



# organic market data for 2006/2007

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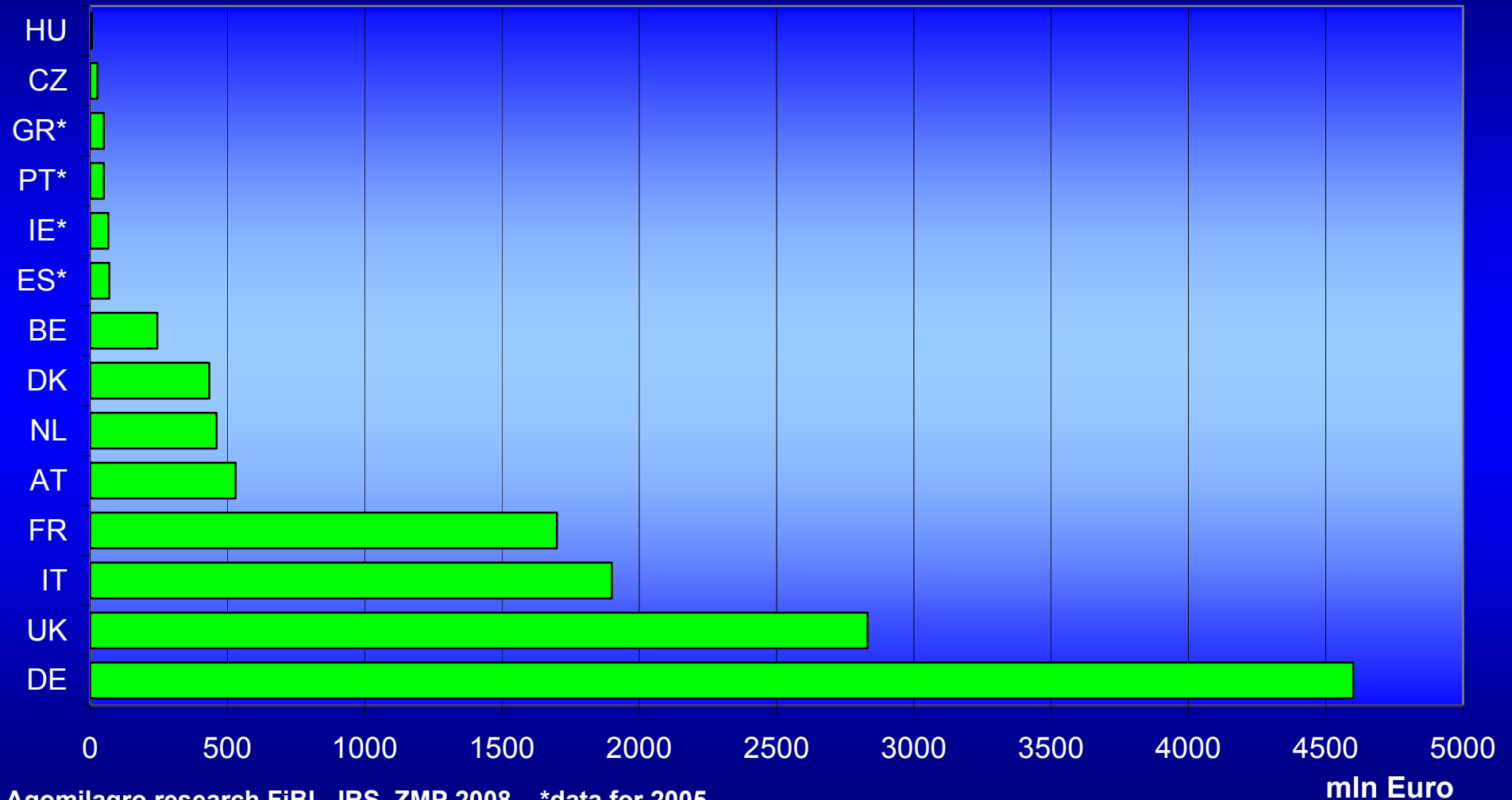
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# organic turnover in EU countries in 2006



