

Estonian consumers` awareness and attitudes to organic food

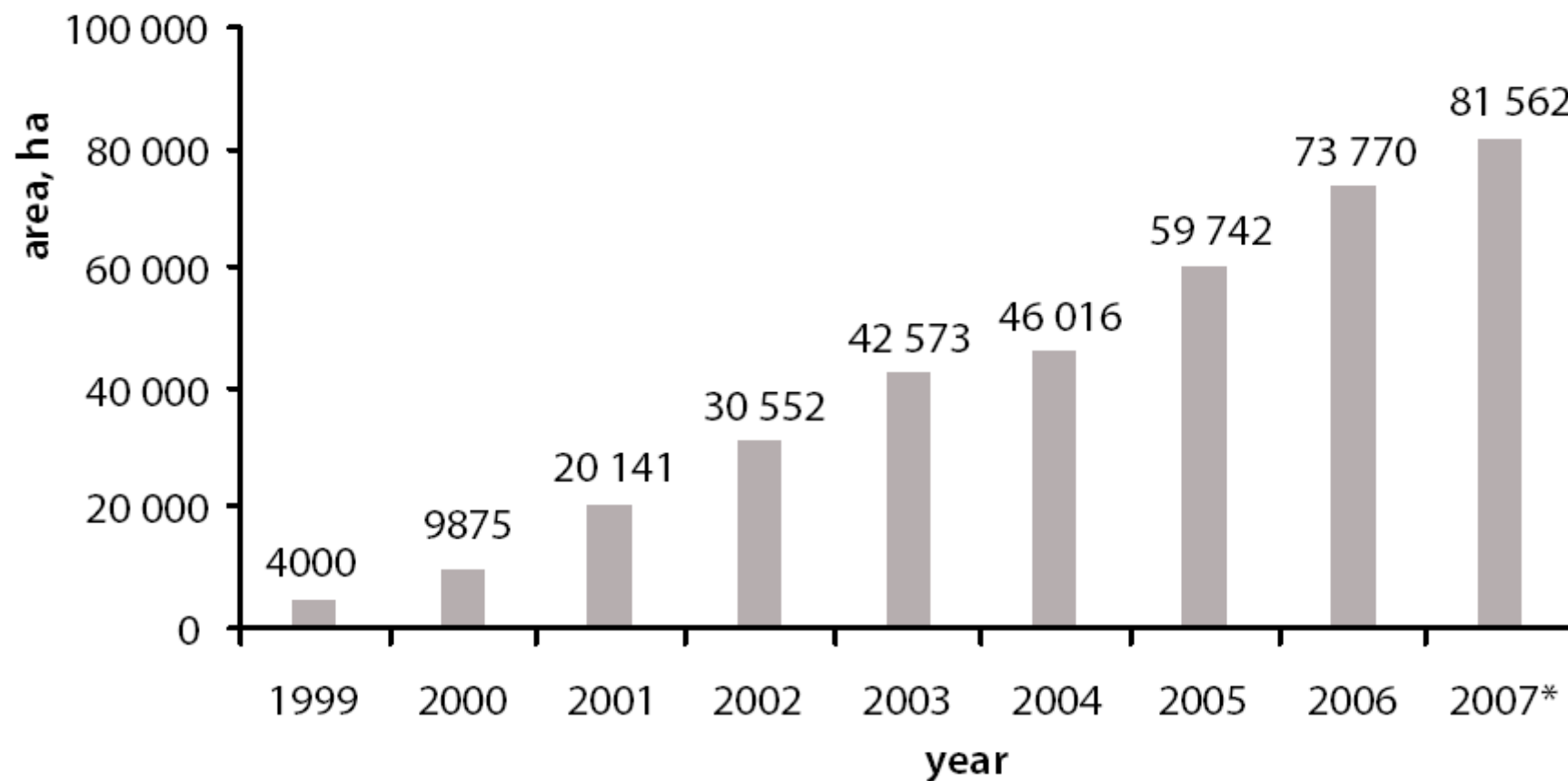


Sirli Pehme

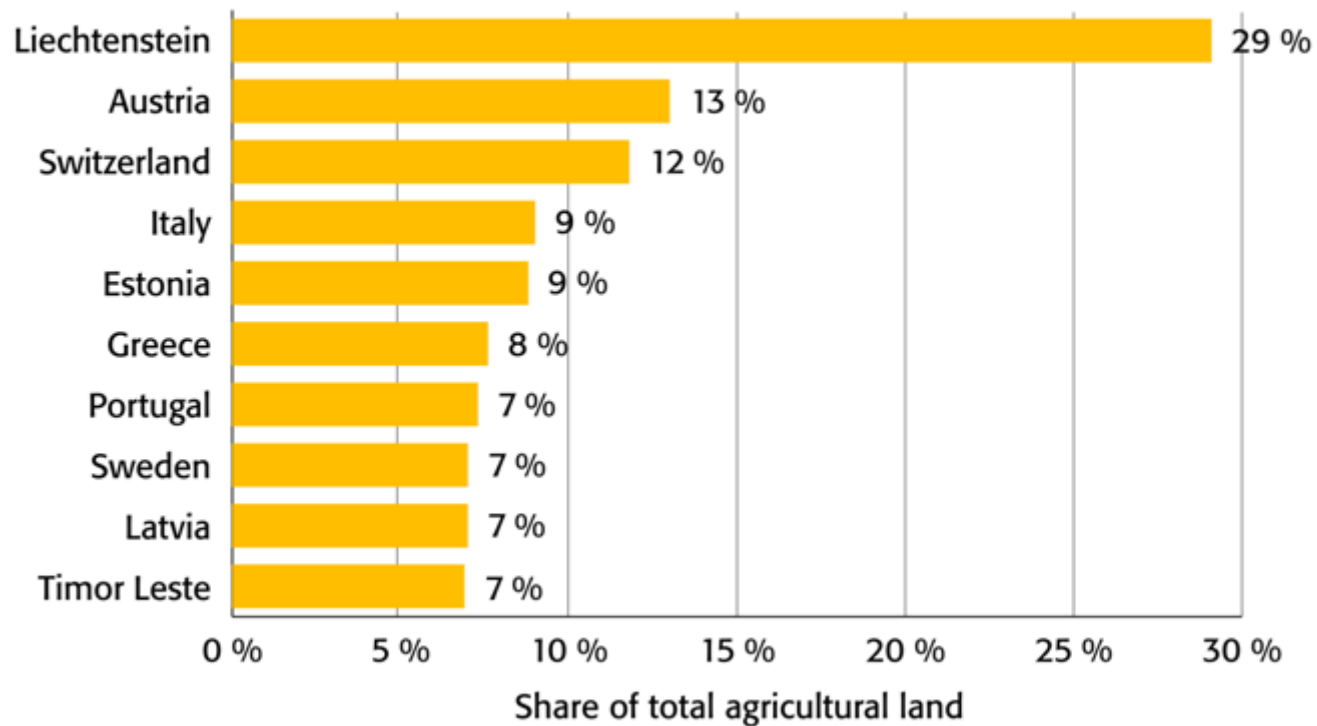
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Estonian organic agriculture

- More than 1200 organic producers in over 81000 ha (2007)



The ten countries with the highest shares of organic agricultural land 2006



Graph: FiBL, CH-Frick

Source: FiBL Survey 2008

- Emerging organic market
- Most used selling channels for organic food:
 1. directly from farm
 2. to conventional food processors
 3. to conventional food stores
 4. local market places
- Market share of the local organic food products about 0,15% (2006)

The aim of the study

- Consumers are one of the key factors of market development
- The study was conducted to better understand the consumer perception and understanding of organic food and farming
- The focus was on supermarkets as important sale channels in organic food market development

Materials and methods

- Special questionnaire
- 13 closed and 5 open questions
- 5 supermarkets in 2 biggest cities
- Interviewing in a sales place
- Randomly selected occasional customers

