

Organic Market subject area

No.	1
Title	Analysis of the organic food market in Europe.
Author(s)	Hamm, U., J. Michelsen, et al.
Publisher	Vdf Hochschulverlag AG an der ETH Zurich
Source	IFOAM 2000: the world grows organic. Proceedings 13th International IFOAM Scientific Conference, Basel, Switzerland, 28 to 31 August, 2000. 2000, 507-510
Place of publication	Zürich
Year of publication	2000
Subject area(s)	
Keywords	Market, marketing, demand
Rating of scientific relevance (1-5)	2
Abstract	This article reports on results from research into the growth and development of organic food markets in 18 European countries. It covers the period 1987 to 1997. The data was collected via a standard expert survey administered in each country. Results include driving forces for market growth and for supply and demand.

No.	2
Title	Marketing measures for selling organic food in European retail chains - key factors of success
Author(s)	Schmid, O., T. Richter, et al.
Publisher	Vdf Hochschulverlag AG an der ETH Zurich
Source	IFOAM 2000: the world grows organic. Proceedings 13th International IFOAM Scientific Conference, Basel, Switzerland, 28 to 31 August, 2000. 2000, 519-522
Place of publication	Zürich
Year of publication	2000
Subject area(s)	
Keywords	Market, marketing, communication strategies
Rating of scientific relevance (1-5)	4
Abstract	This article reports findings of a 1999 study on the way major European retail chains market organic food. The study included 2-3 main retail chains in 5 European countries (Italy, Germany, Austria, Greta Britain, and France). A semi-structured questionnaire was used to collect data from management of the selected retail chains. Additionally, store checks were conducted with a standardised check-list. Results include analysis of the communication, product, price and distribution policies of European retailers with respect to organic food.

No.	3
Title	<u>The European market for organic products: growth and development.</u>
Author(s)	Michelsen, J., U. Hamm, et al.
Publisher	Prof. Dr Stephan Dabbert, University of Hohenheim, Department of Farm Economics 410
Source	
Place of publication	Stuttgart, Germany
Year of publication	1999
Subject area(s)	
Keywords	Marketing, market
Rating of scientific relevance (1-5)	1
Abstract	Not necessary.

No.	4
Title	<u>Output and public expenditure implications of the development of organic farming in Europe.</u>
Author(s)	Zanoli, R. and D. Gambelli
Publisher	Prof. Dr Stephan Dabbert, University of Hohenheim, Department of Farm Economics 410
Source	
Place of publication	Stuttgart, Germany
Year of publication	1999
Subject area(s)	
Keywords	Supply, demand
Rating of scientific relevance (1-5)	1
Abstract	Not necessary

No.	5
Title	<u>European organic production statistics, 1993-1996.</u>
Author(s)	Foster, C. and N. Lampkin
Publisher	Prof. Dr Stephan Dabbert, University of Hohenheim, Department of Farm Economics 410
Source	
Place of publication	Stuttgart, Germany
Year of publication	2000
Subject area(s)	
Keywords	Supply, demand
Rating of scientific relevance (1-5)	1
Abstract	Not necessary

No.	6
Title	Sustainable production needs sustainable marketing: evaluation of a new marketing concept to introduce organically grown scab (<i>Venturia inaequalis</i>) resistant apple varieties at the Swiss Supermarket retailer Coop.
Author(s)	Weibel, F., F. Grab, et al.
Publisher	Vdf Hochschulverlag AG an der ETH Zurich
Source	IFOAM 2000: the world grows organic. Proceedings 13th International IFOAM Scientific Conference, Basel, Switzerland, 28 to 31 August, 2000. 2000, 255-258.
Place of publication	Zürich
Year of publication	2000
Subject area(s)	
Keywords	Distribution, marketing
Rating of scientific relevance (1-5)	3
Abstract	This article reports on the development of a marketing system for organic apples in the Swiss supermarket COOP. The system of coloured labels is designed to reduce confusion amongst consumers and retailers when new varieties are introduced that resist common diseases (such as Scab). Consumers and retailers often do not know these varieties and their taste qualities. After four years of implementation, the system was evaluated using a questionnaire completed by 14 COOP regional managers.

