

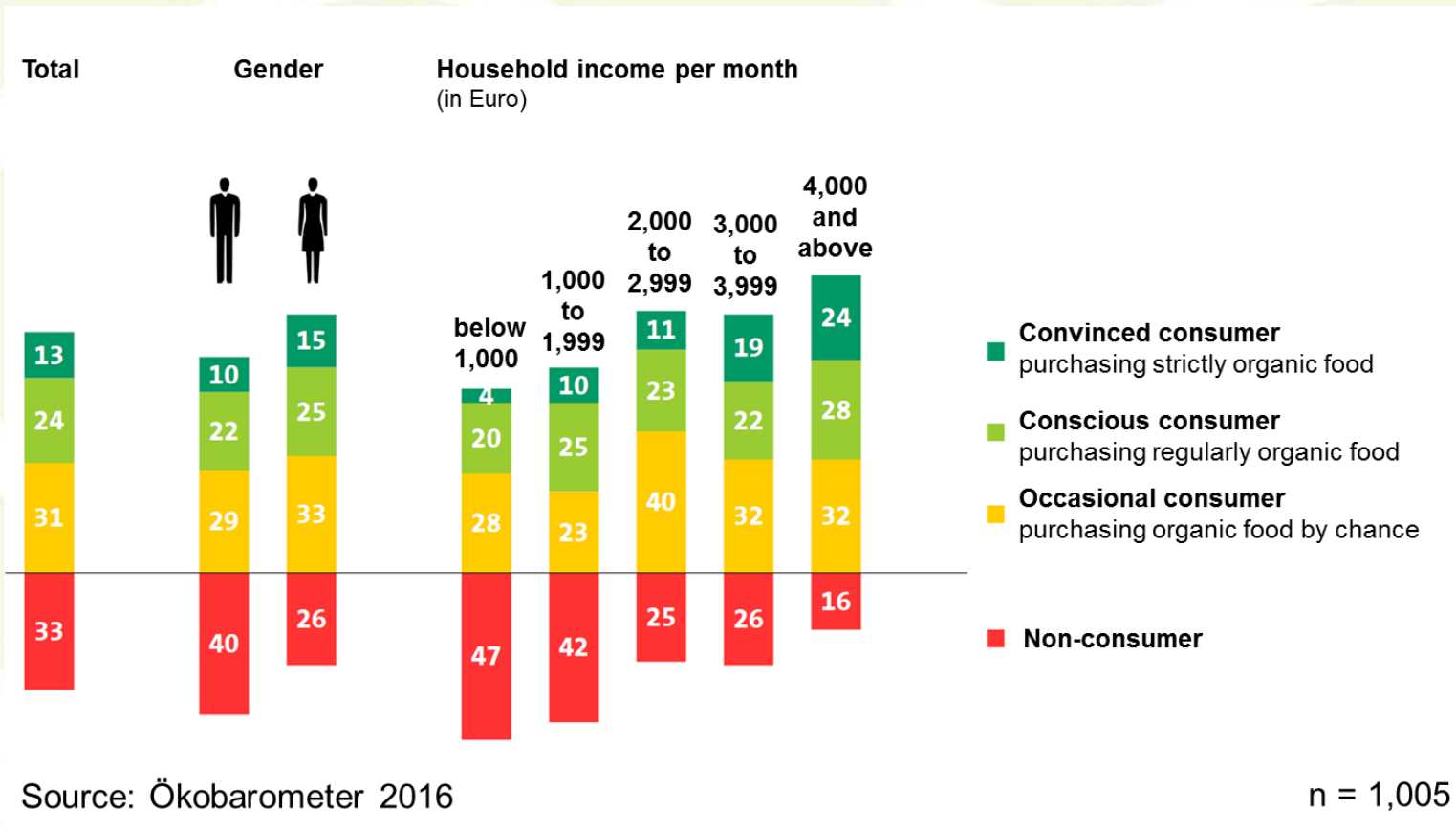
Consumers of organic food in Germany

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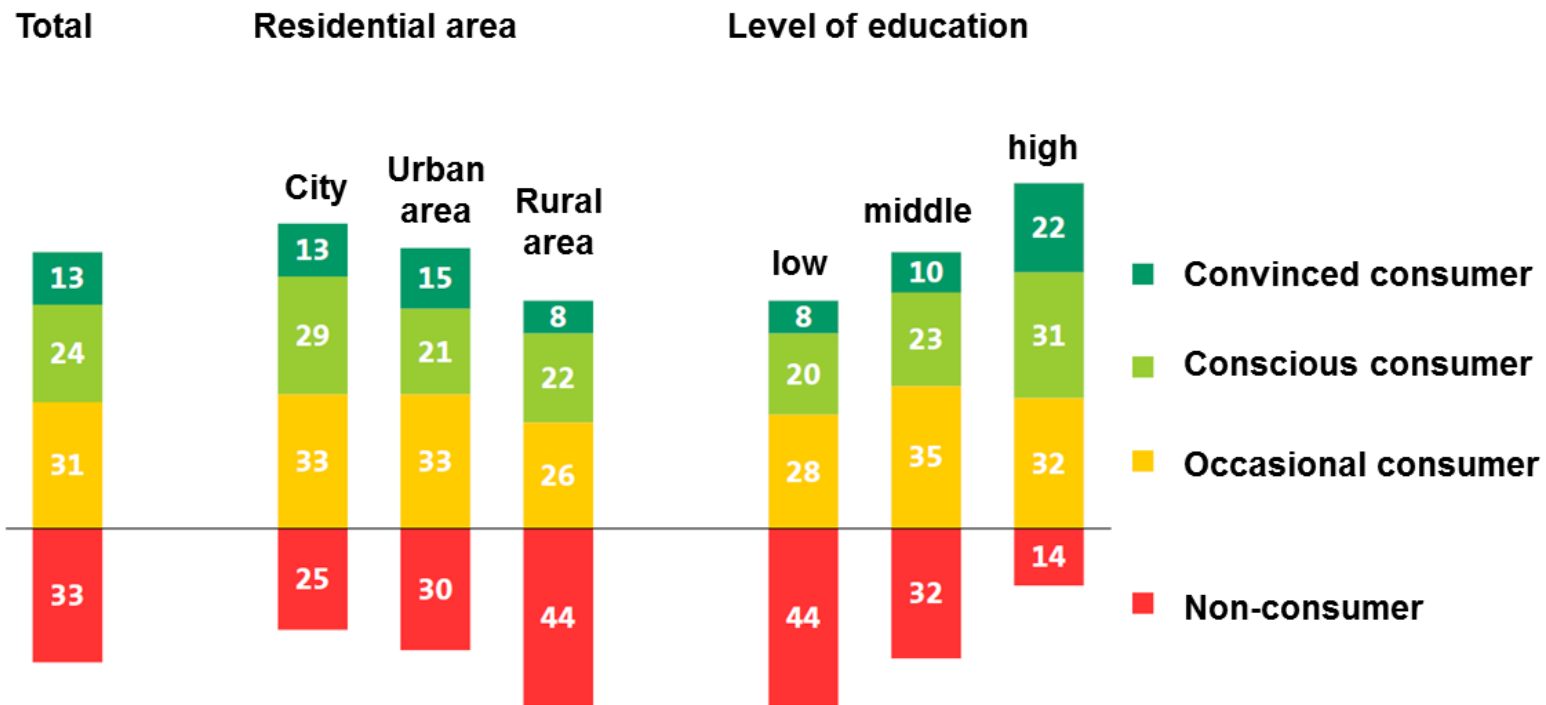
Organic food consumers in Germany I

Results of a representative survey (in % of the total population)



Organic food consumers in Germany II

Results of a representative survey (in % of the total population)



Source: Ökobarometer 2016

n = 1,005



Trends in the German market for organic food:

