

MANAGING CONFLICT IN FOOD SYSTEMS How can organic cross economic and ideological divides?

Centre

RESEARCH CENTRE

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Organic World Congress 2024



THE MARKETING OF **ORGANICS PROJECT**

The Marketing of Organics Project is a two programme, looking to identify clearer routes to growth in organic food supply chains and a better understanding of the UK's organic marketing agency.

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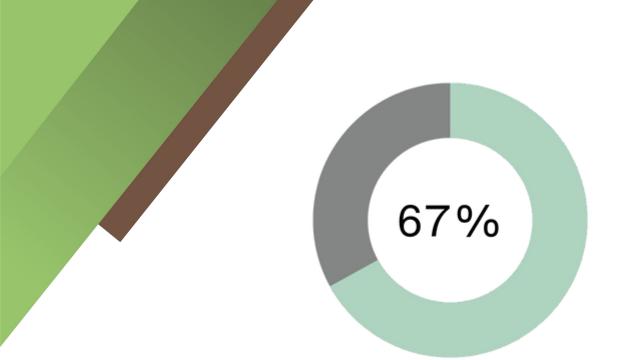
GANIC RESE/

- -year ORC research

- consumer perceptions of organic produce. The programme is
- funded by one of ORC's most valued supporters John Pain, and
- has been part -carried out in partnership with UK ORGANIC

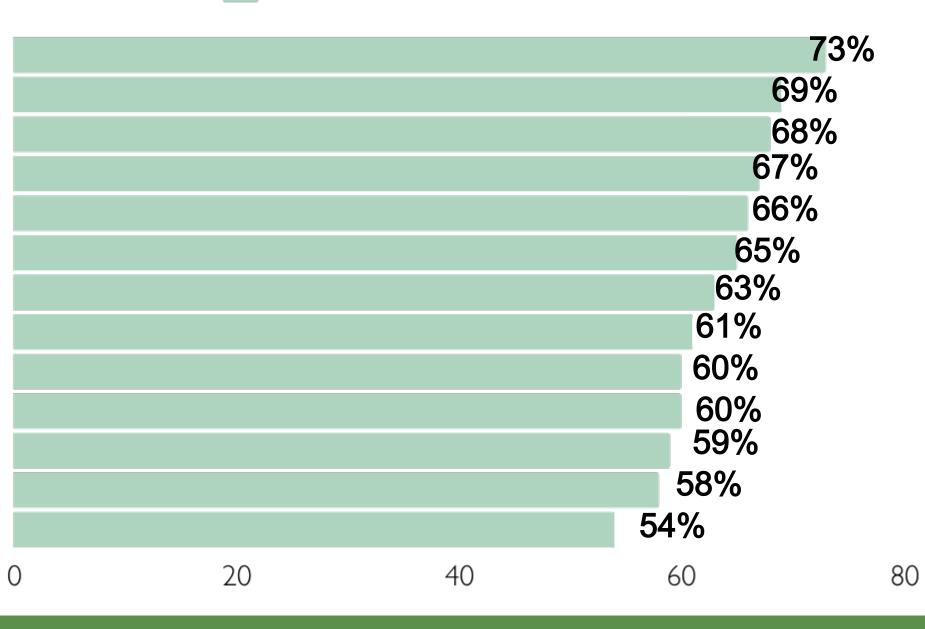
 - 2,000 SURVEY RESPONDENTS • 20 qualitative interviews • Comprehensive
 - literature review

