

SWEDEN

Organic Market

No.	1
Title	Avsättningskanaler för produkter från ekologiskt lantbruk: guide 1999 (Distribution channels for products from organic production)
Author(s)	Agroax
Publisher	Agroax
Place of publication	Flen
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Distribution channels
Rating of scientific relevance (1-5)	4

No.	2
Title	Dokumentation av ekologisk grisproduktion : produktionssystem och produktionsresultat i sex ekologiska grisbesättningar under perioden 1997-1999 (Documentation of organic pig production: production systems and production results in six organic pig stock during 1997-1999)
Author(s)	Alarik, Maria
Publisher	Hushållningssällskapet i Stockholms och Uppsala län
Place of publication	Uppsala
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Factors driving or blocking supply
Rating of scientific relevance (1-5)	4

No.	3
Title	Dokumentation av produktionsresultat i ekologisk mjölkproduktion på sju gårdar i västra Sverige från 1996 till 1999 (Documentation of production results in organic dairy production on seven farms in western Sweden from 1996 to 1999). Report; SLU, Institutionen för jordbruksvetenskap Skara ; 1
Author(s)	Arnesson, Annika
Publisher	Sveriges Lantbruksuniversitet, SLU (Swedish University of Agricultural Sciences)
Place of publication	Skara
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Factors driving or blocking supply
Rating of scientific relevance (1-5)	4

No.	4
Title	Stödformer för ekologisk mjölkproduktion, i Sverige och Danmark. (Support to organic dairy production, in Sweden and Denmark). Serie: Examensarbete i lantmästarprogrammet; 2000:5
Author(s)	Arnesson, Henrik
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Political support schemes for organic production
Rating of scientific relevance (1-5)	4

No.	5
Title	Övergång till ekologisk mjölkproduktion: betydelsefulla faktorer och informationsbehov vid omläggning. Serie: Examensarbete, MSc Thesis (Converting to ecological milk production: important factors and information needs when converting)
Author(s)	Bergkvist, Lennart & Fredriksson, Klas
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1998
Subject area(s)	Organic Market

Keywords	Competitiveness of organic versus conventional sector Political support schemes for organic production
Rating of scientific relevance (1-5)	4

No.	6
Title	Konferens ekologiskt lantbruk: Alnarp 8-10 november 1999, Serie Ekologiskt Lantbruk (Conference on organic farming)
Author(s)	Centrum för uthålligt lantbruk (CUL) (Centre for Sustainable Agriculture)
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Factors driving or blocking demand Factors driving or blocking supply Growth of demand/supply Political support schemes for marketing organic products Product range Product quality
Rating of scientific relevance (1-5)	4

No.	7
Title	Miljöstrategier – Ett företagsekonomiskt perspektiv. (Environmental strategies – a business perspective).
Author(s)	Dobers, I., Wolff, R.
Publisher	Nerenius & Santérus Förlag
Place of publication	Stockholm
Year of publication	1997
Subject area(s)	Organic Market
Keywords	Retail strategy
Rating of scientific relevance (1-5)	5

No.	8
Title	Ekologiskt lantbruk – filosofi, produktion, marknad, ekonomi (Ecological agriculture – philosophy, market, economics).
Author(s)	Ekelund, L. & Fröman, E. & Granstedt, A. & Johansson, V. & Sterner, F.
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of

	Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1991
Subject area(s)	Organic Market
Keywords	Factors driving or blocking demand
Rating of scientific relevance (1-5)	5

No.	9
Title	Ekologiska grönsaker som drivare i livsmedelskedjans miljöstrategi. In Hansson, M.-O. (Red.) Miljövetenskapens möjligheter - sex artiklar om olika forskningsinsatser (Organic vegetables as drivers in the environmental strategy of the food chains)
Author(s)	Ekelund, Lena
Publisher	Malmö Högskola ,Teknik och samhälle (Malmö University)
Place of publication	Malmö
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Communication strategies Distribution channels Branding Growth of demand and supply
Rating of scientific relevance (1-5)	3
Abstract	<p>The article deals with the role of organic products as carriers of the environmental argument in the strategic work of the food chains, from producer to consumer. It is argued that organic products have been successful on the market and that they are important in the environmental profiles of the supermarket chains in Sweden. The development of the market is described.</p> <p>Organic products were first sold through small scale outlets from the producers direct to the consumers. Not until the Consumers' Co-operative (KF) linked with producer organisations in the mid -90's did the market start to expand. This coincided with political support of research and production and a national goal of 10% of agricultural land producing organically in 2000.</p> <p>Carrots was the first crop to reach the goal, whereas animal products proved more difficult. Distribution is characterised by vertical integration and few firms: ICA/Ahold, KF and Saba/Axfood. Organic products are to the dominating part sold through these channels.</p>

