

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Bachelor Thesis

**Organic food certification and the impacts on
consumers' preferences**

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BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Organic food certification and the impacts on consumers' preferences

Objectives of thesis

"Organic quality" is contested a term. Consumers in developed countries tend to associate organic food with multiple meanings. Understanding these interpretations is important for evaluating societal impacts of the organic consumption.

The thesis will focus on a classification of different consumers' approaches and then explore motives of organic food consumption (in a selected country) and evaluate the impacts of such consumption.

Methodology

Empirical study explores approaches of organic food consumers. The study is based on the interpretative paradigm in social sciences. Primary data for the study will be collected within a qualitative field work.

The proposed extent of the thesis

30-40 pages

Keywords

motives, ethics, impacts, transformation potential, AFN

Recommended information sources

- Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140-1167.
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Declaration

I declare that I have worked on my bachelor thesis titled "Organic food certification and the impacts on consumers' preferences" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 15 March 2018

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Organic food certification and the impacts on consumers' preferences

Abstract

This bachelor thesis with the title “Organic food certification and the impacts on consumers' preferences” analyzes the broad concept of organic agriculture, and also focuses on production and farming of organic lands in the European Union and, more specifically, Germany.

In the other part, there will be information on the receipt of certification and verification by the commission for organic products and their labeling in the European Union and Germany, as well as the control and quality of these products.

In the last chapter of the theoretical part, consumers' motives for buying products and their impact.

The practical part is based on exploring consumer approaches to organic food.

Keywords: organic food, organic agricultural, certification, organic food labeling, impacts, motives

Ekologická certifikace potravin a dopady na preference spotřebitelů

Abstrakt

Tato bakalářská práce s názvem “Ekologická certifikace potravin a dopady na preference spotřebitelů” analyzuje obecný koncept ekologického zemědělství a zaměřuje se na produkci a zemědělství ekologických oblastí v Evropské unii, zvláště na Německo.

V další části bude popisováno obdržení certifikace a ověřování Komisí pro ekologické produkty a jejich označování v Evropské unii a v Německu, jakož i kontrola a kvalita těchto produktů.

V poslední kapitole teoretické části, motivaci konzumentů nakupovat organické potraviny.

Praktická část vychází z průzkumu přístupu spotřebitelů k biopotravinám.

Klíčová slova: biopotraviny, ekologické zemědělství, certifikace, označování organických jídel, účinky, motivy

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1 Introduction

In our time the term organic becomes more and more discussed and makes you think about what the society uses in their daily diet. How will this affect their body in the future, in order to avoid possible serious illnesses and their health in general? The proponents of organic products and farming had a common important idea of health. This is a good motive for modern society.

Nowadays, many people are concerned with the environmental issues and pollution, because most now are reaching for environmentally friendly products without harm to animals and nature. For these reasons, society became more curious about organic, ecological and bio food terms. These three terms are united by one phenomenon, but with different names.

The market of organic products is growing rapidly. Organic food is very popular in Europe, especially in Germany. It is a country with traditional organic farming and a good way for an environmentally safe way of life. The development of organic farming helps the transition of farmers into organic production. Paying attention to a healthy lifestyle and environment, people with great interest increase their knowledge and consumption of organic products.

Many scientists on the basis of research confirm that organic foods are delicious, useful and healthy. Organic farmers grow food without the use of toxic chemicals (pesticides, herbicides, bactericides).

Thus, the price of organic products will increase since labor is one of the most expensive aspects of food production. Therefore, organic farmers receive a fair reward for caring for nature and environmental products.

In this work, the theoretical part will focus on organic farming, the quality of the product and the motives for consumption of modern society.

2 Objectives and Methodology

2.1 Objectives

The main goal of the thesis is to explain the concept of "organic quality". How high and justified is the quality on the organic market, how to recognize the organic product on the shelves of shops and the organic nature of the determination by a special certification organization.

The motives for consuming organic products with a price higher than conventional products are in easy availability, as they affect the consumer. How is the consumption of organic products related to their attitudes towards human health, the environment and the world economy?

2.2 Methodology

Empirical study explores approaches of organic food consumers. The study is based on the interpretative paradigm in social sciences. Primary data for the study will be collected in the form of interviews with each person. Each participant of the discussion will be asked certain questions on the topic of organic products, to which they will express their opinion. Then, after collecting all the data, the author will analyze the main topics that concern society.