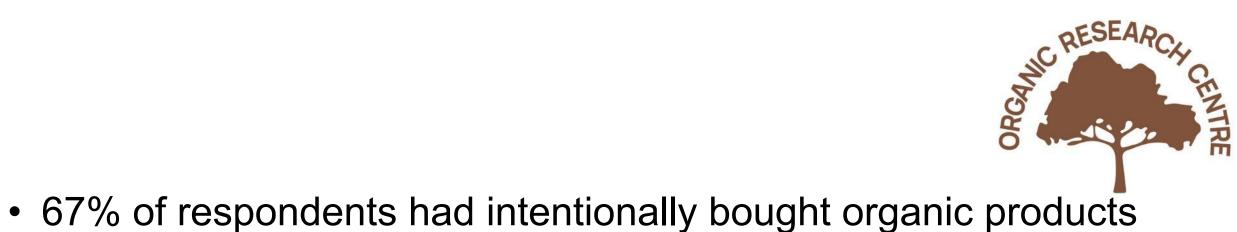




% of Organic Shoppers who Agree

Excludes harmful / synthetic pesticides Production standards* Healthier Better quality Less polluting Prohibits routine antibiotics Healthier soils Taste better GM free Better deal for farmers Better values and transparency Increase biodiversity Sustainable packaging

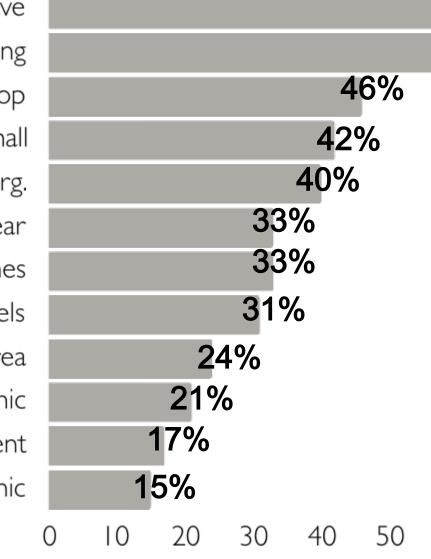






Barriers to buying more organic

% of shoppers who agree



Too expensive Rising cost of living