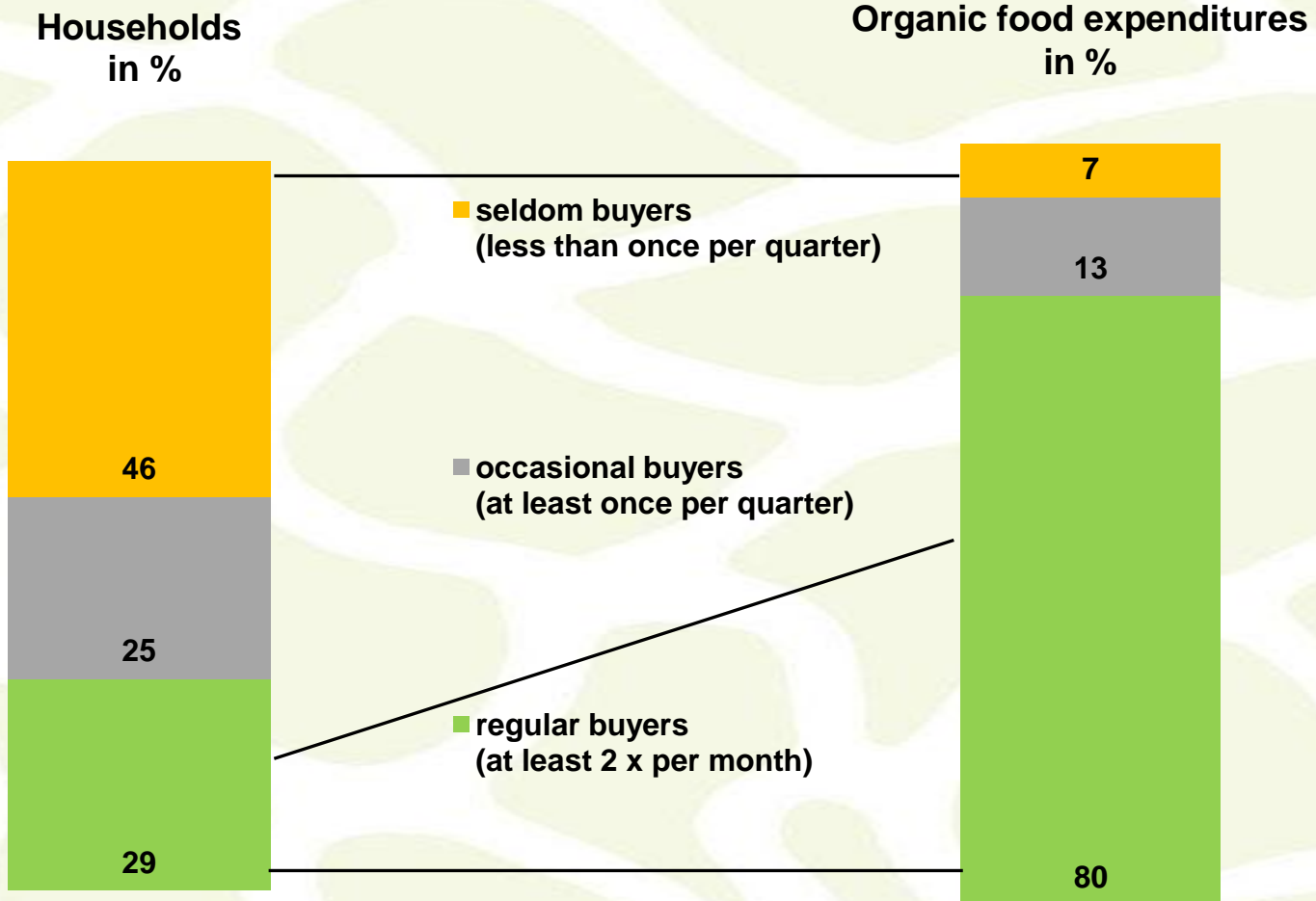
The role of prices for organic food as a purchase barrier is overestimated by far, as

- an average German household spends only 16% of its income for food;
- only 3% of all German households spend more than 20% of their food purchases for organic food;
- conventional premium food products are often more expensive than organic food.

(However, 20% of all German households must limit their food purchases to a minimum due to low incomes.)