3 Literature Review

The theory part for better understanding of where organic products are grown before they fall on store shelves, about the process of cultivation, processing and where this technique originated, what is their place in the consumption of our life , as well as the contested aspects.

Proper cultivation and receipt of the logo is organic, following all the rules and inspections of inspection services in the European Union and Germany.

Thus, in this section we will see the motives of consumers. Why people can trust the quality of consumed goods and give more money for the high quality of the natural product.

3.1 What is Organic Agriculture?

The origin of organic products is the right habitat, where they grow. Accordingly, organic agriculture is a system that controls the harmful effects on the environment and humans of synthetic additives such as synthetic fertilizers, pesticides, veterinary medicinal products, supplements and irradiation. This does not happen, because more money is spent on biosecurity and the hiring of additional workers. All this in agriculture can be replaced by special methods that will increase the fertility of the soil and prevent the multiplication of pests and the growth of diseases (Holt, G. C. and Reed, 2006).

Of course organic farming is more difficult than traditional agriculture because farmers do not use chemicals in the control of insects and weeds,

chemical fertilizers. In this work, a lot of manual. Labor, for example, in the weeding of weeds. Despite this, the yield is several times lower than with traditional agricultural. Due to the fact that pesticides can not be used, due to insect pests crop first grade grows half as much. Bio-farms do not need but purchasing chemicals, but still no economy.

They also focus on management, but without the use of synthetic materials, which gives them proper functioning within the system.

There is also a motivation for organic agriculture, which enables them to act and improve, this is organic farming, which is oriented towards the consumer and the market. Means, that food products pass appropriate certification and marking. Thus, the consumer has his own influence on organic production. Also the next item is the organic farm is oriented to services. This means that in most European countries funds are being created that produce environmental products and services. For example, combating groundwater pollution or creating a biologically natural landscape. And in conclusion, the orientation towards farmers. They try to work out their traditional methods, in order to protect their family from chemicals in the first place (synthetic materials). And also their plus will be that small-scale production of farmers who sell organic products in unlimited quantities are not subject to certification (Holt, G. C. and Reed, 2006).

The development of organic farming occurs with goals:

- sustainable cultivation systems
- high-quality products
- environmental protection
- high standards of animals
- consumer confidence
- respect for the natural system
- production processes associated with land do not use genetically modified

organisms (GMO)

Methods

Conventional agriculture uses pesticides and synthetic fertilizers. While organic farmers use natural fertilizers. The main methods of organic agriculture are crop rotation, green manures, compost, biological pest control and mechanical cultivation (Lamont Fedigan ,2015). Some methods for organic land have been taken from conventional agriculture, but conventional agriculture uses synthetic pesticides to control pests.

Also, organic farming focuses on nutrients for highly sustainable production in an ecological environment. There are methods that accompany organic farming:

1. Crop Diversity

This is polyculture. This means that different cultures can be processed at the same time for growing demand.

2. Soil Management

Accordingly, after growing crops, the soil loses its nutrients. Therefore, this paragraph focuses on the use of bacteria that live in animal waste, which helps increase productivity.

3. Weed Management

Organic agriculture helps to reduce weeds without removing them completely.

4. Controlling other organisms

Maintaining the growth of harmful and beneficial organisms to protect soil and organic crops.

5. Livestock

Prompting of animals to increase the stability of the farm.

6. Genetic Modification

The genetic modification has its preservation far from agricultural crops, because organic farming is focused on using natural methods.

