

Literature review – Organic Market SP

No.	1
Title	Health foods and organic foods in Spain.
Author(s)	Anonymous
Source	Consumer Goods Europe, n° 438, 50-70
Place of publication	?
Year of publication	1999
Subject area(s)	Survey of production/distribution of organic products
Keywords	National investigation Factors blocking demand Growth of demand and supply Distribution channels
Rating of scientific relevance (1-5)	1
Abstract	The document is a market survey of the health foods and the organic products. Estimates of the organic foods market (7400 producers, 390 processors and 269 500 ha in 1998) are of 24 000 Millions Euros for the domestic market and 42 000 Millions Euros for the export market in 1998. One of the main problem is the lack of availability because of the reduce number of specialized shops and of the limited interest of the supermarkets.

No.	2
Title	La agricultura ecologica. The organic production
Author(s)	Arias Ranedo A. J.
Publisher	Instituto de Comercio Exterior - Notas sectoriales , 59 p. + Annexes.
Place of publication	Sevilla
Year of publication	1997 (data for 1996)
Subject area(s)	Survey of Spanish (and European) organic production
Keywords	National investigation Growth of supply Distribution channels
Rating of scientific relevance (1-5)	3
Abstract	The document is a survey of the organic sectors (production, foreign trade, regulation, main organizations) in Spain and in some European countries (United Kingdom, Germany, Belgium). Tables of regional and provincial productions (for each type of vegetable or animal) are presented. Because of the international trade for Spanish organic sector, the author gives details (administrative scheme) about how to sell organic products in Europe and all over the world.

No.	3
Title	L'agriculture biologique en Espagne . 22 p. Organic production in Spain
Author(s)	Dop J. P.
Publisher	Centre Français du Commerce Extérieur – P.E.E.
Place of publication	Madrid
Year of publication	1998 (data for 1997)
Subject area(s)	Survey of Spanish organic sector (with political regulation)
Keywords	National investigation Growth of supply Political support schemes for marketing organic products
Rating of scientific relevance (1-5)	2
Abstract	This contribution is a synthetic but complete survey of the organic sector in Spain. The author underlines the main characteristics of the sector : high production increase since 1996 facilitated by public subsidies, weak national demand (less than 1% of the food sales), importance of the exportation), low number of organic shops, low interest of supermarkets. The second part of the document presents the control and certification system.

No.	4
Title	Agricultura ecologica en España : las estrategias de marketing claves para el éxito. Organic production in Spain : the marketing strategies, key factors for the success.
Author(s)	Gonzalez Ruiz L. & Cobo Quesada F. B.
Publisher	Distribucion y Consumo, Abril-Mayo, 39-54.
Place of publication	Madrid
Year of publication	2000
Subject area(s)	Strategic analysis of the organic demand and supply
Keywords	National investigation Factors blocking demand Political support schemes for marketing organic products Communication strategies Branding
Rating of scientific relevance (1-5)	1
Abstract	The authors note that the organic agriculture, which one has envisaged the development for 10 years in Spain, doesn't develop a lot. The causes are the weakness of the supply, the weak

	<p>motivation of the consumers, the less attractive presentation of the products and the reserved attitude of the public authorities. By using the tools of marketing (definition of marketing mix), the authors propose a marketing plan to promote an increased demand for organic products in Spain: increase production through substantial government subsidies, reduce selling prices to the consumers, develop recognition of the collective mark, collaboration between supermarkets and the federation of producers.</p>
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No.	5
Title	Productos ecologicos : la alternativa natural Organic products : the natural alternative.
Author(s)	Anonyme
Publisher	Alimarket, n° 122 (october), 8 p.
Place of publication	Madrid
Year of publication	1999
Subject area(s)	Market survey (with names of the firms)
Keywords	National investigation Growth of supply Distribution channels
Rating of scientific relevance (1-5)	3
Abstract	<p>This contribution presents the state of the market of the organic products in Spain (data 1998) and of the principal European markets. The authors underline the problems of this sector in Spain (low interior demand, confusion over the term "organic", small size of the companies). Then, a list of the Spanish companies involved in the processing, the importation or the distribution of the biological products is provided. Three groups are identified: specialists, polyvalent groups (complement of range) and conventional co-operatives (complement of range). However, no analysis of the strategies of these types of companies is done.</p>

Others references :

6. Alonso Trasancos J. A. (1997) Investigación de mercado de los productos de la agricultura ecologica. Escuela Universitaria de Ingenieros en Tecnicas Agronomas, Ciudad Real, 434 p.

Key words : National investigation ; growth of demand/supply ; factors driving and blocking demand

7. Barasoain R. (2000) Agricultura ecologica en Espagne . Alter Agri, 39, 24-25.

Key words : National investigation ; political support schemes for marketing organic products ; cooperation between farmers, processors and traders.

8. Calatrava J., 2000, El mercado de los productos ecologicos : situacion actual, potencialidades y retos., IV Congreso de la Sociedad Española de Agricultura Ecológica, Cordoba, 19-23 septiembre.

Key words : National investigation ; growth of demand/supply

9. Caballero Luna I. y Mata Moreno C., 1996, Posibilidades de la ganaderia ecologica en Andalucia, II Congreso de la Sociedad Española de Agricultura Ecológica SEAE, Pamplona-Iruña, 25-28 de septiembre de 1996.

Key words : Regional investigation ; competitiveness of organic versus conventional sector

10. Calcedo Ordoñez V. (2000) Leche organica . Agricultura Revista Agropecuaria, 69, 814, 277-280.

Key words : National investigation ; political support schemes for marketing organic products ; factors blocking supply

11. del Campo Tejedor A. (2000) Agricultores y ganaderos ecologicos en Andalucia : despegue, consolidacion y futuro de un sistema de produccion y un modelo de desarrollo alternativo, Consejeria de Agricultura y Pesca de Andalucia, Sevilla.

Key words : Regional investigation ; political support schemes for marketing organic products ; factors driving and blocking supply

12. Insa Ciriza R. (2000) Organic Food in Spain : producers but not consumers . European Retail Digest, 27, 13-16.

Key words : National investigation ; political support schemes for marketing organic products ; growth of demand and supply.

13. Garcia Trujillo R., 2000, Organic livestock production in Spain., Diversity of livestock systems and definition of animal welfare. Proceedings of the Second NAHWOA Workshop, Cordoba (Spain), 8-11 january.

Key words : National investigation ; growth of supply.

14. Ministerio de Agricultura, Pesca y Alimentacion (2000) Agricultura ecologica (cap.14), p 72-76 IN : Hechos y cifras del sector agroalimentario español, 5a edicion, 2000, Madrid.

Key words : National investigation ; growth of supply.

15. Prieto García J. A. (1997) Alternativas de desarrollo rural : evaluación socioeconómica de la agricultura ecológica en Castilla-La Mancha. Universidad de Castilla la Mancha - Escuela de Agrónomos Superior, Albacete, 191 p.

Key words : Regional investigation ; factors blocking supply , political support schemes for marketing ; growth supply.

16. Vilalta Roig F. (1996) La agricultura ecologica en Cataluña. Barcelona – Universidad de Geografía e Historia, Barcelona, XXX p.

Key words : Regional investigation ; factors blocking supply.