Organic food purchases in Germany 2015

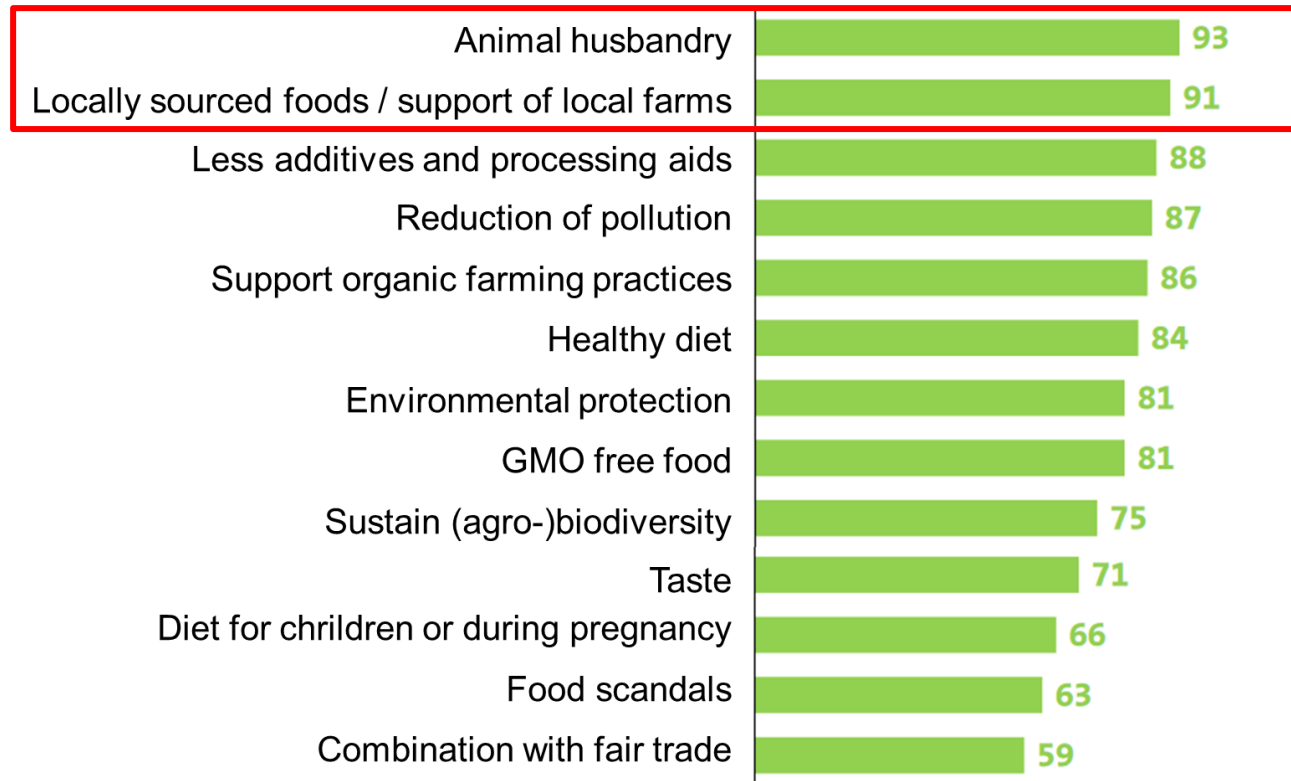


Source: GfK Compact 6/2016



Reasons to purchase organic food (in % of consumers purchasing organic food)

Question: What are your reasons to purchase organic food?



Source: Ökobarometer 2016

n = 702



The importance of animal husbandry systems for German consumers

(Results of a Discrete Choice Experiment)

Three different 200g beefsteaks with different product attributes and prices were offered in a computer-assisted choice experiment:

Attribute	Definition	Level
Animal husbandry	Animal rearing with regard to environmental and societal aspects	Barn-based, Pasture-based, Suckler-cow-based
Production	Agricultural production system	Organic, conventional
Price	Price for a 200g beef steak	1,98 € / 3,98 € / 5,98 € / 7,98 €

- Experiment in retail shops with 676 consumers of beef steaks
- No-Buy-Option
- Realistic decision environment (one binding choice)



Methodology

Discrete Choice Experiment



Preis: 1,98 €

kaufen

Preis: 3,98 €

kaufen

Preis: 5,98 €

kaufen

Ich kaufe keines dieser Produkte!

Source: Risius and Hamm 2016

BÖLN

Bundesprogramm Ökologischer Landbau
und andere Formen nachhaltiger
Landwirtschaft



