

Literature review

Literature on Organic market - Norway

No.	1
Title	Økologi og marknad: ein studie av rasjonalitet i produksjon og marknadsføring av økologisk mjølk og kjøt.
Author(s)	Brendehaug, Eivind og Kyrre Groven
Publisher	Vestlandsforskning
Place of publication	Sogn, Norway
Year of publication	2000
Subject area(s)	Ecology and market: An analysis of the rationality in production and marketing of organic milk and meat.
Keywords	Organic farming, distribution, market for organic milk and meat, premises for success, marketing, rationality
Rating of scientific relevance (1-5)	5
Abstract	<p>The aim of this report is to generate knowledge that can be used in a process to increase the share of organic production, sold as organic products. The analysis concerns organic milk and meat. The analysis is based on five case-studies, including both quantitative and qualitative data.</p> <p>In addition to marketing theory, diffusion theory (Rogers, 1995) is the main component in the analysis. These perspectives has been used to analyse strategies and initiatives, regarding organic products price, promotion and placing.</p> <p>The producers do not see economical potential in organic products beyond maintaining a position in the marked. There is consensus among the actors that there is an antagonistic relationship between conventional and organic production and marketing. The actors tend to think that the organic marked is marginal, and that consumers do not need organic products because the conventional food is just as good. This has turned organic milk and meat in to marginalized food groups in both production and retail.</p> <p>If organic production and development shall succceed, the established opinion about organic and conventional products as antagonistic has to be callenged. To increase the share of organic production sold as organic products, resources shold be distributed to those actors that are willing to stimulate the demand and developpe the market for organic products. Producers and retailers have to integrate organic products in superior goals and strategies. The new strategy should emphasize the interplay between product, price, promotion and placing in such way that the latent demand for organic products should be triggered.</p>

No.	2
Title	Økologisk mjølk – nødvendig onde eller strategisk fordel?
Author(s)	Brendehaug, Eivind og Kyrre Groven
Publisher	Landbruksøkonomisk forum/Universitetsforlaget
Place of publication	Oslo
Year of publication	2000
Subject area(s)	Ecological milk
Keywords	Ecological milk
Rating of scientific relevance (1-5)	(see No. 1)
Abstract	The article is mainly a product of chapter five in the report <i>Økologi og marknad: ein studie av rasjonalitet i produksjon og marknadsføring av økologisk mjølk og kjøtt</i> as described in no. 1.

No.	3
Title	Informasjonskampanje om økologisk landbruk – markedsundersøkelse.
Author(s)	Lars Guldbrandsen
Publisher	Opplysningskontoret for frukt og grønt
Place of publication	
Year of publication	2000
Subject area(s)	Organic food, information
Keywords	Organic food, marketing
Rating of scientific relevance (1-5)	1-2 (note to the press)
Abstract	

No.	4
Title	Production and distribution of organic food in Norway: from the farmers' point of view.
Author(s)	Bjørkhaug, Hilde and Bjørn Egil Flø
Publisher	Center for rural research (Senter for bygdeforskning)
Place of publication	Trondheim, Norway
Year of publication	1999
Subject area(s)	Production and distribution of organic food in Norway, farmers' perspective
Keywords	Organic food, production, distribution, farmers' view
Rating of scientific relevance (1-5)	5
Abstract	Farmers growing organically in Norway are, for the moment, in a period where a gentle political breeze blows in their favour. The Norwegian Minister of Agriculture has several times spoken about governmental willingness to give organic farming priority. This is based on assumptions of demand for organic food in

	<p>Norway, and Norwegian farmers' willingness to produce products in a more environmentally friendly way. However, we see that farmers growing organically have problems, particularly with the distribution and sale of organic food.</p> <p>This paper gives a brief report on the status of Norwegian organic farming. Based on an analysis of a fresh survey among a sample of organic and conventional farms in Norway, we find differences between organic and conventional farmers. These differences were not connected to characteristics of the farms, such as size, amount of crop production or numbers of livestock, but rather to characteristics of the farmer him/herself. Organic farmers had greater problems with distribution of their products than conventional farmers. When conventional farmers feel that distribution functions satisfactorily, organic farmers are dissatisfied. Even though organic farmers seemed to have much the same farms as conventional farmers, the farmers clearly differed in attitudes and motivations for farming. Organic farmer's motivations for farming, and for farming organically were connected to their attitudes towards nature and environment and a wish to produce healthy and natural food. Conventional farmers on the other hand, expressed to a larger degree a feeling of duty and obligation to traditions and to the ancestral farm.</p>
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No.	5
Title	Merkebygging av økologisk mat: hvordan bygge opp en økologisk merkeidentitet som differensierer den fra konkurrentene
Author(s)	Jacobsen, Tor
Publisher	Norges handelshøyskole
Place of publication	
Year of publication	1998
Subject area(s)	Branding of organic food, label, marketing strategy
Keywords	Organic food, marketing theory, branding, label, identity
Rating of scientific relevance (1-5)	3-4
Abstract	<p>Private labels cause price pressure. Thus it is necessary to build a strong brand for organic products to legitimate a higher price. The author emphasize two variables in the brand building of organic food. First, to give organic products a strong identity. Second, identify unique characteristics that differentiate organic food from competing products.</p> <p>The paper, which is a student thesis, is a case-study where the author discuss market strategies for organic food. It is based on reports concerning organic food and marketing theory.</p> <p>The marketing theory focus on four brand aspects: The brand as a product, organisation, person and symbol. These elements constitute the brand identity.</p>

