



organic market data for 2006/2007

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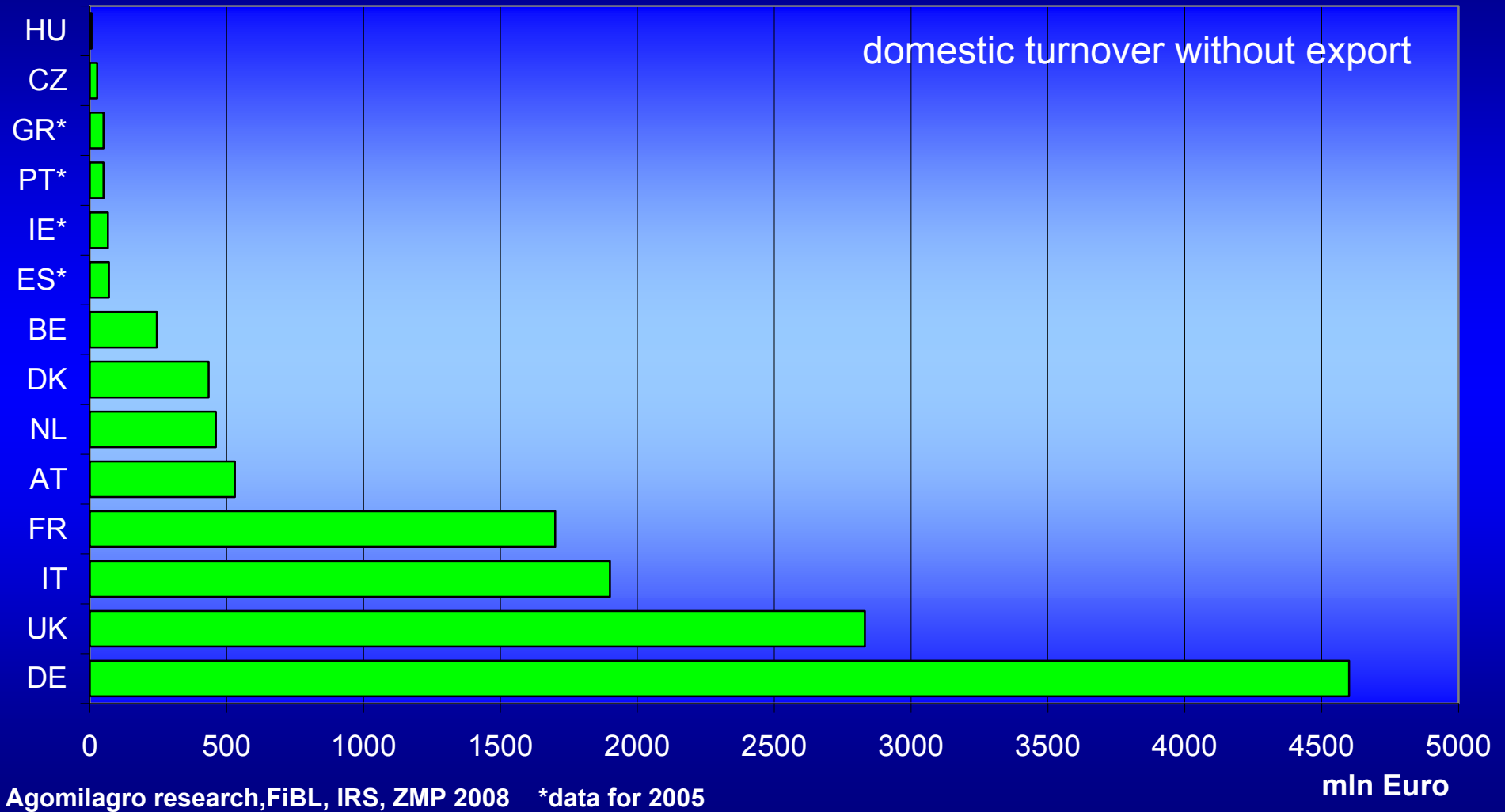
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organic turnover in EU countries in 2006