	<p>The generic strategies cost-leadership, differentiation and focusing are discussed, and it is concluded that differentiation and the use of private brands is an often used strategy by supermarkets selling organic products. The tying of these brands to the organic jointly owned brand KRAV is important. A successful marketing strategy must be supported by every actor of the food chain, for the products to become a norm rather than a niche market. A dynamic approach to marketing is recommended.</p>
--	---

No.	10
Title	Den nya maten (New foods guide)
Author(s)	Elkington, John & Hailes, Julia
Publisher	Sveriges Konsumentråd (The Swedish Consumers' Association)
Place of publication	Stockholm
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Product range
Rating of scientific relevance (1-5)	5

No.	11
Title	Växande marknad - Om det aktuella marknadsläget för ekologiska livsmedelsprodukter (Growing market - The current market situation of organic food products)
Author(s)	Ekologiska Lantbrukarna (Organic Farmers Organisation)
Publisher	Ekologiska Lantbrukarna (Organic Farmers Organisation)
Place of publication	Uppsala
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Growth of demand and supply
Rating of scientific relevance (1-5)	4

No.	12
Title	Femton goda år med KRAV : vi skriver historia (Fifteen good years with KRAV: we write history)
Author(s)	Friberg, Kajsa, KRAV
Publisher	Kontrollföreningen för ekologisk odling (KRAV)
Place of publication	Uppsala
Year of publication	2000

Subject area(s)	Organic Market
Keywords	Branding, Product quality
Rating of scientific relevance (1-5)	4

No.	13
Title	Ekologiskt jordbruk - till 100 procent! (Organic farming - 100 percent)
Author(s)	Grafström, Anders
Publisher	Miljöförbundet Jordens vänner (Friends of the Earth)
Place of publication	Göteborg, Bokskogen
Year of publication	1997
Subject area(s)	Organic Market
Keywords	Product quality
Rating of scientific relevance (1-5)	5

No.	14
Title	Decision and location factors in organic production of vegetables. MSc Thesis
Author(s)	Hagman, Tomas
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	1995
Subject area(s)	Organic Market
Keywords	Factors driving or blocking supply
Rating of scientific relevance (1-5)	4

No.	15
Title	Organic Farming - Possibilities to Increase the organic Cereals Production in Skåne. A Comparative Study of Sweden and Denmark. MSc Thesis
Author(s)	Johansson, Jessica
Publisher	The International Institute for Industrial Environmental Economics, Lund University
Place of publication	Lund
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Factors blocking supply
Rating of scientific relevance (1-5)	3
Abstract	<p>It is interesting to compare Sweden and Denmark because even though Sweden at the end of 1998 had a higher percentage of certified organic farming than Denmark, the development in Denmark seems stronger, and Denmark will most likely surpass Sweden during 1999 in percentage of organically farmed hectares.</p> <p>Six areas were identified, called the explanatory factors:</p> <ol style="list-style-type: none"> 1. The importance of the agricultural sector 2. National regulations and control mechanisms of organic farming 3. National policies for development of organic farming 4. Financial support for organic development 5. The organic market 6. The influence of cultural differences and mental barriers <p>It was not possible to identify one factor that alone could explain the difference between Sweden and Denmark, more likely it is a combination of factors such as: a strong governmental support in Denmark. Denmark has a history in which the agricultural sector has played a much more important role for the development of the nation. The agricultural goals in Sweden have been established in a general way.</p> <p>Although there is a visible trend discerning in both counties that more and more large farming enterprises are converting to organic farming.</p>

No.	16
Title	En fallstudie om ekologisk produktion Serie: Examensarbete i lantmästarprogrammet; 1999:40 (A case study on organic farming)
Author(s)	Johansson, Stefan
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Product quality
Rating of scientific relevance (1-5)	5

