

MANAGING CONFLICT IN FOOD SYSTEMS

How can organic cross economic and
ideological divides?

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Organic World Congress 2024



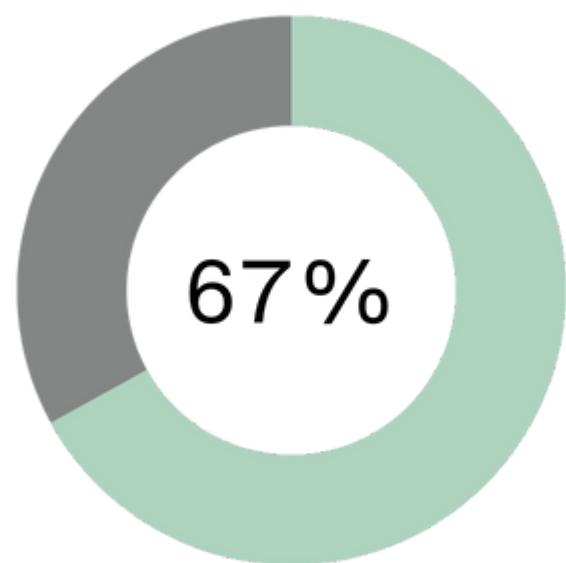
THE MARKETING OF ORGANICS PROJECT

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



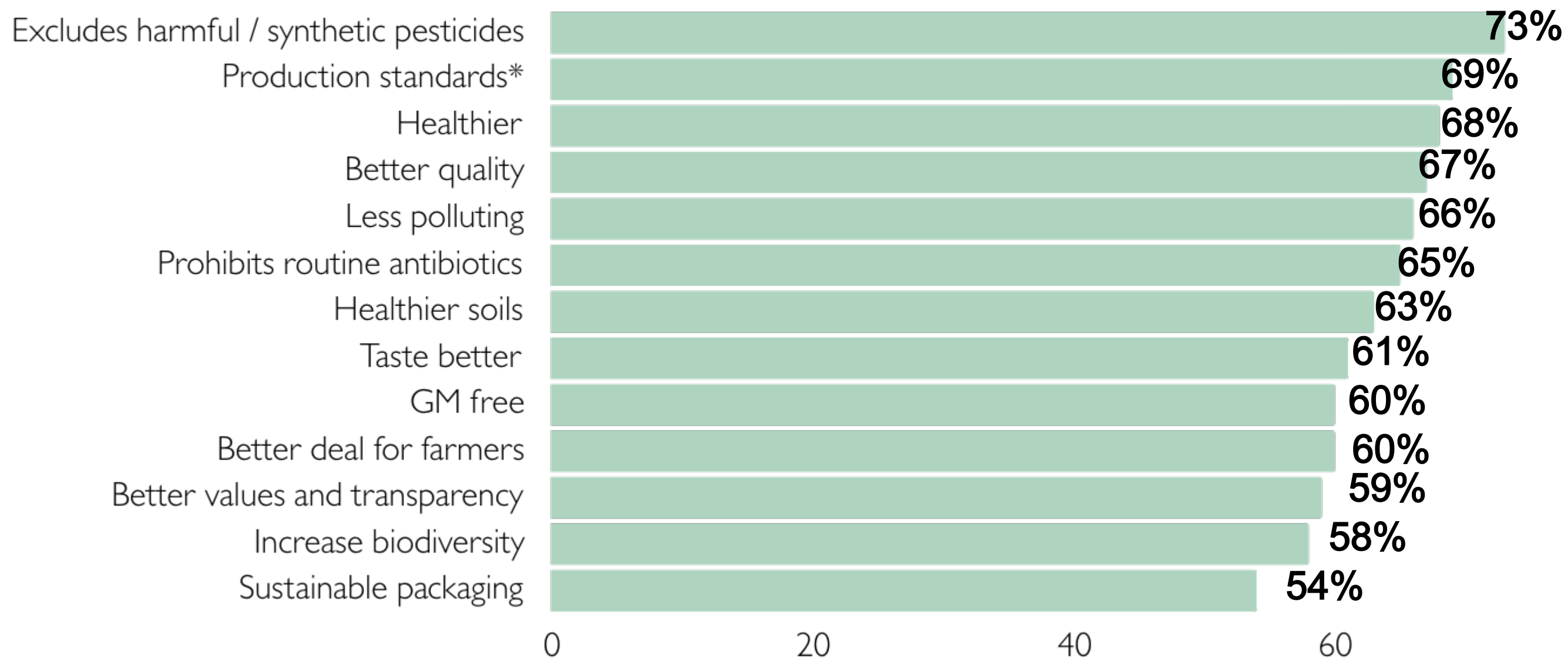
- 2,000 SURVEY RESPONDENTS
- 20 qualitative interviews
- Comprehensive literature review



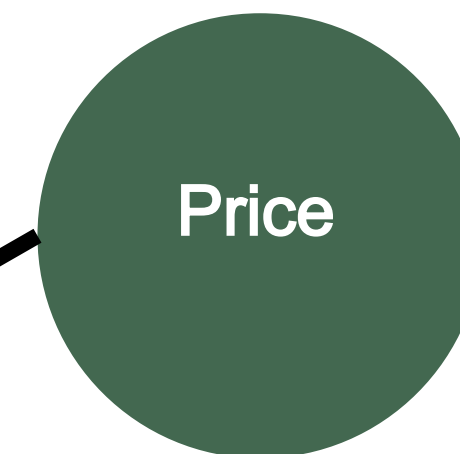
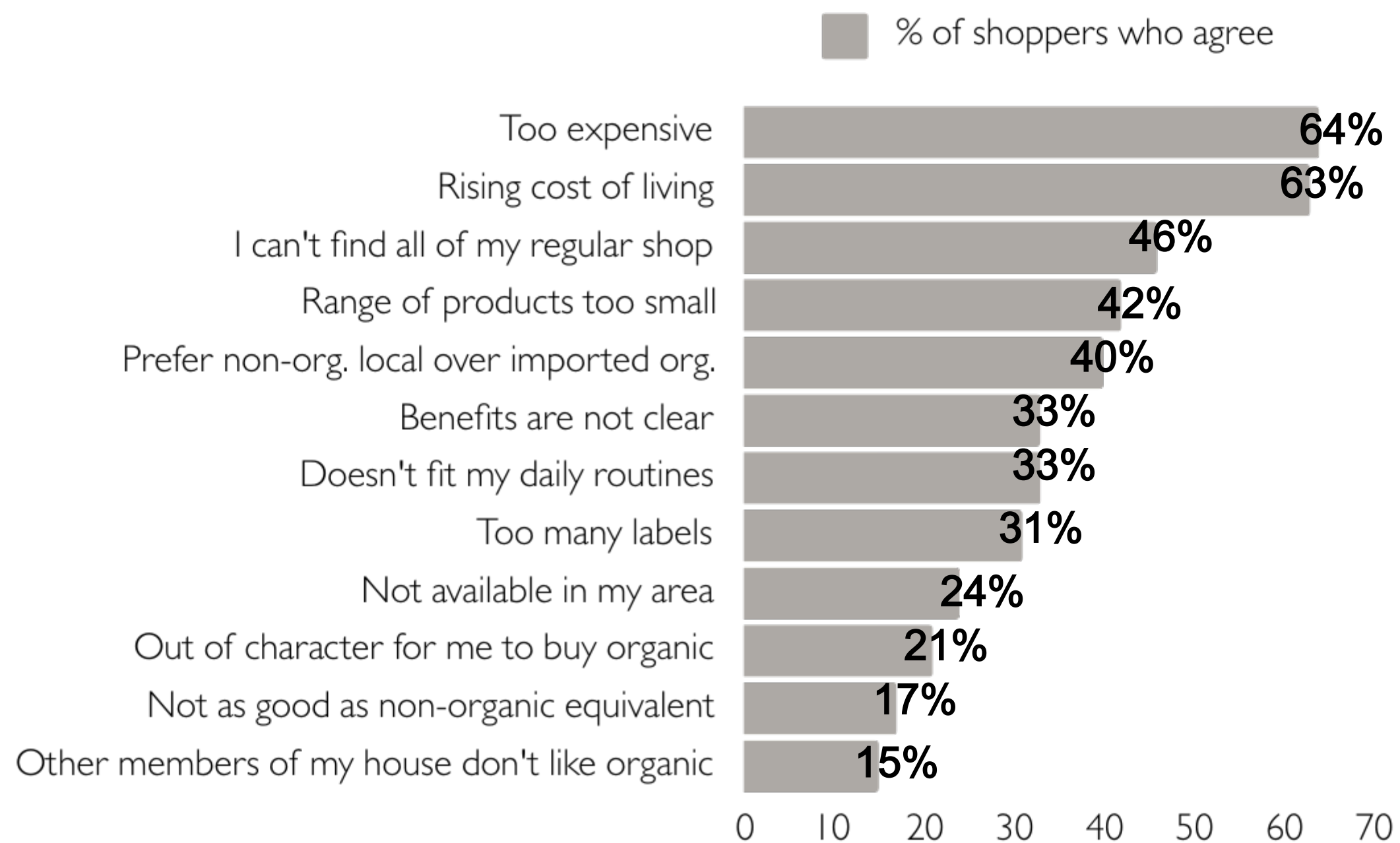


