

## Organic Market subject area

<b>1</b>	
Title	<b>Prodotti biologici e mercato alimentare (Organic products and food market)</b>
Author	Zanoli R.
Source	In: Il sistema agroalimentare alla vigilia del 3° millennio, Proceeding of the SIEA conference, Ancona July 1-2 1999
Place of publication	Ancona
Publication year	In print
Subject area	Organic market
Keywords	Growth of demand/supply, distribution channels
Rating	1
<p>Organic farming has grown considerably over the last five or six years. The area converted has grown , and organic products are to be found in most food retailers. Only ten years ago, organic farming was an insignificant niche, and conversion and sales were slow. There was a widespread view that organic farming was the preserve of a narrow circle of idealists who regarded care for the environment and animal welfare as more important than economic considerations.</p> <p>Definitely, in the last years organic farming has become a very interesting field in economic research. Consumers concern and policy makers attention both contributed to this development.</p> <p>In the present study, recent information about organic food sector are presented; the aim is to give a picture, as complete as possible (because of lack of data), of one of the more dynamic segment of the food sector.</p>	

<b>2</b>	
Title	<b>L'agricoltura biologica (Organic farming)</b>
Author	Zanoli R.
Source	In: Annuario INEA, 1997-1998-1999
Place of publication	Bologna
Publication year	1997-1998-1999
Subject area	Organic market
Keywords	Distribution channels, growth of demand/supply
Rating	5
<p>Inside the yearly INEA Annuario, which takes the history of the remarkable economic and social changes in agricultural sector during the last years, a specific chapter is dedicated to organic farming. Besides the lack of statistical data, the annual report describes the development of organic farming over the years. In particularly the analysis focusing on assessment, obtained from certification organic bodies, on data production and, esteem on consumption, reveal the peculiar characteristics of organic sector in Italy</p>	

<b>3</b>	
Title	<b>Biologico e mercato (Organic farming and market)</b>
Author	Didero L.
Source	In: Bioagricoltura, 54
Place of publication	Milano
Publication year	1998

Subject area	Organic market
Keywords	Regional investigation, Distribution channels, branding, product range, factors driving/blocking supply
Rating	3
<p>This article is based on the results presented during the SANA meeting concerning the relationship between GDO and organic sector. A survey was realised in major urban areas (66 cities). In a two phases study were analysed not seasonal products (dairies, frozen products and others) and fruit and vegetables products. For the first group of products the survey has been realised in 117 point of sales, while for the second one in 73 of them.</p> <p>The results concerning not seasonal products (observed in 95% of supermarkets) show an irrelevant presence of brands in GDO: 65 brands for about 30.000 actors. Between them the most important are Scaldasole, Cereal and Bjorg. Some other analyses are related to prices and share of shelf space.</p> <p>Concerning fruit and vegetables products, whose presence was observed just in 19% of point of sales, has been assessed 5 suppliers ( three more than 1997): this result shows a generalized growth of the sector. The study also points out the presence of brand concentration: Brio, the first supplier, by itself represents 70% of the market supply.</p>	

<b>4</b>	
Title	<b>La percezione della qualità nel consumatore di prodotti biologici: il caso dell'olio extra vergine d'oliva (Quality perception in organic consumer: the case study of extra vergin olive oil)</b>
Author	Cicia G., Perla C.
Source	In: De Stefano F. (edit by): Qualità e valorizzazione nel mercato dei prodotti agroalimentari, Edizioni Scientifiche Italiane, Chapter 11
Place of publication	Napoli
Publication year	In print
Subject area	Organic market/Organic consumer research
Keywords	Product quality (relevant attributes), regional investigation, factors driving/blocking demand
Rating	4
<p>This study aims to deep the behaviour of regular organic consumers. The objective is to select attributes (aspect, prices, geographical origin, etc.) which have an influence on consumers food choice. The authors reached the objective by sending 205 questionnaires to organic consumers in Campania. In the questionnaire a specific section, to evaluate relevant attributes on extra virgin olive oil purchase, has been dedicated (by a conjoint analysis).</p> <p>Results show differences between organic and conventional consumers. Besides general opinion, these differences are dissimilar from what usually is supposed.</p>	