	<p>An experience of relative advantage is important when the consumer decides what product to buy. The advantage should be emotional, because this ties the consumer to the brand in a personal way. Health, environment, animals well-being, food quality and the absence of food additives and pesticide residues are considered as more or less important elements in brand building of organic products.</p> <p>A broad strategy (umbrella strategy) with a symbol, would also be important to build a strong brand identity. This identity should consist of one common (umbrella) identity, but one should also consider exclusive identities for each product.</p> <p>The author concludes that one should aim at an international co-operation, and a international symbol for all organic products. In this way the need for an additional exclusive identity is reduced, and stronger common organic identity can be built. This will improve the conditions for building a strong organic brand.</p>
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No.	6
Title	Handlingsplan for økologisk landbruk i Norge 1999-2003
Author(s)	Laderud, Jon Erlend N., Dag Henning Reksnes, Einar Alme
Publisher	Omsetningsrådet
Place of publication	Oslo
Year of publication	2000
Subject area(s)	Plan of action for organic agriculture in Norway, trade
Keywords	Organic food, trade, distribution, market strategies
Rating of scientific relevance (1-5)	1 (Political/strategy document)
Abstract	

No.	7
Title	Markedsstrategier for økologiske landbruksprodukter.
Author(s)	
Publisher	Landbruksdepartementet
Place of publication	Oslo
Year of publication	1999
Subject area(s)	Strategy for marketing, organic food
Keywords	
Rating of scientific relevance (1-5)	2 (Policy document)
Abstract	

No.	8
Title	Future interconnections among farmers, processors, and consumers in Hedmark County, Norway: creating shared vision.
Author(s)	Lieblein, G., Francis, C. A., & Torjusen, H.
Publisher	Human Ecology Review Vol 8 (1):61-72
Place of publication	Virginia, USA
Year of publication	2001
Subject area(s)	Sustainability, food systems, organic food,
Keywords	Visionary thinking, regional food systems, sustainable food systems, ecological agriculture, organic farming
Rating of scientific relevance (1-5)	5
Abstract	<p>The role of food has changed from a local product that connects people with each other, and with nature, to simply being a global commodity. The potential consequences include difficulties in identifying our food, and perceiving our own identity. We are now distant from our food sources and increasingly distant from each other. This distance can be spatial, temporal, and psychological. One result is that many citizens place low priority on agriculture and food systems, lack insight and concern about resources and the natural environment, and have a short-term focus on immediate comforts at the expense of long-term sustainability. To search for alternatives, a visioning workshop brought together people with different roles in the food system, and we identified concerns with the current situation and created a shared vision for future interconnections in the food system in Hedmark County, Norway.</p> <p>Reduced distances between those who produce food and those who consume were key elements brought forth in the visioning process. A community sales house was chosen as the focal point. This was envisioned as a catalytic place with activities contributing to an integrated, sustainable, and socially viable system that meets the needs of local people rather than those of distant stockholders. This model provides elements for a profitable, resource-efficient, and integrated food system at the community level. Connecting to nearby as well as distant food systems, the predominantly local model could serve people in the foodshed well into the future.</p> <p>The importance of shared visioning to bridge between professions and disciplines was apparent during the workshop. Trying to develop a shared vision brings people together. It unites and provides the link between diverse people and activities. As such, creating shared vision proved an important tool for dealing with complex issues in farming and food systems, including their interaction with the natural environment.</p>

No.	9
Title	Fra jord til bord – en matvarestrømanalyse av økologiske matvarer i to regioner i Norge.
Author(s)	Rålm, Per Cristian
Publisher	Cand. Agric. Thesis, Agricultural University of Norway
Place of publication	Ås, Norway
Year of publication	2000
Subject area(s)	Foodshed analysis of organic food in two regions in Norway
Keywords	Food system, organic food,
Rating of scientific relevance (1-5)	3-4
Abstract	<p>A comparative study of organic product flow in Østfold and Hedemark county, Norway. Both conventional systems and alternative initiatives are classified. The analysis concerns organic milk, meat, grain, vegetables and potatoes.</p> <p>The objective of the study is to follow the products through the product chain. By doing this, all actors concerning trade are identified, and the amount of products is quantified. The data collection was mainly structured telephone interviews.</p> <p>Some assumptions were made before data collection: Organic farmers will promote local sales. The product flow for animal products is more one-sided than for vegetables. And, it will be differences between the product flows in different areas according to monopoly, competition and alternative initiative.</p> <p>The results showed that Hedemark had a many-sided production in all kind of products, while Østfold mainly produced animal products. Milk had the greatest gap between organic production and non-organic sales. The product chain for animal products was more one-sided than for vegetables and potatoes, but the product chain of grain was also one-sided.</p> <p>Most alternative actors was found in Hedemark. This county had a wide spectrum of products, and the local turnover was greater than in Østfold. Processing at the farm was more widespread in Hedemark, as well as direct sale through farm shops and local farm markets.</p>

