



OWC 2020 Paper Submission - Science Forum

Topic 2 - Product and process quality in Organic Agriculture: methods and challenges

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RESULTS OF A EUROPEAN MARKET AND STAKEHOLDER SURVEY ABOUT ORGANIC PROCESSING TECHNOLOGIES

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Abstract: Today there is a lack of mandatory standards and indications for suitable methods regarding the organic food processing within Europe. Hence, the main objective of the EU funded Core Organic - ProOrg project is to develop a set of strategies and tools (Code of Practice) that would serve to food processors in the selection of appropriate technologies. It will give guidance to make a better choice for careful, minimal and mild processing methods.

Before drafting a Code of Practice for processors, a market and stakeholder survey is conducted to reveal opinions regarding the (potential) usage of certain (new) technologies in organic food processing.

For that purpose an online questionnaire is targeted at experts in organic food processing as well as at other organic stakeholder across Europe. The survey process will run between November 2019 and January 2020. The results will be analysed through descriptive statistic methods and compared between different stakeholder groups.

More Information about the project and the market and stakeholder survey can be viewed under <https://www.proorgproject.com>.

Introduction: Processing methods for organic food production are not regulated in the legal frame of EU Regulation 834/2007 and the two implementing regulations No 889/2008 and No 1235/2008. Private organic label organisation define such standards in a different way (Kretzschmar and Schmid, 2011; Kahl et al., 2014).

The main objective of the EU funded Core Organic ProOrg project is to develop a Code of Practice (CoP). The CoP is addressed to organic food processors and labelling organizations with the aim to provide a set of strategies and tools that can help them for making the best choice for careful processing methods, while addressing the organic principles, high food quality, low environmental impact and high degree of consumer and market acceptance.

For this purpose a market and stakeholder survey is conducted from November 2019 to January 2020 throughout Europe.

The results of the survey will provide new information and insights about the relevance of the processing technologies for channel listings on retailer level and decisions in the product development made on the processor level. Moreover, it is expected, that decisions on the communication strategies of processors will be influenced by the main findings.

Material and methods: The targeted audience comprises around 2'500 business addresses throughout Europe, which are reached by European organic stakeholder organisation, which collaborates with the project. A response rate of around 20% is assumed based on the fact that organic market actors and stakeholders are involved and committed to the subject of the survey.

Period of the survey

The market and stakeholder survey will be conducted between November 1, 2019 and January 31, 2020.

Composition of the questionnaire

The questionnaire consists of several thematic blocks.

The first part asks for personal details. The aim here is to assign the participants to different stakeholder groups according to their level of expertise. It allows a more precise analysis of the results by different target segments.

The second block consists of statements on the perception of the quality of processed organic products, on questions about regulatory and inspection affairs as well as on statements, which indicate the general attitude of the respondents to new technologies used in food processing (according to the New Technology Neophobia Scale used by Sajdakowska et al. 2018).

Further parts of the survey are devoted to the assessment of three important dimensions with which processing technologies can be assessed: Nutritional quality; Sensory quality and Environmental quality of the applied processing method.

Finally, the participants will be asked about specific processing technologies. Respondents will have to indicate whether or not they think the technologies listed are compatible with the understanding what "organic" does mean. On the case of selected products as examples, participants also have to give precise preference votes for individual technologies used in food processing.

Target groups of the survey

The target groups of the online survey are experts in organic food processing as well as at other organic stakeholder, like representatives of independent organic retailers, retail chains, NGOs or organic farmers associations, label organisation, consultants, researchers, authorities, certification and accreditation bodies and other interested persons, who deal with processed organic products in a direct or indirect way.

Results: The research is still in progress. Results will be expected in spring 2020. All results and the analysis of the results will be available by the period of the Organic World Congress.

Discussion: The research is still in progress. Results will be expected in spring 2020.

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Disclosure of Interest: None Declared

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