I can't find all of my regular shop Range of products too small Prefer non-org. local over imported org. Benefits are not clear Doesn't fit my daily routines Too many labels Not available in my area Out of character for me to buy organic Not as good as non-organic equivalent Other members of my house don't like organic

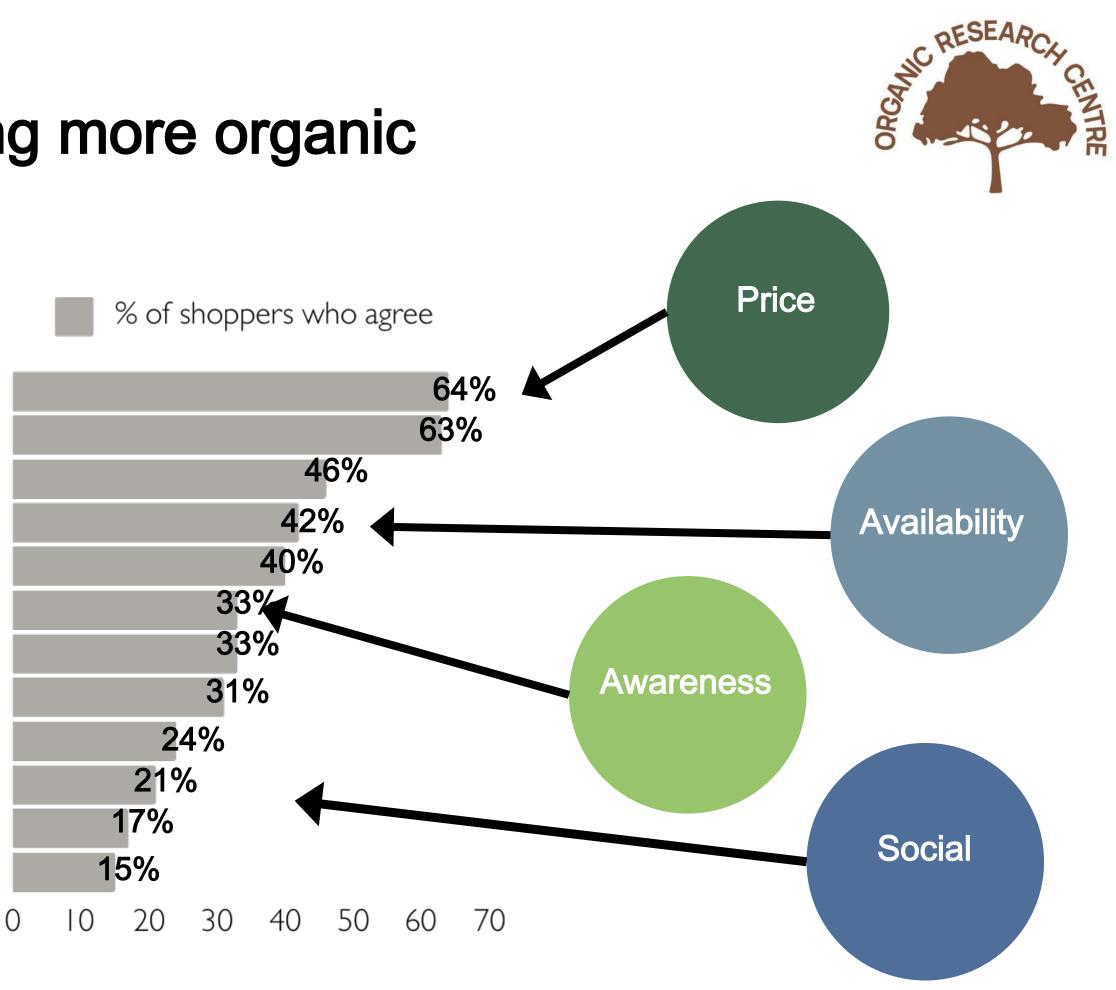
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Only <3% market share in the UK for the organic sector