No.	10
Title	Økologisk mat
Author(s)	ScanFact
Publisher	Omsetningsrådet
Place of publication	Oslo
Year of publication	1999
Subject area(s)	
Keywords	
Rating of scientific relevance (1-5)	2
Abstract	

No.	11
Title	Markedsmuligheter og betalingsvillighet for økologiske produkter.
Author(s)	Strøm, Bjørn
Publisher	Landbrukets Utredningskontor
Place of publication	Oslo
Year of publication	1995
Subject area(s)	Marketing of organic food, willingness to pay
Keywords	Organic food, willingness to pay, marketing
Rating of scientific relevance (1-5)	4 (due to age)
Abstract	<p>The aim of this project is to get a picture of the market possibilities concerning organic food distributed through conventional sales channels. Questions asked are: What do consumers know about organic producers and products? Would consumers like to buy organic products? Are consumers willing to pay a higher price for organic food than conventional? What kind of motives influence consumers to buy organic food?</p> <p>The authors simulated the market for organic products through a survey.</p> <p>When all organic products are considered as a whole, 50 percent accept a price increase from 5 to 10 percent. If the price increases 10 to 20 percent, there is a reduction in the share who are willing to buy these products. How much people are willing to pay, depends on the product. Price is one among many important factors when people decide what to buy. Health and environment are also important when people are asked if they would buy organic food. Young people emphasis environment, older people health. This may be a result of peoples focus in everyday life. Young people look forward, and are concerned about the environment. While older people are concerned about their own health, and how food can prevent future health problems.</p> <p>40 percent say they probably will buy organic food.</p> <p>Few people knows the organization Debio. Even though Debio is not well known for consumers, their label Ø-merket is fairly well known, considered the small share of organic products in the Norwegian market.</p>

No.	12
Title	Food system orientation and quality perception among consumers and producers of organic food in Hedmark County, Norway.
Author(s)	Torjusen, Hanne, Geir Lieblein, Margareta Wandel, Charles A. Francis
Publisher	Food Quality and Preference 12/13:207-216
Place of publication	Exeter, England
Year of publication	2001
Subject area(s)	Food system orientation and quality perception among consumers and producers of organic food in Hedmark County, Norway.
Keywords	Consumer perception, quality valuation, organic food, food systems, Norway
Rating of scientific relevance (1-5)	5
Abstract	<p>To explore the potentials of organic agriculture, it is important to know how consumers, as well as producers, relate to food quality and food system issues. A consumer survey from the Hamar region in Southern Norway provided information on a number of these issues, and a rapid food system appraisal and a seminar revealed concerns among organic farmers in the region. Multivariate analyses showed that traditional food quality aspects such as freshness and taste, called "observation traits," were important to all consumers. In addition, those who purchased organic foods were more concerned about ethical, environmental, and health issues, called "reflection traits". Three consumer orientations in the food market were identified. Consumers with a "practical" orientation were less likely, and those with a "local" orientation in the food market were more likely, to buy organic food, while "social" considerations were equally important to all. The results indicate that many interests of organic farmers coincide with concerns among those who buy organic food, and that these are more complex than the formal rules for organic agriculture. This may provide a basis for identifying common goals and improving communication and cooperation between consumers and producers in order to further develop the organic food system. [Note that organic agriculture is called "ecological agriculture" in the Nordic Region]</p>

No.	13
Title	Forbrukernes rolle i lanseringen av økologisk melk. Arbeidsnotat nr. 5 – 2000.
Author(s)	Vittersø, Gunnar
Publisher	National Institute for Consumer Research
Place of publication	Lysaker, Norway
Year of publication	2000
Subject area(s)	The consumers' role in the launching of organic milk in Norway
Keywords	Case study, organic milk, launching, market strategy, consumers' role
Rating of scientific relevance (1-5)	5
Abstract	<p>The results presented in this report are based on a case study of the launching of organic milk in the Norwegian market. The results are based on analysis of documents from the organic farming associations and the Norwegian government, as well as qualitative interviews with key informants from producer- and consumer organizations and the Norwegian dairy co-operative.</p> <p>In January 1995 the first dairy produce based on organic milk was launched in the Norwegian market. However, organic milk has not been the market success as the organic milk producers first expected. Consumer studies tells us that there is a significant interest for organic food among consumers, but very few use such products on a regular basis.</p> <p>The study show that the dairy co-operative has put little weight on promotion of organic milk. At the same time national policy measures have emphasized production subsidies rather than market support. But to succeed in the market, supply of organic food can not be just a passive response to demand. It is crucial with an interplay with all central actors on the supply side, that is public regulation and support, not only of organic food production, but also promotion of organic food products in co-operation with organic farming associations, the food industry as well as retailers. Only then consumers will get a real choice between organic and non-organic food in the market.</p>