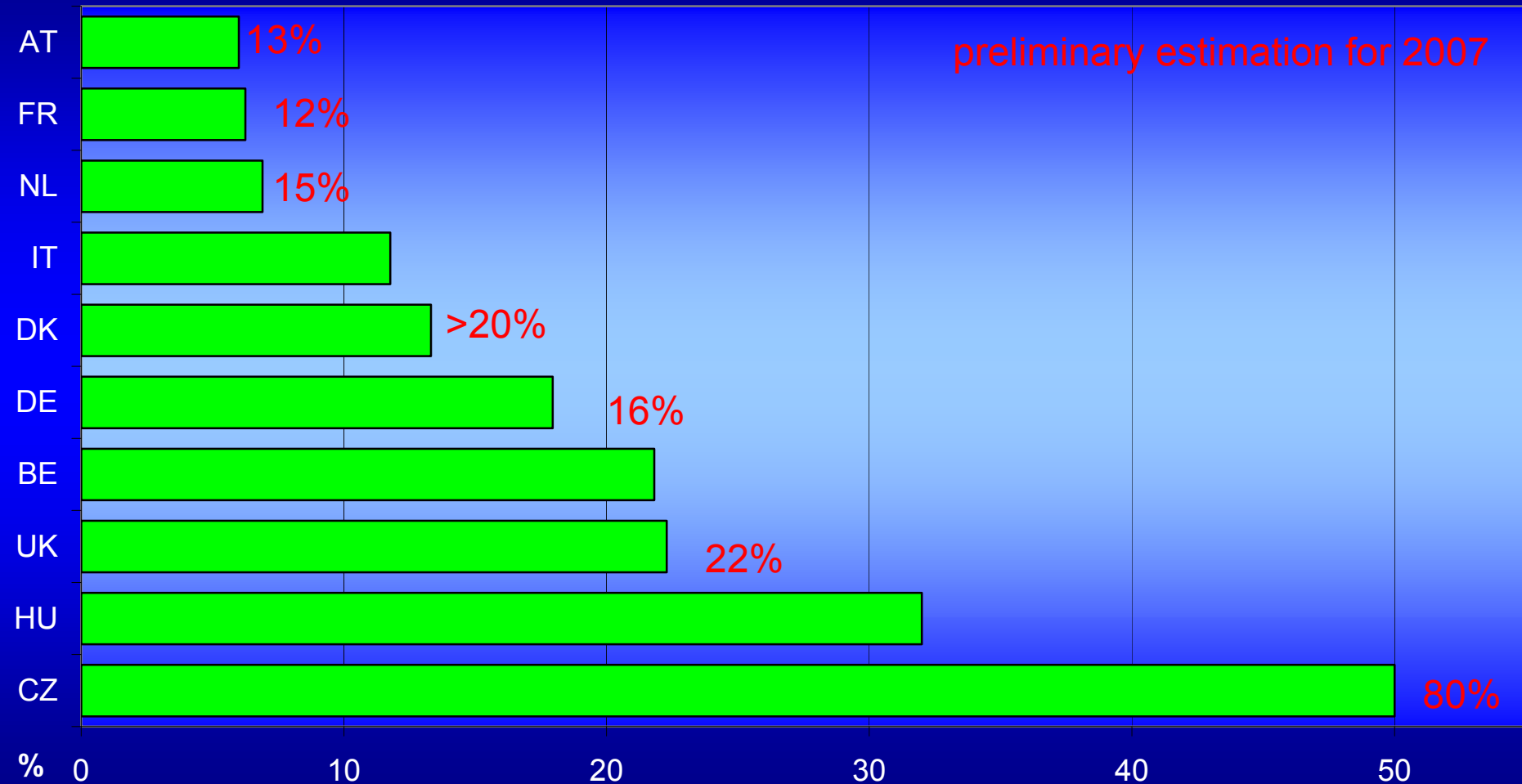
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growth of organic turnover in 2006



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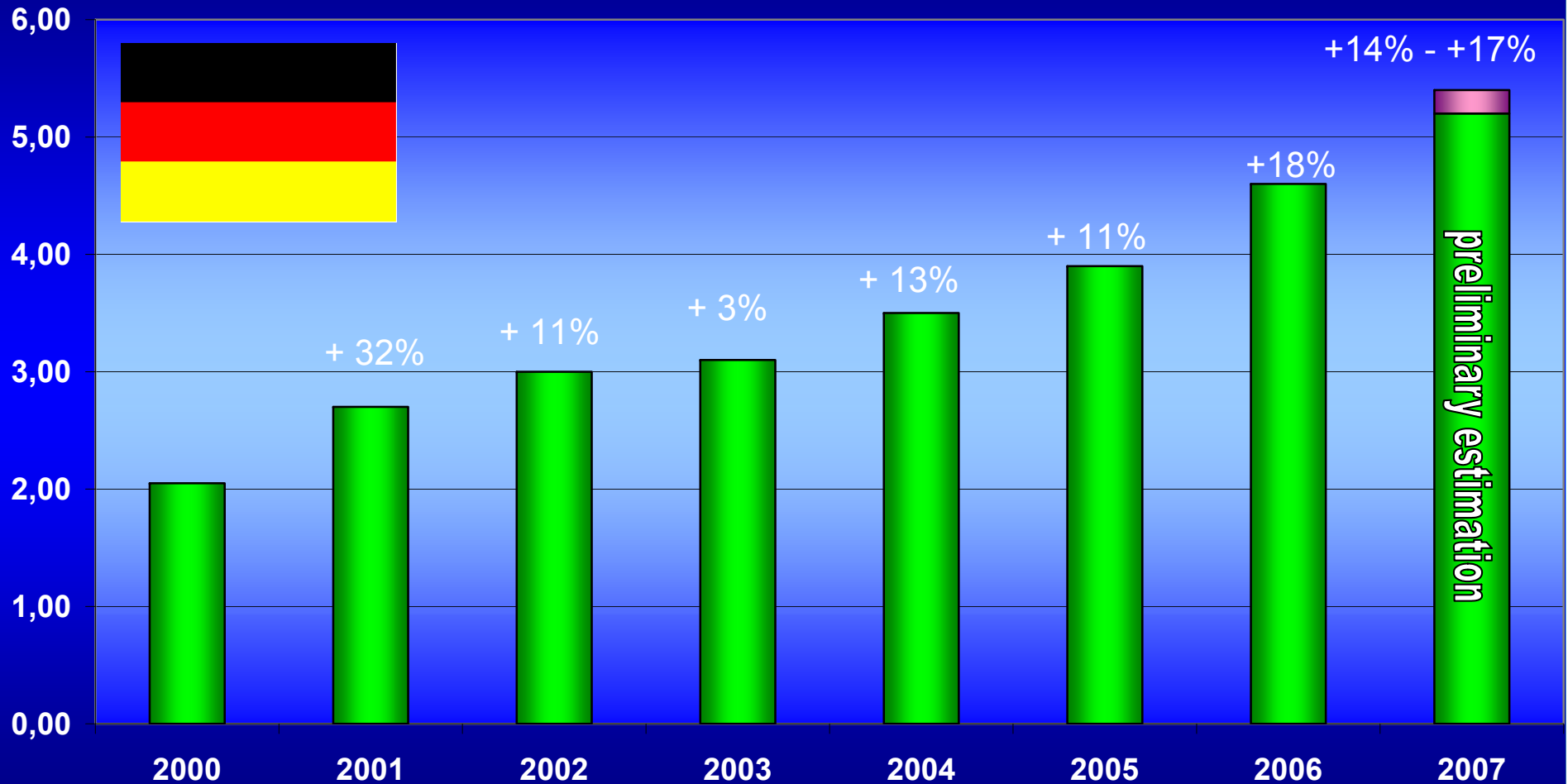
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turnover of organic food market in germany

