

News about the organic market in Germany 2012

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Development of the German Organic market 2012 - I



- 2012 was not much influenced by food scandals like 2011 but showed stable growth especially in the second half of the year
- Base year 2011 has showed fast growth rates influenced by food scandals (Dioxin in conventional feedstuff and EHEC coli bacterias in organic and conventional vegetables),
- The 2011 growth rate of 9 % was not easy to reach
- In Autumn 2012: negative press and TV campaign by animal protectors showing bad situation in big organic poultry and pig farms, animal keeping has become an important theme in the medias
- This made consumers be more aware of animal keeping and pushed organic spendings in direct sales and organic food stores,
- But it did not influence organic sales as such

Development of the German Organic market 2012 - II

- Small harvest for cereals, many vegetables in 2011 slowed down consumer spendings for some plant products in the first half of the year, good potato and apple harvest pushed sales volumes but not sales values
- After harvest 2012 lower supply of carrots, apples and potatoes
- Supply and demand of animal products has grown slower (milk, eggs), but meat and meat products are still on the rise
- Higher consumer prices for plant products after harvest 2012 and meat due to shorter supply

➤ **MARKET GREW** by 6 percent in 2012 up to 7.04 billion EUR – 3.9 percent of the entire food market







