



organic market data for 2007/2008

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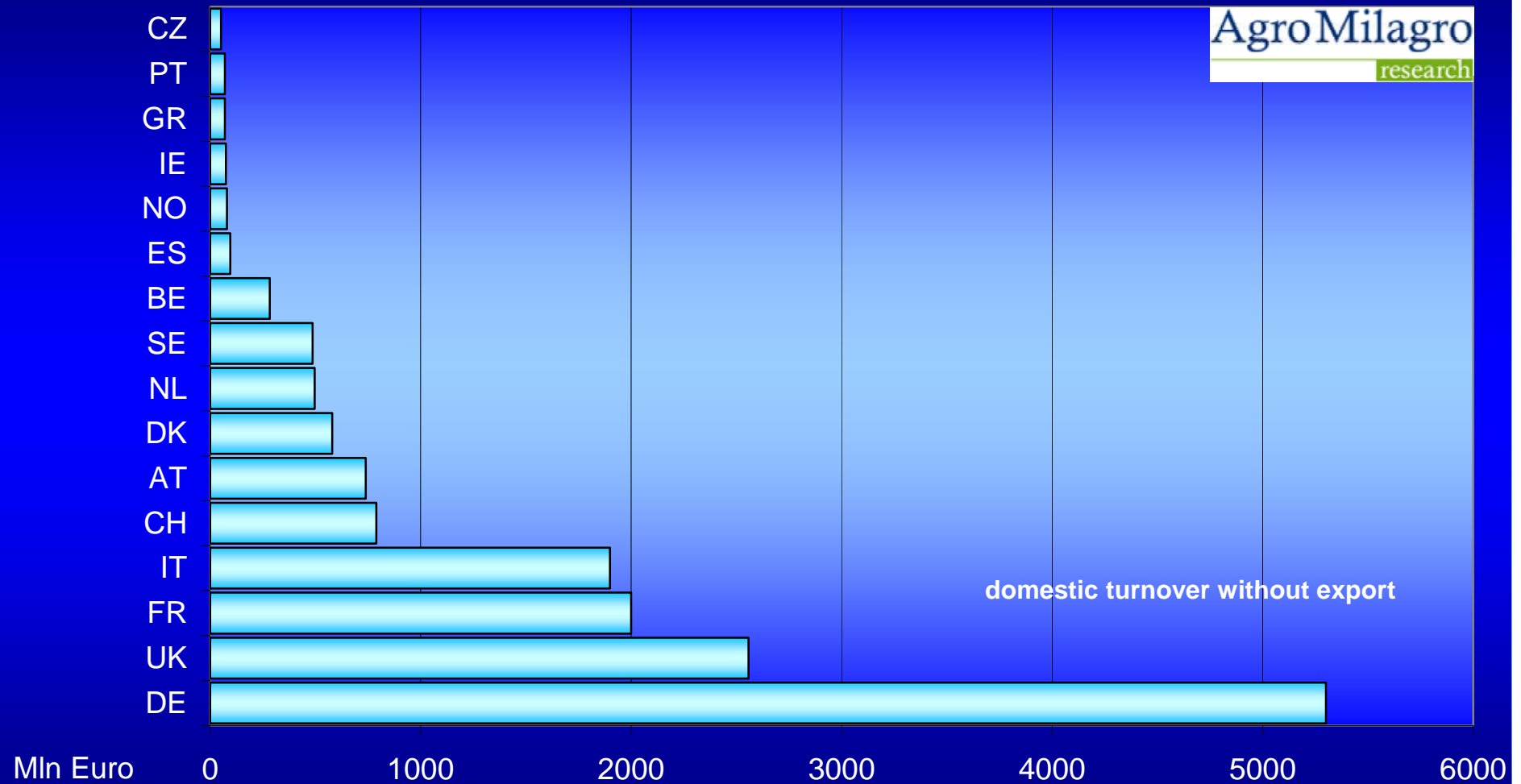
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research

