

Eating Organic

a huge change of clients' motivation

We once wanted to change the world



Starting around 1970

It has been the time of the first plant-based spreads, of very rough grain for hard-core vegans, cooking grain for salad being against any nuclear power, foreseeing the growth to be at its end and the idea to save the planet, to preserve nature and to act fair with everybody in the world.



Starting around 1970

At that time the definition of ,organic`has been very poor: To belong to the good ones, to support the good farmers and to avoid unhealthy high-industrial food including typical white sugar or flour, those ingredients were sold in small grain-shops, farm-shops etc



Since 2000

This time change was not mainly effected by the consumer. In the EU we got more and more definitions of „organic“, which has been expressed on the shelf by labels. Now normal retail went more and more orgaic and the idea there was just to double a smaller assortment with an organic offer



Since 2000

From the side of the consumers there has been a huge difference from the beginning: Strong accepted offers since that time were fruit and vegetables, eggs, basic milk products – all those products, where ,organic` could make a different quality and the products of the beginning went to be only a certain part of organic food.



Development till 2012

The major point to buy organic in Germany now got the sales price: Organic carrots, bananas, milk, yoghurt made their way. It took a few years and the retail took more than 50% of this market. The more retail and discount got part of the organic market, one could recognize that there was a concentration on a limited choice of articles. Discount learned that even an offer of 200 products could be a good decision



Development till 2012

An organic full-range offer could only be afforded by the silver-agers. Organic delicatessen, organic fish and overall organic meat have been typical products for that.

For the end of this period drug stores built up affordable organic offers for young families and that has been more and more accepted.

In the start that seemed to be a revitalisation of the original organic offer just with the basic dry products.



Development till 2012

Till then also market research thought the major difference of marget groups should be between

Fully convinced customers trying to buy 100% organic. A target which could be in any case only 1 to 3 percent and a group buying mainly in organic shops

And the others

From-time to time organic clients, buying when it does fir into the budget, but not fully convinced.

So the difference should be a mind-thing.



The change to today

More and more general food concerns and motivations went part of the decision to buy organic

First a good taste

More the idea of healthy nutrition

And as far as consumers could judge quality like good ingredients, regional origin....



The change to today

The inner face of this change was a new group of organic adherents and their new motivation. No more the focus farming and the invironemental focus of the pioneers.

This new motivation and point of view brought in a more egoistic aspect

, What does organic food do and contribute for my body?`

The good thing of this chngage is, that by then organic was accepted fundamentally by a young generation



The change to today

Concerning the choice of products

Guten-free products

Vegetarian and vegan products

Low calorie-offers

Super-food-offers



The change to today

How to get slim and a body in good shape

Banting products

Low-Carb offers

High-protein products



The change to today

Consequences

The main focus is no longer the real full-range offer

Parts of the offer got more and more dominated by fashionable ingredients

Everything with goji-berries, quinoa etc

More and more a rapid change of the present leading taste



The change to today

The organic offer got the breeding-area of new ways of nutrition

To replace meat by plant-based products like meat

To prefer ingredients without gluten for better products

To accept Free-from-Products not only as a necessary help for allergic situations and to be the better way of nutrition



The change to today

In this change more and more the offer of the drugstores took a leading part
Discount could sell during promotions more ‚fashionable organic‘ and than even basics with innovation

The specialist shops were very late to take part into this new approaches of organic, after replacing meat they did not follow the next steps.



The change to today

Concerning the assortment there has been a new impact on organic breakfast and near-mysli-products

Start-Ups with innovations got more and more important because they took less time to launch innovative products



The change to today

After around 50 years we have now the next organic generation

The organic lesson learnt during this time is part of organic professionalism of today

We see this change within the whole organic community: farmer, producer, trader, sales-people and consumers

More rational behavior of the farmers and producers, less emotional organic

More international orientation, trends more similar

The bigger and the more important the organic part of the market does develop, the more the organic people have to adapt to the general market



The change to today

The major part of organic consumption is done by the generation „silver ager“, but a more remarkable part is now also done by younger people, mainly successful singles and young families with children. These two groups are the center of the new organic generation.

We also see the other fact that organic specialist shops are more and more losing clients and that organic innovation is more present in the main-stream supermarkets than in specialist shops.



Which way may be the future?

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Foodexpertise GmbH HRB
Hamburg 724251

Foodscout für vegane, glutenfreie,
faire und Bio-Lebensmittel

Dr. Klaus-Jürgen Holstein
Geschäftsführer

Office Ettlingen
Schöllbronner Straße 75
76275 Ettlingen

Fon +49 · 7243 · 76 68 560
Fax +49 · 7243 · 71 59 885
k.j.holstein@foodexpertise.eu

www.ein-herz-fuer-bio.org