

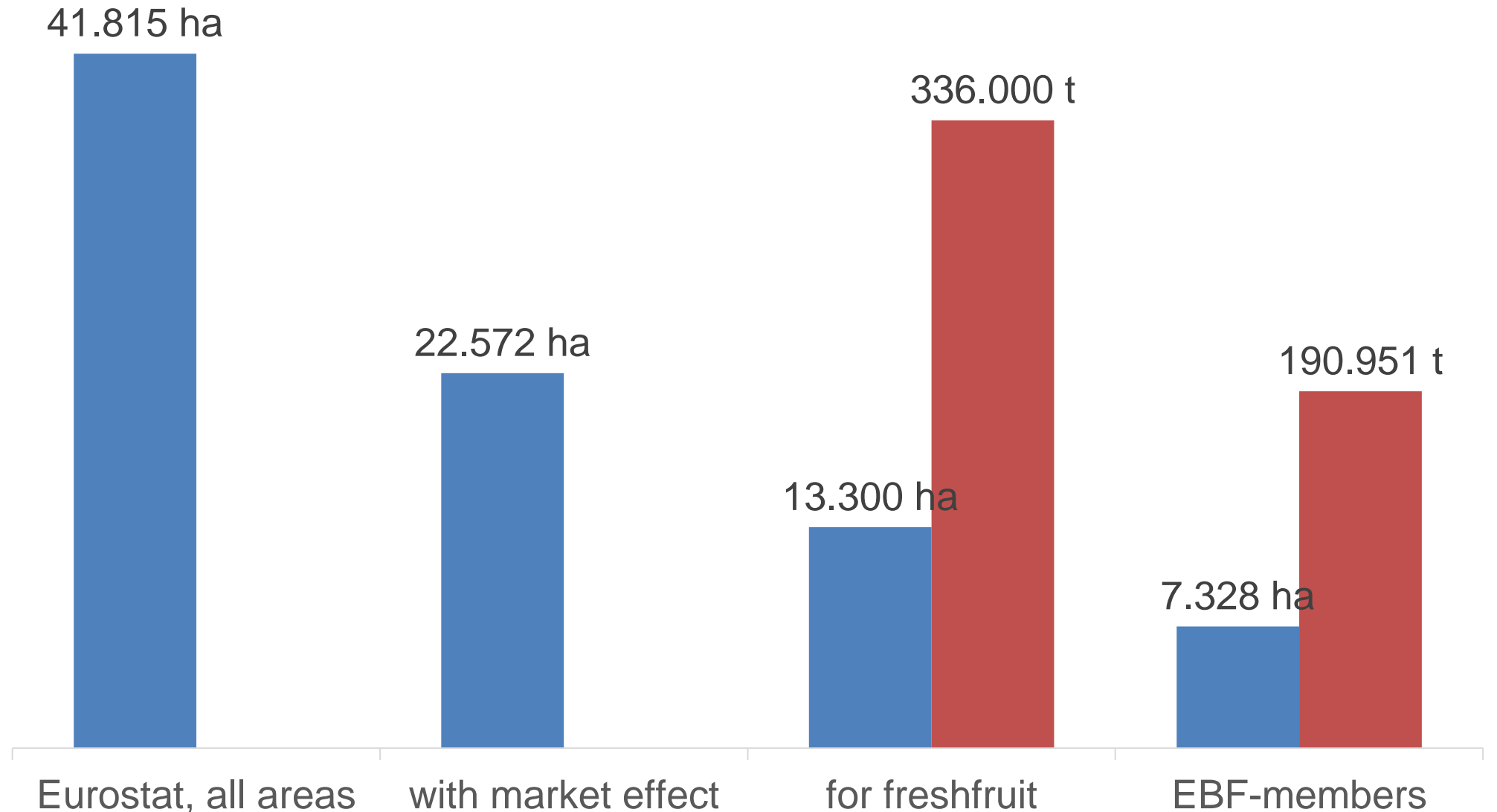
Organic apple market in the European Union

Fritz Prem

President of Europäisches Bioobst Forum (EBF)