organic turnover in 2007



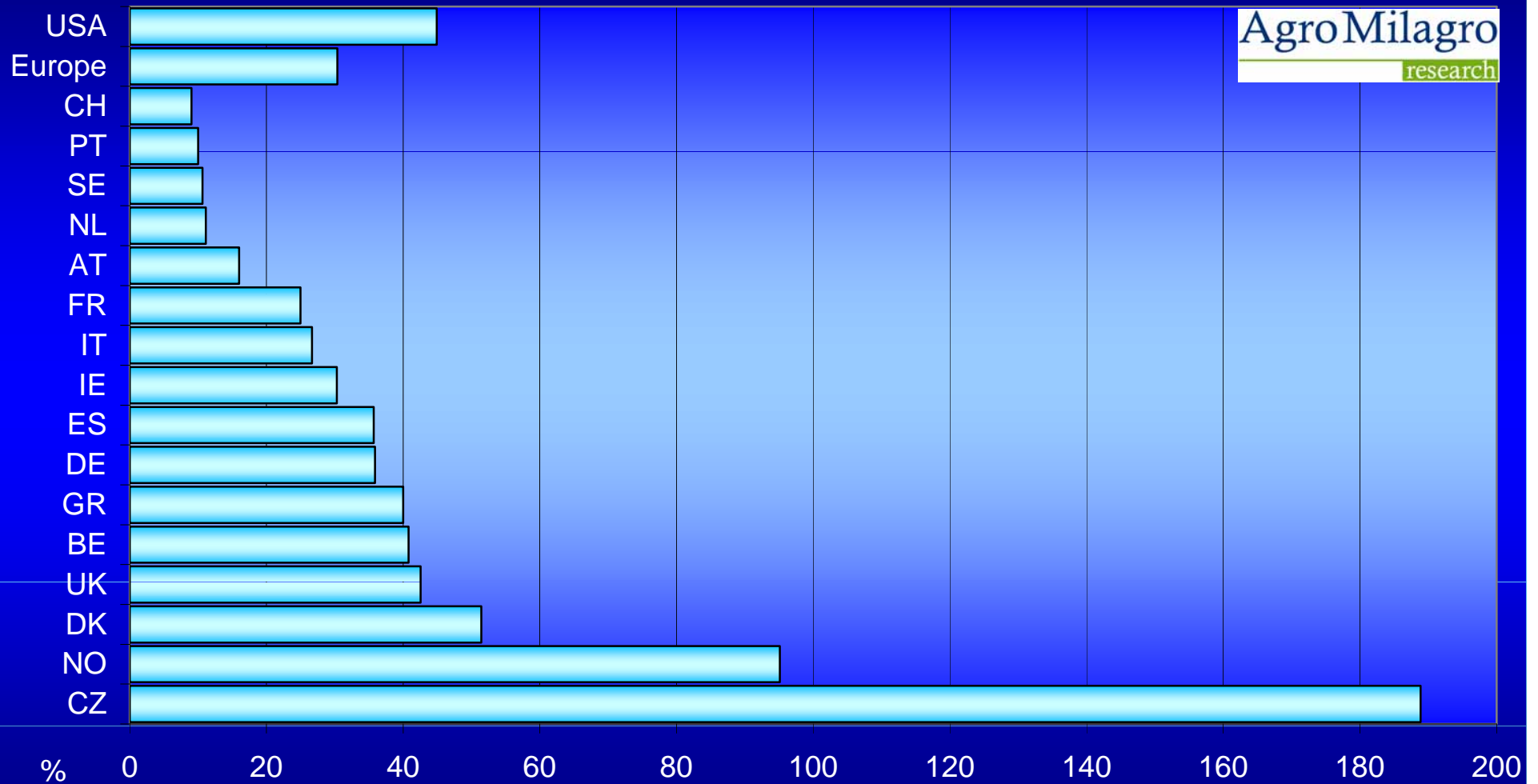
AgroMilagro research, FiBL, IRS, ZMP 2009

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growth of organic turnover 2005 - 2007



