oikopolis, on the present statement about the project (Oikopolis, über den derzeitigen Stand des Projektes)
Author(s)	Feinen, E. interview Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 3/99 ; pp.6-9
Place of publication	Luxembourg
Year of publication	1999
Subject area(s)	OMI
Keywords	Skills, distribution channel, market innovation, bank credit...
Rating of scientific relevance (1-5)	2

No.	6
Title	Advisory service for organic and dynamic/organic agriculture (Beratungsstelle für biologische und biologisch-dynamische Landvischaft)
Author(s)	?
Publisher	Demeter; <i>Agri-Kultur</i> 3/96 ; pp. 13-21
Place of publication	Luxembourg
Year of publication	1996
Subject area(s)	Organic network
Keywords	Advisory service, co-operation (state/association/farmers),

	network, political support, supply chain
Rating of scientific relevance (1-5)	3

No.	7
Title	Market initiatives in Luxembourg (Vermarktunginitiativen in Luxemburg)
Author(s)	Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 3/96 ; pp.37-46
Place of publication	Luxembourg
Year of publication	1996
Subject area(s)	OMI, Organic market
Keywords	Distribution channel, innovation, supply chain, co-operation
Rating of scientific relevance (1-5)	1

No.	8
Title	About the tightrope in market (Über die Gratwanderung im Handel)
Author(s)	Interview Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 6/95 ; pp.6-11
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic Market, OMI
Keywords	Competitiveness between organic sellers, supply chain, innovation (in marketing...)
Rating of scientific relevance (1-5)	1

No.	9
Title	About growing of further initiatives from BioG, Biogros, Naturata (Zur entwicklung weiterer Initiativen von BioG, Biogros, Naturata)
Author(s)	Schanck, Ä.
Publisher	Demeter; <i>Agri-Kultur</i> 3/95;pp.34/35
Place of publication	Luxembourg
Year of publication	1995
Subject area(s)	Organic market , OMI

Keywords	Supply chain, Distribution channel, organisation
Rating of scientific relevance (1-5)	2