No.	7
Title	Swiss agriculture on its way to sustainability.
Author(s)	Botsch, M.,
Publisher	Vdf Hochschulverlag AG an der ETH Zurich
Source	IFOAM 2000: the world grows organic. Proceedings 13th International IFOAM Scientific Conference, Basel, Switzerland, 28 to 31 August, 2000. 2000, 608-610.
Place of publication	Zürich
Year of publication	2000
Subject area(s)	The paper outlines the Swiss agricultural policy and its concept of sustainability.
Keywords	Political support schemes, national investigation
Rating of scientific relevance (1-5)	5

No.	8
Title	Production and marketing of organic ornamental plants: developments and consumer acceptance in Switzerland, the Netherlands and Germany.
Author(s)	Schmid, O., B. Billmann, et al.
Publisher	IFOAM;

Source	Organic agriculture – the credible solution for the 21st Century. Proceedings of the 12th International IFOAM Scientific Conference, Mar del Plata, Argentina, November 15-19, 1998. 1999, 89-95
Place of publication	Tholey-Theley, Germany
Year of publication	1999
Subject area(s)	
Keywords	Supply, demand
Rating of scientific relevance (1-5)	3
<p>Abstract: An overview of the evolution of organic ornamental plants in selected EU countries is presented. Following an introduction to their inception, production developments in Switzerland, Netherlands and Germany are reviewed. Consumer acceptance of organic flowers and plants in Switzerland and Germany is evaluated and marketing prospects for organic ornamentals are considered. The outlook for future growth of organic ornamental plants is discussed.</p>	

No.	9
Title	Organic agriculture in Austria, Germany, Luxembourg and Switzerland
Author(s)	Willer, H., D. Foguelman, et al
Publisher	IFOAM;
Source	Organic agriculture – the credible solution for the 21st Century. Proceedings of the 12th International IFOAM Scientific Conference, Mar del Plata, Argentina, November 15-19, 1998. 1999, 51-56
Place of publication	Tholey-Theley, Germany
Year of publication	1999
Subject area(s)	
Keywords	Demand, supply
Rating of scientific relevance (1-5)	3
<p>Abstract: Since the early 1990s organic agriculture has developed very rapidly in Europe. The situation for organic production in Austria, Germany, Luxembourg and Switzerland is reviewed. Five main factors affecting the success of organic farming are identified as: financial incentives for farmers; information for farmers and consumers; optimum availability of organic products; national symbols and legal protection; and national action plans.</p>	

No.	10
Title	Conversion to organic production - motivation and hindrance
Author(s)	Haefliger, M. and J. Maurer
Publisher	
Source	<u>Agrarforschung</u> 3(11-12): 531-534
Place of publication	
Year of publication	1996
Subject area(s)	
Keywords	Factors driving, blocking supply
Rating of scientific Relevance (1-5)	4
<p>Abstract: The factors which might be responsible for motivating or hindering Swiss farmers from switching to organic production are examined. Following 27 interviews with farmers, a questionnaire was developed and sent to 1520 farmers in 8 representative regions. 52% of the questionnaires were completed and returned. Analysis of the results showed that 20-35% of the land may be organically farmed by the year 2001. Under the current system of direct payments and prices, mainly milk and meat producers would consider converting their farms.</p>	

No.	11
Title	Biomarkt Schweiz und EU – Marktübersicht und Zugangsinformationen für Produzenten und internationale Handelsfirmen (Organic market in Switzerland and the EU: Market overview and entry information for producers and international retail firms.
Author(s)	Kilcher, L., B. Landau, T. Richter, O. Schmid
Publisher	FiBL.
Place of publication	Frick, Schweiz,
Year of publication	2001
Subject area(s)	
Keywords	National Investigation, factors driving or blocking demand, factors driving or blocking supply, market analysis
Rating of scientific relevance (1-5)	2
Abstract	The book is written for potential exporters of organic products. The objective is to provide an overview of the current Swiss organic market, outline market prospects for the most relevant product groups and summarise the preconditions to exporting organic products to the Swiss market. The study reports that a relative strong market demand is expected for most product groups. Due to the incremental trade liberalisation between EU and Switzerland there is an export potential mainly for producers in third world countries and Middle and Eastern Europe.

No.	12
Title	Erhebung der Grundlagen für die bessere Vermarktung von nach besonderen Richtlinien erzeugten landwirtschaftlichen Produkten

	aus dem Oberrheingebiet. (Collection of the reasons for the better marketing of agricultural products of the upper Rhine area, produced using special standards)
Author(s)	Richter, T., R. Rennenkampff, et al.
Source	Final Report for ITADA Project (Interreg- funded)
Publisher	FiBL.
Place of publication	Frick,
Year of publication	1999
Subject area(s)	
Keywords	Market analysis, Communication strategies, regional products, integrated products, organic products
Rating of scientific relevance (1-5)	2
Abstract	<p>The study aimed to define preconditions for improved trade of regionally produced organic or integrated products in the border region of Switzerland, Germany and France. The study is based on a comprehensive consumer study, expert interviews with retailer, processors, farm associations; all conducted in parallel in all three countries. The study revealed, that there are considerable differences between the three countries. Swiss consumers more frequently buy organic products compared with consumers in the German and French case study regions. Furthermore, their knowledge about differences between organic and integrated production is better. However, there is only a small potential for selling regionally produced organic products within the region, apart from direct selling or weekly markets. Trying to increase the sales share of regional produced products through supermarket in the region would require a tremendous effort to create appropriate structures. Recommendations for improving this situation are made.</p>

