### 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

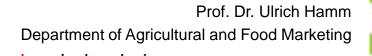
- → handbooks in three languages (English, German, Italian) "How to successfully communicate the values of organic food"
- → 15 conference presentations for market actors including Biofach fair in Nuremberg and IFOAM conference in Korea
- $\rightarrow$  26 articles in books, journals for the public and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

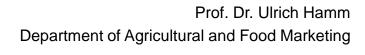
#### More information:

#### 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	<b>79.9</b>	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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