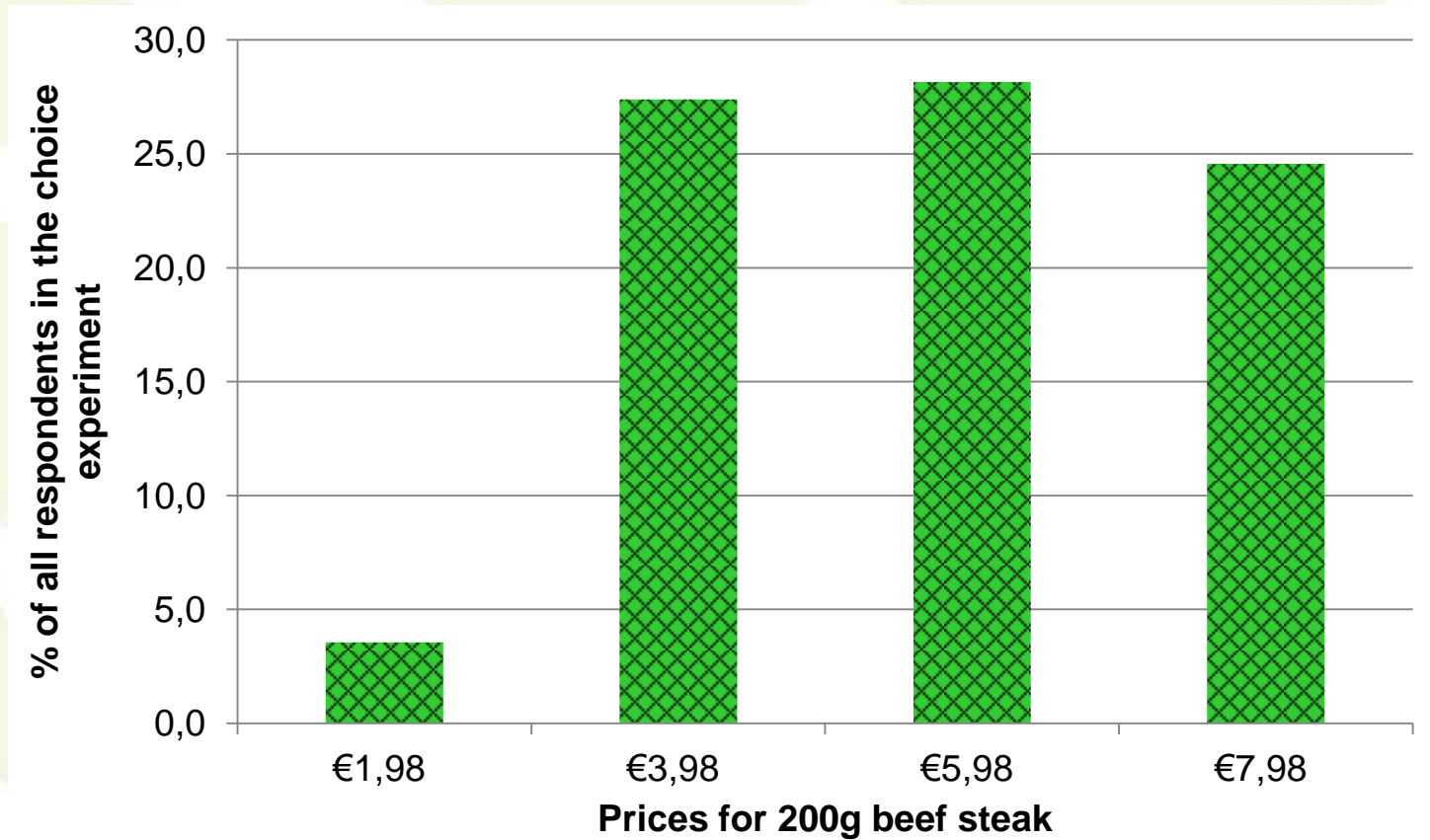
Results of Mixed Logit Model

Product attribute	β-coefficient (impact on buying decision)	Standard error (standard deviation from the mean)	p-value (significance level)
Organic production	2.66	0.22	0.000
Suckler cow husbandry	1.61	0.23	0.000
Pasture based husbandry	1.23	0.21	0.000
Price	0.04	0.02	0.1067