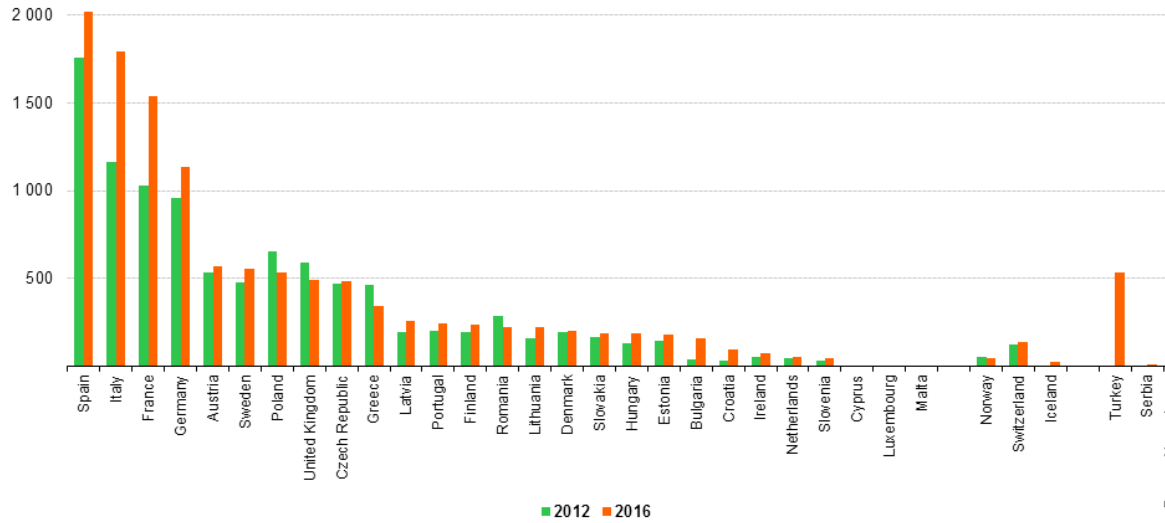
3.1.1 Organic Agriculture in the European Union

Organic becomes a way of life for people. In recent years, the countries of the European Union in organic agriculture are developing very well. According to the Eurostat in 2015, there were about 11.1 million hectares of organic land in the European Union. Over the years, areas have increased, especially in recent decades, the area in the European Union has increased by about 500,000 hectares in year.

The production of organic crops and the cultivation of organic animals is the main activity in the organic sector.

For many countries of the European Union, organic societies increased between 2012 and 2016, but for some it went down , as we see on the graph (Figure 1).

Figure 1 Share of organic producers, by country

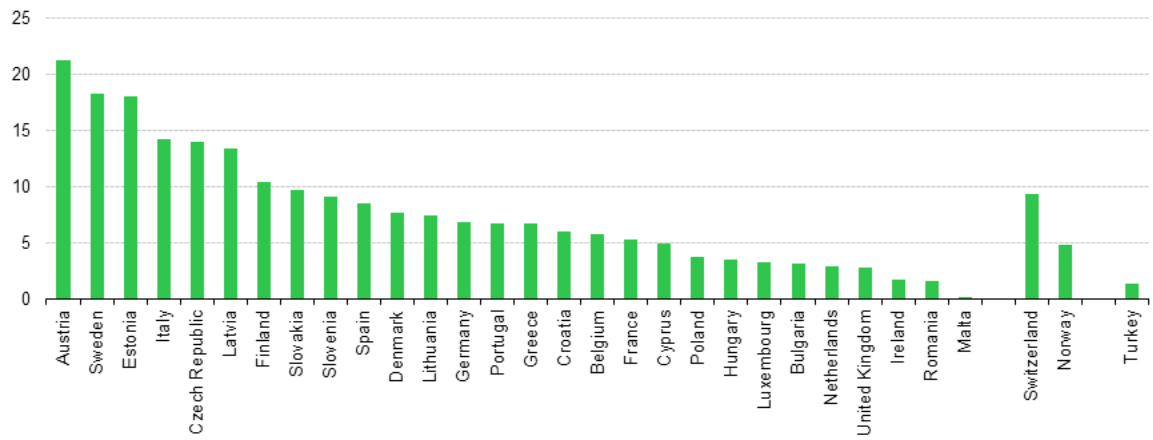


Source: Ec. europa. eu, 2016

Also from 2010 to 2016 there was an increase in organic producers by 23.5%. In 2015, Spain and France accounted for more than 10% of the total volume in the European Union, the leader is Italy, 19.4%. Germany, Poland, Austria, Greece have shares of about 5%. In many other countries, the EU countries share was less than 1%. (Figure 1).

By the number of organic stocks in the European Union has increased by 23.4%. Greater growth was in Bulgaria, Romania and Croatia (Figure 2).

Figure 2 Share of total organic area



Source: Ec. europa. eu, 2016

3.1.2 Organic Agriculture in Germany

At the end of 2015 in Germany, economic farming consisted of 1,088,838 hectares of land in accordance with the legislation of the European Union responsible for organic farming.

Large areas of organic farms in Germany joined the association. Such as Bioland and Demetr.

There are also other associations, for example, Naturland, Biokreis, Bundersverband, Ökologischer Weinban (federal organization of viticulture ECOVIN), Ecoland.

