

# News about the organic market in Germany 2011

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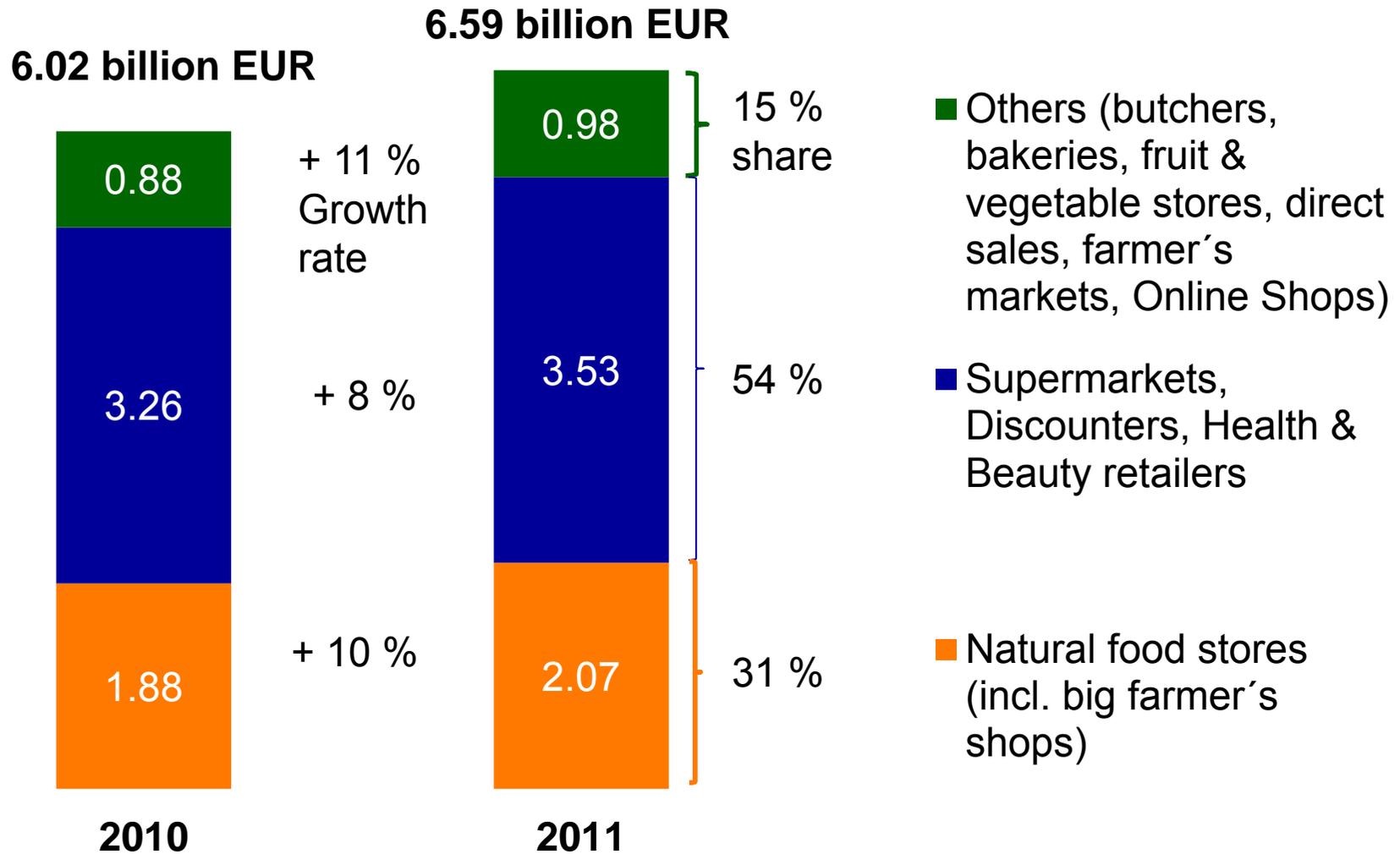
# Development of the German Organic market 2011



- 2011 started with the Dioxin scandal surrounding conventional feed stuff in January - strongly pushed all organic animal products
- In May/June 2011 EHEC scandal turned down consumer spendings for certain vegetables and scions tremendously – organic and conventional
- Fukushima made people more concerning about the origin and the quality of their food
  