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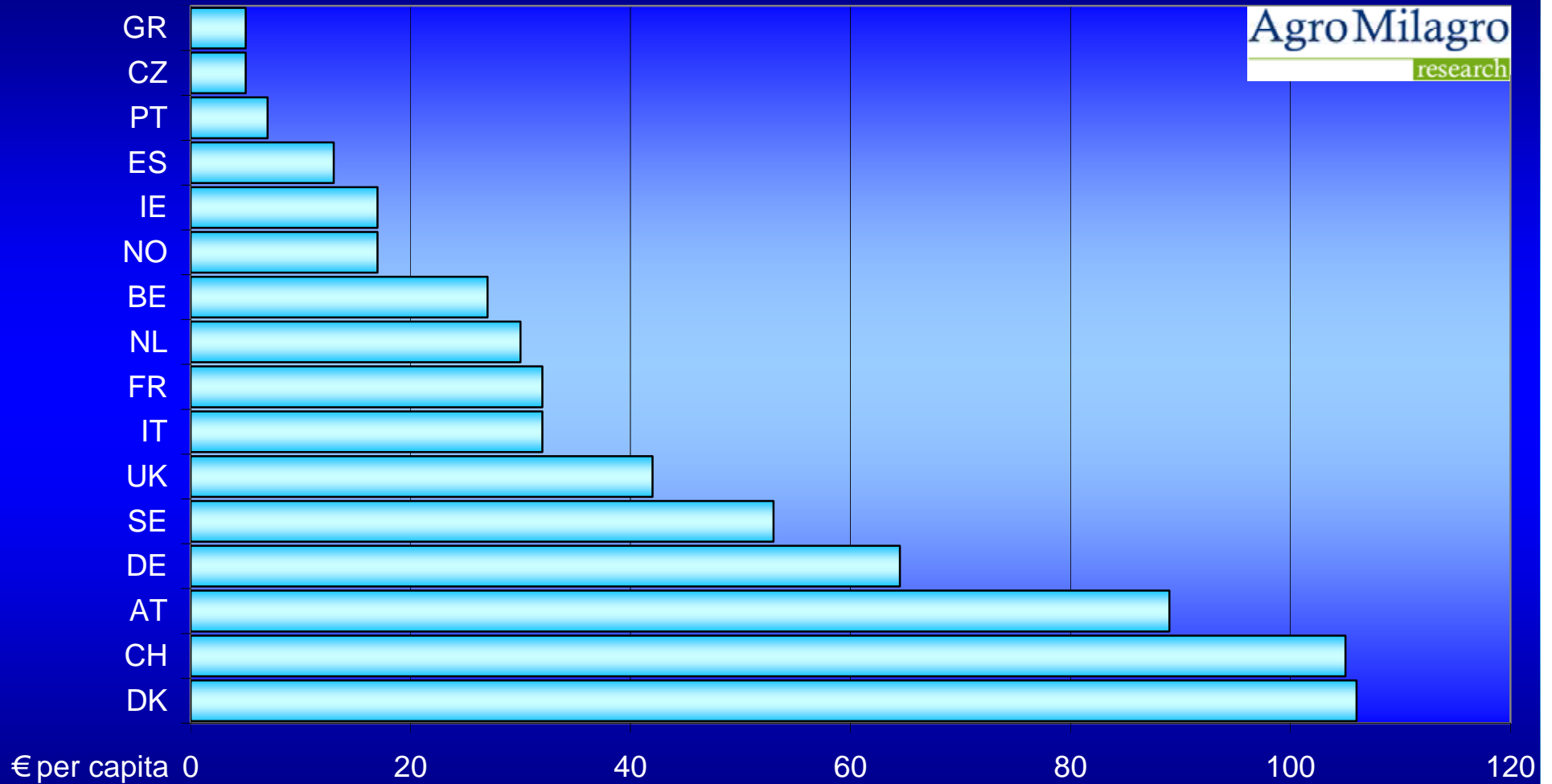
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organic turnover in 2007 per capita