In Germany, the guidelines of German associations are stricter in organic farming. For example, in Germany, the entire holding is an important condition for the support of public funds. In accordance with the legislation of the European Union, holding associated with organic farming has the right to partially convert.

The use of land and crops in Germany accounts for 55.8% of pastures, 41.5% for arable land, 1.6% for permanent crops.

The main grain crops are 202,000 hectares. Then, from green fodder, arable land is 153,000 hectares and white crops are 22,200 hectares.

The main crop is grape 7,400 hectares, moderate fruits of 6,800 hectares and berries 1,546 hectares. Accordingly, Germany increased the number of organic products sales by 1.48 billion euros.

The best-selling products in Germany are vegetables, potatoes, bakery products, fruits.

Germany, like many other countries, is engaged in export and import, in addition to having a market for organic farming within its own country.

3.2 Certification of organic product

In order to confirm the properly grown organic product without chemical additives, it is necessary to pass the certification of organic production in accordance with the requirements of standards and regulations. Thus, each package must have a bio, organic logo and code of the organization that controls organic food. Then the consumer can be sure that this product meets all the conditions of certification.

Organic standards are set in the US by the USDA NOP (National Organic Program) and in Canada by the CFIA COR (Canada Organic Regime). Farmers need to follow several points in order to get a sticker and appropriate stamps in both countries.

1. Learn, Plan and Apply

The farmer and the manufacturer are studying all the requirements for organic production. Then they apply together with the fees. In general, organic certification costs range from 200 to 1,500 dollars.

2. Transition

The certification agent checks the documents according to the relevant organic norms. Also, the farmer is required to prove that prohibited chemicals (pesticides, hybrids) have not been used on his lands. If it turns out that the land is not suitable for organic for any violations, then there is a period of longevity in a period of 36 months.

3. Inspection

After satisfying all requirements. The official inspector conducts an on-site inspection and prepares a report to the agency.

4. Review

Then it goes through the inspection, where the certification agent reviews the application and the inspector's report to understand whether all the conditions of the applicant correspond.

5. Certified Organic

When everything conforms to all norms, the agent issues an organic certificate. And from that moment the farmer or the manufacturer can use the seal on the labels and the word organic in their products.

To maintain an organic certificate, the object must be inspected every year.

3.2.1 Logo of the European Union

From July 1, 2010, the use of an organic logo in the European Union is mandatory. This logo is indicated on products packaged in the European Union.

Figure 3 European Union's logo



Source: Ec. europa. eu, 2016

But the logo can not be used for products that contain less than 95 percent of organic ingredients, and which are not part of the EU legislation, for example, hunting products, wildlife fishing, textiles and cosmetics. In order for a logo to be printed on the product, the certifying organization should check the lands of the organic farm once a year.

Also on the packaging of the goods must indicate the following things: the name, address of the company that is responsible for the production, all components of additives, ingredients, the mark of the certifying organization, organic marking.

3.2.2 Logo in Germany

Bio-Siegel

Figure 4 Bio-Siegel –logo in Germany



Source: Ec. europa. eu, 2016

This logo is eco-labeled Germany since 2001. Thanks to this logo, consumers can recognize the organic product.

95% of the ingredients of the product labeled "bio" should be organic farming.

The rules for organic farming must comply with such rules:

- a ban on the irradiation of organic food,
- a ban on genetically modified organisms,
- the use of synthetic chemicals,
- refusal from mineral fertilizers, low solubility,
- The ground must be of the right quality for production,
- It should not contain antibiotics or growth stimulants.

Bioland

Figure 5 Bioland –logo in Germany



Source: Ec. europa. eu, 2016

The logo of Bioland was registered in 1978.

This logo is in Germany the largest environmental association of enterprises supplying agricultural products. Farmers logo "Bioland" work on organic-biological methods.

Demeter

Figure 6 Demetr - logo in Germany



Source: Ec. europa. eu, 2016

Demeter is another one international organization for the certification of biodynamic agriculture. Demeter-International certifies the products of more than 4.200 manufacturers in 43 countries of the world to confirm the products comply with international standards in the field of production and processing. The Demeter

certification program was established in 1928 as the first ecological sign for food products produced by environmental methods.

This is the oldest traditional organic certification in Europe and with the highest degree of quality for organic farming in the world. Certification must be confirmed annually.

3.3 Control quality of organic products

Quality is a very important topic for the consumer and the farmer. Farmers of the European Union must maintain a reputation for high quality in order to maintain competitiveness and profitability.

