

Organic Market subject area

1	
Title	Organic Viticulture in Portugal.
Author	Firmino, Ana (2000)
Source	Proceedings 6 th International Congress on Organic Viticulture, Basel August 2000.
Place of publication	Basel
Publication year	2000
Subject area	Organic market
Keywords	organic viticulture, development, wine
Rating	4
<p>Organic farming has been steadily increasing in Portugal in the last six years, due to the agri-environmental measures (EU reg 2092/91) and consumption requirements. The awareness towards the problems concerning environmental protection are little by little also being taken into consideration but the better price and subsidy paid for organic products are no doubt the best incentive to embark this alternative and sustainable production system. Based mainly on direct enquires to the farmers, since the literature on the theme is almost not existing, this study aims at presenting an overview of the development and quality of Portuguese organic viticulture and wine production, and how it can become an important economic resource due to the potentialities shown and large number of procedures already registered (21% of the organic farmers have vineyards). Special attention will be paid to the emerging sector of wine, which is not certified as bio because some unauthorised chemical substances are used, following the traditional techniques recommended for the conventional wine.</p>	

2	
Title	Organic Farming in Portugal
Author	Firmino, Ana
Source	Organic agriculture in Europe, Current status and future prospects of organic farming in twenty-five European Countries. Stefanie Graf and Helga Willer
Place of publication	Bad Durkheim, Germany
Publication year	2000
Subject area	Organic market
Keywords	subsidies, prices, environment
Rating	4

Organic farming in Portugal has steadily increased in the last 6 years. From only 73 producers in 1993, it rapidly grew to 564 in 1998 and to 750 in 1999. Today almost 48,000 ha are managed organically, which testifies to the prevailing dynamics.

The farmers' sudden interest in organic agriculture clearly has to do with the financial support offered by the European Union (EU. Reg 2078/92) and higher market prices. In some cases, such the olive groves of the northern and central areas, traditional farming approximates organic farming methods, which eases conversion. With horticulture or orchards, the change is not so easy, and therefore there are not as many farmers converting. The supply is still less than the demand, reflecting the fact that organic farming is still at the initial stage. The Portuguese are growing more conscious of health and environment, which explains the rising interest in natural fruit and fibres. The increasing purchasing power encourages this development. However these positive factors for the expansion of organic production may not be enough to guarantee a continuous increase in the future since several obstacles hinder the farmer's performance

3	
Title	A-Basic study on the role of organic farming in Portugal: 1 Potential and real consumers
Author	CEMASE commissioned by Agrobio
Source	
Place of publication	Lisbon
Publication year	1996
Subject area	Organic market
Keywords	potential and real consumers shopping habits,
Rating	1

This paper is written according to a study carried on in Portugal about organic farming. The Portuguese Association of Organic Farmers (hereby called Agrobio) commissioned the questionnaire to CEMASE (Centro de Estudos de Mercado e Analise Socio Economica) to get a clear picture of Organic Farming knowledge and shopping habits of Portuguese population.

The study targeted three groups: 1 potential and real consumers, 2 Agrobio members, 3 Potential and/or real delivers/sellers.

1 Potential and real consumers:

As potential and/or real consumers a group of almost 900 housewives coming from whole Portugal, was interviewed, since housewives are normally responsible for food shopping in everyday life. Furthermore focus groups were realised, equally distributed along the country.

The results of this interview were the following.

At the moment Organic Farming and related products seem not to be considered too much among Portuguese consumers. Only around a 37% of interview showed a deep knowledge about OF, but only a 13% paid attention to those products in the shops or supermarkets, while not even the 8% had already consumed organic products.

Organic farming products had a relevant impact on those who were ignoring the existence of these techniques, for the following reasons:

On one side, the positive characteristics of an environment friendly productive process; on the other side, the positive organoleptic characteristics of the products (higher quality of the final products, better effect on people health, higher soil protection)

Furthermore its potential impact (and eventually its acceptance) grew since organic farming deals especially with an essential category of goods (fresh fruit and vegetables) subjected to stronger critics because of the gradual quality deterioration when they are set on the market.

The future of organic farming products will be strongly influenced by a series of events as:

- intense information on the productive system,
- real growth of organic farming products supply,
- increase of specific organic shops,
- clear and correct identification of the products on the market as to avoid frauds,
- price system (10-15% higher than a conventional product).