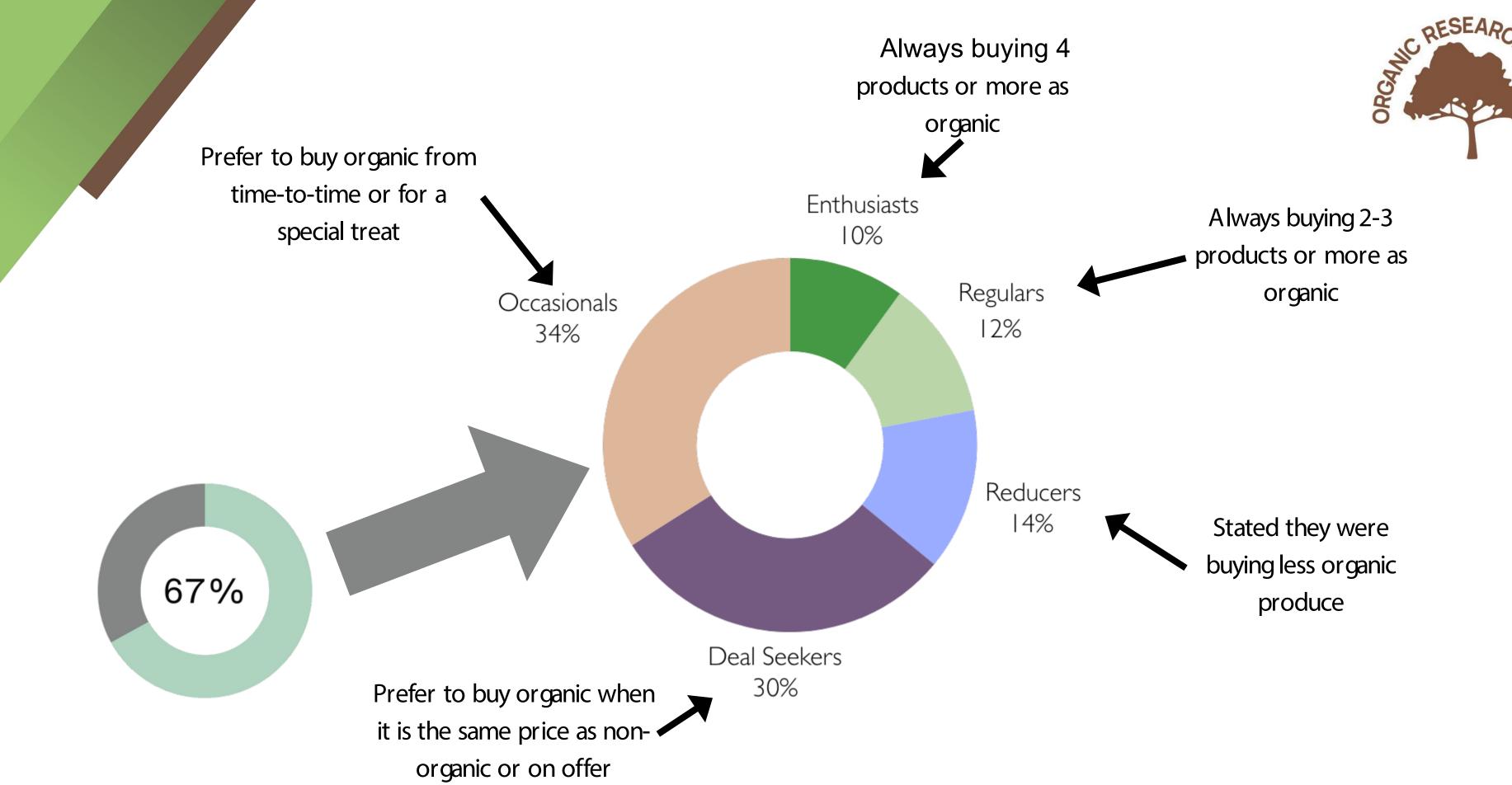


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- **Routinisation of reflexivity.** Where environmentally friendly food consumption becomes an integral part of the individual's performance of practices.
- Ambivalence between routinisation and reflexivity. understanding of sustainable food consumption as something that does not fi their lifestyle.
- Routinisation as relief from reflexivity. Where agency over influencing sustainability is placed with other actors in society who are presumed more powerful and responsible.

(Halkier, 2009)