Legislation of the European Union establishes requirements that guarantee the standards of all European products.

These three logos show the quality of agricultural products, food, wines and other spirits drinks. Logos of PDO and PGI show a special reference to the region, the product was produced. The logo TSG is a traditional production process. These three logos are eligible for food products. Wine can only be marked PDO and PGI other spirit drinks and aromatized wine only for PGI.

The European Marketing Standards requires from the farmers of the European Union to produce products of this quality in accordance with the expectations of consumers.

The Regulation (EU) № 1151/2012 on quality schemes for agricultural products and foodstuffs entered into force in the beginning of 2013.

This law helps to reliably protect the promotion of quality agricultural products and ensures the quality of the consumer.

3.3.1 Control

When the consumer sees organic food on the counter, he should not doubt that the product is manufactured in accordance with strict rules for the protection of the environment and animals. Accordingly, organic farmers must comply with a list of requirements if they want to use a logo labeled “organic”.

3.4 The impacts on consumers

Consumer are very important participants on the market. Because everything that is done and grown is made for them, for their preferences, for consumption, motives and decision-making processes.

3.4.1 Motives

Organic foods are more expensive than those grown under normal conditions. But now there are more consumers of organic food.

In recent years, organic farming has experienced a strong economic recovery. In general, the increase in demand is due to consumers' interest in food safety. The growth of organic products depends both on economic ups and downs, and on the interest of consumers in food safety. Therefore, the farmers should consider effective plans to enter the markets and receive certificates, where they want to sell their products.

Consumers want to buy organic products because the process of producing an organic product, as customers expect, meets certain standards, such as environmental safety and the lack of artificial additives. Organic certification provides a guarantee of compliance with these standards, playing an important role in placing consumer confidence and expanding the market of organic products. Buyers of organic products are entrusted to certification in the form in which it is assigned to the product to assess the quality of the product purchased. Organic certification convinces its consumer that the product has been tested and meets the established criteria, promotes harmonization of standards between countries.

There are different reasons for people consuming organic products. People who consume organic food pay very close attention to their health which is the most important motive in the choice and consumption of organic products (Ratneshwar, S, David Glen Mick , 2005). Also consumers are concerned about the environment. For them, it is important in the absence of polluting for the motive for choosing organic food. Accordingly, ethical considerations will be an important motive for people who are consumers of green organic products.

For any consumer, the price is important in motivating the choice of the product that he consumes, but if you trust the brand and are confident in it, and also you like the product, its price does not really matter as organic.

Taste is also a motive for the consumer. Many people do not see the difference in taste in a normally grown product and according to strict rules. But among people of different age category there are those who clearly feel chemical additives and a natural product. Often consumers may be allergic to chemical additives and that leads them to consumption of proven products with an organic label.

The consumer can go to the store, but with a certain amount of money or do not know what to choose. In this case, an advertising campaign can affect a consumer. Then prices are a serious motivating barrier for choosing a high quality product.

The environment in our time is a very good impetus for a correct lifestyle and proper nutrition.

4 Results and Discussion

Data was collected through interviews in the form of questions with each person individually. Each participant answered eleven questions and during the conversation some had additional questions, if it was necessary. The interview was conducted with the inhabitants of the Czech Republic about what in their opinion is an organic product, how often they purchase it and what they think about it.

The purpose of this interview was to understand the amount of organic food being consumed in the Czech Republic, what are the motivations for the consumption of the product and what is the organic product for the society.

The the questionnaire contains such questions as the sex of the consumer, the age and where they live, for whom the term organic is more important in theory and practice.

Another part consisted of such questions as concept of organic product in the opinion to the consumer, whether organic food is useful to the health of the consumer or not, as far as consumers are aware of the distinctive features of organic and inorganic, which product they will choose and whether they trust the label “organic” or not.

And during the interview some consumers were asked additional questions for additional answers or to understand the essence and motive of the consumer’s response better.

4.1 Interpretation of “organic quality”

The most important point is the "organic quality" of the product that people want to consume. Most people feel that the quality of the product is “natural products that are grown in the right environmental conditions”(FG 2). Accordingly, that to each person interested in their health and caring about themselves, it is important that the product is grown “without GMO, doping, chemical-toxic technologies” (FG 8).

