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## PROMOTING FACILITIES OF ORGANIC PRODUCTION IN EUROPEAN COUNTRIES

In nowadays in the world a full-fledged organic products market has been formed in such assortment as: vegetables and fruits, milk and dairy products, child nutrition, eggs and other wholefood. Beside that, there is a specificity in demand for this product in different countries of Europe. In such way, for example, in France it is a demand for organic wine, and in the UK it is an organic cider.

An element that plays a decisive role in the commodity policy of companies, which are focused on the production of organic products, is the certification system of using special marking that confirms the certification process. In this regard, special attention is paid to developed countries in development and improvement the system of regulating the quality of food products, in particular the system of organic certification and standardization.

For example, in all EU countries since July 2010, the new single logo is used, which is a prerequisite of organically grown products. This helps to increase the efficiency of product promotion not only in own but in international markets.

A special role in promoting products is played recently to the distribution system. In general, the distribution channels of organic products are supermarkets of traditional retail chains, special grocery stores, markets, online stores, and direct sales of organic farms.

In spite of this, the historical culture of consumption and purchase of organic products has developed from consumers, which has led to the fact that we can observe a significant difference among distribution channels in different countries (Table 1).

So, in Germany, previously dominated small stores, that were specialized in the sale of organic products. Today, in supermarket chains are dominated five big retailers, which are representing more than 70% of the market.

Table 1.

### Market share by the main distribution channels of organic products in European countries [3]

Specialized organic stores with a share of over 25%, %			
Countries	Specialized organic stores	Traditional retail networks	Other channels
Germany	28	49	23
France	37	39	24
Italy	55	25	20
Poland	73	20	7
Specialized organic stores with a share of less than 25%, %			
Sweden	-	90	10
United Kingdom	13	75	12
Austria	18	65	17
Croatia	20	75	5

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The retail network in France is more complex and versatile. Sales of organic products in them are carried out in 6 directions: through public institutions (schools, hospitals); fairs; specialized stores; supermarkets and direct sales. It is also necessary to take account the features of organic products' range. As a rule, supermarkets are promoting already complete product, which is the same for vegetables and fruits, then such channel of distribution is predominant as direct sales of farms (48% of sales) [3].

In Poland, despite the advantage of sales in specialized stores, there is a new trend - the placement of specialized shops in shopping malls near the supermarket.

A completely different situation is observed in countries where the share of specialized stores accounts are less than 25%, and mostly sales are made in traditional retail chains (Table 1).

Selling through supermarkets has its own peculiarities and problems because they require more homogeneous organic products. But on the other way, supermarkets are the only way to achieve mass sales of products to potential consumers and encourage a target audience that cannot be reached through direct sales from farms.

In Sweden, the feature of this market is that organic products for the most part are sold through supermarkets that have a fairly wide range of organic products. This is due to the fact that the retail sector in Sweden is characterized by relatively high degree of vertical integration between wholesale and retail trade [1, 2].

Also, in the report "Organic Monitor" the tendency of the strong influence of world retail trade into the development of the organic market was noted, and in opposition to their private trademarks. So, the brand O Organics, developed by the Safeway retail network in 2005, became the world's leading brand.

Therefore, the boundary between the brand of the manufacturer and private trademarks is being scaled up globally. This is also explained by the fact that most retail networks operate successfully in the European market, but also sell products to Latin America, Asia and Africa, due to its winning successful promotion and competitive prices.

Despite the fact that demand of organic products is increasing, technological innovation and increased efficiency by increasing the scale of production leads to the fact that the cost of production, processing, transportation and marketing promotion of organic products is decreasing.

In conclusion, we can say that in the countries of Europe, a great potential for development, which allows agribusiness companies to consolidate their position in the market of organic products. For the effective promotion of products in the Ukrainian market, we can focussing on the following features for promoting the organic product: it is necessary to emphasize the marking and ethics of production, using non-standard methods of advertising through an advertisement as an environmentally friendly product.

### References

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