- 67% of respondents had intentionally bought organic products

■ % of Organic Shoppers who Agree

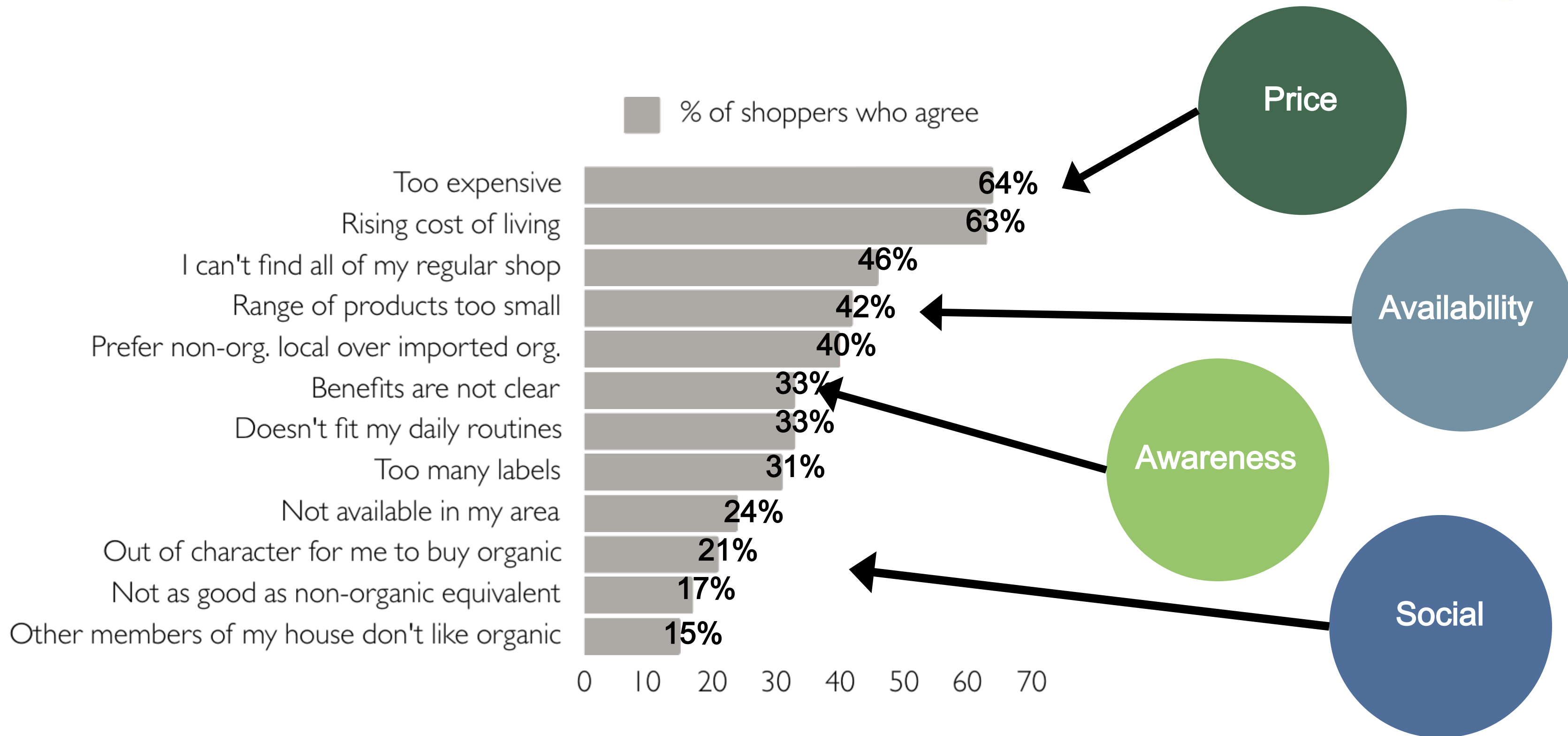


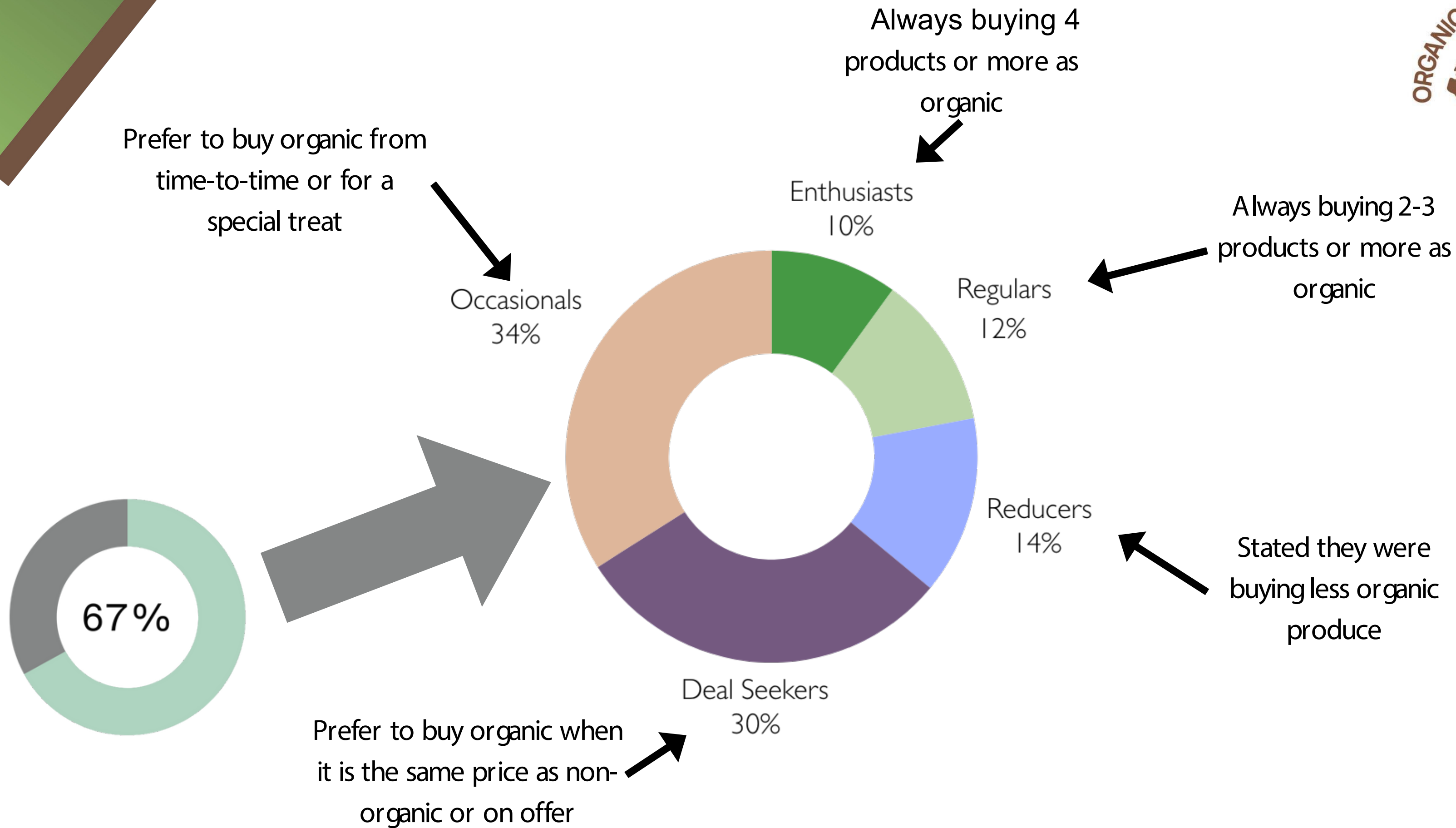
Barriers to buying more organic



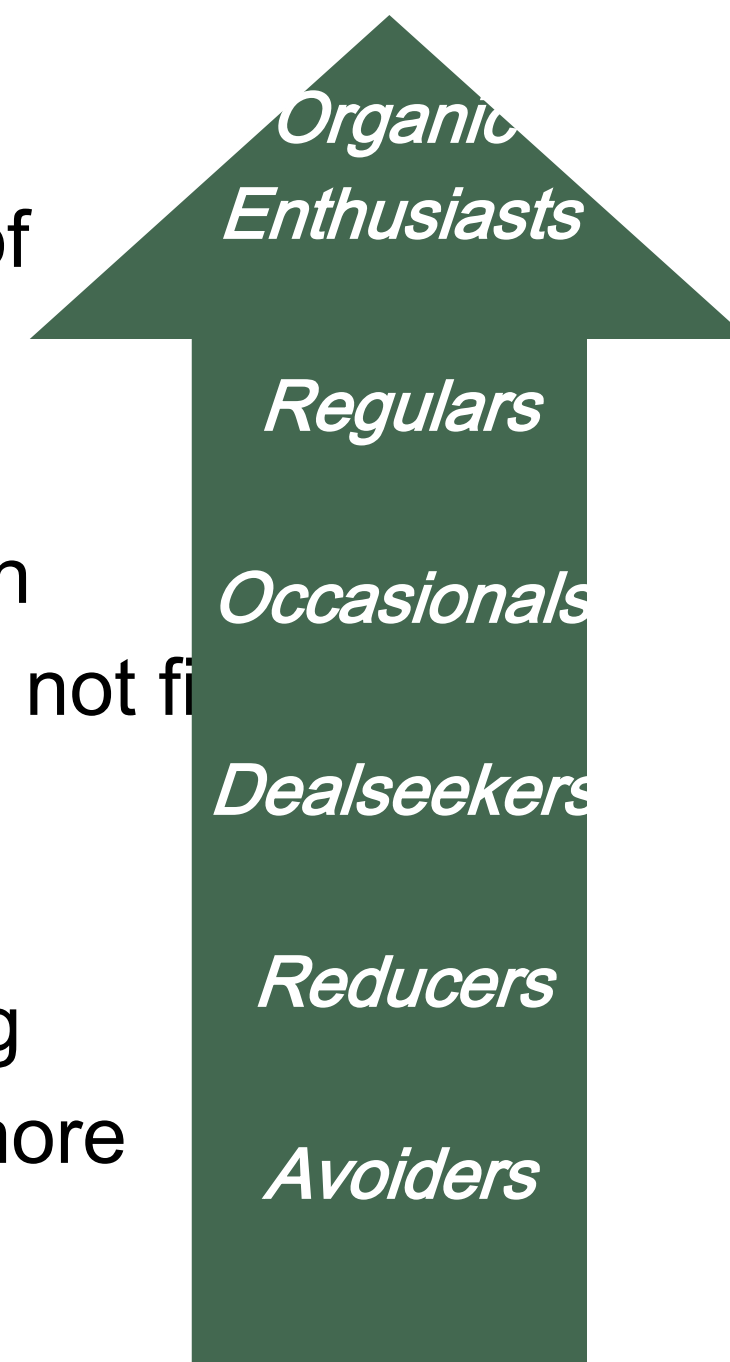
Only <3% market share in the UK for the organic sector

Barriers to buying more organic





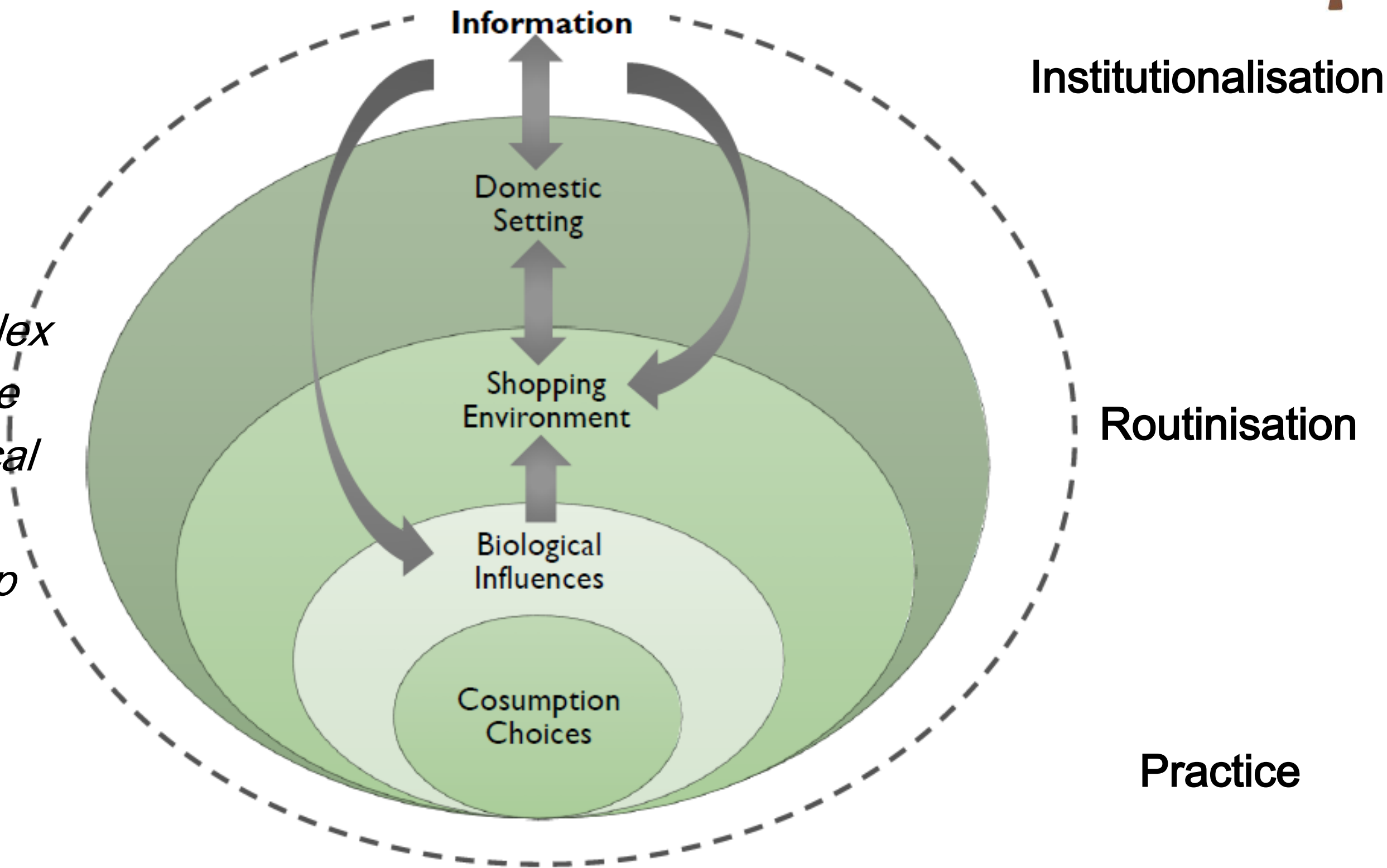
- **Routinisation of reflexivity.** Where environmentally friendly food consumption becomes an integral part of the individual's performance of practices.
- **Ambivalence between routinisation and reflexivity.** Where there is an understanding of sustainable food consumption as something that does not fit 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)