No.	17
Title	Jordbruk och Miljönytta. Nytt miljöprogram för jordbruket. SOU 1999:78 (Agriculture and environmental benefits)
Author(s)	Jordbruksdepartementet (Ministry of Agriculture)
Publisher	Jordbruksdepartementet (Ministry of Agriculture)
Place of publication	Stockholm
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Factors driving or blocking supply
Rating of scientific relevance (1-5)	4

No.	18
Title	Utbud och pris på ekovaror : resultat från en undersökning av 56 ekologiska livsmedel på nio orter våren 2000. Report; Konsumentverket; 2000:25 (Supply and price of eco products: results from a study of 56 organic food products)
Author(s)	Konsumentverket (Swedish Consumer Agency)
Publisher	Konsumentverket (Swedish Consumer Agency)
Place of publication	Stockholm
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Price premiums Product range
Rating of scientific relevance (1-5)	3
Abstract	The study reports the supply of 56 different kinds of organic products in 9 locations during Spring 2000. There

	<p>are good opportunities to purchase a large share of food products from organic production. Price differences are substantial. Average food budget for a family would increase if they purchased the 15 most frequent organic products (coffee, milk, crisp bread, wheat flour, musli, sour milk, digestives, oatmeal, sugar, pickled gherkins and beetroots, carrots, hamburgers, potatoes and spaghetti) This would cost SEK 900 (100 euro) per month while the corresponding conventional products would cost SEK 673, a premium of 34%. The above products were available in at least half of the stores in each location. Some shops had a more organic profile than others with Hemköp (Axfood chain) and KF (Co-op chain) being top of the line. Big differences occur between individual stores. The ICA chain and D&D-stores (Axfood chain), especially discount stores, had a more narrow range of products. The Consumer Agency concludes that the discerning consumer can find organic alternatives with not too great difficulties.</p>
--	--

No.	19
Title	Hållbar ekologisk köttproduktion (Sustainable organic meat production)
Author(s)	Kumm, Karl-Ivar
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	4

No.	20
Title	Marknaden för ekologiskt odlade svarta vinbär. Serie: Examensarbete (The market for blackcurrant grown organically) MSc Thesis
Author(s)	Lundh, B.
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1994
Subject area(s)	Organic Market
Keywords	Branding

Rating of scientific relevance (1-5)	4
--------------------------------------	---

No.	21
Title	Bör vi dricka ekologisk mjölk?: en samhällsekonomisk jämförelse mellan konventionell och ekologisk mjölkproduktion. Rapport 109 (Should we drink organic milk? An economic comparison of conventional and organic milk production)
Author(s)	Lundström, Susanna
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1997
Subject area(s)	Organic Market
Keywords	Price premiums Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	4

No.	22
Title	Ekologisk köttproduktion jämförd med konventionell : en fallstudie. Serie: Examensarbete i lantmästarprogrammet; 2000:15 (Organic meat production compared to conventional one: a case study).
Author(s)	Nilses, Henrik
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	4

No.	23
Title	Ekonomisk jämförelse mellan konventionell och ekologisk nötköttsproduktion, Serie; examensarbete i lantmästarprogrammet; 2000:62 (Economic comparison between conventional and organic beef production)
Author(s)	Olsson, Per
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)

	Agricultural Sciences)
Place of publication	Alnarp
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	4

No.	24
Title	Jämförelse mellan ekologisk och konventionell svinproduktion i ett ekonomiskt perspektiv. Serie; Examensarbete i Lantmästarprogrammet; 2000:72 (Difference between organic and conventional pig production in an economic perspective).
Author(s)	Rydén, Petter
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Alnarp
Year of publication	2000
Subject area(s)	Organic Market
Keywords	Competitiveness of organic versus conventional sector
Rating of scientific relevance (1-5)	4

No.	25
Title	Vilka faktorer påverkar marknadsutvecklingen för ekologiska produkter?- en intervjuundersökning. Serie: Examensarbete institutionen för ekonomi. MSc Thesis (What influences the market development of organic products - a survey)
Author(s)	Sandell, Pia
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1995
Subject area(s)	Organic Market
Keywords	Factors driving or blocking supply and demand
Rating of scientific relevance (1-5)	4

No.	26
Title	Mål för ekologisk produktion 2005, Rapport 1999:16 (Goals for organic production 2005)
Author(s)	Statens Jordbruksverk (Swedish Board of Agriculture)