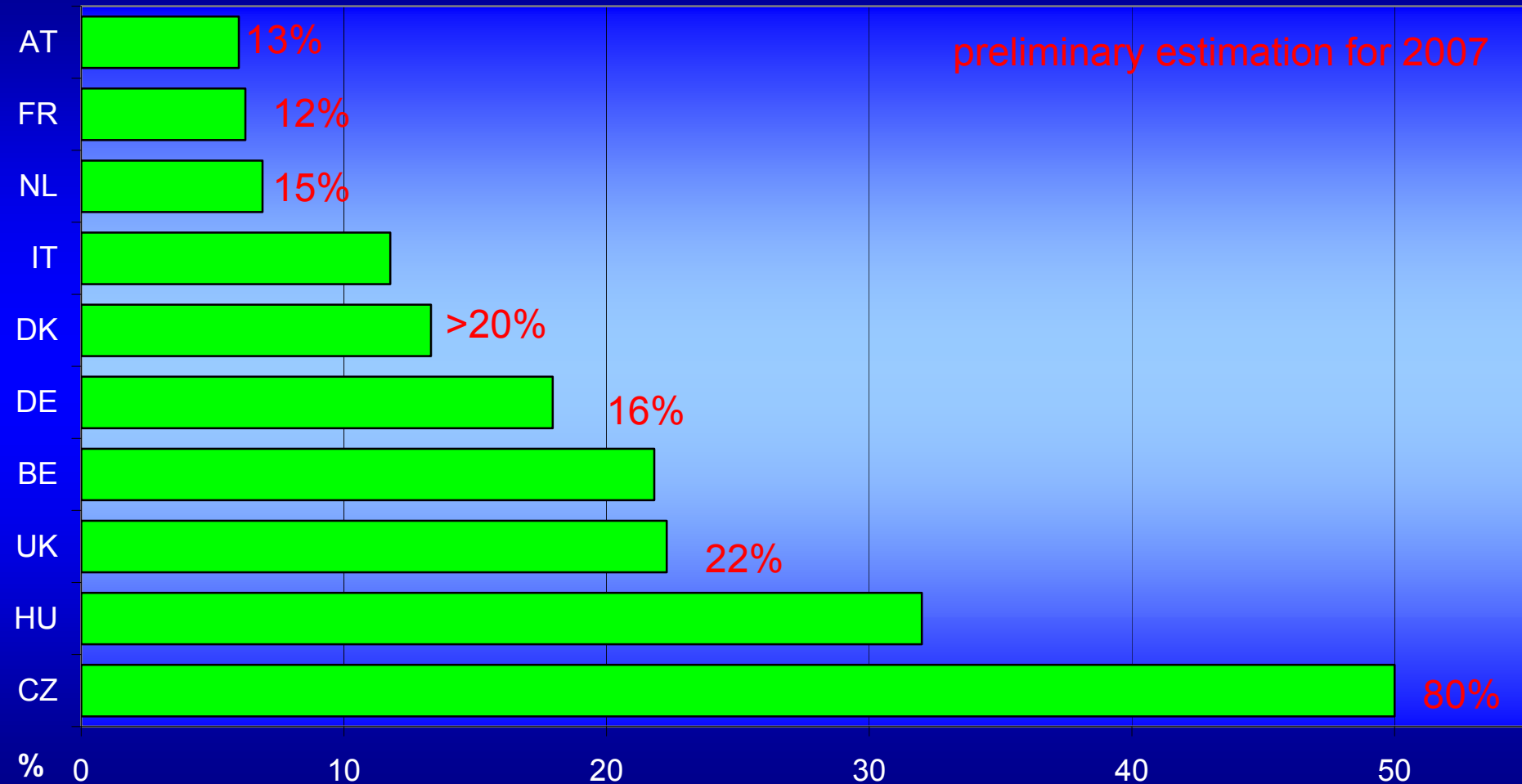
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# growth of organic turnover in 2006



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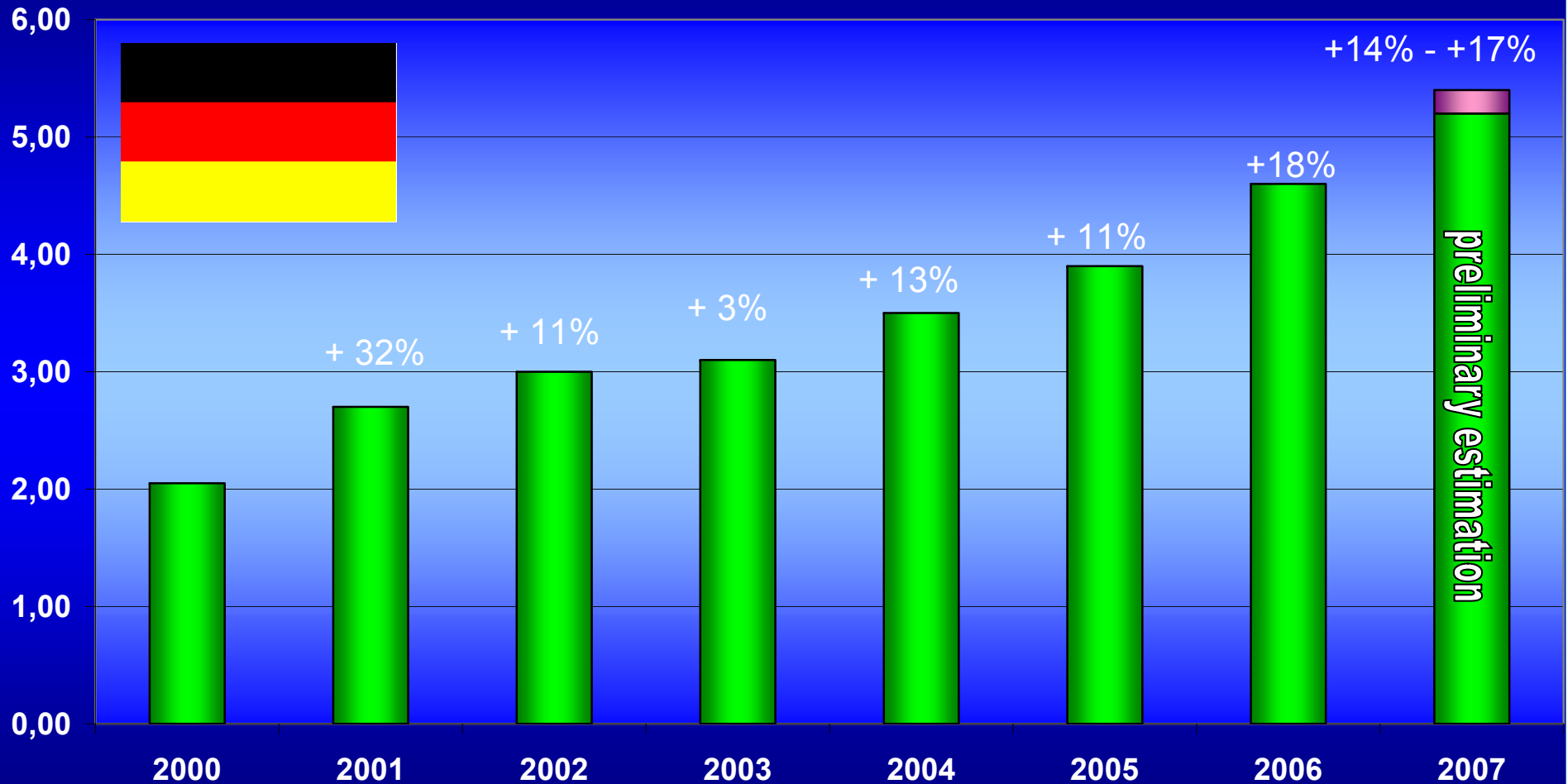
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# turnover of organic food market in germany