Most consumers want to trust that the quality of the natural product will be where there is a “bio”, “organic” label. A small amount of our society is well-informed about the matter of organic, but many are convinced that these are products that do not

contain a genetically modified organisms (GMO) in organic farming and products that were grown on these lands.

Therefore, all the merits of high quality, and this is the goods that have passed all the standards and conditions for certification. Thanks to the ecological farmers with their care and patience. During the discussion, it was revealed that not all participants are aware of the work of farmers before the products become organic and appear on store shelves. One participant commented: "Maybe farmers do something special for foods that grow in ecological conditions and spend more time than usual, but I do not know for sure" (FG 3).

4.2 Reasons for buying “organic”

As we can see, now a very large number of people are holding on to environmentally friendly products without chemical additives. Different brands promote a healthy lifestyle in the form of advertising in magazines, brochures, social networks, product packaging, banners. The interviewees are convinced that “people began to take care of their health. Also goes a lot of propaganda, very good information and advertising, which gives an impact on people”. (FG 1)

Fashion includes a beautiful body and people are intensely engaged in sports, using organic products “People began to give time to sports and think about their health”. (FG 4)

The term "health" is the main reason for buying organic products, the most important words for the consumer that they want to hear it are grown in a natural environment, when they were grown up, harmful pesticides and chemical compounds were not used, produced for the benefit of your health.

During the discussion with the participants each of them for organic and environmental, even if not all have the financial opportunity to purchase a healthy product. One of the survey participants commented on the reasons for buying organic products in this way...

“I began to pay attention to what I eat when I learned about lactose intolerance. I spend a lot of money on food, but I buy quality food” (FG 4).

On this day, we can note that there are a lot of people who abandoned the products of animal origin, which means they will go for quality products, short composition and ideal composition, choosing packages with badges "organic", "no gluten", "vegan". For the sake of one's health and be sure that they used a veiled product of an animal “For me it is important that it is a product of non-animal origin, non-toxic, beautiful and convenient packaging” (FG 8).

Consumers are sure that organic is not as beautiful as food with chemical additives. Organic products do not contain harmful elements, chemical additives, and “It is a living product, purely natural” (FG 3). But despite its appearance, but not so attractive, somewhere will be padded.

Accordingly, the period is shorter than traditional traditional products, but participants in the discussion note that organic foods have more vitamins, because they were grown under strict supervision and environmentally-sound treatments and also had all the conditions and maturity.

Consuming food, everyone wants him to be able to scoop more than possible. Therefore, organic products are great for satiating and consuming vitamins.

It is possible that traditional products with additives of chemical elements can cause allergy in consumers, and in the future the person will be in a state of discomfort and have health problems if one defect is superimposed on the other. As for example the girl in our part of the discussion says...

"I used to eat everything before and did not know that I'm allergic, that's why I had big health problems"(FG 4).

And in conclusion, the last important point of the reason for buying organic foods, is baby food. One participant mentioned that “Often, people choose children's food for themselves, because they think that for children it is better to have the quality and composition of the product” (FG 2).

A very good observation is that the truth is that the products that are designed for children should be better and cleaner. Therefore, in positive stereotypes about the quality of children's nutrition people consume children's products.

4.2.1 Foreign organic products

Many people travel very much and even far from home they need to eat right. During the discussion on the topic of healthy foods with participants in my questionnaire, an additional question was often asked: "When traveling in other countries, you try new organic products and how do you feel about it?"

In this issue, it turned out that it is girls that are important to watch what they eat during travel. One of the participants admitted that for her it is like a hobby...

*"I go to different countries to try high-quality environmentally friendly products"
(FG 1).*

Most other female participants say "yes, I'm trying new products in other countries" (FG 2).

"This is a very interesting experience, because in different countries different products, different taste and quality of the product is also different" (FG 6).

Despite the positive responses of the girls, this can not be said about the male half. If a young man is not concerned about his health and eats what he has, he will not make a choice in favor of organic leaving the borders of the country where he lives. "I will not to search special places for healthy food" (FG 5). Most men will choose a comfortable option without searching for healthy places.

Undoubtedly, in every country the choice of organic products can change very drastically, as well as the quality of products, as one of the participants asserts during the discussion. Countries where organic products are well developed means that the population of this country consumes organic from a young age, because they have habits of healthy nutrition.

4.2.2 Do you trust the logo "organic"?

We can not argue that all people trust the labels "organic" or that each consumer is informed of the veracity of the logo.