Publisher	Jordbruksverket (Swedish Board of Agriculture)
Place of publication	Jönköping
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Political support schemes for marketing organic products
Rating of scientific relevance (1-5)	4

No.	27
Title	Svenskt ekologiskt lantbruk inför 2000-talet - en uppföljning av aktionsplanen, Rapport 1999:10 (Organic farming in Sweden at the 21 century – a follow-up of the action plan)
Author(s)	Statens Jordbruksverk (Swedish Board of Agriculture)
Publisher	Jordbruksverket (Swedish Board of Agriculture)
Place of publication	Jönköping
Year of publication	1999
Subject area(s)	Organic Market
Keywords	Political support schemes for marketing organic products
Rating of scientific relevance (1-5)	4

No.	28
Title	Konferens ekologiskt lantbruk: Uppsala den 7-8 november 1995, Serie Ekologiskt Lantbruk: 20 (Conference on organic farming)
Author(s)	Sundås, Sten
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of Agricultural Sciences)
Place of publication	Uppsala
Year of publication	1996
Subject area(s)	Organic Market
Keywords	Factors driving or blocking demand Factors driving or blocking supply Growth of demand/supply Political support schemes for marketing organic products Product range Product quality
Rating of scientific relevance (1-5)	4

No.	29
Title	Eco-marketing & Eco-management, Exploring the eco-orientation - performance link in food retailing, PhD

	Dissertation
Author(s)	Tjärnemo, Heléne
Publisher	Institute of Economic Research, Lund International Food Studies
Place of publication	Lund
Year of publication	2001
Subject area(s)	Organic Market
Keywords	Branding Private ecological branding
Rating of scientific relevance (1-5)	1
Abstract	<p>The purpose was to develop a conceptual framework of food retailers' ecological orientation that considers the interaction between ecological marketing and ecological management. The relationship between ecological orientation and sales of ecological food products and the overall store performance of Swedish food retailers was examined.</p> <p>The empirical data, (based on standardised questionnaire administered to a random sample of Swedish storekeepers) three distinct groups of stores were found. The findings from the study indicated that there was a positive relationship between ecological orientation and sales of ecological food products as well as overall store performance. However, ecological orientation seems to contribute more to the explanation of the sales of ecological range rather than to overall sales. This study not only supports the notion of the important role of the store for the sales and market development of ecological food products, but also indicates that the more a store integrates ecological aspects into both marketing and management the better the development of its sales of ecological food products. Moreover, the study indicated that those storekeepers who considered it possible to combine eco-concern with good business were more likely to integrate eco-issues into their store operations than storekeepers who only had a general positive attitude to eco-issues.</p>

No.	30
Title	Marknaden för ekologiskt odlat: en kartläggning över frukt och grönsaker i Sverige Serie: Examensarbete inom Hortonomprogrammet; 1998:7 MSc Thesis (The market for organic products: a survey of fruit and vegetables in Sweden)
Author(s)	Wallin, Erika
Publisher	Sveriges Lantbruksuniversitet SLU (Swedish University of

	Agricultural Sciences)
Place of publication	Alnarp
Year of publication	1998
Subject area(s)	Organic Market
Keywords	Product range Product quality Growth of demand
Rating of scientific relevance (1-5)	3
Abstract	<p>Wholesale merchants, importers, representatives of growers' organisations, growers associations and government institutions were interviewed. Of the Swedish organic production field vegetables have the largest market share with approximately 5-7 % . For other vegetables produced in Sweden and for potatoes the market share is less than 3 %.</p> <p>Imports increase more than the Swedish production. Exports are negligible.</p> <p>The number of participants who do business in organic merchandise grow both in wholesale and retail.</p> <p>Sales to institutional kitchens increase. Primarily day-care centres, schools and KRAV-authorized (KRAV organically grown control association) restaurants demand organic vegetables. Within the public institutional kitchens the political system as well as local enthusiasts have been the driving forces. Through the Agenda 21 plans of the local authorities and through the possibility of KRAV authorisation, a growing number of institutional kitchens wish to exploit their engagement for the environment.</p> <p>This has not been met by a similar interest from the growers. There is a shortage of organic fruit and vegetables, which prevents the market from growing.</p>