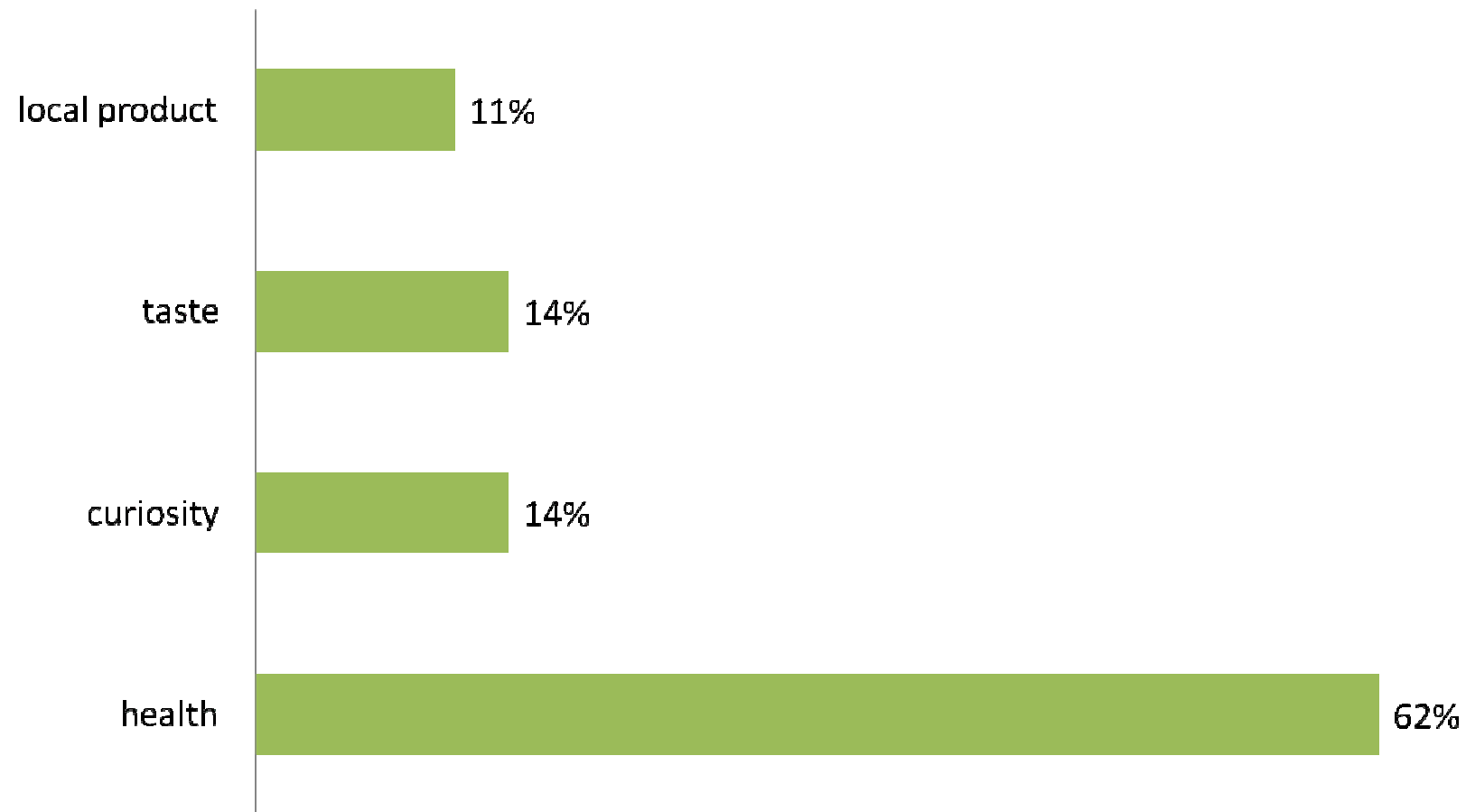
Results

- 83% are able to name at least one difference between organic and conventional food
- 51% artificial fertilizers are not used
- 30% free of synthetic additives
- 26% pesticides are not used
- Some of the named aspects are frequently inaccurate and general: grown naturally, pure food, healthy