bln. Euro



Prof. U. Hamm, University Kassel; M. Rippin, Agromilagro research 2007. Estimation 2008 Agromilagro research

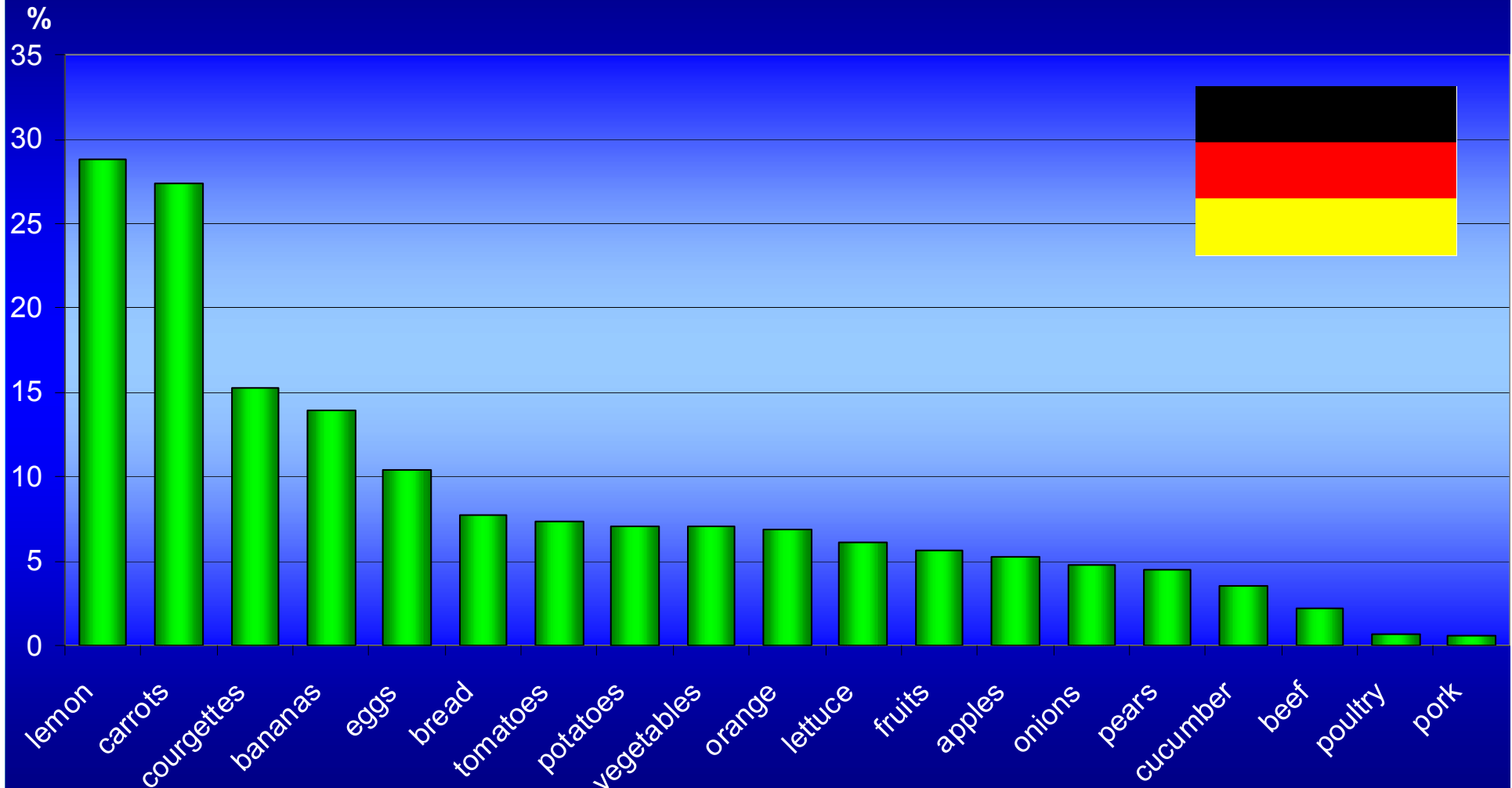
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# share of organic on total turnover in the german food market 2007