bln. Euro



Prof. U. Hamm, University Kassel; M. Rippin, Agromilagro research 2007. Estimation 2008 Agromilagro research

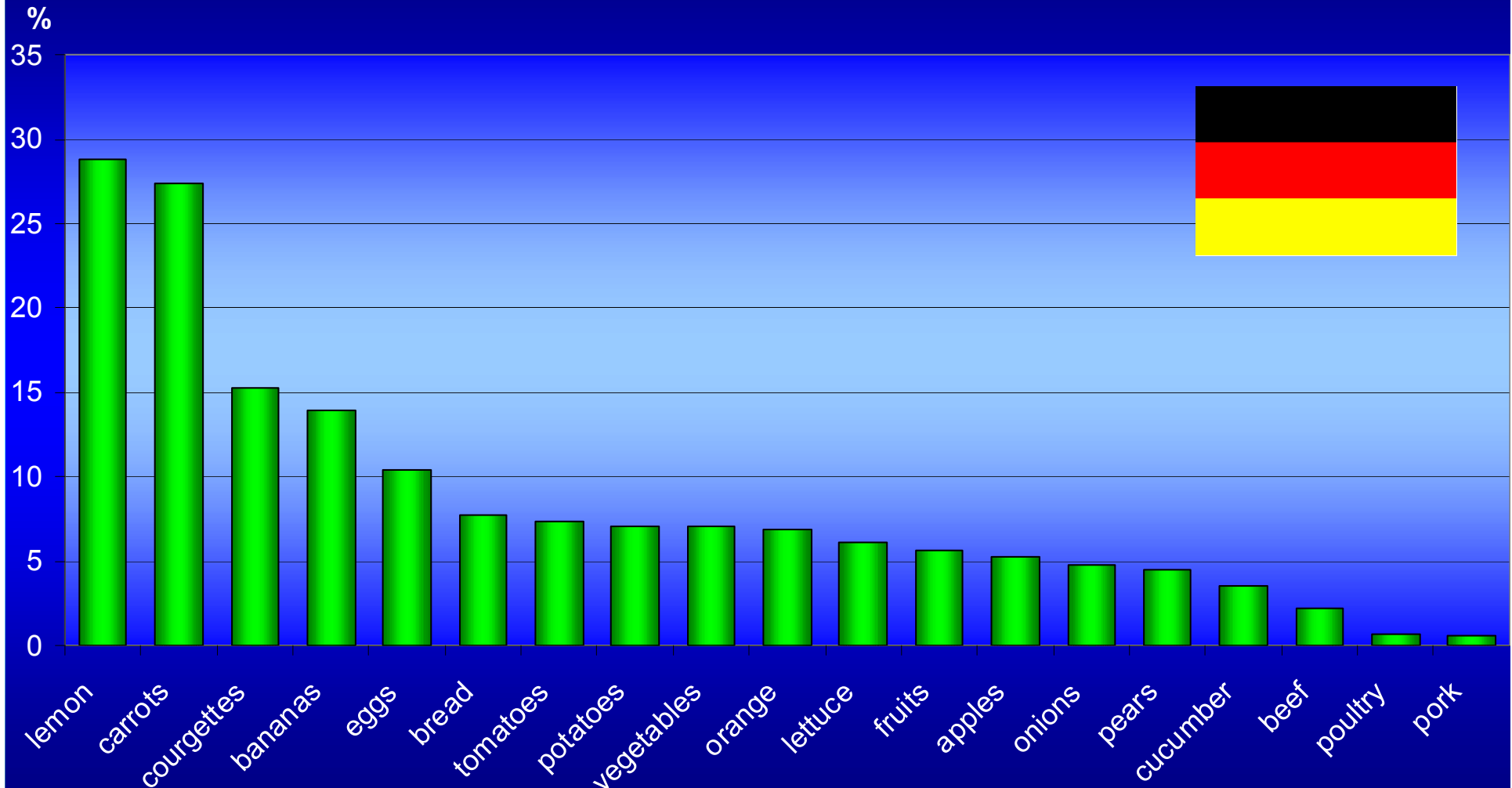
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share of organic on total turnover in the german food market 2007