Source: Risius and Hamm 2016



Buying decisions for a beef steak with regard to prices

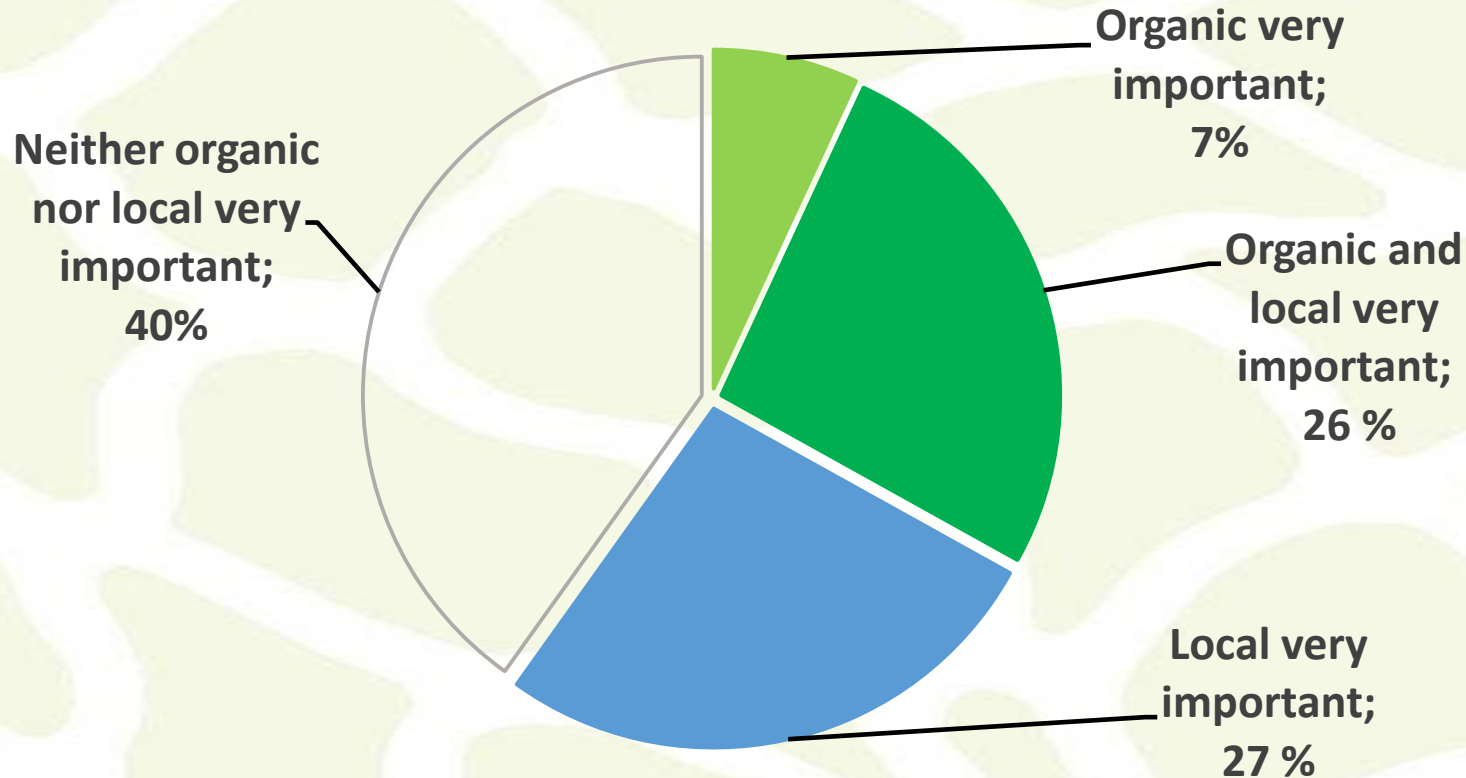


n = 676

Source: Risius and Hamm 2016



Consumer segments with regard to their preferences for local and/or organic origin



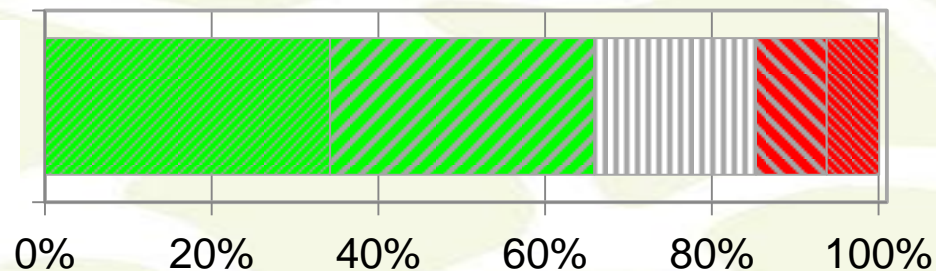
Source: Hamm and Gremmer 2016

n=638



The trend towards **local** organic food is based on the low trust of consumers that organic food production in other countries is controlled in the same (strict) way as in Germany.

I have doubts that organic food production underlies the same strict controls as in Germany.



