

PROORG

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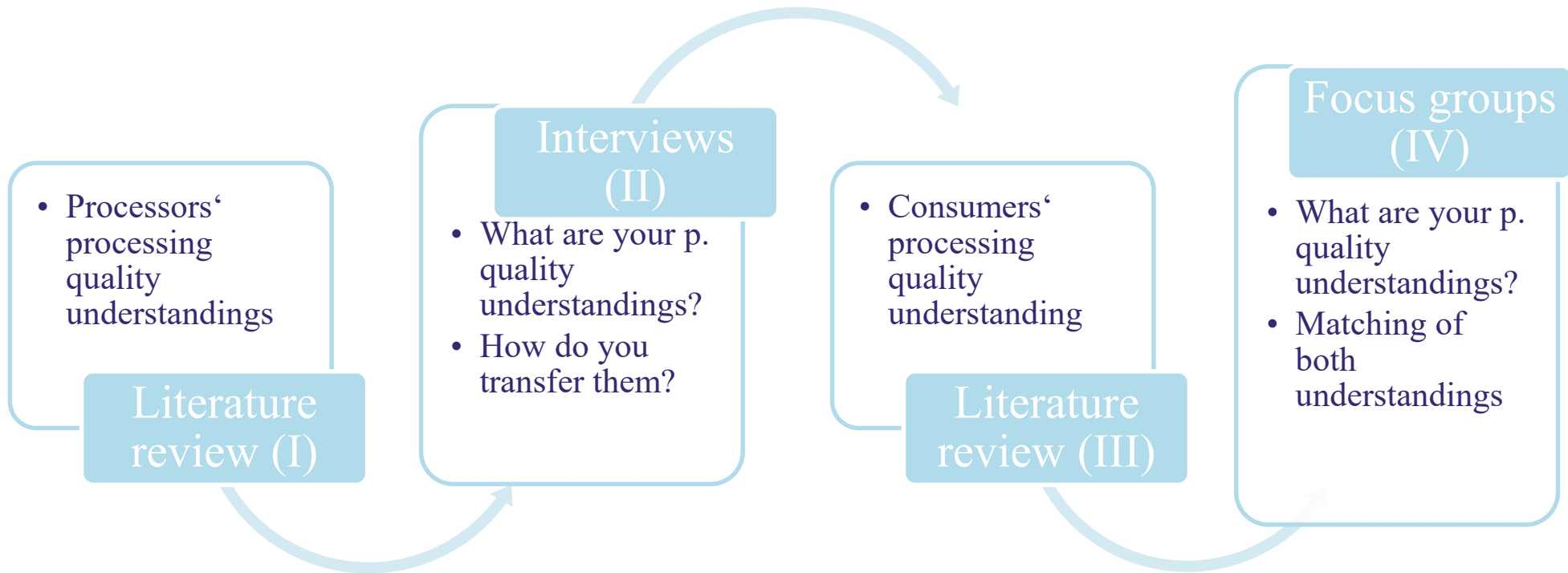