- Small harvest for cereals, many vegetables and fruits in 2010 with high prices slowed down consumer spendings for plant products
  
- Better supply for all animal product
  
- Higher consumer prices
  
- **MARKET GREW by 9 percent in 2011 up to 6.59 billion EUR – 3.7 percent of the entire food market**



# German organic market grew by 9 %

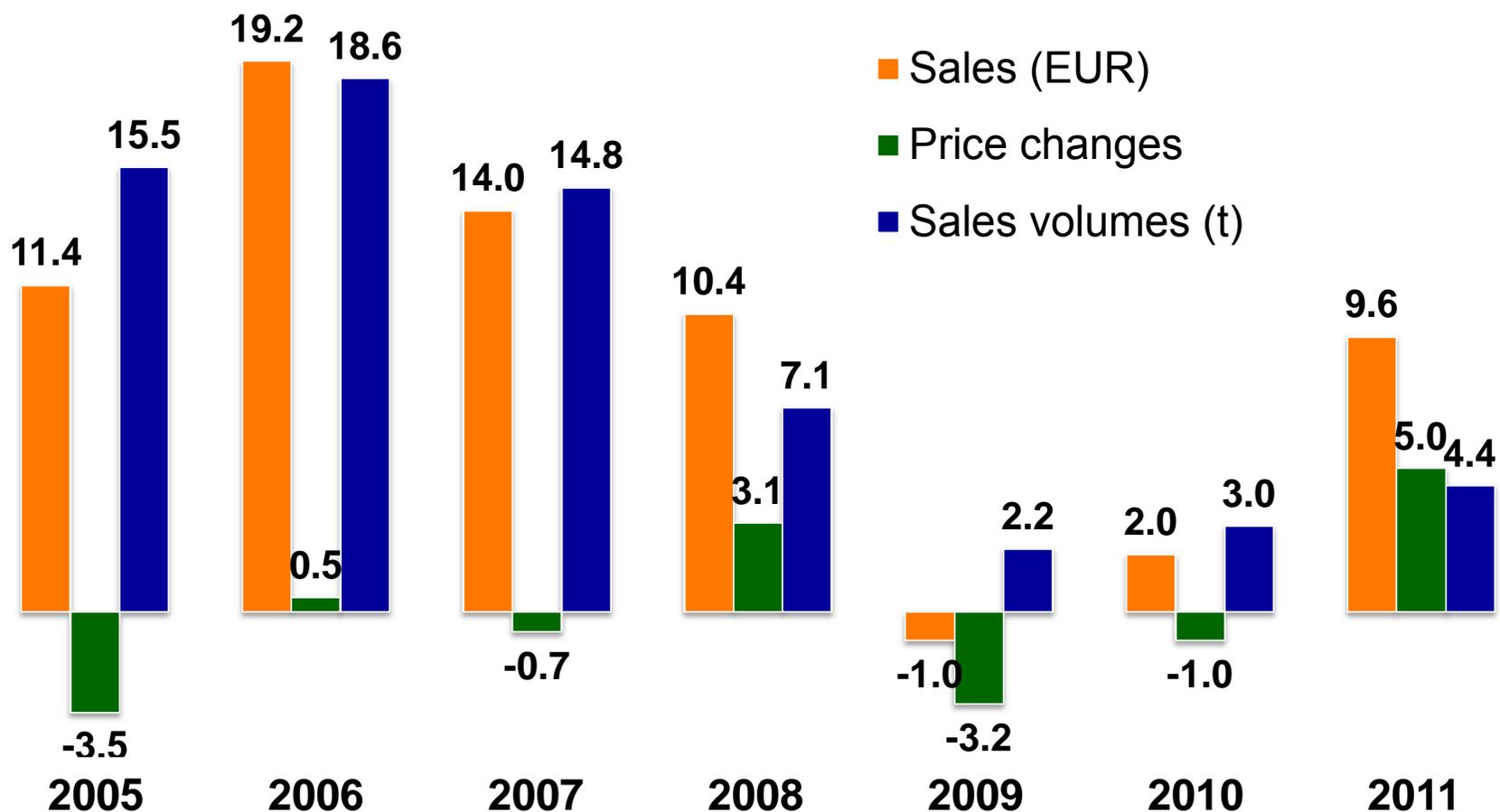