■ 5 (totally agree)

■ 4

■ 3

■ 2

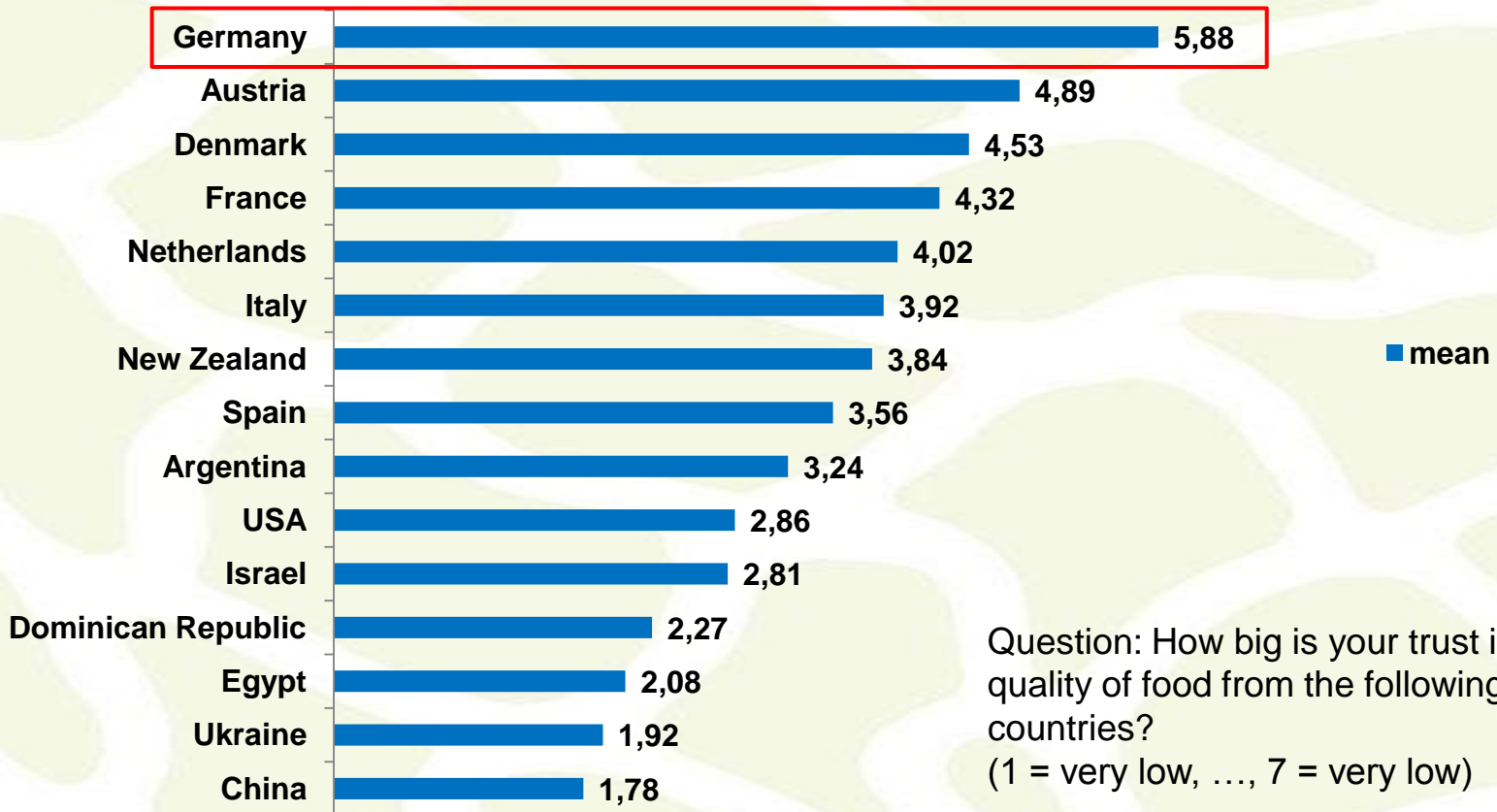
■ 1 (totally disagree)

n=638

Source: Gremmer et al. 2016



Trust in food from different countries



Question: How big is your trust in the quality of food from the following countries?
(1 = very low, ..., 7 = very low)

n=638

Source: Gremmer et al. 2016



**Please find more information on our research
and publications under:**

<http://www.uni-kassel.de/go/alm>

Thank you for your kind attention