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Where there is an

Regulars

Occasionals

Dealseekers

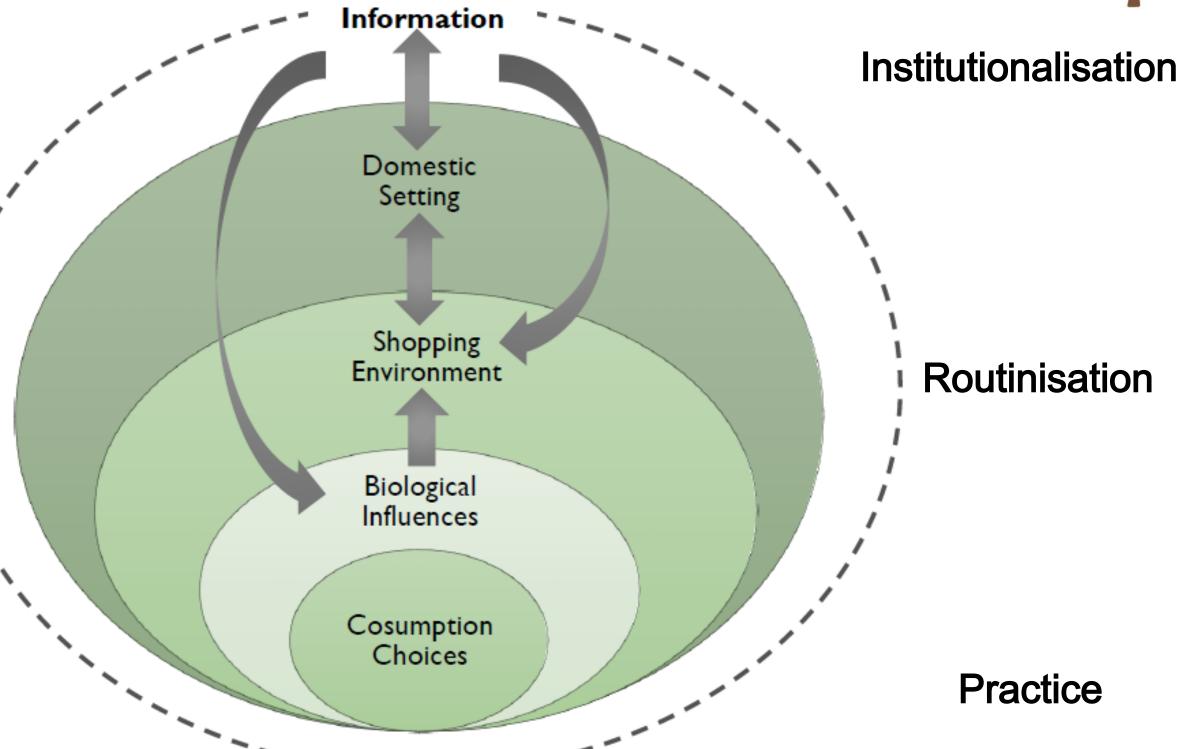
Reducers

Avoiders



Our theory of consumption

"That the decision to buy organic or not sits at the intersection between complex individual behaviour and the social, political, technological and informational infrastructures that make up society."



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Slide 7

Biological Influences

"Premoral" influences on individual everyday shopping choices

Fixed Factors:	Evolving Fa
 Allergies, 	
 Limiting pathogen intake, 	Palata
 Instinctive disgust, 	 Neoph
• Hunger,	 Psych
 Energy needs, 	charac
 Nutritional needs 	



- ictors:
- ability,
- iobia,
- ological and emotional
- cteristics



Biological Influences

Meat reducers and avoiders

Allergies and intolerances

Low carb and athletic diets

No dietary requirements

100

 00
 44% of organic

 80
 shoppers had some

 60
 form of dietary

 60
 preference or

 70
 requirement



Organic avoiders

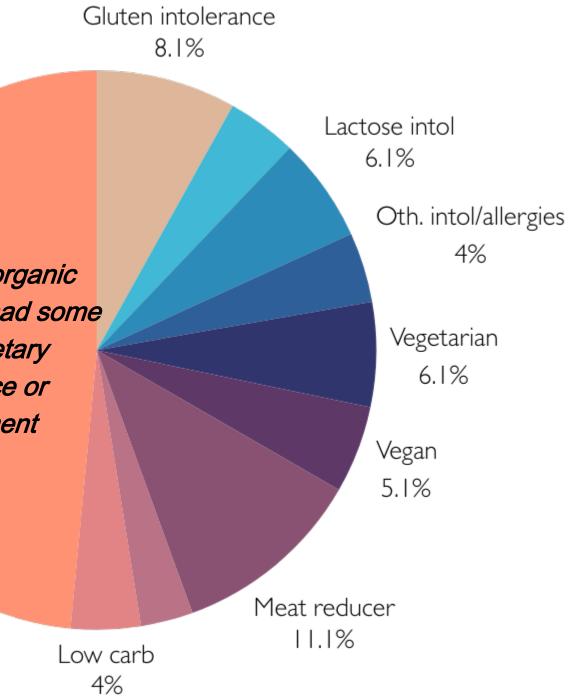
None 48.5% 51%% of organic enthusiasts had some form of dietary preference or requirement