Agromilagro research on basis ZMP/CMA. Data from GfK-consumer panel 2008

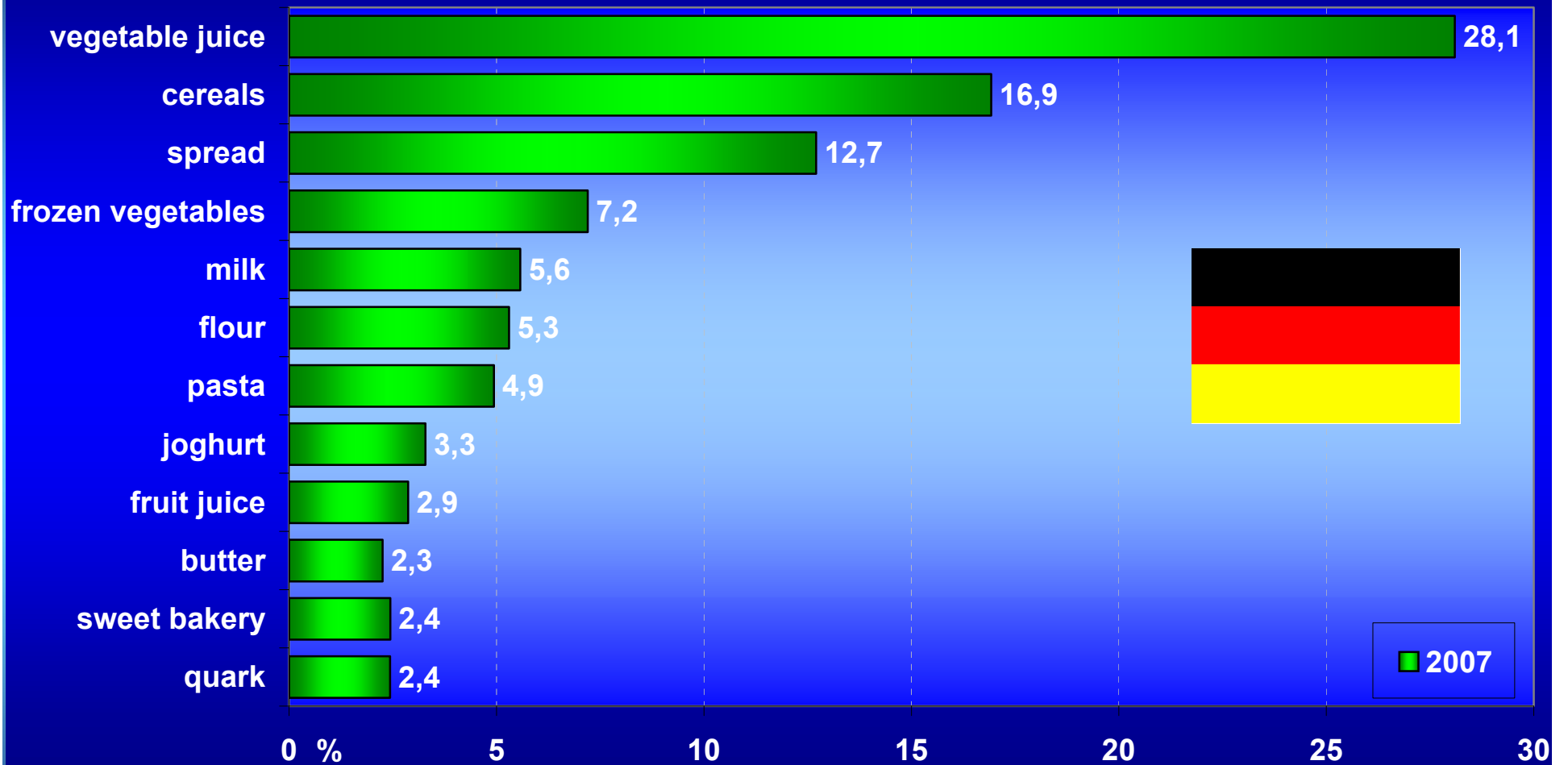
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# share of organic on total turnover in conventional retail in germany