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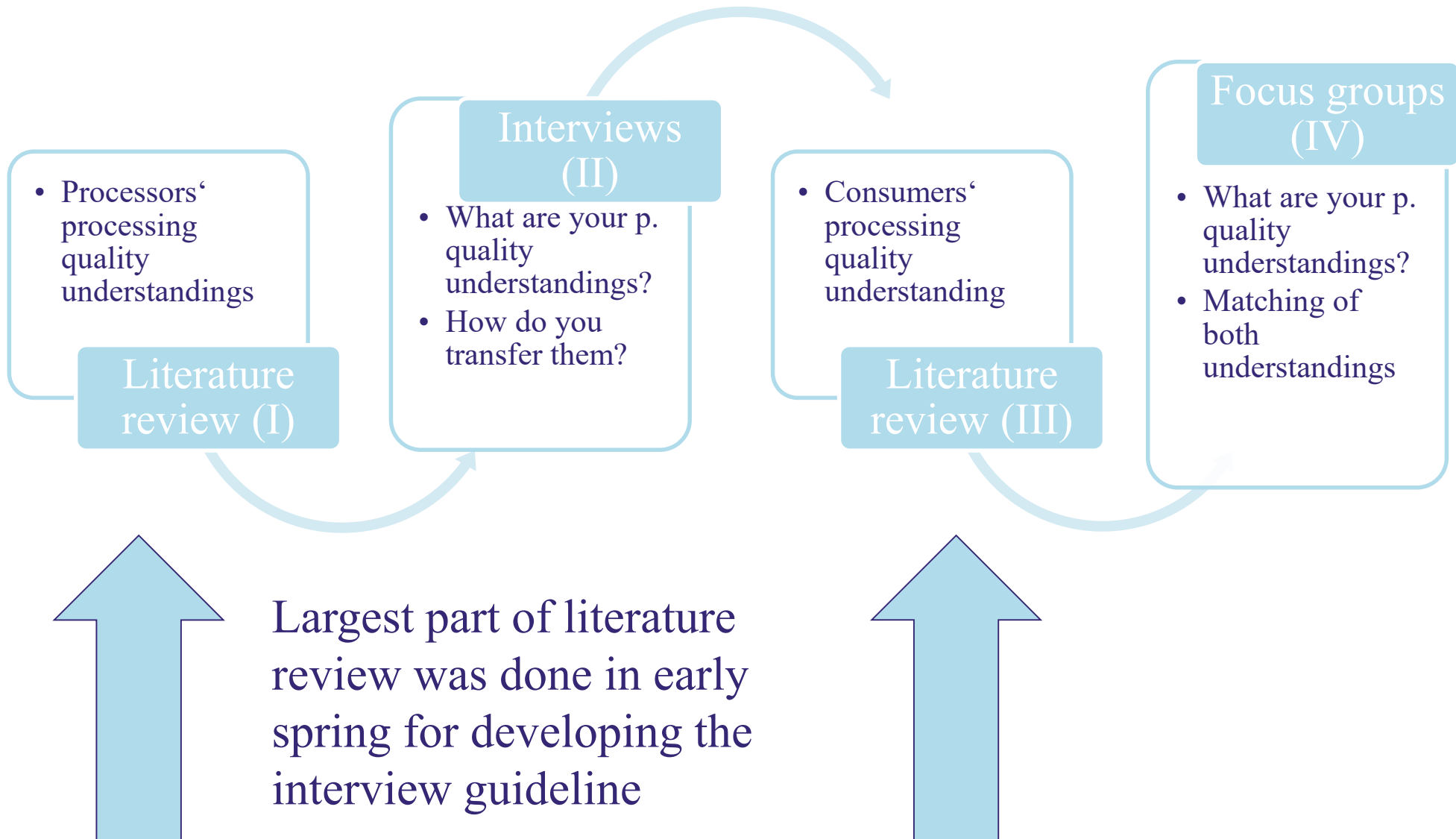

