

Environment-conscious Foods/Organic Foods

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ORGANIC FOODS

The global organic market is growing very quickly. This is because more people are concerned about their health and about the effects that toxic chemicals such as agricultural chemical have on both humans and the environment. In Japan, "organic JAS" mark has been introduced in 2001, and it could be said that we are ready for organic products.



In Japan, out of all agricultural products, organic products make 0.18% (2008), and there is still a great potential power and possibility of growth.

Both domestic and imported organic foods' sale in Japan is currently over 150 billion yen. Next to Europe and the US, Japan has the 3rd largest organic agricultural products market. The green food market, which uses smaller amounts of chemical fertilizer and agricultural chemicals, is estimated to be about 600 billion yen.

As a global trend, according to the announcement of International Federation of Organic Agricultural Movements (IFOAM), the organic farming area of member states of the EU is 7.8 million ha (4% of all farm area). The market scale reached 2.6 trillion yen in 2006 and maintained its growth rate at around 20%. In 2010, the market grew globally to nearly 6 trillion yen.



To briefly explain the trends of organic products, England is the top-level organic foods producer and consumer in Europe. They are reaching out to all kinds of fields starting from baby food, cereal, agricultural products, dairy products, meat, and processed foods. Under the belief of "naturally produced foods are not only safe but tastes good",

English consumers have large interests in organic foods even if they normally cost 30%

more.

Australia is called the organic developed country, and leads in the organic industry. Globally, about 35 million hectares of land is qualified as an organic farm. Of this, 1/3 is in Australia and has the largest farming area in the world.

An Italian major super market chain has a private brand that is made of 350 types of organic products at the most, and 1,150 health food stores sell over 4,000 organic products.

According to the survey carried out by the Organic Marketing Association, 65% of the consumers have eaten organic products, and of this, 21% used organic products more than once a week. Also, 60% of the consumers collect their information about organic products from grocery stores, and it exceeds media and Internet. From now on, there would be more demand for promoting organic products in retail stores.