AC Nielsen retail panel 2008

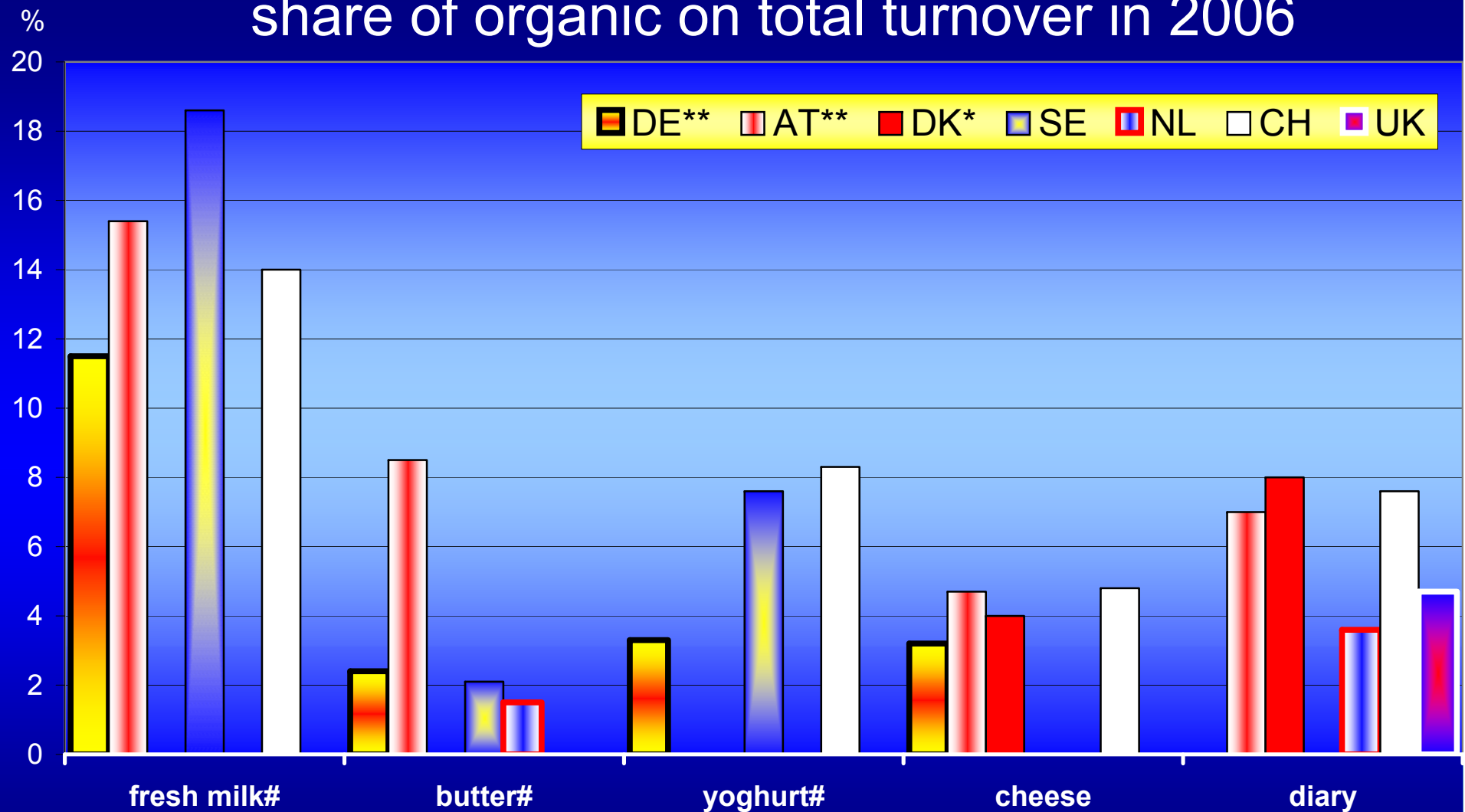
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# share of organic on total turnover in 2006



