The ideological discourse on organic farming:

1. Organic farming shall be governed by the values underlying organic farming.
2. Economic growth is not inconsistent with the values underlying organic farming. The values underpinning organic farming are economic and not by idealistic discourse.
3. The state is included in and not an opponent of advancing organic farming.
4. Organic farming shall be governed by environmental and economic sustainability, and not by idealistic discourse!

The market economic environmental discourse on organic farming: An interview study of new organic farmers, both members and nonmembers, in 1998 indicated that the newcomers had another view of the private standard than that of the long-established organic farmers. In particular, the newcomers expressed a view that: “We value the state as being an opponent that the state can take over the administration and the bureaucracy, and that we can focus on the core and constructive cooperation with the authorities” (Organic Farming, No. 224, 2001). This idea, however, was later given up. Instead, the newcomers argued for the suspension of the private standard and to replace it with ten prioritized targets for professional development. The proposal was motivated with the words: “It is not a victory for the state, when the state rules and regulation of the private standard were not a legitimate standard. The good future”

The ecological modernization discourse on organic farming: The long-established and the pioneer organic farmers considered the state and inspection of organic farms as being a core point and maintained that keeping organic farming on the right path. The newcomers, often having a vivid background in conventional farming, questioned the rationale for maintaining the private standard as a supplement to the state standard.

The study is based on a critical discourse analysis of how to modernize organic farming and expanding the private standard for organic farming exhibited in the Danish magazine Organic Farming ( Økologisk Jordbrug) from the late 1990's till the summer of 2005. Discourse can be understood in a way to make some of the world visible. Strategically, the analysis aims to identify the state discourse on organic farming in the future.

The study focuses on the recent debate about organic farming, what is, or what constitutes, organic farming and what the future.

With the growth in recruitment of new organic farmers, the private standard became a more prominent issue in the debate about organic farming in the late 1990s.

The newcomers represent four different themes:
1. Organic farming should not be a challenge to conventional farming.
2. Economic growth is not inconsistent with the private standard.
3. The state is included in and not an opponent of advancing organic farming.
4. Organic farming shall be governed by environmental and economic sustainability, and not by idealistic discourse!

The study is based on a critical discourse analysis of how to modernize organic farming and expanding the private standard for organic farming exhibited in the Danish magazine Organic Farming ( Økologisk Jordbrug) from the late 1990's till the summer of 2005. Discourse can be understood in a way to make some of the world visible. Strategically, the analysis aims to identify the state discourse on organic farming in the future.

The analysis indicates that the change in discourse opened the way for new perspectives and strategies, and facilitated the initiation of a dialogue with a larger group of organic farmers. However, the core issue of modernizing organic farming with respect to the original values will depend on how new prioritized targets are set and how they are implemented.

In the discourse onorganic farming, we can see that the core issue of modernizing organic farming with respect to the original values will be dependent on how new prioritized targets are set and how they are implemented.

There are many idealists in The Danish Association of Organic Agriculture, as the values often are implicit in the discourse on organic farming.

The good future of organic farming can be understood in different discoursal colours!