<b>5</b>	
Title	<b>Biomonitor</b>
Author	AAVV.
Source	supplemento a Al Food&Grocery, 9
Place of publication	Milano
Publication year	2000
Subject area	Organic market/Organic consumer research
Keywords	Factors driving/blocking demand. factors driving/blocking supply. national

	investigation, political support schemes, distribution channels, branding
Rating	2
<p>Several articles on organic market trends in Italy and Europe, on supermarket industry case studies and on consumers attitudes in Italy are presented.</p> <p>The first article “Europe united in food consumption”, stress the fact that the market displays considerable development potential. There are a number of obstacles to market growth, however. Besides the issues of product certification, the other barriers to growth are chiefly of an organizational nature. Among the first in terms of importance is a notable shortage of supply. In addition, the producing companies have not shown much ability to adapt production to demand. And lastly, there remains a lack of organisation of companies’ marketing and sales functions. The push towards market development could come from increased efforts at collaboration between the producing companies and the distribution companies.</p> <p>In the article “The possible scenarios” some future scenarios concerning the development of organic farming in Europe (collected in a report compiled by a team of researcher of the University of Ancona, as part of a European Union project FAIR-CT96-1794) are outlined. Here is presented an extract of the study: the report investigates the opportunity of developing scenarios using fuzzy logic, in order to exploit all the information deriving from linguistically defined variables/systems. Results show five major possible forms that the European market for organic products may have assumed by 2010.</p> <p>In the third article “Bio-consumers” results of a telephone survey are described. The survey investigated the familiarity with and purchase of organic food produce. It was carried out by telephone. Conclusions show that Italy’s organic buyers are young, educated and northern. Clearly the phenomenon is a “culturally-segmented” one. The study shows an evident contradiction in public attitudes: on the one hand there is an increasing demand for speed and service, convenience and user-friendliness also in food; on the other there is the search for authenticity, for organically-sound foodstuffs that turn eating into a true pleasure, without any health risks.</p> <p>In the fourth article “Italy has the potential to meet the challenge” opinions of organic actors and university researcher are collected. These opinions are supported by esteems on the organic market in Italy (source: Databank). The general view is that, even if Italy has the wider organic UAA in Europe, it needs a greater organisation to gather all economic opportunities offered by the organic sector.</p> <p>Other minor articles are collected under the following title: “More organic food in the trolleys” and are related to recent experience of the major supermarkets in the Italian organic sector.</p>	

<b>6</b>	
Title	<b>La relazione domanda-prezzo nei prodotti dell’agricoltura ecologica (Relationship between market price and demand for organic product)</b>
Author	Marchesini L.
Source	In: Rivista di Economia Agraria, 1
Place of publication	Bologna
Publication year	1992
Subject area	Organic market
Keywords	Factors driving/blocking demand, regional investigation, price-premiums
Rating	4
<p>Marchesini studied the relationship between market price and demand for organic product. A model has been constructed which assumes that there is imperfect information in the market for consumer goods and that choices are made not on the basis of actual market prices (objective price) but on the basis of what the consumer believes to be the price in that moment (subjective price). The difference between objective and subjective prices produces a gap in the demand function within which quantity demanded does not vary with price. A consumers’ survey has been conducted in order to ascertain the level of information about price and the influence which this has on decisions to buy organic food products. The results show that because of the lack of information, about 20% of consumers is unable to detect variations in price of more than 60%. For these, therefore, price is not an important variable in purchasing decisions. 13% of consumers declared themselves willing to pay the current difference in price between conventional and organic products.</p>	

<b>7</b>	
Title	<b>Prodotti alimentari naturali e biologici nella distribuzione moderna (Organic and natural food products in retail trade)</b>
Author	Study realized by Lorenzo Fanoli Coordination and supervision by Daniela Guidotti
Source	Databank
Place of publication	Milano
Publication year	Grey paper (informal version of very expensive market research study)
Subject area	Organic market.
Keywords	Factors driving/blocking supply, competitiveness org/conv, distribution channels
Rating	2
<p>This report analyses organic retail trade and produces estimates of turnover etc. By analysing the organic framework, the study identifies strengths and weaknesses, and finds out opportunities and threats which represent the basis for the development of future marketing and competitiveness trends.</p> <p>In more details, in the first part of the report the environmental context is described, putting attention on a picture of the organic sector, on the competitiveness strengths and the factors of success, on the typology, dimension and segmentation of the organic demand and, at last, on the marketing sector.</p> <p>In the second part, the supply structure, the four marketing strategies (4P) and the competitive performances are depicted.</p> <p>The report concludes illustrating some perspectives and trends of organic sector. More in depth, even if most of threats comes from organisational problems inside the organic supply sector, short-term tendencies show a growth of the whole sector over than 40% in year 2000. Moreover, medium-term tendencies show a progressive development of organic demand and supply, which suggest a transformation of the organic market from a niche to a mass market.</p>	

