Farmer consumer partnerships

Farmer Consumer Partnerships

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Prof. Dr. Ulrich Hamm Department of Agricultural and Food Marketing



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Project idea

(Re-) Connection of consumers and producers by

- adding ethical values to the organic production systems ("organic plus") and
- improving communication on ethical values

Aims of the research project

- identification of successful "organic plus" approaches in study countries (AT, CH, DE, IT, UK)
- test of promising communication arguments
- provision of communication arguments for farmers and farmers' initiatives

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Main Results

(1) Growing demand for "organic plus" products especially for the attributes

- local/regional origin
- additional animal welfare attributes
- fair prices for farmers

(2) Organic consumers are very demanding with regard to precise information on additional ethical attributes

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Main Results

(3) Organic producers' communication is very different from consumers' expectations with regard to the

- ethical attributes
- \rightarrow farmers: nature conservation, biodiversity, regional production
- \rightarrow consumers: origin, animal welfare, fair prices
- precision of the messages
- → farmers: general statements
- → consumers: precise information
- communication tools
- → farmers: traditional PR tools (print media as leaflets, brochures)
- → consumers: social networks, internet, tv

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Main Results

(4) PR for the organic sector:

"Do something good and talk about it!"

Advanced PR:

"Do something good and initiate that others talk about it!"

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Main end users of our research and how we reached them (I)

(1) Organic market actors

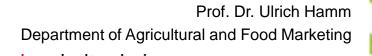
- → handbooks in three languages (English, German, Italian) "How to successfully communicate the values of organic food"
- → 15 conference presentations for market actors including Biofach fair in Nuremberg and IFOAM conference in Korea
- \rightarrow 26 articles in books, journals for the public and conference proceedings



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Main end users of our research and how we reached them II

- (2) Scientific community
 - \rightarrow 4 peer reviewed scientific journals (3/1)
 - → 10 scientific conference proceedings, thereof one with best paper award (German agricultural economists - Gewisola)
 - → 13 presentations in different universities / research institutes





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Use of results

- → in principle in all European countries especially in those with an increasing product differentiation ("organic plus")
- → translation of handbook into further European languages needed (however, no budget)





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Gaps in knowledge and new research questions generated

- → communication on benefits of organic farming and additional attributes needs <u>much more effort</u>
- → lack of common definitions and standards of what "local/regional" and "fair(prices)" mean





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Thank you for your financial support!

On behalf of our project partners:

Austria: Prof. Dr. Bernd Freyer and Katharina Goessinger, University of Natural Resources and Applied Life Sciences, Vienna
Italy: Prof. Dr. Raffaele Zanoli and Dr. Simona Naspetti, University of Ancona Dr. Roberta Callieris, Mediterranean Agronomic Institute, Bari
Switzerland: Dr. Matthias Stolze and Dr. Flurina Schneider, Research Institute of Organic Agriculture, Frick (partner without financial support through CORE organic)

United Kingdom: Dr. Susanne Padel and Phillipa Nicholas, Aberystwyth University, Wales

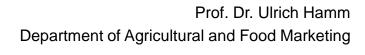
More information:

http://www.uni-kassel.de/agrar/alm/?c=92&language=en

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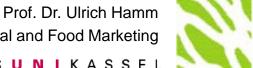




Most important attributes - share in all first accessions (%)

Hypothesis: Information acquired earlier is more important for the purchase decision than information acquired at a later stage.

| | All | AT | СН | DE | IT | UK |
|---------------------|------|------|------|------|------|------|
| Animal welfare | 21.4 | 21.3 | 27.6 | 22.1 | 18.0 | 17.9 |
| Regional production | 21.2 | 19.2 | 25.1 | 22.9 | 21.9 | 17.1 |
| Fair prices | 13.8 | 17.1 | 13.4 | 15.4 | 8.2 | 14.6 |
| Product price | 13.3 | 13.8 | 6.7 | 11.3 | 20.6 | 14.6 |
| Care farms | 8.2 | 9.6 | 4.6 | 7.9 | 9.4 | 9.6 |
| Social criteria | 7.8 | 6.3 | 5.9 | 10.8 | 9.4 | 6.7 |
| Biodiversity | 7.3 | 5.0 | 9.2 | 5.8 | 6.9 | 9.6 |
| Cultural aspects | 7.0 | 7.9 | 7.5 | 3.8 | 5.6 | 10.0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |



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Most important attributes – share of respondents considering the attribute (%)

| | All | AT | СН | DE | IT | UK |
|---------------------|-------------------|------|--------------------|------|------|------|
| Animal welfare | 86.2 | 87.9 | 91.6 | 93.3 | 70.4 | 87.5 |
| Regional production | 83.6 | 83.3 | 91.6 | 95.8 | 66.1 | 80.8 |
| Fair prices | 81.0 | 85.0 | 89.1 | 92.5 | 52.8 | 84.6 |
| Product price | 79.7 | 87.1 | 79.5 | 87.1 | 63.9 | 80.4 |
| Biodiversity | 72.8 | 72.1 | <mark>82.</mark> 4 | 79.6 | 57.9 | 71.7 |
| Social criteria | 71.6 | 70.0 | 79.9 | 80.8 | 50.6 | 75.8 |
| Care farms | 69.6 | 70.8 | 75.3 | 78.3 | 51.5 | 71.7 |
| Cultural aspects | <mark>68.5</mark> | 70.8 | 77.4 | 77.5 | 45.9 | 70.0 |

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Product choice (% of respondents)

| | All | AT | СН | DE | Т | UK |
|-----------|------|------|------|------|------|------|
| Product A | 20.6 | 19.2 | 25.5 | 22.9 | 14.2 | 21.3 |
| Product B | 28.4 | 27.5 | 29.7 | 32.5 | 28.3 | 24.2 |
| Product C | 18.6 | 17.9 | 21.3 | 17.5 | 12.0 | 24.2 |
| Product D | 3.6 | 4.2 | 1.3 | 1.3 | 6.4 | 5.0 |
| Product E | 4.9 | 4.6 | 2.1 | 2.5 | 9.4 | 5.8 |
| Product F | 18.3 | 17.9 | 15.9 | 20.0 | 22.7 | 15.0 |
| Product G | 5.5 | 8.8 | 4.2 | 3.3 | 6.9 | 4.6 |

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