Organic apples in EU

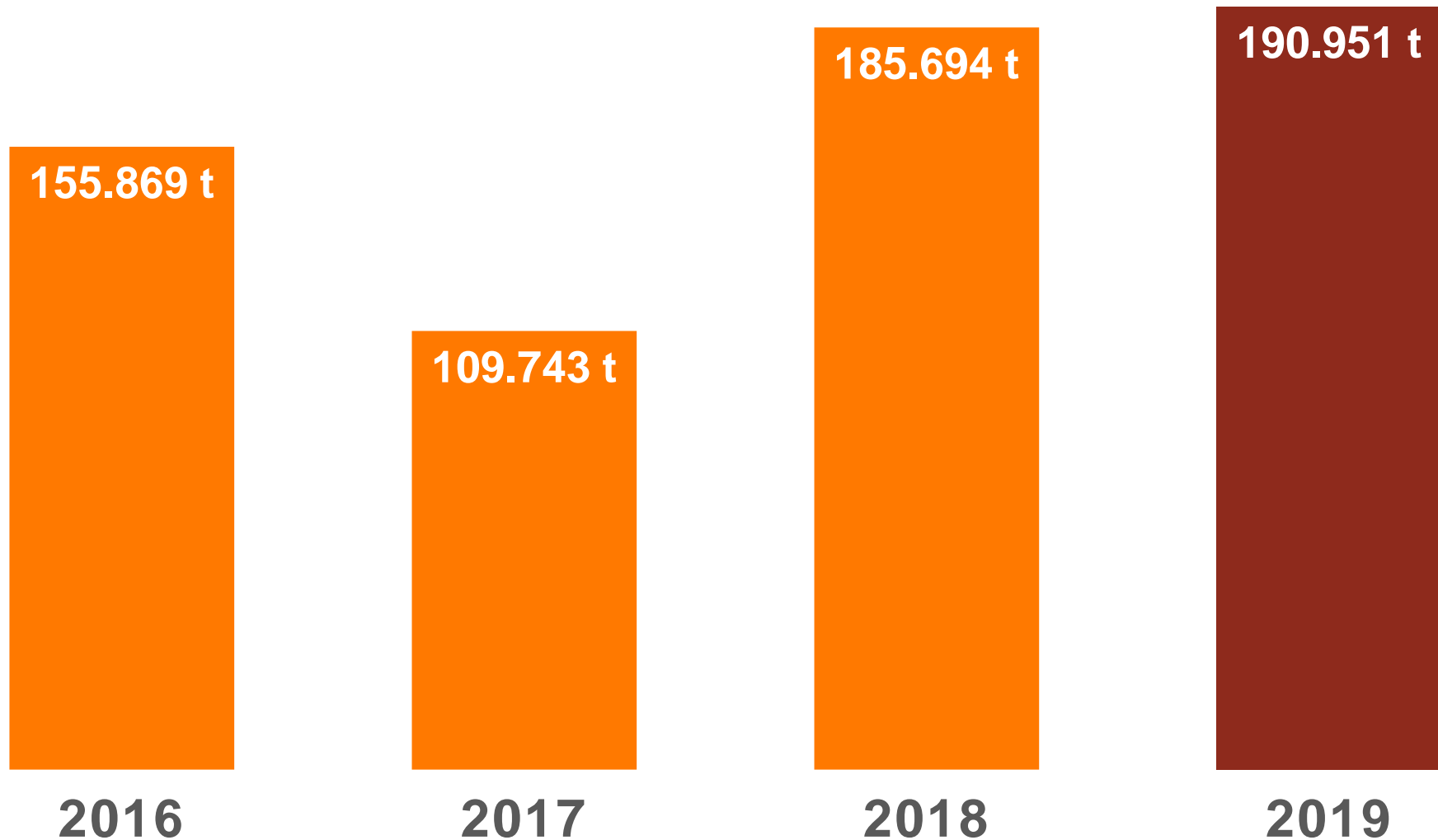


Source: Eurostat

EBF – we know a lot about organic

Source: EBF/AMI

Organic crops of EBF members

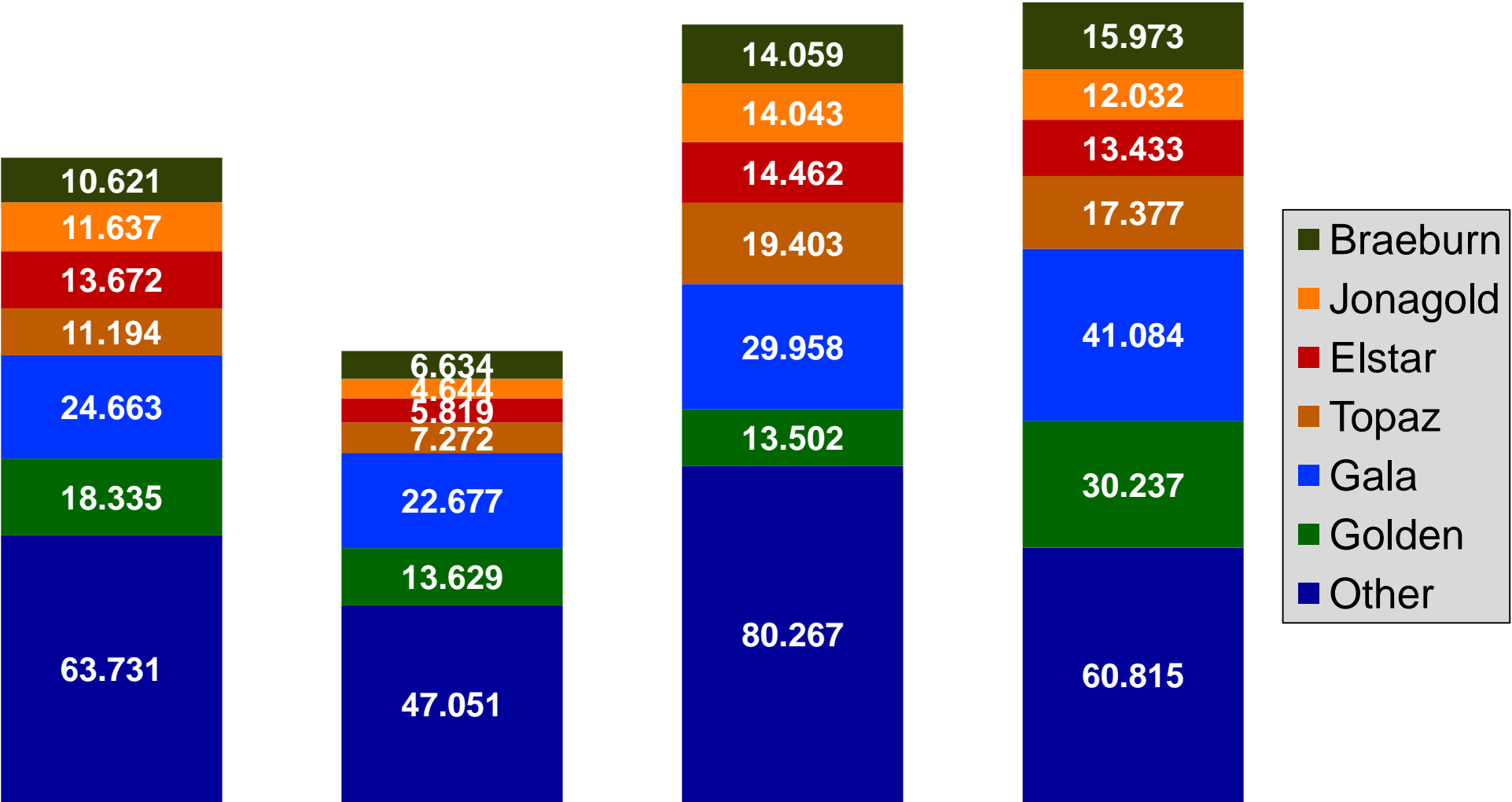


Source: EBF/AMI

EBF – we know a lot about organic

[AMI 2018.08.06]

Apple varieties in organic production



2016

2017

2018

Forecast 2019

Source: EBF/AMI

Bio freshfruit market



- The organic fruit areas will increase by 30% in the next two years (at this time in convention)
- Organic apples and pears maintain their place on the shelf in the premium segment
- Time spirit prepares the ground for more organic food – every ecology debate focuses more and more on organic farming
- Organic production is more dependent on weather conditions
- The requirements for quality and shelf life are similar for organic and conventional products
- Different sales strategy between organic – conventional
- Additional product safety through 1 more control level (organic control system)

