

Organic food products and markets

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WP 7

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Objectives of the template

- *The objective of this template is double:*
- *1. Assemble facts, figures and information;*
- *2. Assemble hypotheses*
- *Consequently, it is not necessary to do profound research on the questions we ask you. Please fill in according to your spontaneous knowledge.*

WP 7 Objectives

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WP 7 examines the consumption of organic products in the Balkans from different perspectives in order to obtain:

- A better assessment of the consumer demand and expectations for organic products;
- The state of the art on the current situation of organic production (animal and plant production);
- The panoply of raw and processed organic products issued from domestic production;
- The main domestic marketing channels and the importance of exports and imports;
- The trends and market evolution for organic products on domestic and main export markets;
- Measures to enhance the development of the domestic organic products market.

Activity 7.1 Marketing assessment of the organic supply chain

Beneficiary in charge: ZAG and ECOZEPT

The state of the art will be understood via interviews with key-stakeholders and the organic food supply chain experts, who will be asked to give their analysis on the current situation of the organic food supply chain. In addition, these professionals will also have a chance to give their opinion of the future and potential evolution (see the activity 7.3). It will also include a full description of the production data (areas under organic crops and number of farms, volumes of plant and animal productions, volumes of domestic processing, volumes of exportation, organic food supply chains) on the basis of bibliography and data collection [available official data (Ministries, statistical offices, professionals, certification bodies and/or organisations involved in organic agriculture, food supply chain actors)].