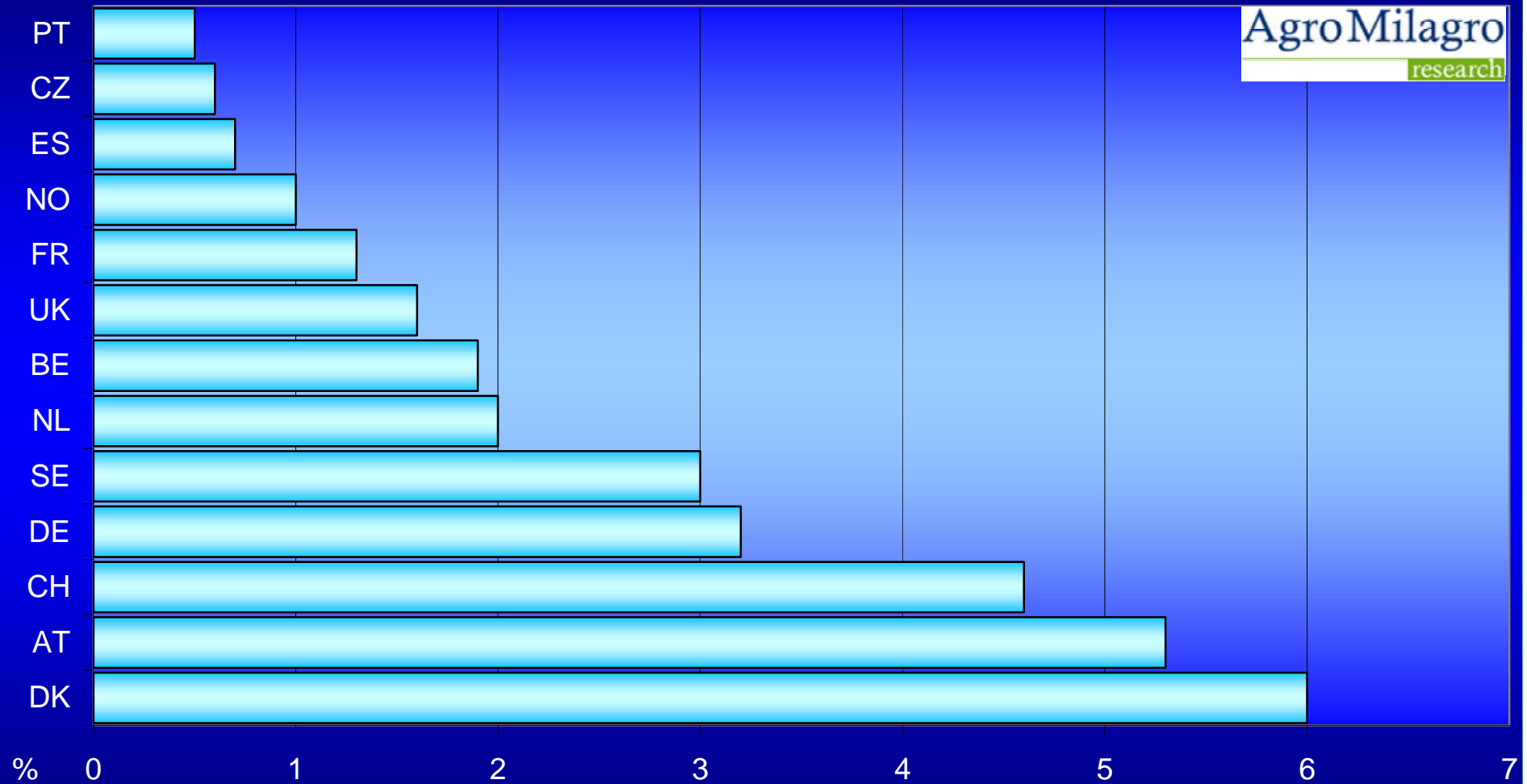
AgroMilagro research, FiBL, IRS, ZMP 2009

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market share of organic turnover in 2007