Agromilagro research 2008 - \*2005 \*\*2007 #AT, DE, DK only conventional retail

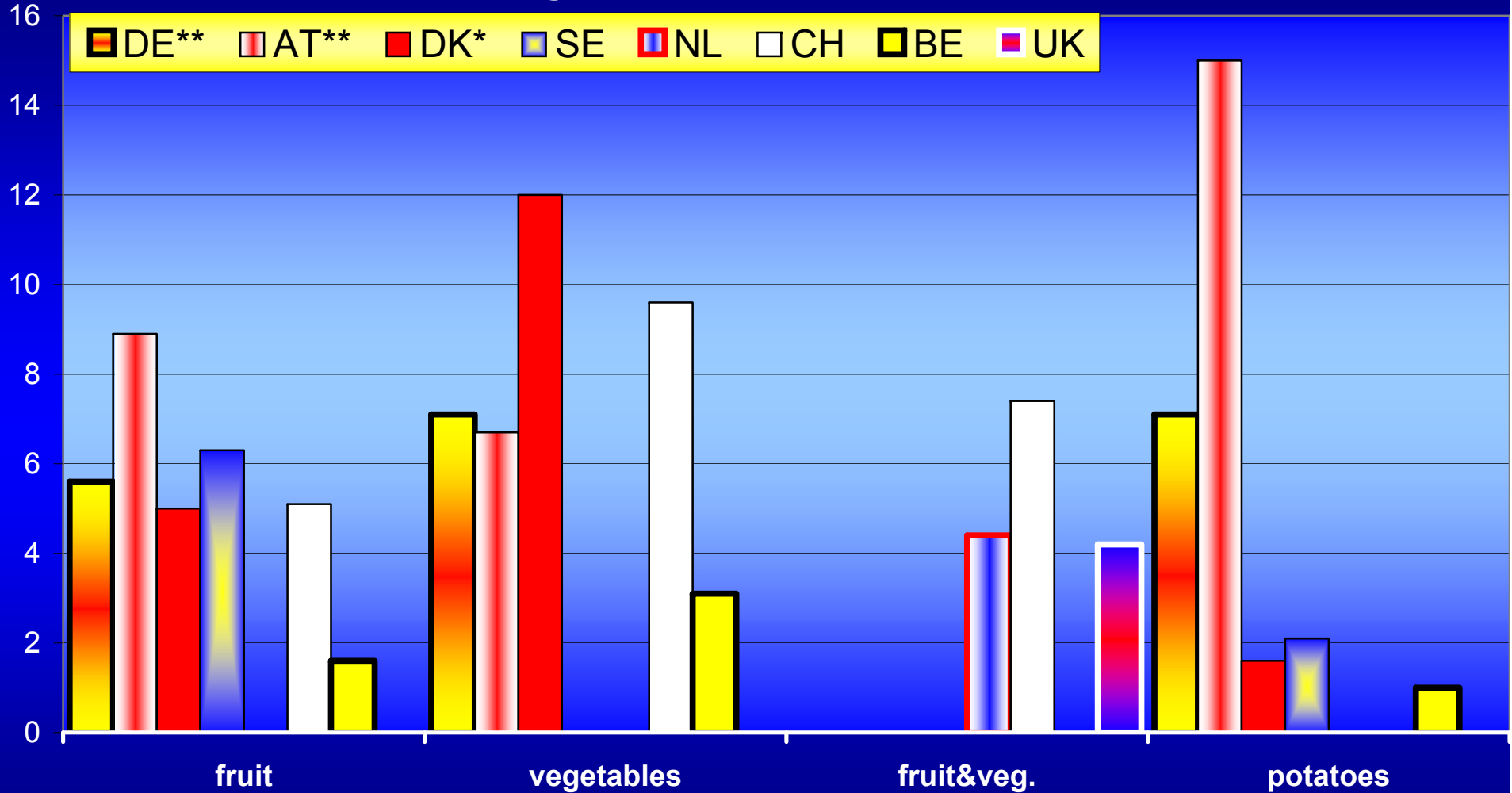
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# share of organic on total turnover in 2006



Agromilagro research 2008 - \*2005 \*\*2007

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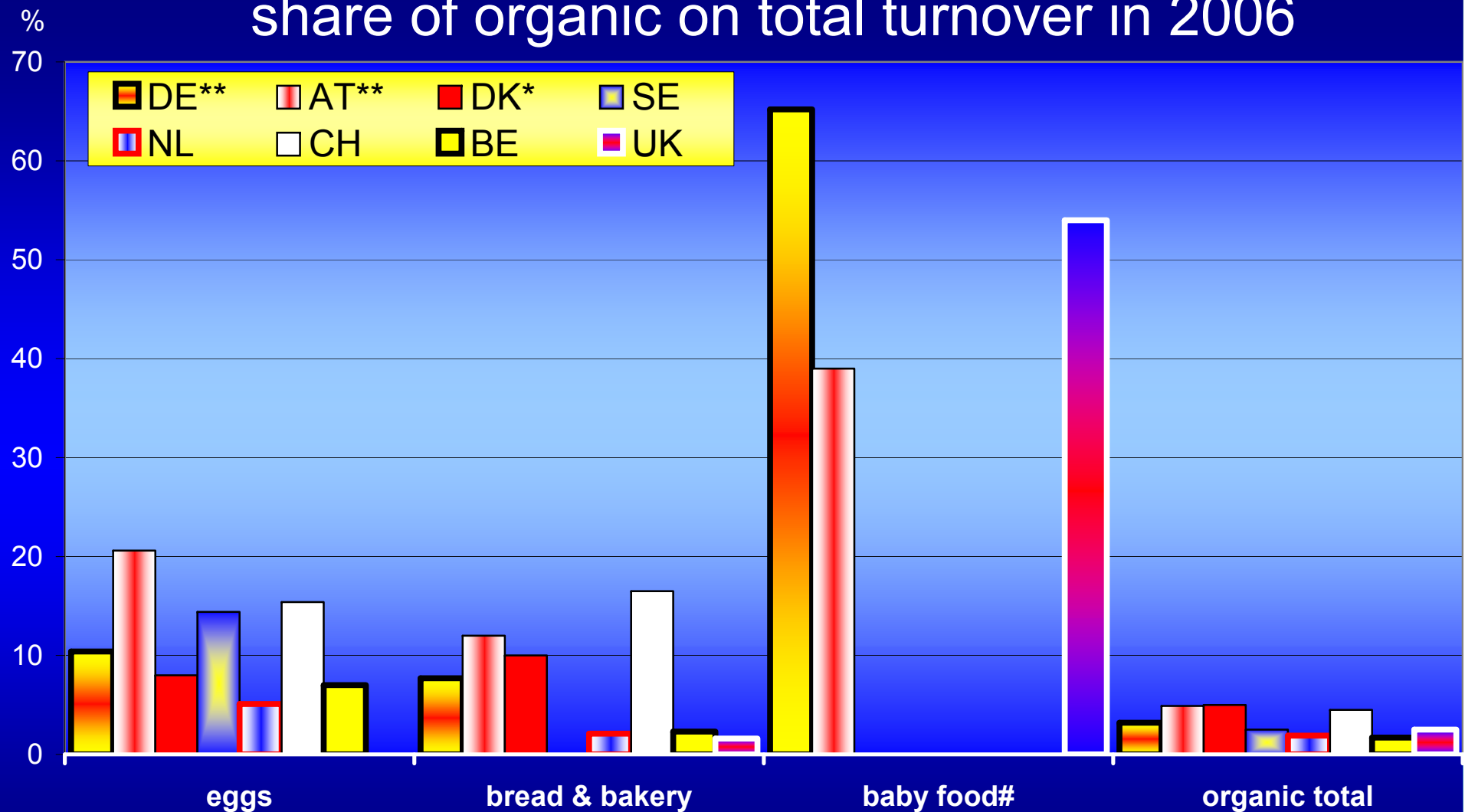
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# share of organic on total turnover in 2006