Agromilagro research on basis ZMP/CMA. Data from GfK-consumer panel 2008

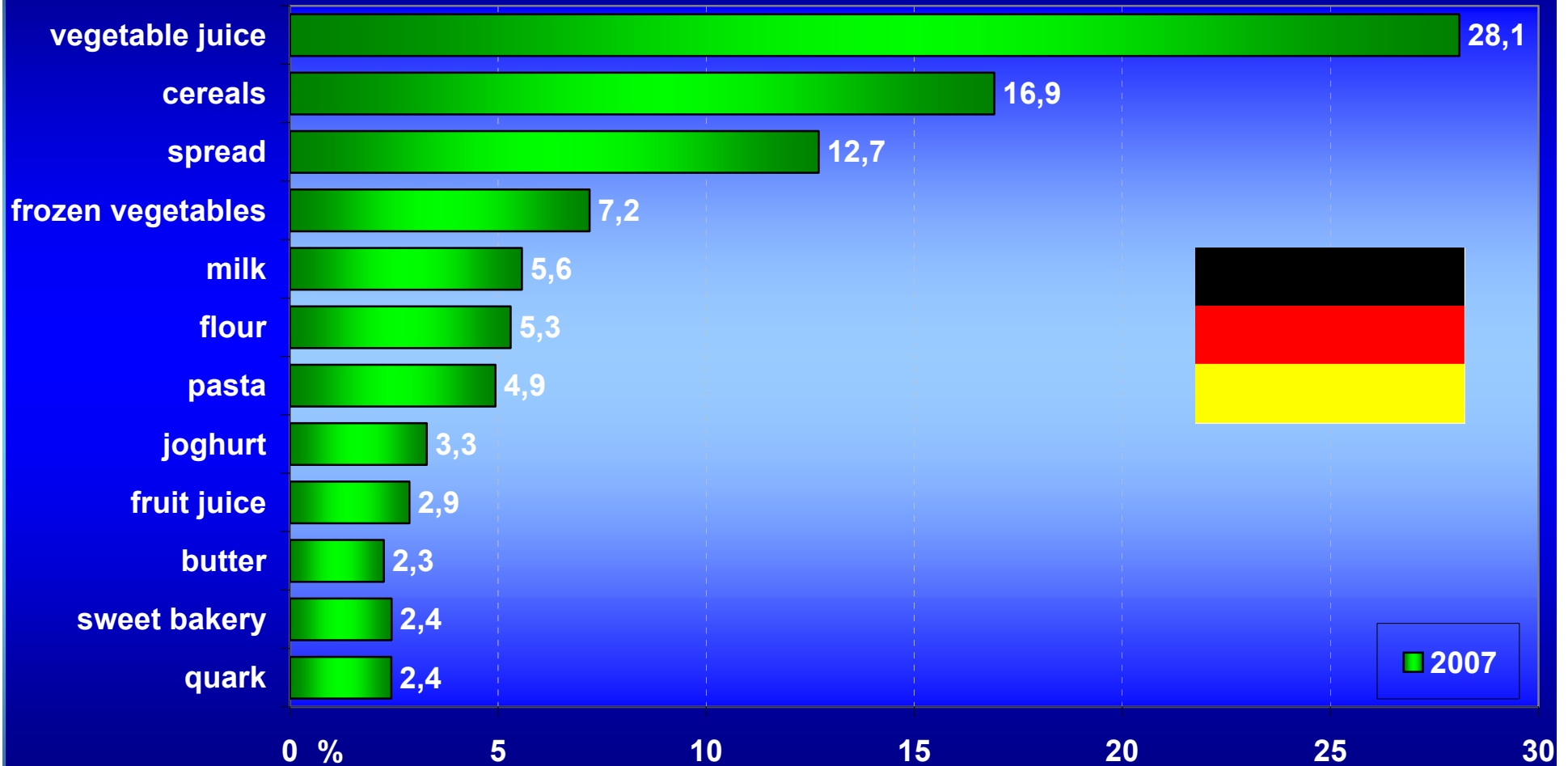
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share of organic on total turnover in conventional retail in germany