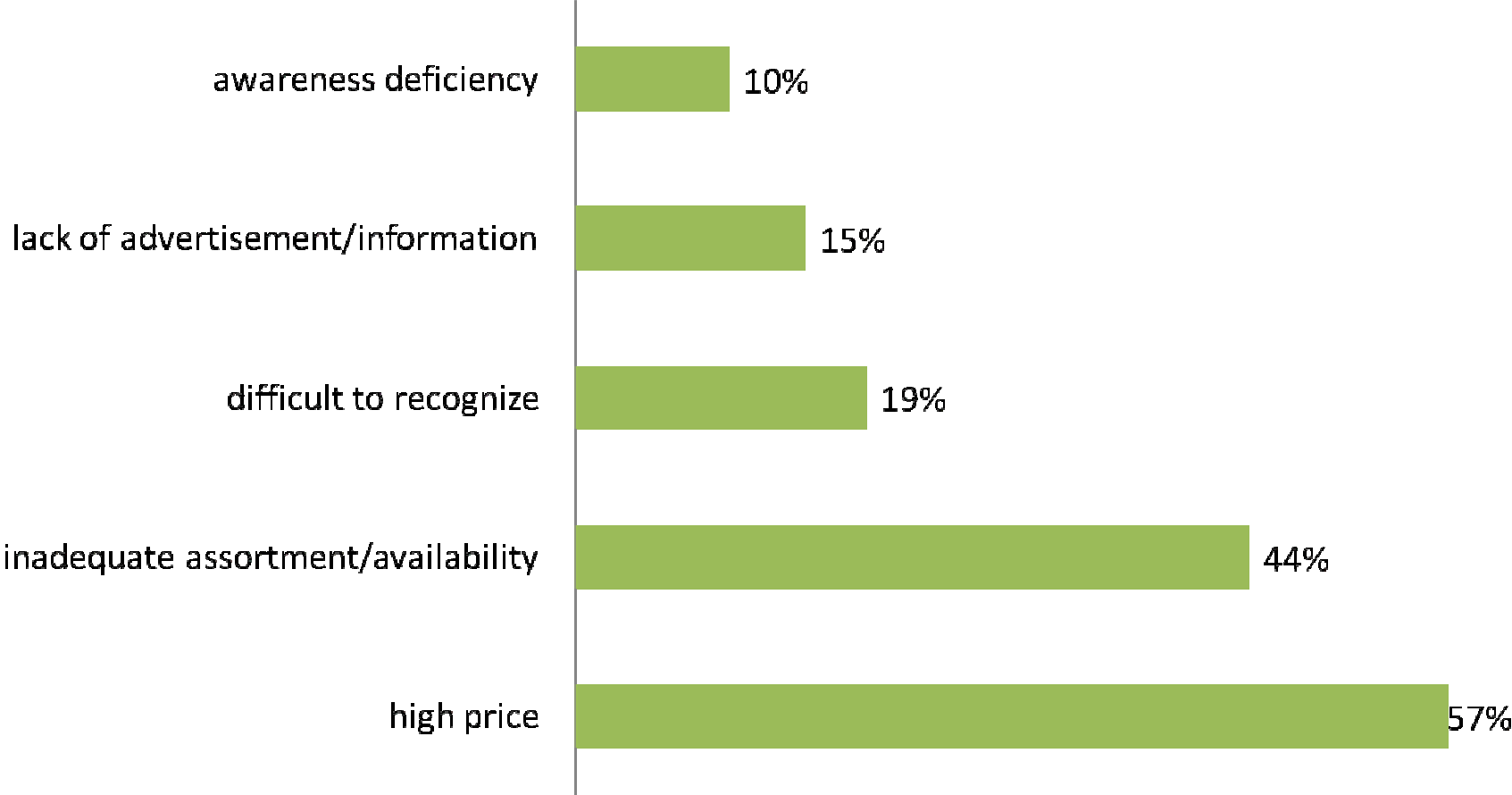
Have customers noticed organic products and bought them?

- 73% have noticed that organic products are available in supermarkets