During the interview, the majority of the participants answered that they trust the organic products logo even if their knowledge is not so strong about the certification and the receipt of the "bio" logo.

*“I do not know the standards for the certification of the "organic" logo, but if I see the product with this label, I will believe that it is an environmentally produced product”
(FG 1).*

One young man said "I do not believe the organic logo, I do not know if it's a fake label" (FG 5). Most of the participants adhere to the answer that "I do not see any reason not to believe the logo" (FG 6).

Also, people usually adjust their decisions depending on the opinion of others, and this is the factor that purchases them to by ecological product as stated above.

Another part of the people was divided into the opinion that they trust only certain countries, so we see their comments...

“I trust the civilized countries -Germany, France, Austria” (FG 3),

“I trust the label of "organic" countries such as Germany and the Czech Republic, but categorically do not trust Poland” (FG 7).

A part of the people specified that they trust only local production of organic products.

4.3 Obstacle that prevents consumers purchasing an organic product

The most important obstacle for the majority of society is price. Each participant of the discussion focuses his attention on the high price of organic products. The high price does not allow consumers to purchase organic products.

“I do not buy because of the price, because organic products are more expensive than regular ones” (FG 1).

“I’m sure that for many, price is a very big indicator when choosing food products” (FG 2).

“I do not buy organic products, because the price is higher” (FG 3).

And they must choose what they could acquire based on their finances or completely abandon the use of organic products. Many participants agree on the fact that if the organic product were equal to the price of a traditional product, then they would have a greater interest in buying organic. One participant commented that “organic food is forty percent more expensive than usual products” (FG 5).

Most often participants who can not afford buying organic products are students. They do not have financial resources and for them it is a big difficulty. Therefore, they are looking for an alternative to traditional food products.

Participants who live in small towns talk about the problem with the availability of organic products. Therefore, they go for ecological products to the capital in specialized stores or when it becomes warm to visit farmers' markets, but this is not a daily availability.

There are also such participants who are not sure of the actual origin of the organic product “I do not think that organic food is healthier, because I did not see how it was grown” (FG 5).

Two women of the age of forty years other than 57 years, although they have the opportunity to purchase organic products, but still comment on it in this way...

“I try to buy as much as possible” (FG 7).

“But I’m sure that for many, price is a very big indicator when choosing food products” (FG 2).

People of any position and financial possibilities face the problem of high price of organic.

4.4 Difference between organic and inorganic products

All participants in the discussion are inclined to believe that organic foods are healthy. Even if participants do not have the opportunity to use. Some people are not convinced of the available data, do not buy organic products, but still share the point of view and their benefits. “I do not think that organic food is healthier, because I did not see how they are grown” (FG 5).

For some consumers, it turned out that the country of production is important. There are those who are sure that you can trust certain countries and they hold their opinions.

“I trust the civilized countries -Germany, France, Austria” (FG 3).

“I trust countries such as Germany and the Czech Republic, but categorically do not trust Poland” (FG 7).

But the most significant distinctive feature is the price. The price of organic product exceeds several times, as already mentioned in the paragraph above with the comment of the participant.

Also, the composition of an environmentally friendly product has more taste, nutritional value, vitamins, as clever books on these topics prove, but people have all the belief that "the taste of products does not differ" (FG 1) will be said by one side of consumers, while others will say that “Most foods taste very differently when they are organic. For example, tofu, bananas, cottage cheese, apples” (FG 8).

4.5 Organic steps forward

A large number of consumers help the development of organic products, sometimes without thinking about it. More than half of interview participants are sure that some of them, for example, have come to choose the right food due to the person with whom they communicate, which is already more informed about environmental products and consciously uses them.

For example, one girl in an interview said openly, "I thought about healthy foods when I started to communicate with a person who uses only organic substances" (FG 4).

And most of the participants share the view that people inform each other, sometimes better than books and social networks. Due to such information exchange, the society promotes the term "organic" further.

Many opinions were voiced that thanks to a strong propaganda and active marketing progress, people began to learn more and more about the organic direction: "Because people began to take care of their health. Also goes a lot of propaganda, very good information and advertising, which gives an impact on people" (FG 1).

And the most important item was sports. To date, it is sport that motivates people "people began to devote a lot of time to sports and health" (FG 4), and for this they need to eat right. Therefore, society chooses organic, so as not to waste time in the hall in vain using a lot of chemistry.