#### Minor articles:

Authors	Year	Title/Source
AA.VV.	1999	Annuario dell'agroalimentare biologico, gli operatori ( <i>Annual organic : actors</i> )/Bio '99
Cappelli L.	1996	Prezzo e qualità dei prodotti biologici: quali rischi per il consumatore? ( <i>Organic products quality and prices: which threats for the consumer?</i> )/In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive, Cassino
Marino D., Santucci F.M., Zanoli R.	1996	Canali di commercializzazione e comportamenti di acquisto dei prodotti alimentari biologici in Italia ( <i>Sales channels and purchase behaviour of organic food in Italy</i> )/ In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive, Cassino
Nori L.	1996	Il mercato dei prodotti biologici: analisi e prospettive ( <i>Organic food market: analysis and perspectives</i> )/In: Genio Rurale, 6
Renzi M.F., Caparelli C.	1996	Un'opportunità di sviluppo del settore dei prodotti biologici: la distribuzione attraverso il franchising ( <i>A development opportunity for organic products sector: retail trade through franchising</i> )/ In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive, Cassino
Ruggieri R.	1996	Considerazioni sul mercato dei prodotti agroalimentari biologici ( <i>Considerations about organic food market</i> )/ In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive, Cassino
Taddei M.	1996	Agricoltura biologica: nicchia o segmento di mercato? ( <i>Organic farming: niche or segment in the market?</i> )/ In: Terra e Vita, 6

Tarola A.M., Carunchio F.	1996	Il mercato del prodotto agricolo-biologico trasformato ( <i>The market of processed organic products</i> )/ In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive, Cassino
Malagoli C.	1993	Aspetti di mercato dell'ortofrutta biologica ( <i>Market issues for fruit and vegetable organic production</i> )/In: Zanolì R. (edit by) I numeri del Biologico, Ancona

## Organic Marketing Initiatives subject area

<b>1</b>	
Title	<b>Agricoltura biologica e sviluppo delle aree collinari e montane del centro Italia (Organic farming and the development of hilly and montaneous areas of Central Italy)</b>
Author	Marino D. (edit by)
Source	book
Place of publication	Campobasso
Publication year	1996
Subject area	Organic marketing initiatives
Keywords	Rural development, sustainability, marketing, innovation
Rating	1
<p>This research focuses on three Regions: Lazio, Molise and Abruzzo and it had the purpose to determine if OF could be a factor of success for farms located on marginal areas. The implementation of EC Reg. 2078/92 is therefore considered as an occasional factor. Structures, productions, marketing strategies are considered. About 2078/92 in Abruzzo, it was poorly implemented in 1994 and 1995, due to lack of information and not enough push effect by local OF organizations.</p> <p>In Lazio and Molise, the subsidies have favoured bigger farms: in Lazio, farms over 25 ha have received 70% of the amount, while in Molise it was 55% in 1994 and 36% in 1995.</p> <p>Subsidies were not considered relevant by many producers, whose income was mainly generated by sales and by other subsidies. Important: farmers devise land uses based on the amount of subsidies, rather than on proper rotations.</p>	

<b>2</b>	
Title	<b>Alla ricerca dei distretti biologici in Lazio (Finding organic districts in Lazio)</b>
Author	Cannata G., De Caro M.
Source	In: Iannucci E. (edit by) L'agricoltura biologica: problemi e prospettive
Place of publication	Cassino
Publication year	1996
Subject area	Organic marketing initiatives
Keywords	Networks, rural development
Rating	2
<p>Paper of Cannata is part of a thick volume which contains the proceedings of a conference held at the Faculty of Economics in Cassino. This paper is relevant in the measure that it uses a methodology, based on the district concept, useful to give a definition of OMI. The methodology is based on the specialization index, applied both for organic farming and for specific crops, in the whole area of Lazio region.</p> <p>The author, thanks to this instrument, finds out organic district in the region of Lazio for different crops: wheat, horticultural farming, olive.</p>	