- 56% claim to have bought them, mostly organic vegetables, milk- and cereal products

Motives in purchasing organic food products



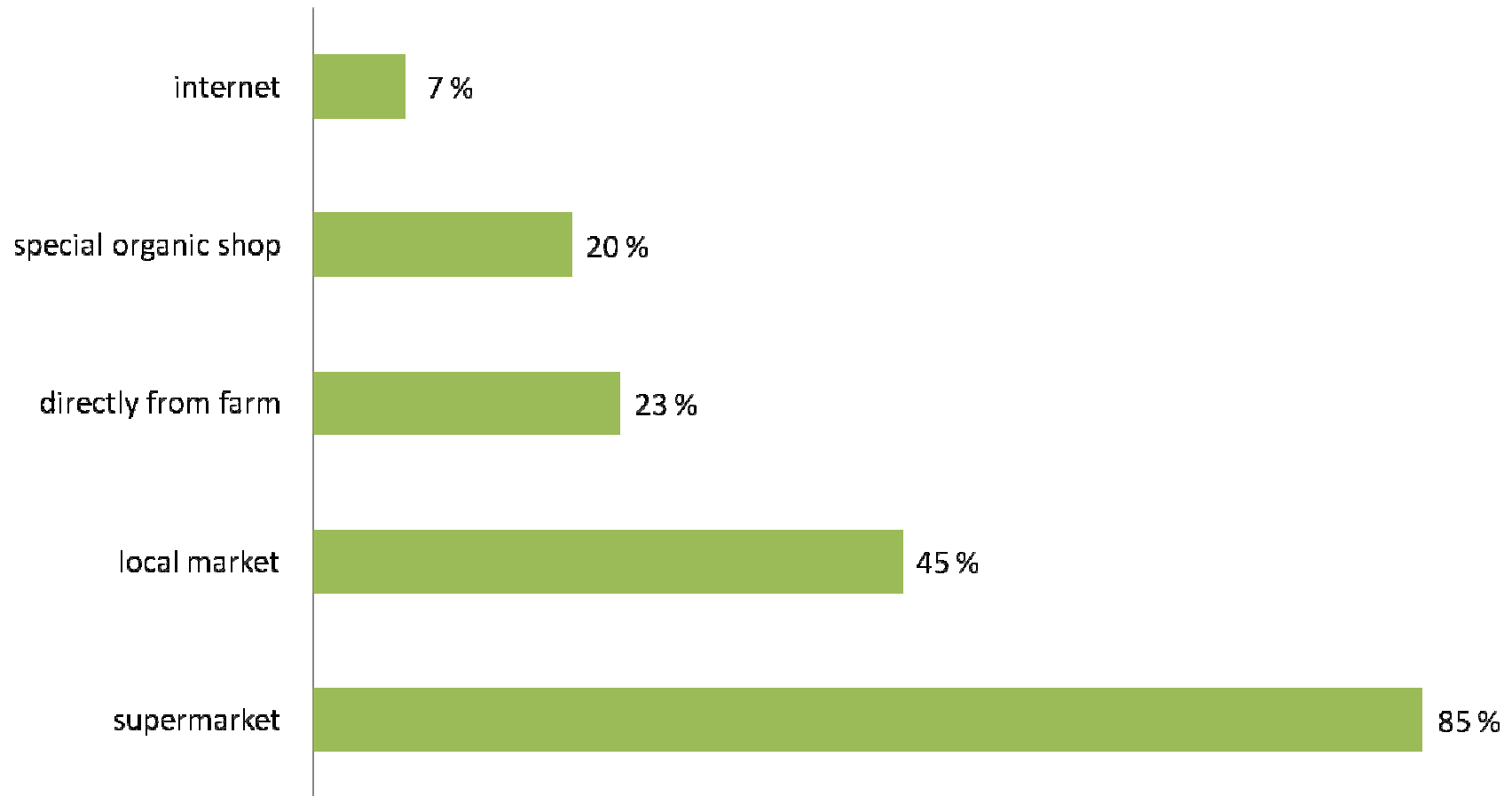
Main barriers in purchasing organic food products