Bio processing fruit market



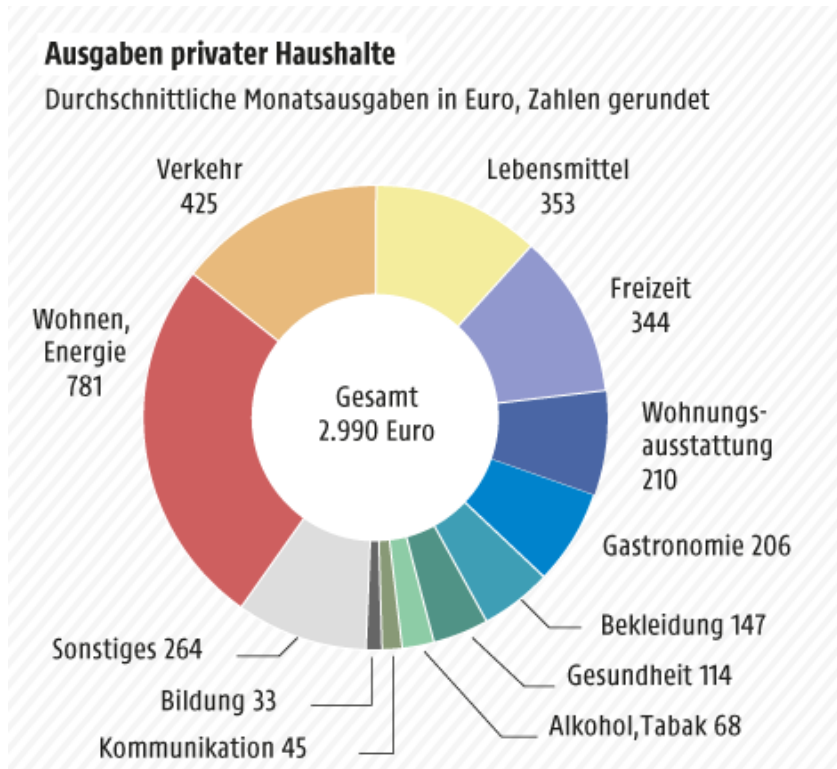
- Processing volumes increase more strongly in new organic regions
- Organic scattered fruit fluctuates very strongly from year to year (alternance)
- Concentrate market not very important for organic farming – it does not fit in with the philosophy
- Directly pressed juices go strongly towards organic raw material and regional origin
- Baby food is almost completely converted to organic fruits
- Residue problems are a major focus in the processing sector
- Different sales strategy between Organic - Conventional

Sleeping problem for freshfruit



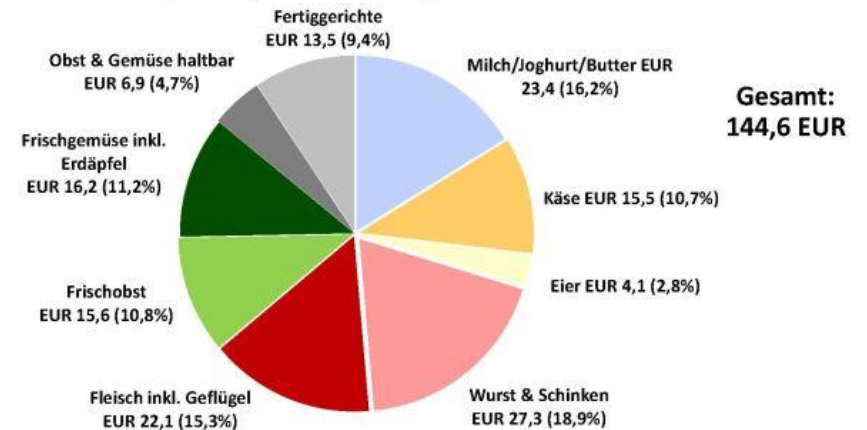
12% for food

15,- Euro per month
for freshfruit per household



Monatliche Ausgaben für frische Lebensmittel und Fertiggerichte
exkl. Brot/Gebäck, durchschnittlich pro Haushalt 2017

Chart 4



© RollAMA/AMA-Marketing, Feldarbeit: GfK Austria/Auswertung: KeyQuest Marktforschung

Europäisches Bioobst Forum European Biofruit Forum



Thank you for your attention!



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