

Farmer Consumer Partnerships

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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



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



Main Results

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

- ethical attributes

- farmers: nature conservation, biodiversity, regional production

- 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



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!”



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
- **26 articles** in books, journals for the public and conference proceedings



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

(2) Scientific community

- 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



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)



Gaps in knowledge and new research questions generated

- communication on benefits of organic farming and additional attributes needs much more effort
- lack of common definitions and standards of what “local/regional” and “fair(prices)” mean



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 Zanolli and Dr. Simona Naspetti, University of Ancona
Dr. Roberta Callieris, Mediterranean Agronomic Institute, Bari
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- 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 | CH | 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 |



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

| | All | AT | CH | 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 | 82.4 | 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 | 68.5 | 70.8 | 77.4 | 77.5 | 45.9 | 70.0 |



Product choice (% of respondents)

| | All | AT | CH | DE | IT | 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 |



Organic milk F

Organic milk C

Organic milk A

Organic milk G

Organic milk E

Organic milk D

Organic milk B

Fair prices

Fair prices for farmers

Price

Product price

Regional production

Protection of biodiversity

Social aspects of production

Culture

Preservation of cultural features

Animal welfare

Care Farming

Support of disadvantaged people

Information

Fair prices for farmers, C:

The farmers get a fair price that allows them to secure their livelihood and future

interesting? 

close

By clicking on the empty fields you can see the information for the various products.
Once decided for a product please click on the header of the selected product.



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