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Organic shoppers



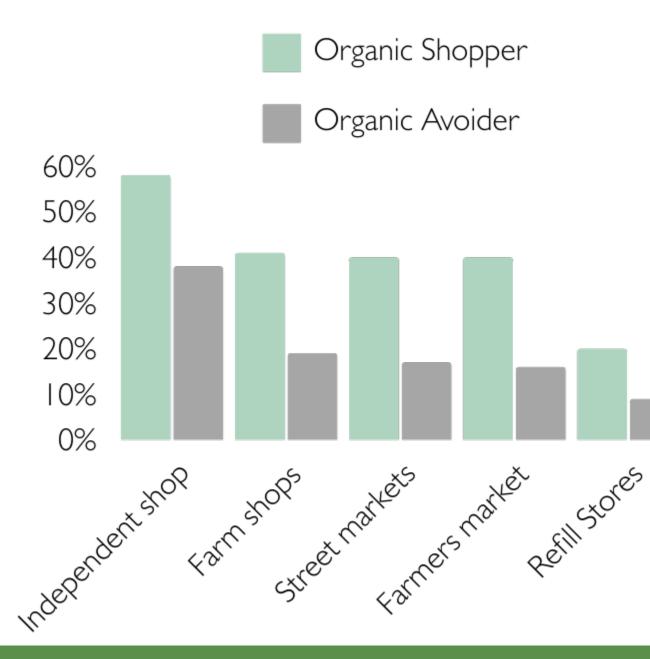
Organic Enthusiasts







Immediate Shopping Environment



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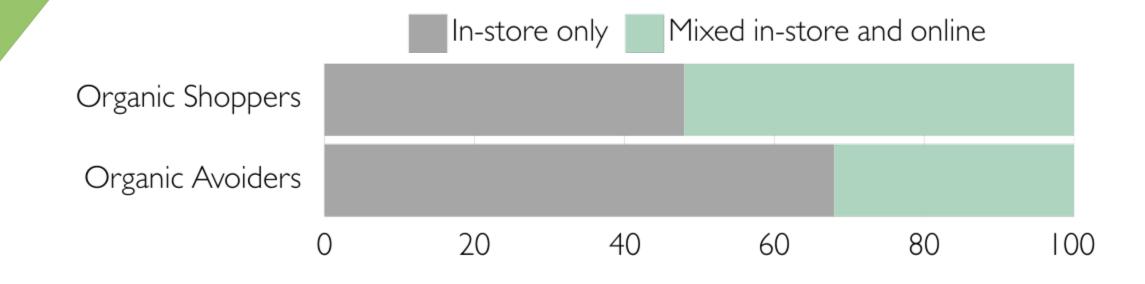


Individual's relation to their immediate environment in which their food shopping takes place

Analysis at this level would consider the everyday practices and routines where food shopping might occur and what bearing this may have on the purchasing of organic and non-organic products.



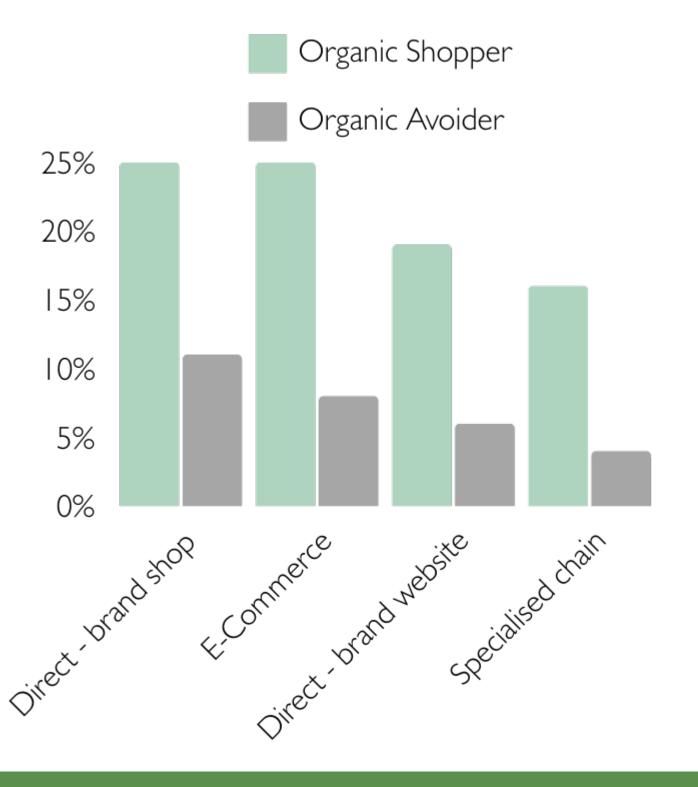
Immediate Shopping Environment













The Domestic Setting

Refers to the individual's positioning within the technological, economic, cultural and s structures that make up society and how this may determine food consumption choice