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.”



Biological Influences

“Premoral” influences on individual everyday shopping choices

Fixed Factors:

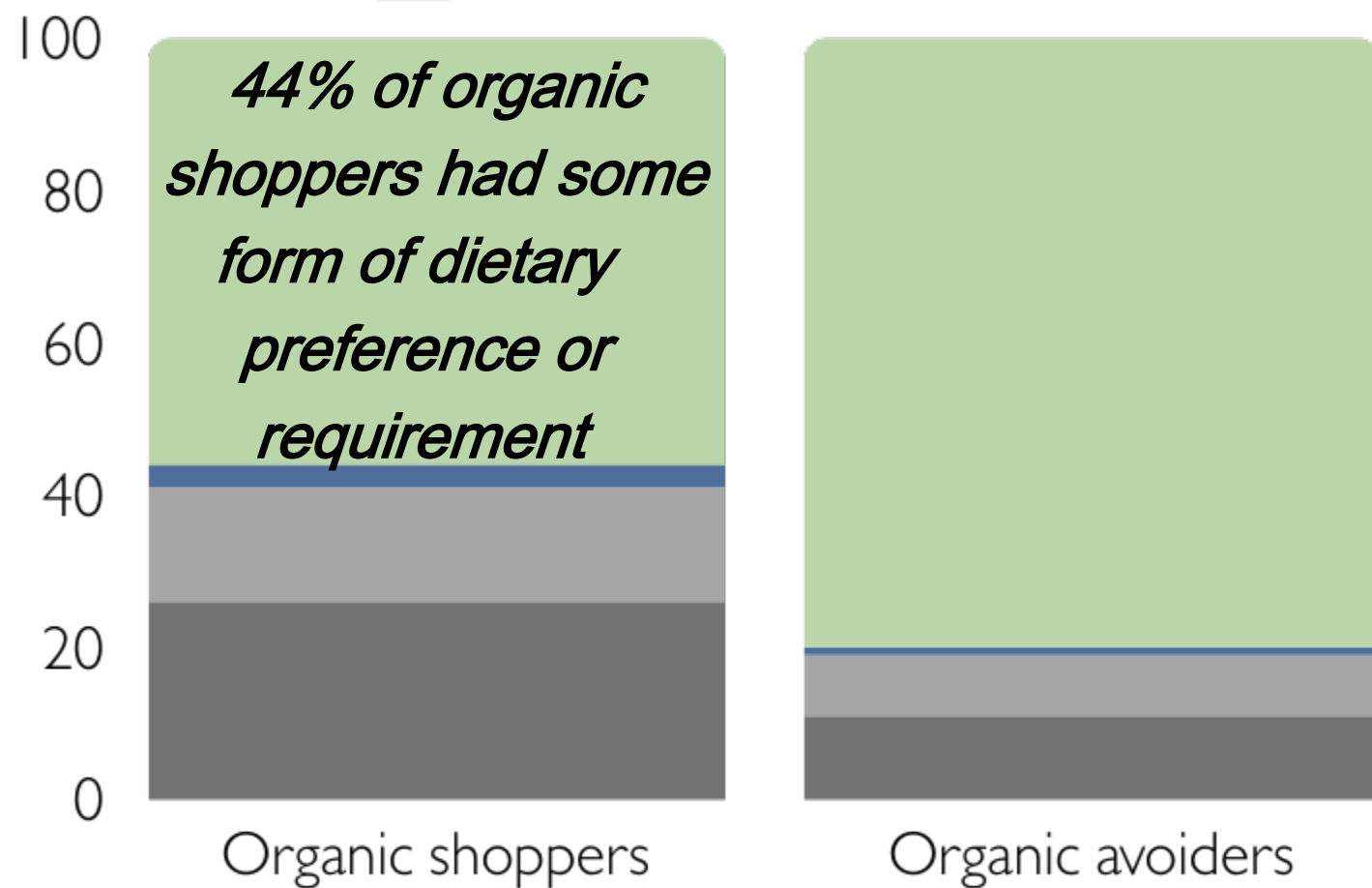
- Allergies,
- Limiting pathogen intake,
- Instinctive disgust,
- Hunger,
- Energy needs,
- Nutritional needs

Evolving Factors:

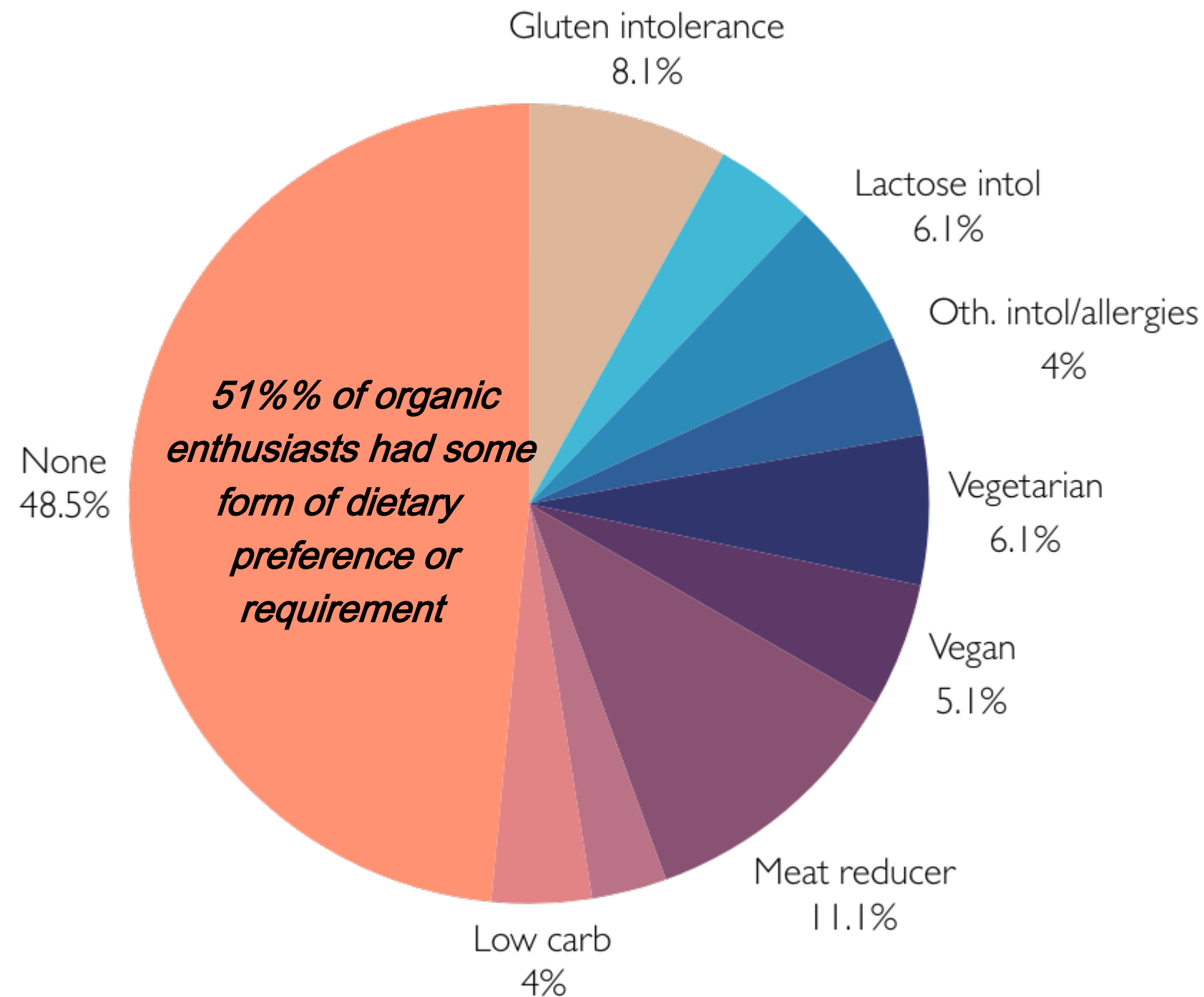
- Palatability,
- Neophobia,
- Psychological and emotional characteristics

Biological Influences

- Meat reducers and avoiders
- Allergies and intolerances
- Low carb and athletic diets
- No dietary requirements