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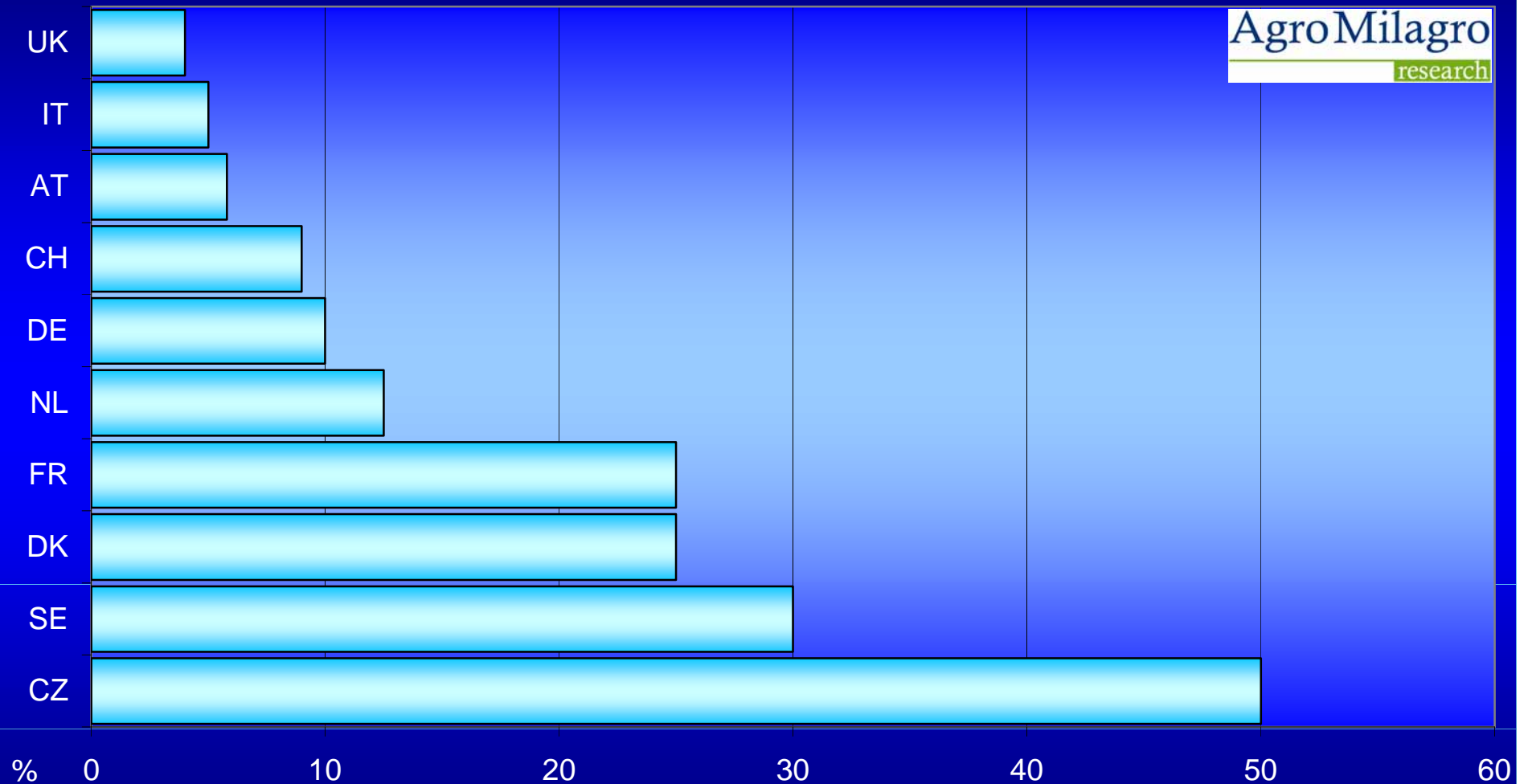
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growth of organic turnover in 2008 (first estimations)



AgroMilagro research, IRS, ISMEA, T. Richter, B. Schaer, T. Vaclavik 2009

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market share of organic on total turnover in the german conventional retail market 2008



AgroMilagro research on basis AC Nielsen retail panel 2009

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market outlook

Company – environmental, social, economic sound strategy

success of organic product

healthy¹

tasty¹

fair¹

CREDIBILITY

¹ 3-G-model of ÖkoStrategieBeratung

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