This could relate to:

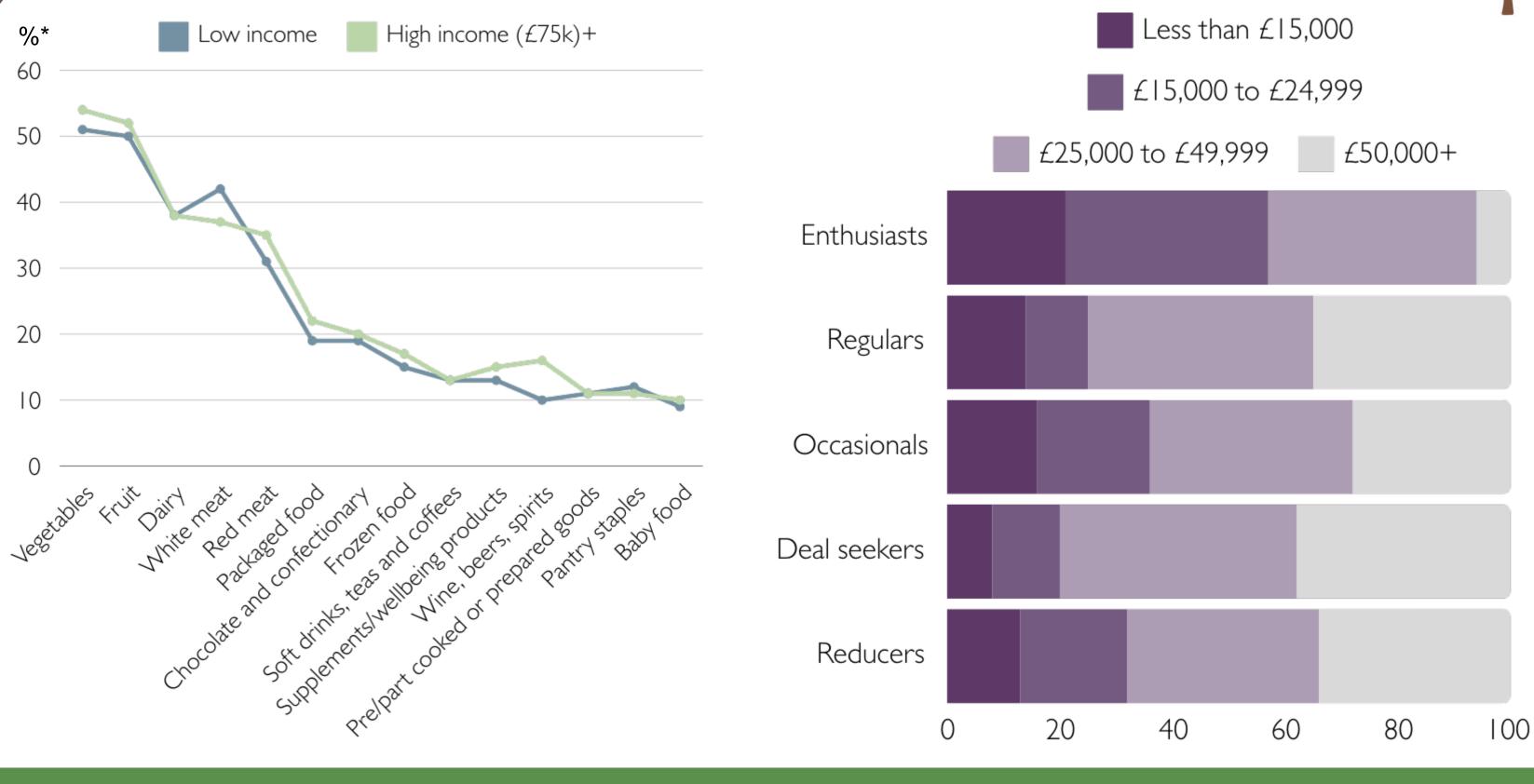
- The capital (economic, social and cultural) available to the individual as a result of their domestic setting,
- How the existing infrastructures of food production and supply influence what food is more readily available and to whom.