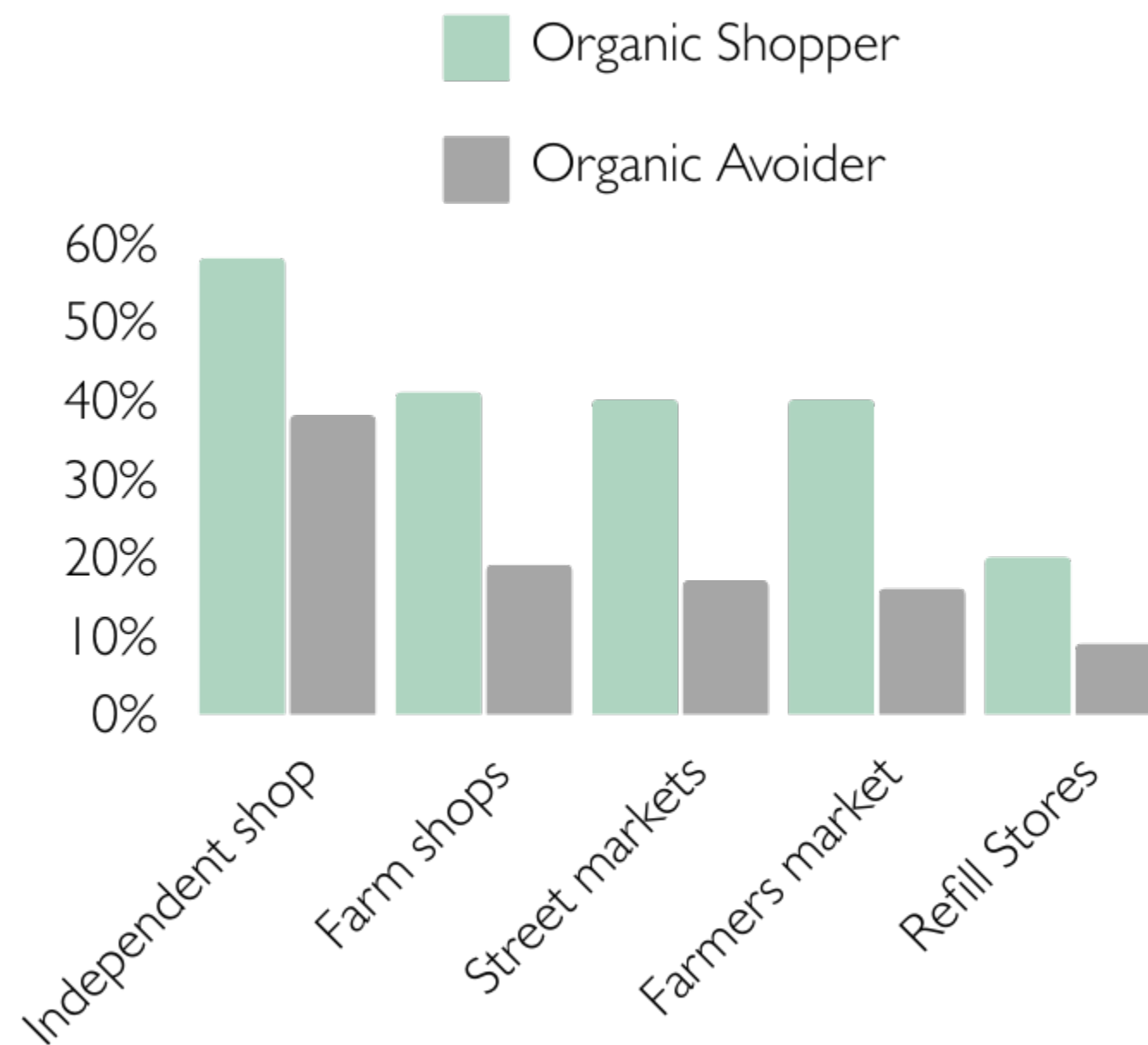
Organic Enthusiasts





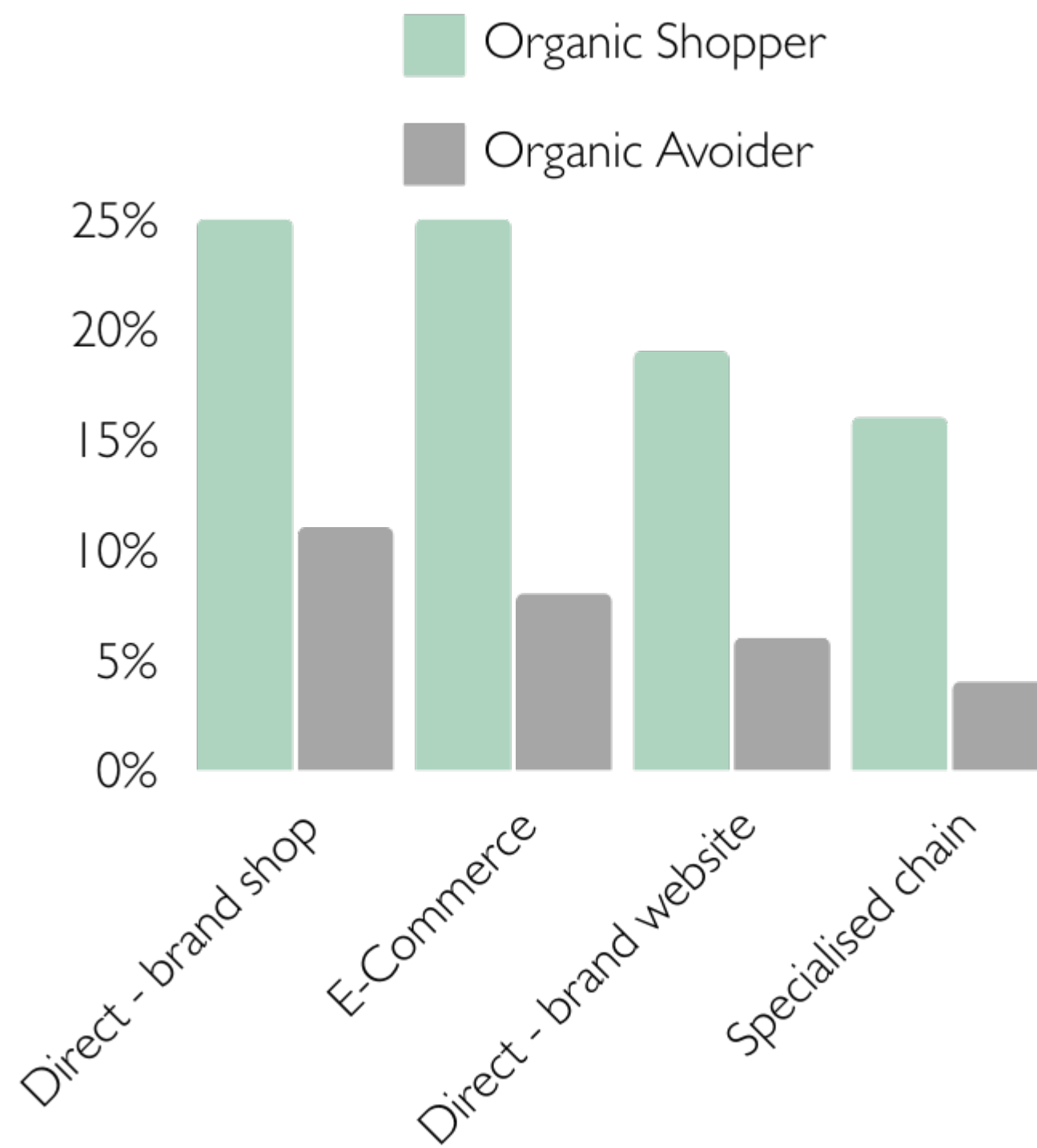
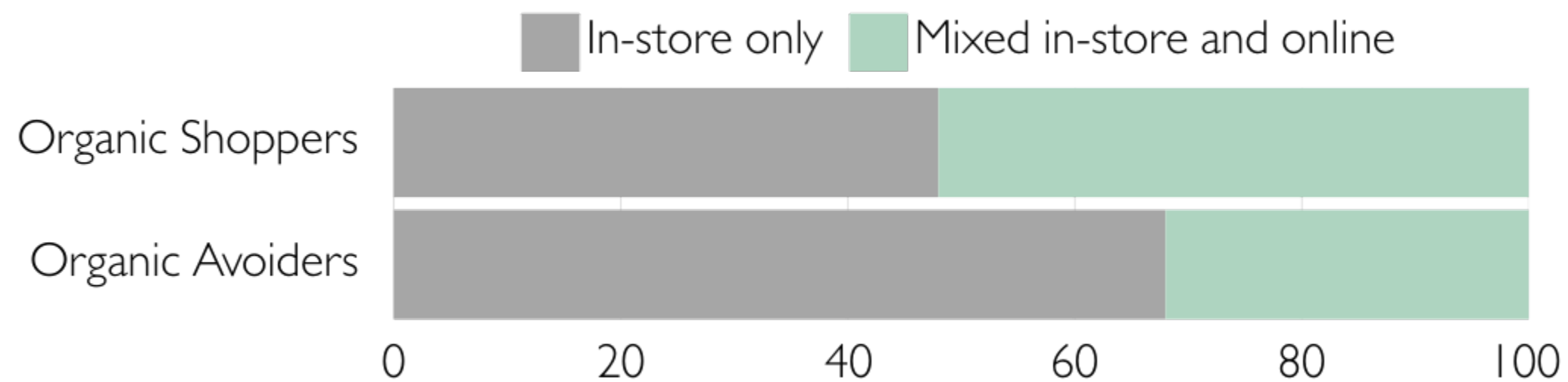
Immediate Shopping Environment