4	
Title	Basic study on the role of organic farming in Portugal: 2 Agrobio members
Author	CEMASE commissioned by Agrobio
Source	
Place of publication	Lisbon
Publication year	1996
Subject area	Organic market
Keywords	Product quality, niche market
Rating	1

2 Agrobio members

Among Agrobio members the outcome of the discussions was as follows.

They consume organic farming products because of the production “ethic” behind them: natural methods avoiding the uses of chemical products. Agrobio consumers declared organic products are healthier, they have better organoleptic characteristics in terms of taste and aroma, higher respect towards environment especially for the Earth. In general a higher standard quality in all those senses that agriculture can concern.

However the major weakness underlined by Agrobio consumers is the difficulty to find those products on the large-scale retail trade, that, joint to a scarce information system, relegate them to a niche market. Consumers are used to buy them directly from the producer while large-scale retail trade has a secondary importance. The optimal situation would be the opposite: in first place a higher supply coming from the large-scale retail trade and in second place the local small shops.

Another direct consequence of the organic market limited expansion is also the special shopping habits that generate in consumers. Consumers plan their visit to an organic product shop and they don't mind to drive far just to reach organic shops. They make efforts to have access to organic products, since they recognise the positive characteristics of organic farming.

5

Title	Basic study on the role of organic farming in Portugal: 3 Potential and/or real delivers/sellers.
Author	CEMASE commissioned by Agrobio
Source	
Place of publication	Lisbon
Publication year	1996
Subject area	Organic market
Keywords	knowledge, prices, information, interest and acceptance
Rating	1

3 Potential and/or real delivers/sellers.

Also in this case a scarce knowledge of Organic Farming was considered as the major problem of the undeveloped sector. The simple identification of organic products was successful only for a slight 54% of the interviewed; only a 19% of the deliverers was selling organic products in their shops. In any case those lasts, selling organic products, were positive towards their commercial success and declared they would have gone on and widen the supply possibilities in a perspective of an increasing market.

However organic products are still a very low percentage of the total global volumes of the shops. Furthermore the strongest critics also from the seller were based on high prices, scarce information and scarce sensitivity of the consumer in front of the advantages and concrete quantities of the whole organic farming process.

The insecurity and wariness towards organic products and their potential on the market lead sellers (those who did not know the existence of organic products and those who knew them but never integrated them in their distribution) to a conclusion that they would accept to sell those products presence of measures that would certainly warrant them an income.

However the outcome of this group was reflecting the opinion of the previous two in the sense that the biggest weakness of the sector is the lack of efficient delivery channels, the lack of high productive levels and a lack of information of the consumers.

6	
Title	Modo de produção biológica: a vinha. (Producing organic: the vineyard)
Author	FIRMINO, Ana
Source	VIII Coloquio Iberico Geografico, Actas Vol I
Place of publication	Lisbon
Publication year	1999
Subject area	Organic market.
Keywords	
Rating	5
<p>Interest on organic farming techniques is increasing year by year, especially in the less favoured areas of the country as Alentejo and Tras-os-Montes. In fact those areas are the driest of the country, therefore organic farming pest management can easily control the most common pest affecting both olive trees and vineyards. The article describes vine production and commercialisation channels in Portugal, and fitosanitarian problems affecting vineyard growing in the country. Viticulture has a great potential in Portugal and especially organic one due to a high quality product. Besides the agricultural activity <i>sensu strictu</i> viticulture can involve other activities as agritourism or enogastronomical routes. One of the dangers feared by this sector is that many farmers embrace organic farming just to get the subsidies. Not many of them follow training courses. Portuguese organic farming should develop under precise conditions; investigation and extension should support it.</p>	

7	
Title	Agricultura Biologica em Portugal: Difusão espacial de uma inovação. (Organic farming in Portugal: spreading of an innovation)
Author	Miguel Calvinho da Silva Coelho
Source	Seminario de Geografia humana IV,
Place of publication	Universidade de Coimbra.
Publication year	1996/97
Subject area	Organic market.
Keywords	
Rating	3
<p>This is a very deep study about farming and environmental impact and the development of organic farming in contrast to chemicals and biotechnology. The chapters dealing with organic farming in particular make a characterisation of the market in terms of producers and consumers. It analyses also the weaknesses and the strengths of this diffusion and it outlines also a perspective of a development</p>	

Minor articles:

Authors	Year	Title/Source
Dora Margarida Grosa Vareia	2000	Estudo dos circuitos de comercialização do azeite biológico. Sua comparação com os do azeite convencional. (Study on organic olive oil commercialisation. Comparison with traditional olive oil), Final thesis in Agricultural Engineering, University of Elvas