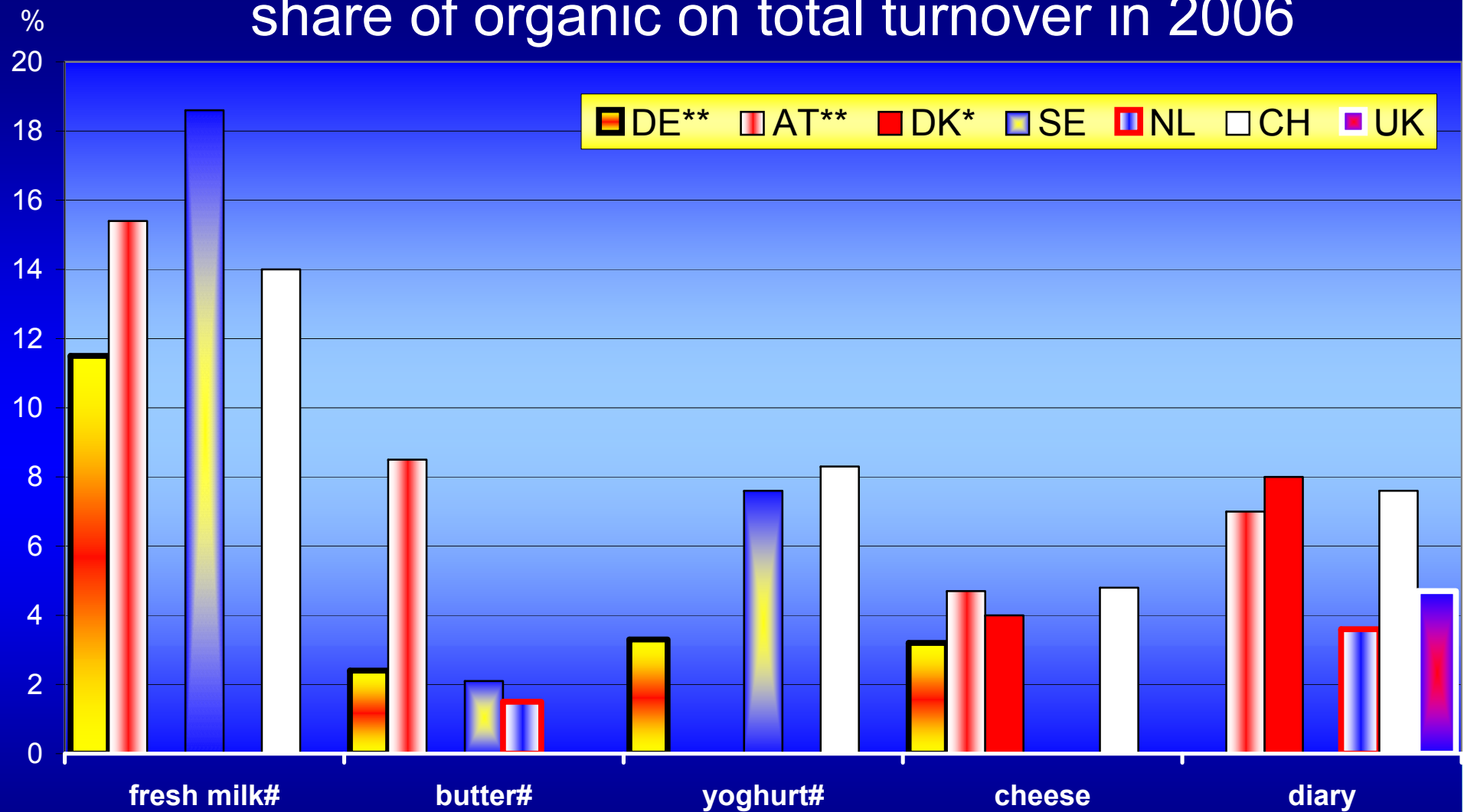
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share of organic on total turnover in 2006