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

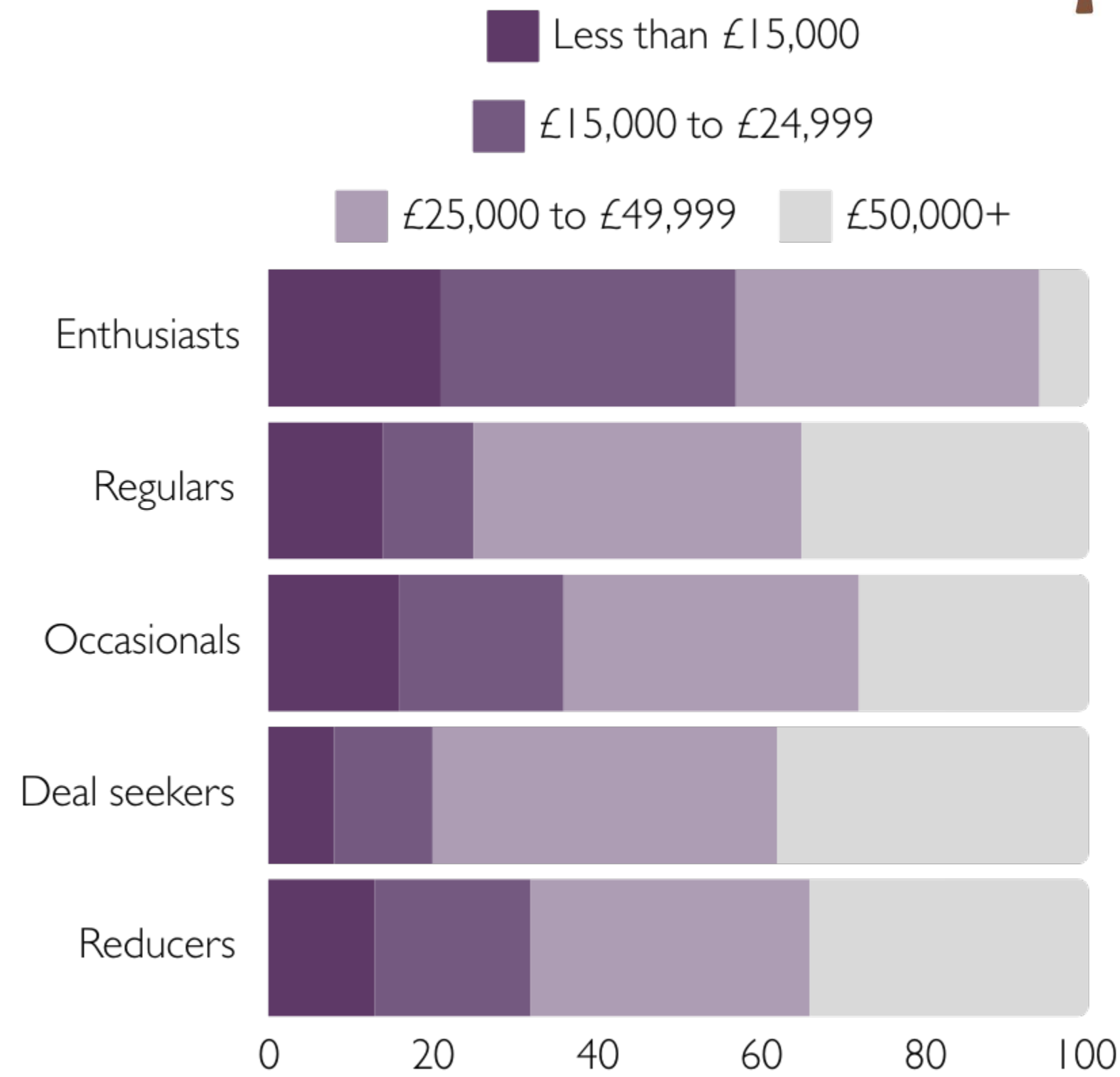
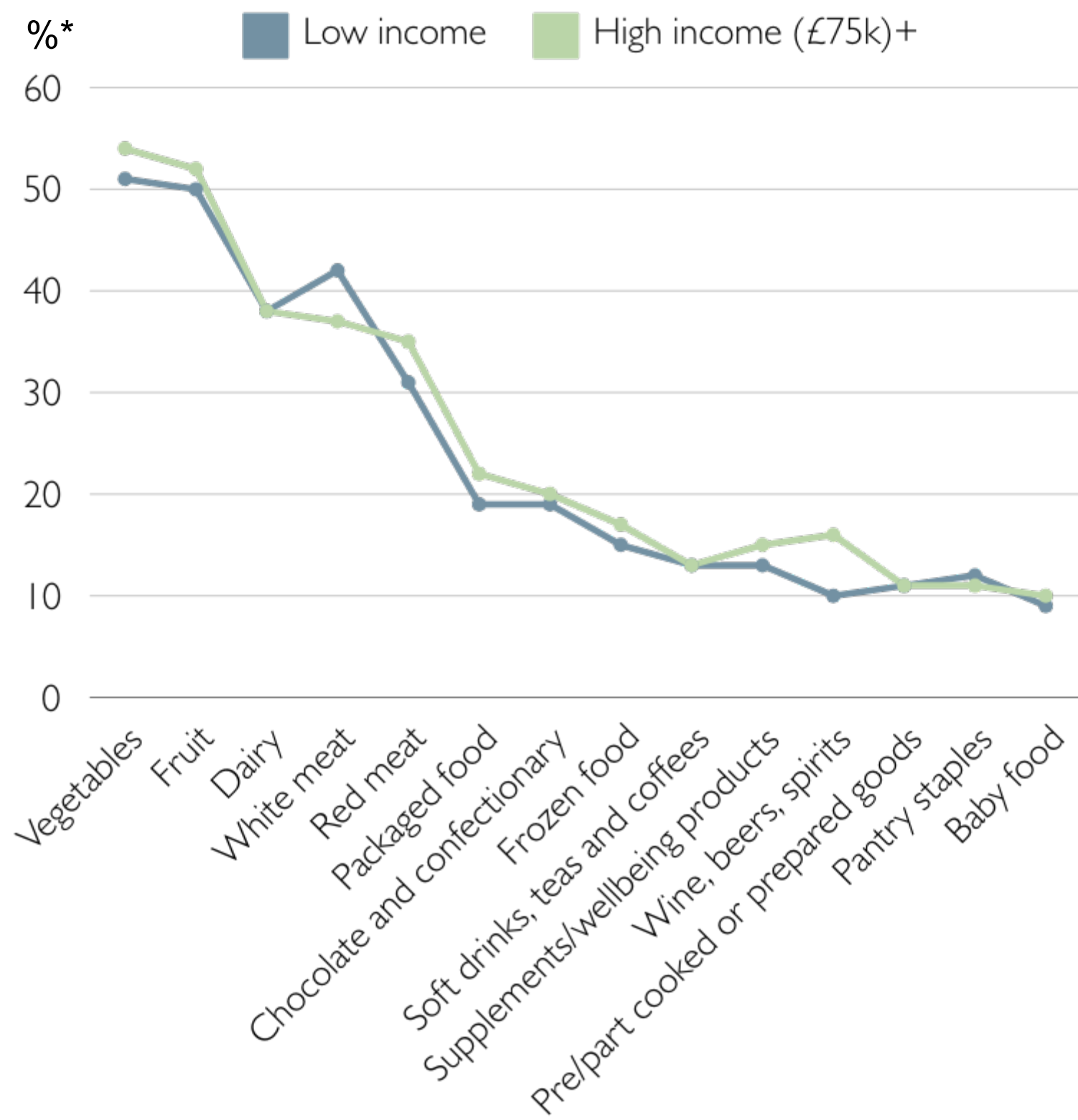
Refers to the individual's positioning within the technological, economic, cultural and social structures that make up society and how this may determine food consumption choices

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

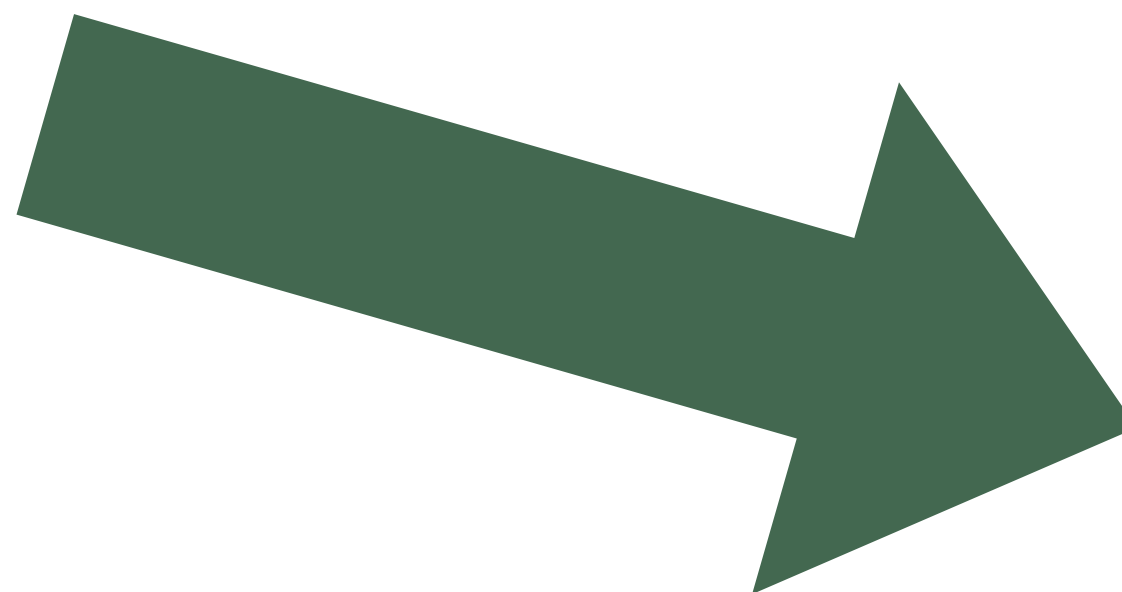


Information flows

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:

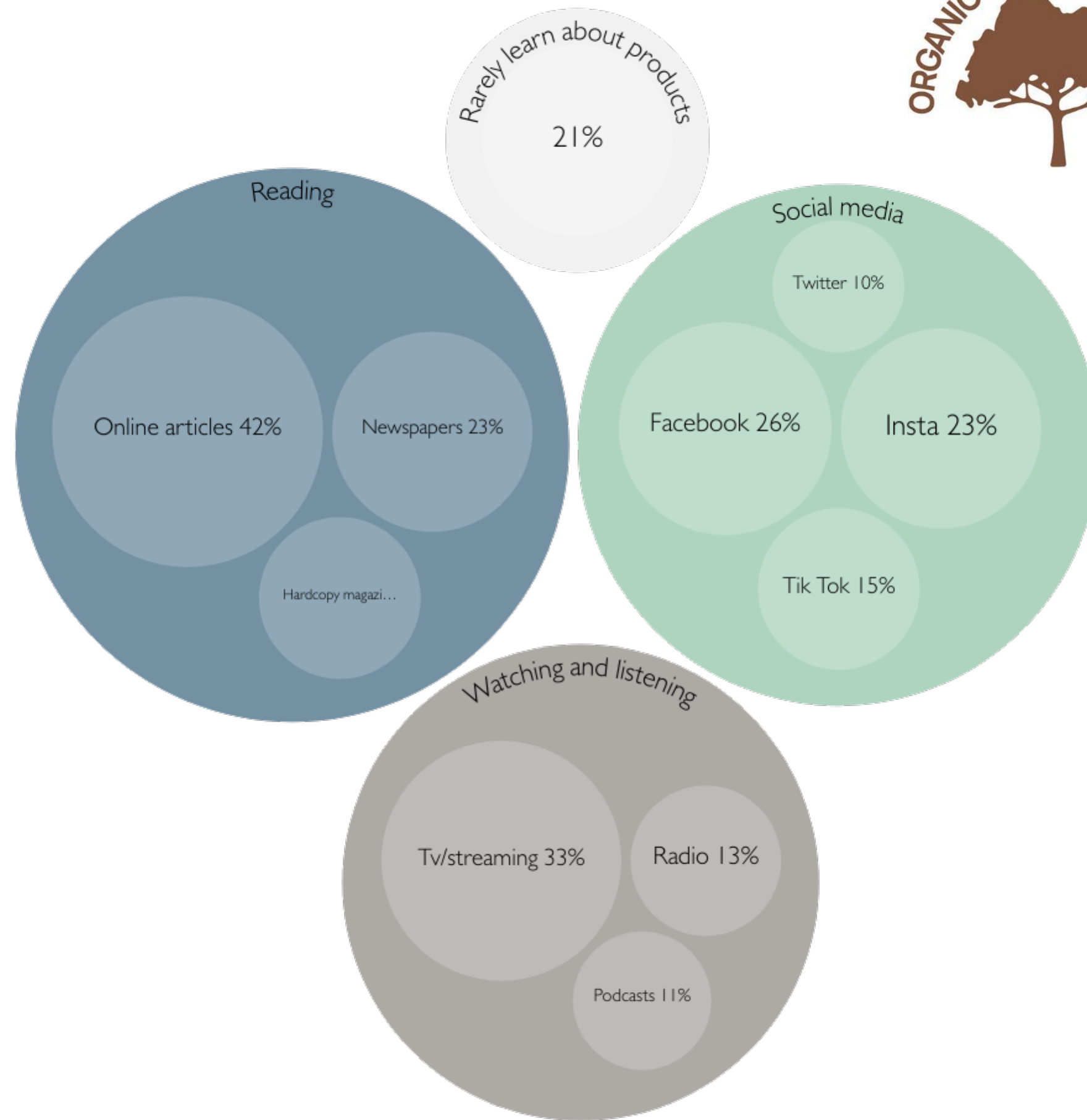
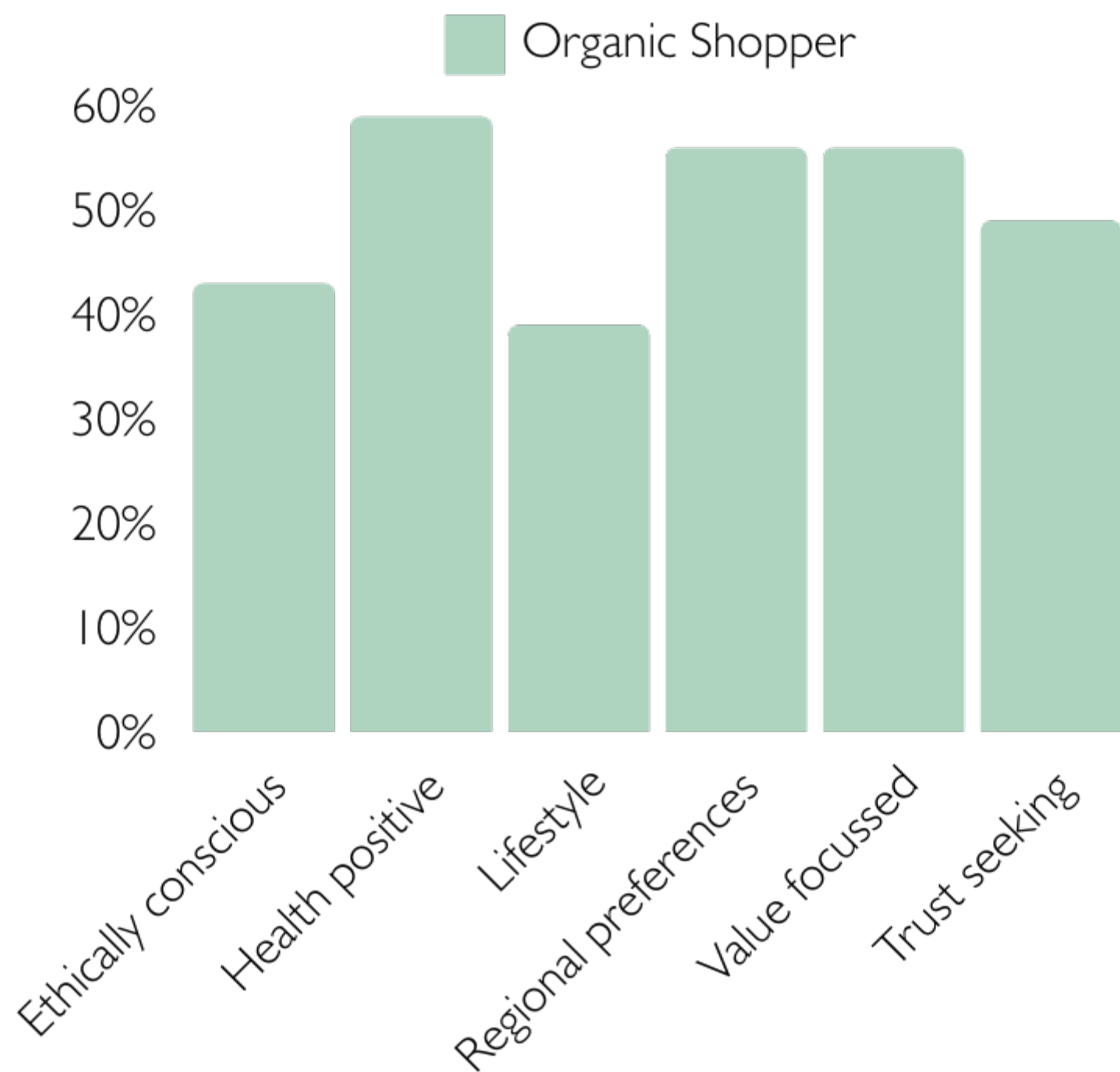
- Systems of governance and law,
- The media,
- Scientific and academic sources,
- Popular science



Institutionalised shopping habits and preferences

Information Flows

Shopper Preferences



To Conclude



We offer an approach to this field of study that acknowledges four domains of influence on consumption choices (biological/pre -moral, 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 -offs different shoppers face.



THANK YOU

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You can access the report in full here:

<https://www.organicresearchcentre.com/absoluturteam/rowandumperpollard/>

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