The Domestic Setting



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*These figures are the percentage of each group who have bought this product category as Slidle 13

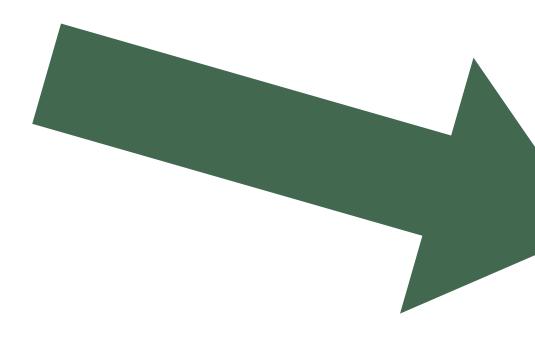


Information flows

Factors impacting on and determining the flow of information about food

The information people receive and believe has a significant bearing over which consumption patterns justified and reproduced. Information shapes the norms, values and what is generally considered as "fitting in" for a particular domestic setting. These could include:

- Systems of governance and law,
- The media,
- Scientific and academic sources,
- Popular science



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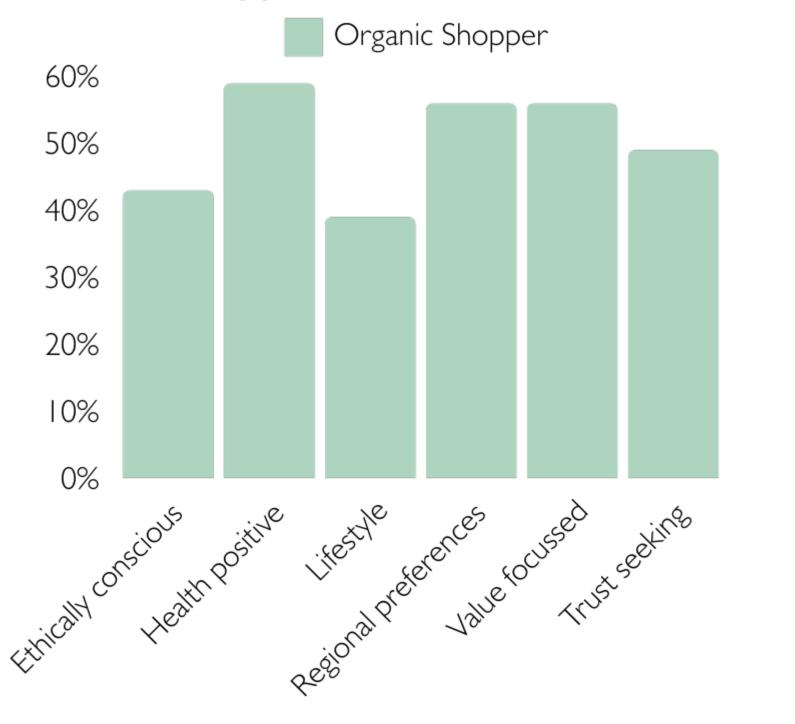


Institutionalised shopping habits and preferences



Information Flows

Shopper Preferences



Online articles 42%

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Social media

Twitter 10%

Newspapers 23%

Facebook 26%

Insta 23%

Hardcopy magazi.

Reading

Tik Tok 15%

Watching and listening

Tv/streaming 33%

Radio 13%

Podcasts 11%





To Conclude



We offer an approach to this field of study that acknowledges four domains of influence on consumption choices (biological/pre immediate shopping environment, domestic setting, and informational flows).



We consider this to be the starting point of a more holistic form of analysis.



The approach has helped deepen our understanding of the organic consumer, and the trade shoppers face.

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-moral,

-offs different





THANK YOU

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team/rowardumperpollard/ You can access the report in full here: team/rowardumperpollard/

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