

WP7

Delphi study - first round

Montenegro



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**What are the most important influences that have shaped the development of the organic market in your home country in the past 10 years?
(Please describe key events if appropriate)**

Our market is still undeveloped due to short existence of organic agriculture in Montenegro.

Factors that influence organic market development are public awareness of organic food quality and healthiness as well as occasion to creation of new brands that could be sold for premium prices.

1. Passing law regulation on organic production
2. Oppening two specialized stores of organic products in Podgorica.
3. Oppening Maxi supermarket chain which has special sector for selling organic products.

Environmental protection, development of eco tourism, healthy life style, sustainable development .

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How would you describe the current state of the organic market (including regional variations, if any)?

Market is object of some current projects devoted to market promotion and development.

It can be said that in this moment there is not developed organic food market in Montenegro. In addition to two specialized stores , domestic consumer are not familiar yet with the existance of such stores. Currently, food is rather purchased in hipermarkets than in small specialized stores , and only one hypermarket offers organic products.

Organic food is not present sufficiently at the market, and we are of opinion that we should act in direction to develop market, through education and marketing of organic products.

How do you expect the organic market to develop over the next 10 years? (Please include important new influences not discussed in previous answers)

There is lot of opportunities for market development:

Tourism, agro ecotourism, box scheme, public procurement (schools, hospitals, door to door etc.)

There are not conditions for production of concurrent products of intensive agriculture. There is raising awareness on importance of production of autochtone and organic products as well as interest in organic products. At the same time hotels on the coast show interest in buying organic products. Currently two international projects aimed at stimulating organic production are implemented. All above mentioned give hope that in next 10 years organic production in Montenegro will be significantly improved in term of production and processing and offering organic products at the domestic market. (Mirecki)

Market in future 10 years is going to develop gradually, the awareness of consumer is arising from day to day to consume organic food so in the next 10 years we expect growing of organic food market for 40%. (Mickovic)

Describe the motives you find in organic food consumers' behavior (including typical consumers profile)

Consumers believe that organic food is healthy food.

Consumers expect that organic food is much more expensive than conventional

Consumers believe that organic agriculture is environmental friendly

The most strong motive for organic production is health concern. Unfortunately, most of consumers consider organic food as a „medications”.

Consumers in Montenegro, do not have high purchasing power to consume organic products as a basic food products in everyday diet.

Consumer of organic food should know what organic food means, what are the weaknesses of organic food in relation to conventional food. Consumer of organic food should have knowledge experience and financial resources. Organic food is a medical.

Have organic food initiatives had an influence on economic, ecological or social development in disadvantaged areas of your country?

Yes it has. In less favorite areas its mainly chance for local citizens to earn the money.

In Montenegro in such areas there are mainly old memebr households which are not interested in investment in modernization of production and at the same time they reject usage of agrochemicals. From this reason organic production can be considered as an acceptable chance for improving small holdings in in less favourable areas.

Of course, improvement of agriculture production by principles of organic production would significantly contribute to sustainability in such areas.

Also, many agricultural holdings in the area of National parks has an opportunity to develop agricultural production only by the principle of organic production

They have a big influence.

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What characteristics make an organic food distribution channel chain successful? (Please give concrete examples, if appropriate)

Direct payment – avoiding delayed payment.

There is not enough information on distribution channels of organic products in Montenegro

Connection between industry and consumers.

THANK YOU FOR YOUR ATTENTION

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