4.6 Expected outcomes when buying organic

Each person has his or her expectations when consuming the product, which he will try for the first time and possibly will be used in further. Someone expects to feel a new taste that has not been felt before. For someone it will be a high quality product. For someone, the most important expectation will be a multifunctional and convenient packaging.

To all participants of the discussion, as it turned out important packaging, so that it was beautiful, attractive, convenient and multifunctional. "Beautiful and convenient packaging" (FG 8).

Also, freshness was very important. Consumers choose the product according to its fresh appearance and that it is not crumpled or broken.

"For me, the appearance of the product and the freshness are important" (FG 1).

Accordingly, every consumer has his own requests, but every consumer wants the product to be adding harmful substances, for this reason, they choose organic products.

“It is important for me that this product is non-animal non-toxic origin” (FG 8).

And of course an important fact for all consumers who use and do not use for this reason is the price. The overpriced product is grown in organic farming. Each participant does not forget to mention the price for each question that has been associated with organic products “the price is higher” (FG 3), “I see that the price was affordable” (FG 8).

If the price is likely to be cheaper and more affordable, then manufacturers will increase their audience. But this is unlikely to be possible, because more than once it was discussed above that farmers spend more time on organic products.

And many argue about the expectation of taste, the difference between organic products and conventional. Some people say that they do not feel any difference between organic and normal products, others say that there is a very tangible difference, and a third group of people thinks that there is a certain category of products whose taste is different.

“Most foods taste very differently when they are organic. For example, tofu, bananas, cottage cheese, apples” (FG 8).

Everyone wants to see what interests him, what matters to him. One girl told her story about eating foods...

“Yes, I buy organic and vegetarian products, because I have lactose intolerance” (FG 4).

And in her experience, she says that organic foods are of great benefit to her and she got rid of health problems, and this is the most important thing that can be expected.

5 Conclusion

This situation of the bachelor thesis testifies that our modern society is well aware of the individuality of the organic product and is ready to support organic chemistry. Moreover, there is a lot of informativity from a group of people who began to develop and move on organic.

Every day more and more people take care of their health. Also, looking at many of the participants in the discussion, we can see their arguments in practical terms and that they are concerned about their health and try to give their body, if possible, organic products full of vitamins. And practically all the participants put forward their opinion about the organic matter as a product that was grown without pesticides, chemicals and other harmful additives. So they are potential buyers who will acquire an organic product if possible.

The main obstacle, as it turned out, is the price, which is thirty-forty percent higher than the usual product. But despite this barrier there are people who do not trust the organics, no matter how beautifully and correctly they tell us about its benefits in scientific books and documentary films.

Relying on all the research, we can conclude that organic products in the future will be relevant. The young generation is informed of all the benefits they bring to our environment. Proceeding from this, people will be more and more interested in what will make them better and give more health. Ecological farmers will improve farming technologies and develop how to do better for greater and greater consumption of organic matter, as well as information from generation to generation.

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7 Appendix

Questionnaire

1. What's your gender?
2. How old are you?
3. Where do you live?
4. What is an organic product in your opinion?
5. Do you buy organic products? (If you yes, what are the reasons for this and how often?)
6. Do you think that organic products are more useful for your health?
7. Do you know the distinctive features of an organic and inorganic product?
8. If you have a choice between an organic product and an inorganic product, what do you choose?
9. How do you think: why organic products began to have demand more than a year ago?
10. Do you trust the label "organic"?
11. What is important to you in choosing a food product?

One of the interviews for an example:

1. Male
2. 24 years
3. Prague
4. Grown without GMO, doping, chemical-toxic technologies.
5. I buy, but not very often, because it is very expensive. More often I take processed foods, example, such as pastas, sweets, smoked foods that already go as a vegan product.

6. These are more useful products due to less toxicity from nitrates, pesticides and so on. Also I think that if organic production means vitamins should be more because of the observance of conditions and maturation terms.

7. Organic products are often defective, not so beautiful, perhaps dirty, but they have more taste and benefit.

8. If I have more financial opportunities, then I will choose organic products.

9. This is marketing, propaganda, a healthy trend.

10. I trust the label "organic", but I know that the label does not always meet all standards. Most foods taste very differently when they are organic. For example, tofu, bananas, cottage cheese, apples.

11. For me it is important that it is a product of non-animal origin, non-toxic, affordable price, local production, beautiful and convenient packaging.