3	
Title	<b>Gli stili di consumo e la culturalizzazione dei mercati locali nei processi di sviluppo endogeno (Consumption styles and education of consumers in local markets)</b>
Author	Miele M.
Source	In: Tendenze globali e tendenze locali nei processi di sviluppo: modelli interpretativi a confronto, Dept. of Economia.
Publication place	Pisa
Publication year	1995
Subject area	Organic marketing initiatives
Keywords	Marketing, supply chain, networks
Rating	3
<p>The author describes the marketing channels of organic products in Tuscany, underlining that there is a relationship between the education of consumers and the consumption of organic food. This mutual relationship is mainly achieved at local markets and in small specialised shops, where producers, retailers and consumers can educate each other. 35% of products are sold on farm or other direct channels (local markets), while 17% goes to specialised organic retailers and 15% to wholesalers. 10% goes to producers coops and 4% to processors.</p>	

4	
Title	<b>I mercatini del biologico (The organic "small markets".)</b>
Author	Santucci F.M.
Source	In: De Stefano F. (edit by): Qualità e valorizzazione nel mercato dei prodotti agroalimentari, Edizioni Scientifiche Italiane, Chapter 11
Place of publication	Napoli
Publication year	In print
Subject area	Organic market
Keywords	Marketing, rural development, organisation, sustainability, skills
Rating	5
<p>This survey covers a minor and ignored aspect of the marketing of organic products, that is practiced by small farmers at local markets and fairs. A questionnaire has been mailed nationwide to 64 organizers of 95 organic markets, with a 76% response rate. The survey has analysed localization, periodicity, genesis, motivations, organizational aspects, problems, typologies of vendors and of consumers, relationships with local authorities, perspectives, etc. Most markets are located in Northern and Central Italy, where also organic shops and supermarkets offer organic goods. Many markets have a monthly frequency and also numerous are the annual events (fairs). In most cases, local authorities have supported the proponents of the market, in order to revitalize a urban space or to attract tourists. These markets are also an educational event, with plays, conferences, tests and workshops, for both consumers and farmers. The verified trend is towards an increase in size and an improvement of the goods sold through these markets.</p>	

#### Minor articles:

Authors	Year	Title/Source
Marino D.	1996	Successo, tipologia aziendale, strategia di impresa ( <i>Success, farm typology, firm strateev</i> )/ In: Marino D. (edit by) Agricoltura biologica e sviluppo delle aree

		collinari e montane nel Centro Italia
Mastronardi L.	1996	Integrazione socioeconomica e circuiti produttivi dell'agricoltura biologica in Molise (Multifunctionality and production circuits in Molise organic farming sector)/In: Marino D. (edit by) Agricoltura biologica e sviluppo delle aree collinari e montane nel Centro Italia
Agostini M.	1995	Granarolo diventa biologico ( <i>Granarolo becomes organic</i> )/In: Terra e Vita, 2
Girolomoni G.	1995	Ricostruiamo le campagne ricominciando dai valori (A reconstruction of the countryside beginning from values)/In: Terra e Vita, 27
AA.VV.	1995	I prodotti biologici: quali le prospettive di una collaborazione industria-trade per affermarli nel mercato del duemila? (Organic products: which perspectives to develop industry-trade relationship by the year 2000?)/In: Largo Consumo, 5
Marino D.	1995	L'agricoltura biologica quale sistema produttivo di successo nelle aree collinari e montane del Centro-Sud: l'esperienza del P.F. Raisa ( <i>Organic farming as successful production system in South-Central mountain and hill areas: the experience of P.F. Raisa</i> )/In: Santucci F.M., Zanolì R. (edit by) Agricoltura biologica in Italia: aspetti tecnici, economici e normativi, Ancona 22-23 febbraio 1995
Marino D.	1995	Le politiche di sviluppo per l'agricoltura biologica ( <i>Development politics for organic farming</i> )/In: Chironi G. (edit by) Filiere atte allo sviluppo di aree collinari e montane: il caso dell'agricoltura biologica - RAISA - Università di Palermo
Marino D.	1994	Agricoltura biologica in Molise: storia di un successo imprenditoriale ( <i>Organic farming in Molise: the history of an entrepreneurial success</i> ) In: Marino D. (edit by) Agricoltura biologica e sviluppo delle aree collinari e montane nel Centro Italia
Nori L.	1993	Progetti "di filiera" per avere successo ( <i>Vertical integration as a mean to achieve success</i> )/In: AA.VV. L'agricoltura biologica e l'Emilia Romagna