Agromilagro research 2008 - \*2005 \*\*2007 #AT, DE, DK only conventional retail

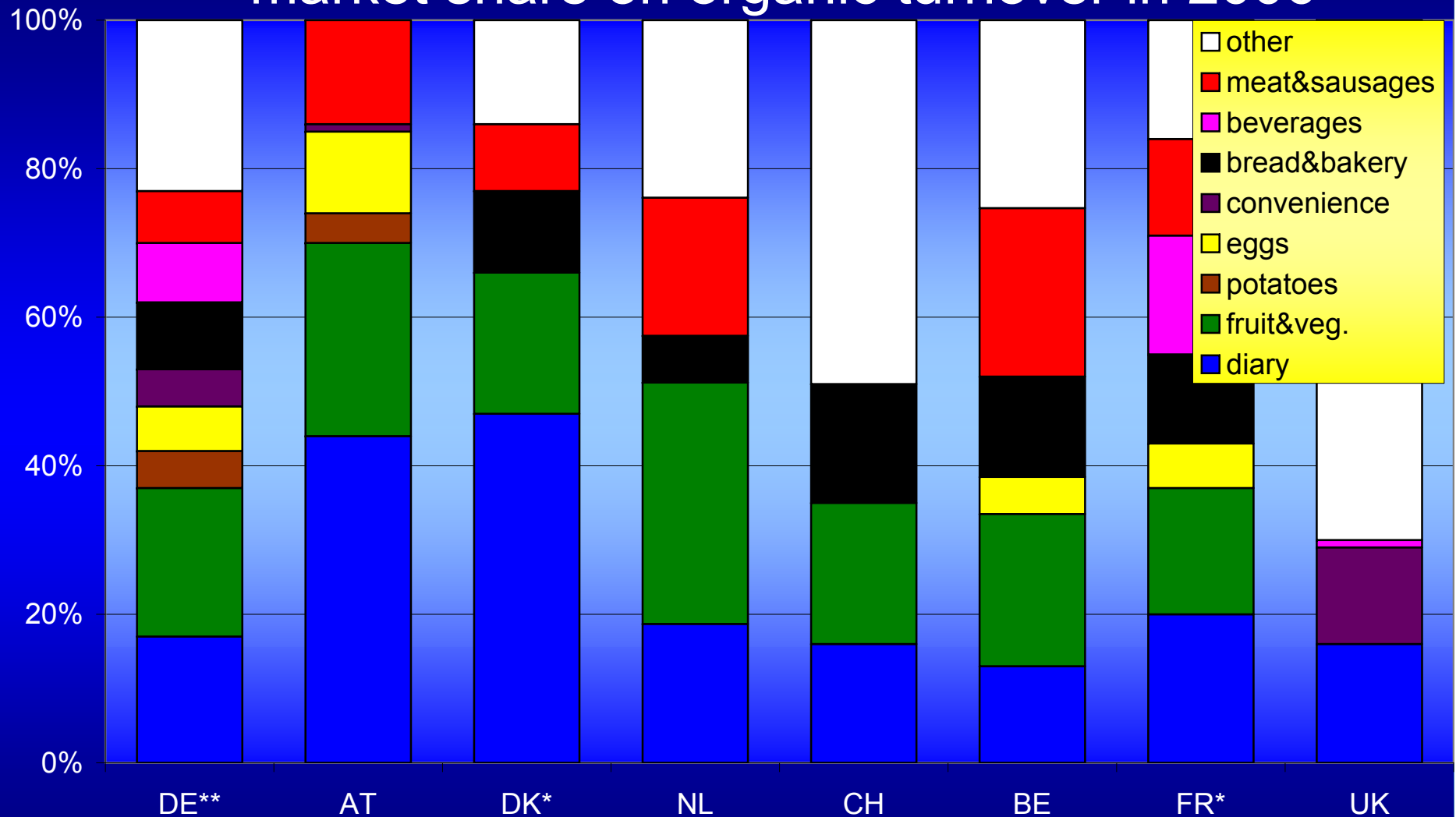
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# market share on organic turnover in 2006