Agromilagro research 2008 - *2005 **2007 #AT, DE, DK only conventional retail

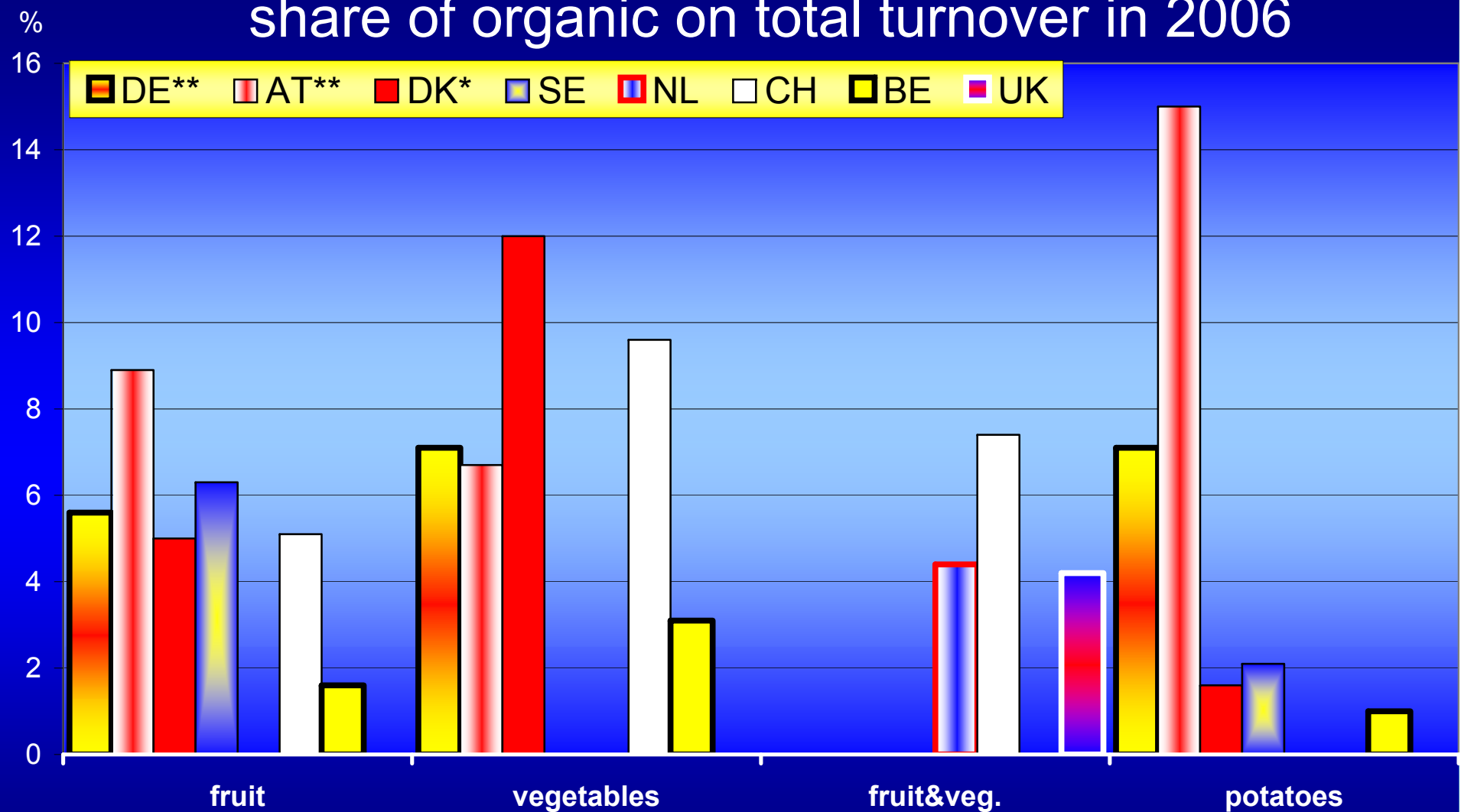
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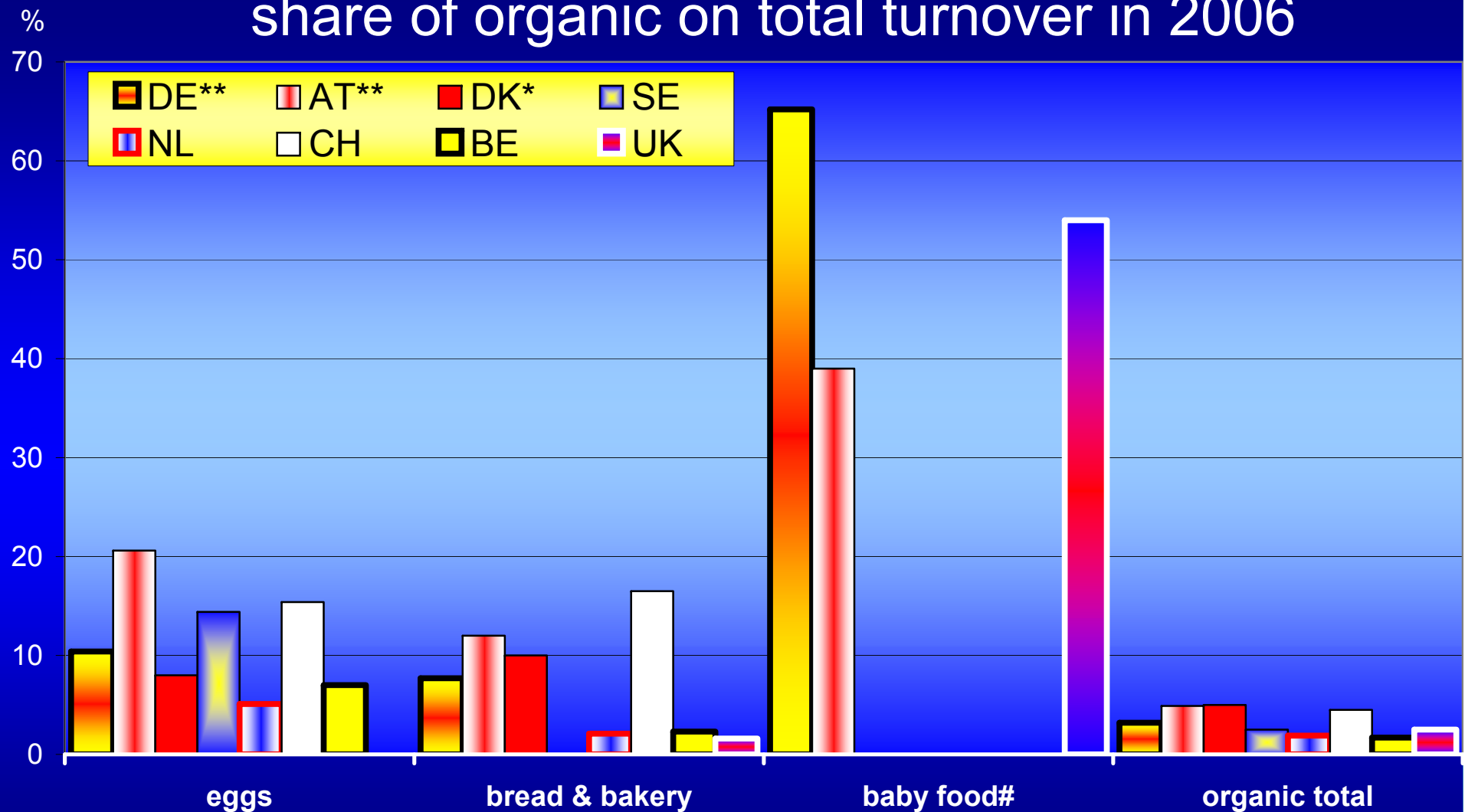