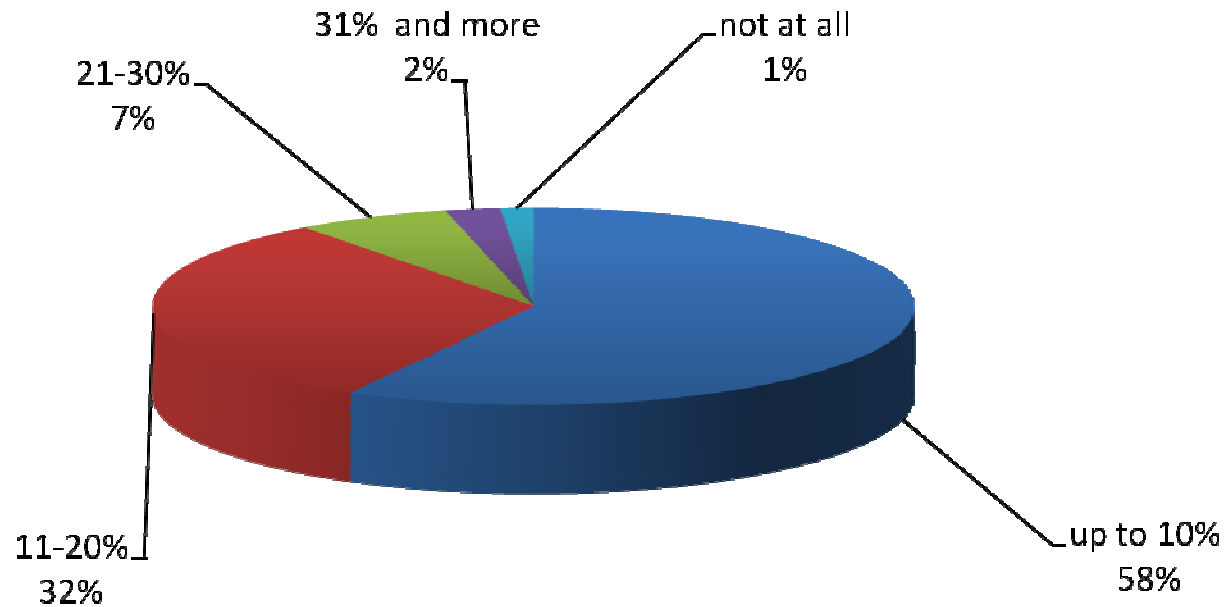
What consumers want?

- The most requested products are organic fruits, vegetables, milk- and meat products
- 42% are interested in all organic food groups

Preferred places to buy organic food



99% claimed to be ready to pay higher price for organic food



63% recognized Estonian national organic label among the other food labels



Conclusions

- Knowledge about organic food is frequently general and awareness still needs improvement
- Supermarket consumers are interested in buying organic food
- Consumers are not actually sure about their awareness about organic label



Estonian organic bread