



# Fairness and Social Responsibility: How are they implemented in Organic Enterprises in Europe and in the US?

## Introduction: Relevance and State of Discussion

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# Threats to ethical values in Organic Farming



Organic farming is value based!

... but there is a concern, that these values lose importance



# Consequences



- Development of a new interest in the values and principles of organic farming
- Evolvement of the idea of „domestic fair trade“
- Emergence of different approaches to integrate „organic“ and „fair“



# Current challenges



Aim: Preventing loss of values and simultaneously searching for the possibility to differentiate at the market place

- „soft“ attributes have to be substantiated
- Communication to consumers: translation of rather complex subjects to comprehensible messages