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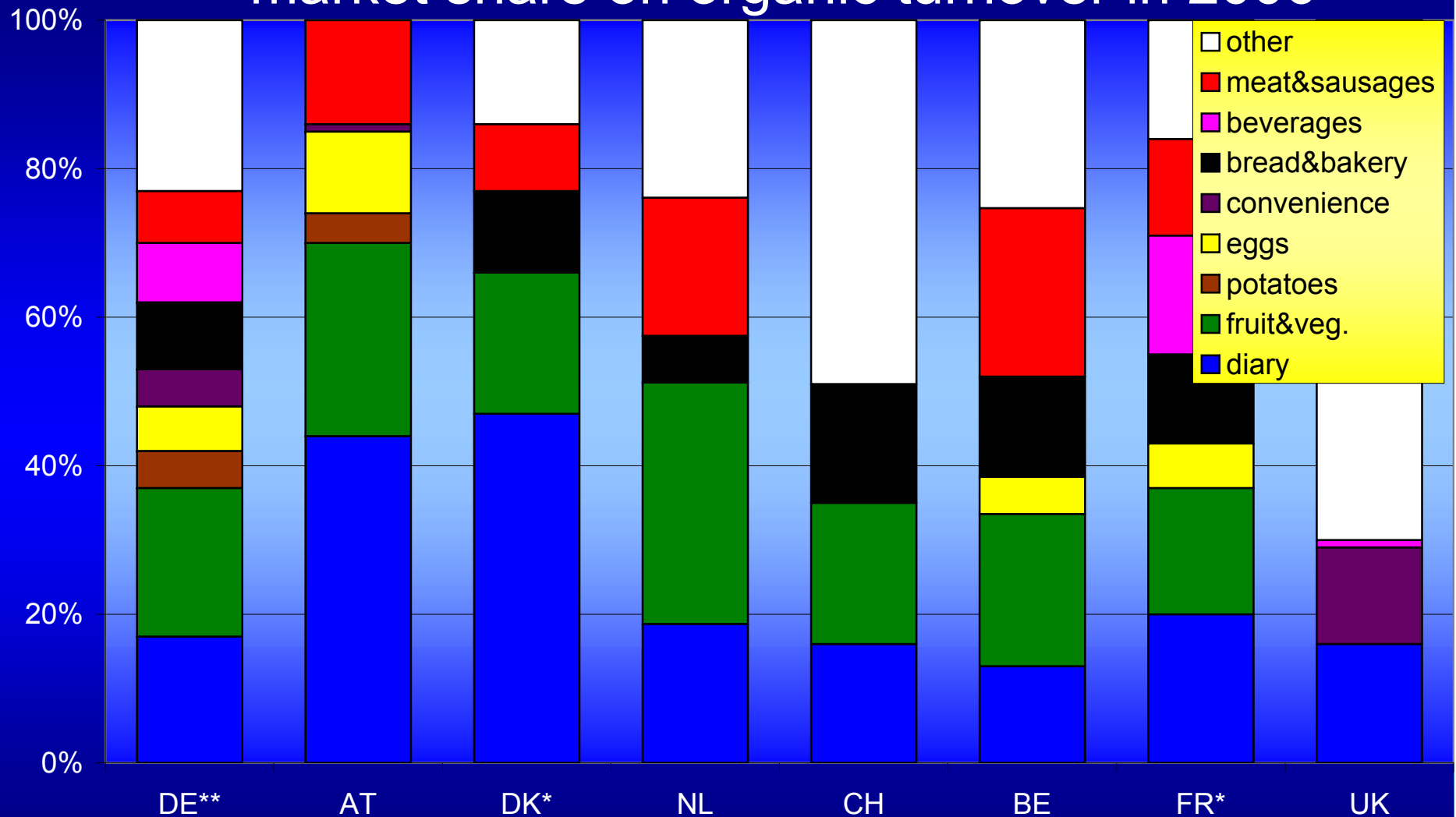
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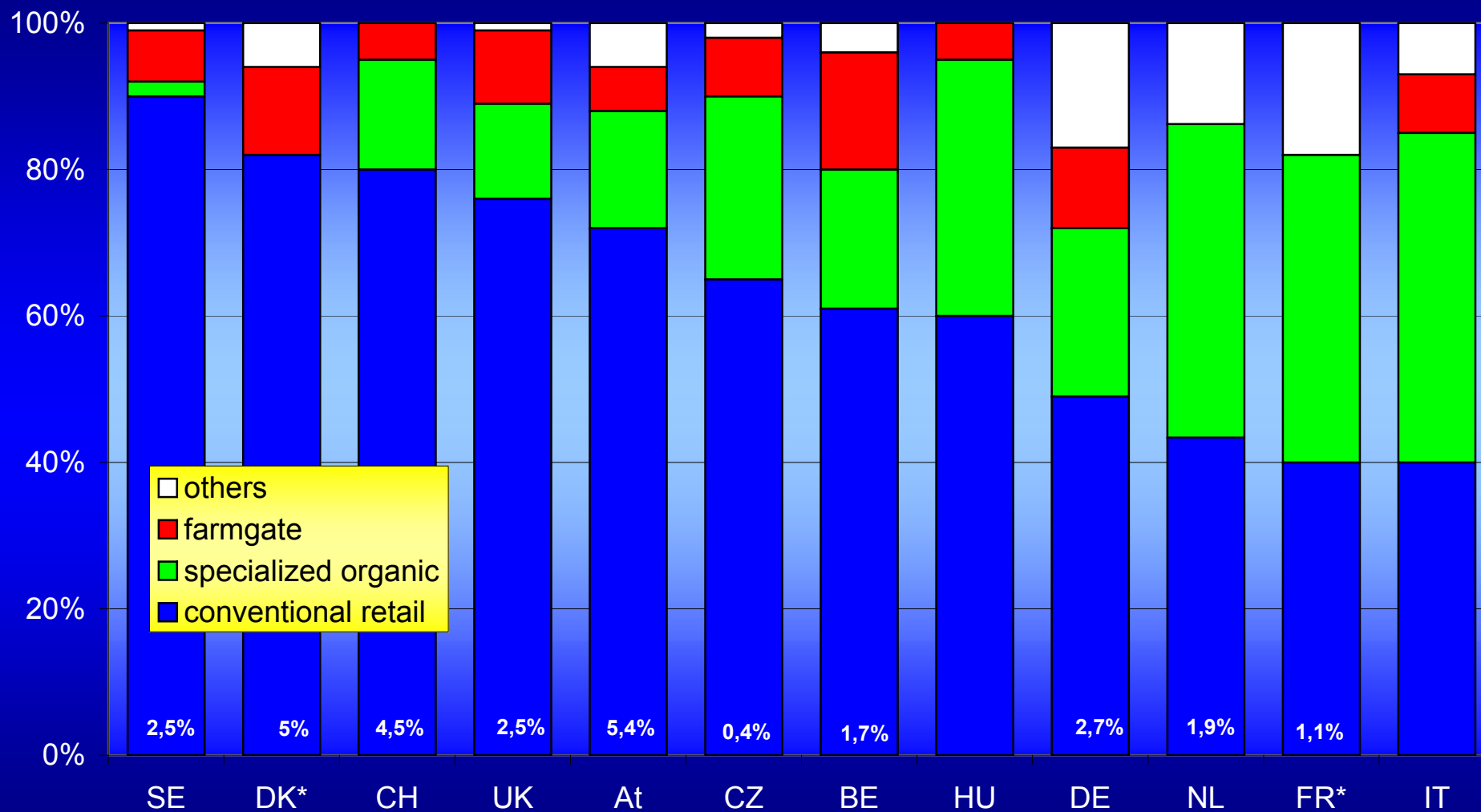
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market outlook

Company – environmental, social, economic sound strategy

success of organic product

healthy¹

tasty¹

fair¹

CREDIBILITY

¹ 3-G-model of ÖkoStrategieBeratung

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