No.	13
Title	Entwicklung des Angebots für Fleisch und Eier aus biologischem Anbau in der Schweiz und im benachbarten Ausland (Development of range of organic meat and eggs in Switzerland and in neighboring foreign countries.).
Author(s)	Richter, T., H. Hirt, et al.
Source	
Publisher	FiBL.
Place of publication	Frick,
Year of publication	2000
Subject area(s)	
Keywords	Distribution channels, price premiums, growth of demand/supply, regional investigation
Rating of scientific relevance (1-5)	3
Abstract	The study analyses the existing (an likely future) supply situation for poultry, chicken and eggs in Switzerland and selected countries in Europe. Based on the expected strong increase in demand from the retailer COOP and Migros, the supply potential for the period till 2005 is predicted. Statistical analysis over the last years in Europe as well as an international expert survey are the methodological base of the study. The study revealed, that mainly egg production will increase considerably and meet the point of demand in the next few years. The production of organic chicken and poultry will also increase due to the expected improving preconditions. However, if existing incentives for conversion to organic products are not changed, the expected demand in Switzerland will not be met. Presently, integrated production is often more economically attractive for chicken and poultry producers than organic production. Further, the relatively strict standards of Bio Suisse with regard to the animal standards (group size) presently hinder a broader conversion and related supply growth.

No.	14
Title	Internationale Untersuchung von Einzelhandelsunternehmen hinsichtlich ihrer Aktivitäten zur Vermarktung von Bioprodukten. (Marketing approaches for organic products in supermarkets: Case studies from Western Europe and the United States of America conducted in 2000).
Author(s)	Richter, T., O. Schmid, et al.
Source	
Publisher	FiBL.
Place of publication	Frick,
Year of publication	2000
Subject area(s)	
Keywords	Distribution channels, communication strategies
Rating of scientific relevance (1-5)	4

No.	15
Title	Bioprodukte in europäischen Supermärkten. (Organic products in European Supermarkets).
Author(s)	Richter, T.
Source	<u>Biopress</u> 26 (1): 21-22.
Publisher	
Place of publication	
Year of publication	2001
Subject area(s)	
Keywords	Distribution channels, communication strategies
Rating of scientific relevance (1-5)	4

No.	16
Title	Biomarkt Schweiz - die Nachfrage treibt das Angebot. (Organic market in Switzerland-demand drives supply).
Author(s)	Richter, T.
Source	<u>Ökologie und Landbau</u> 1 : 50
Publisher	
Place of publication	
Year of publication	2001
Subject area(s)	
Keywords	National investigation, growth of demand/supply
Rating of scientific relevance (1-5)	4

No.	17
Title	Jenseits der Öko-Nische. Schweiz. (Beyond the Eco Niche: Switzerland)
Author(s)	Villiger, A., R. Wüstenhagen, et al.
Source	Book
Publisher	Birkhäuser Verlag AG
Place of publication	Basel
Year of publication	2000
Subject area(s)	
Keywords	Marketing, organic products, gate keeper, retail chains
Rating of scientific relevance (1-5)	2
Abstract	The authors show possible paths to increase the Swiss organic market from a niche toward a mass market. Based on historically review since 1980 it describes the factors and actors that have been influential in the development of the organic market. It is reported that the retail chains, with their function as a gate keeper of consumer trends, are the key players for a broad market penetration of organic products. To support the market development the authors recommend that it is extremely important to communicate an organic engagement, both internally and externally, to their own staff as well as to the consumers (enlarge credibility). Furthermore, it is recommended that the traditional market actors orientated marketing mix of communication, product, distribution and price policy should be enhanced by social areas like public opinion and politics. Last but not least it is shown that the proper timing of strategic and marketing decisions influence the degree of success in an important way.

No.	18
Title	Swiss Organic Market 2000- Continuation of market growth
Author(s)	Richter, T.
Publisher	ZMP
Source	ÖKOMARKT Forum, Nr.17- 27.04.2001
Place of publication	Bonn
Year of publication	2001
Subject area(s)	
Keywords	Market, marketing, demand
Rating of scientific relevance (1-5)	2
Abstract	This article reports on the organic market in Switzerland for 2000. It is a good overview of sales volumes and growth under the main label programs. It also reports the share of total sales that are organic in major product groups.