CORE organic



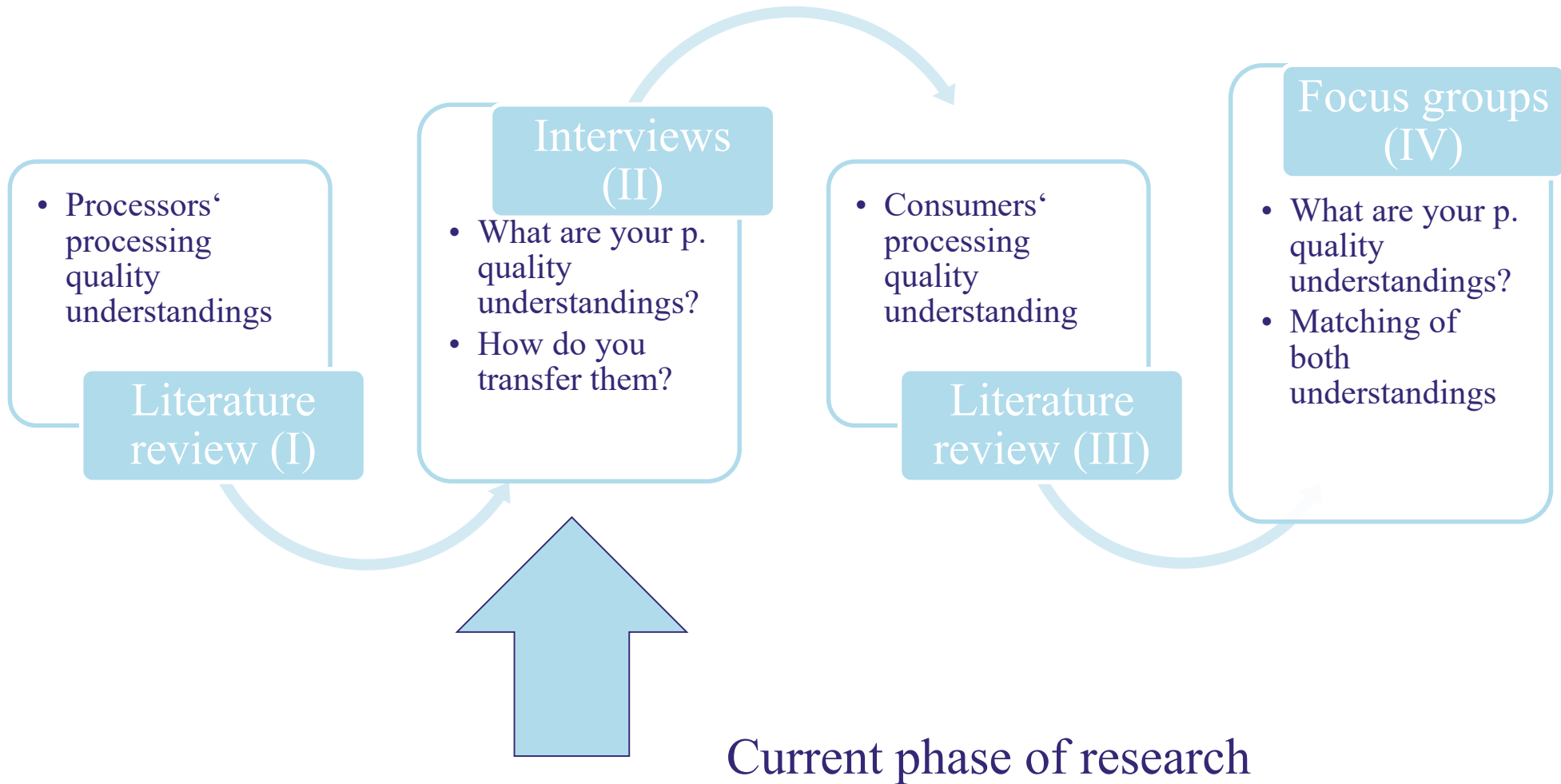
WP6.4: Content of research steps



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First Pre-test of interview guideline has been conducted in April 2020 in with experts from an organic soy processing company

- Quality management
- Sustainability management
- Marketing

The interviews lasted between 30-60 minutes

They were conducted via telephone by three of our students of the master degree program

Results of the interviews

Category	Statements
Philosophy of quality	Own understanding of quality is important for market success; authenticity/ trustworthy
Top quality organic product	Quality is in conflict with long durability; high importance of standardisation and reproducibility for quality; clean product without additives and few ingredients; ! While organic is described as “as natural as possible” ! Conflict between organic quality and food industry
Processing	Chemistry kid vs. Technology; quality can be created during processing; processing is some kind of value creation; skills of employees are of high importance for quality; No expert named a technology that does not fit to organic!
Quality control	possibilities of product analyses influences the quality aspects; certifications are required from the market; control during processing is of high importance for quality;
Holistic view	Balancing all aspects of sustainability is important because a system can tilt if one dimension is stressed too much
Relationship with suppliers	Long-term and trustful relationships to suppliers is important for the quality; Trust as a core aspect of organic
Consumers	They know to little about food and have requirements that are not easy to fulfil; communication with the consumer is therefore very important for the performance of the

Next steps:

- Evaluation of the interview guideline (finished in May 2020)
- Second Pre-Test of the interview:
 - Planned for June 2020
 - Interview partners: experts of a jam producing company, both organic and non-organic quality
 - Second evaluation of the interview guideline
- Interviews with experts from milk and fruit juice processors

WP6.4: Content of research steps



At the moment it is not clear in which way focus group discussions can be conducted;
A possible alternative to face-to-face groups might be conducting them via Zoom or Skype.

ORGANIC FOOD IN EUROPE