Agromilagro research 2008 - \*2005

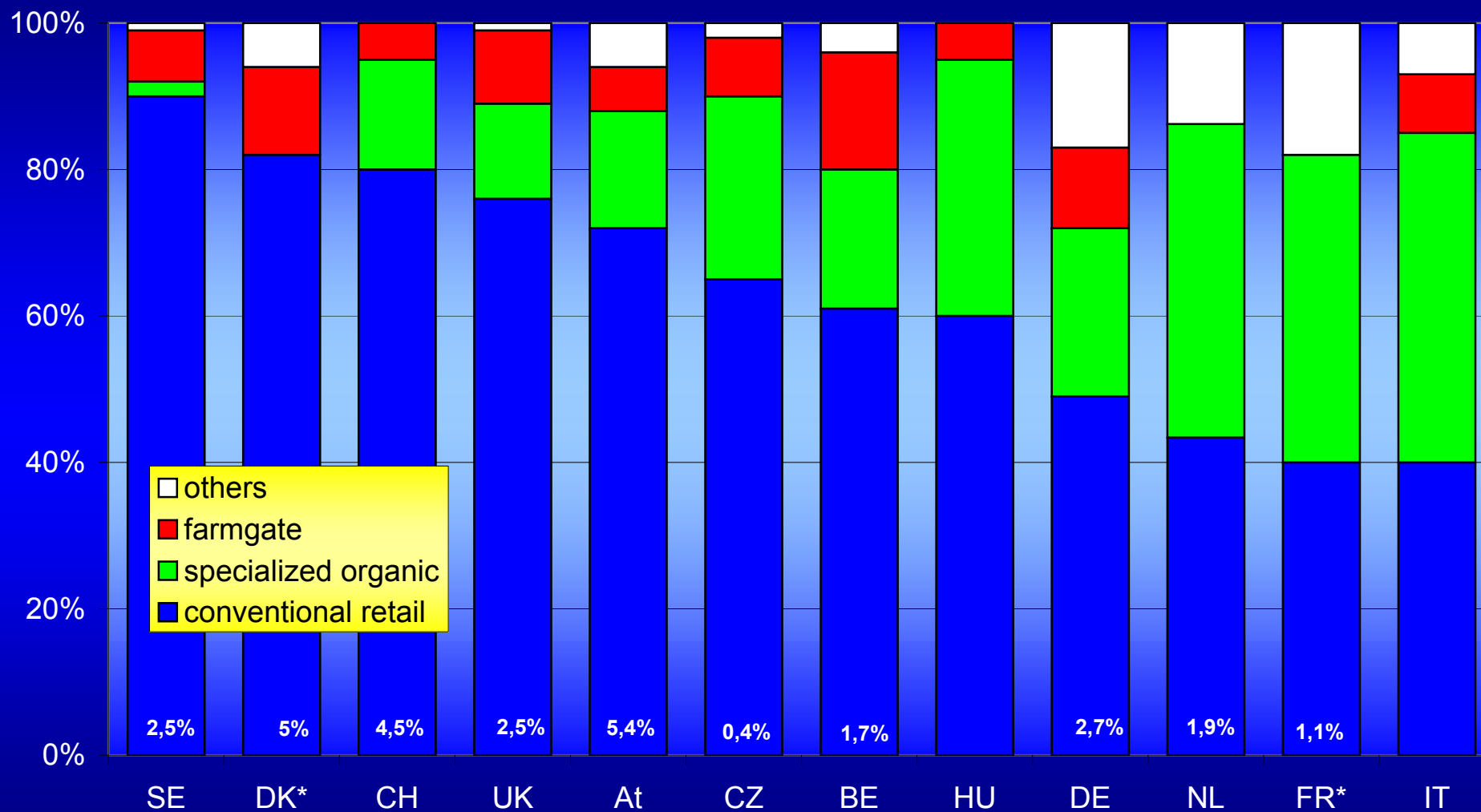
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# market share on organic turnover in 2006



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# market outlook

Company – environmental, social, economic sound strategy

success of organic product

healthy<sup>1</sup>

tasty<sup>1</sup>

fair<sup>1</sup>

# CREDIBILITY

<sup>1</sup> 3-G-model of ÖkoStrategieBeratung

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