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WP5

B2B Market Survey

(Lead: Toralf, FiBL CH; Partners:
FiBL, FH MU)

Task Report T5.1:

Literature Review

(Lisa, Carola)


CORE organic



1. Role of organic processed food in the food market in Europe (excerpts)

Q -How is processed food differentiated in (scientific) research?

Classification systems: (Kollath/1941... Niggemeier & Schmid/2016) for consumers, consumption analysis, PHN

Classification systems wrt the level of convenience: for retail, pre-consumption

Classification systems for food identification: for food ID, in databases

➤ *Based on descriptors (words), elaborated with examples*

Q -What categories of processed foods are used in current practice?

Catering / Out Of Home: refers to amount/degrees of finishing necessary in professional kitchen

Law: EU Regulation (EC) No 852/2004 on food hygiene (Article 2: Definitions); EU Regulation (EC) No 1333/2008 food additives (Article 3 Definitions)

Market analysts: BNN/Data Nature eG; German Organic Label data (BLE)

➤ *Depends on what the categories are used for*

1. Role of organic processed food in the food market in Europe (excerpts)

Q - Which share of the range of (retail) goods did organic processed food capture annually within the last five years in the countries of the consortium? (i.e. market supply / retail data)

- In Europe, organic foods are sold more in fresh quality than packaged.
- The greatest amount of organic packaged food that is sold is baby food.

2. Communication of processing aspects of organic products

... - see Warsaw 2019 presentation Lisa
Borghoff - ...

3. Market trends in Europe related to food processing

- Mintel Data on new organic products (fruit juice, milk, tomato preparations)
- Biofach Nuremberg new products brochures

T5.1 Last steps still to do

- Finalise report
 - Add results from later theses
- Draft internal discussion paper

The following persons have contributed significantly to the literature review work: Lisa Borghoff, Lisa Hömmken, Damian Winter, Nina Faiß, Carola Strassner, Toralf Richter