Source: Arbeitskreis Biomarkt based on GfK, Nielsen and Klaus Braun

# Sales and Price changes in the German organic market



Growth rate in % to previous year

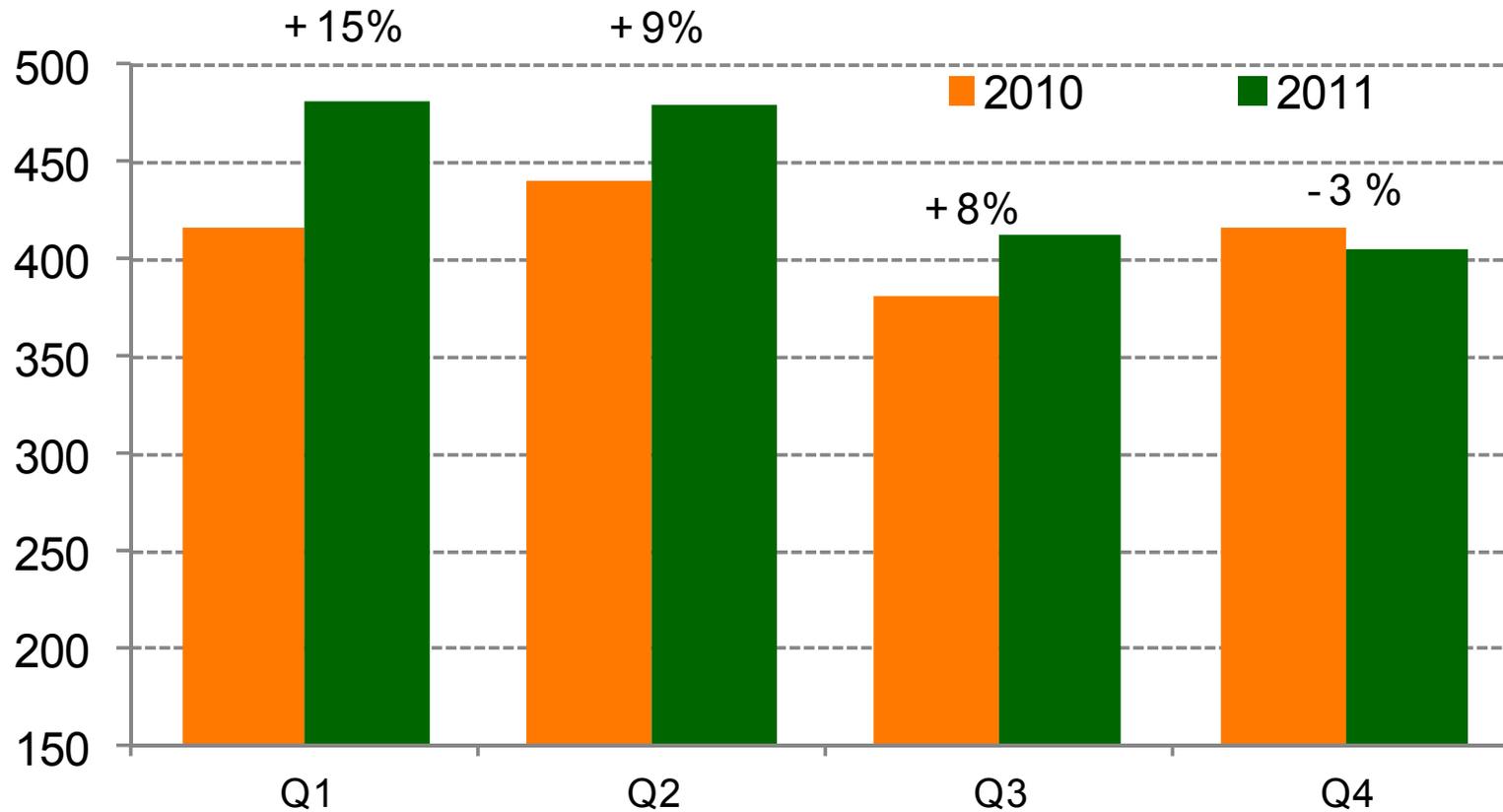


Source: AMI Analysis based on GfK householdpanel



## Consumer spendings for organic fresh products\*

Mio. EUR



\* Meat, Meat products, Poultry, Eggs, Milk & Dairy, Oils, Bread, Fruit, Vegetables, Potatoes

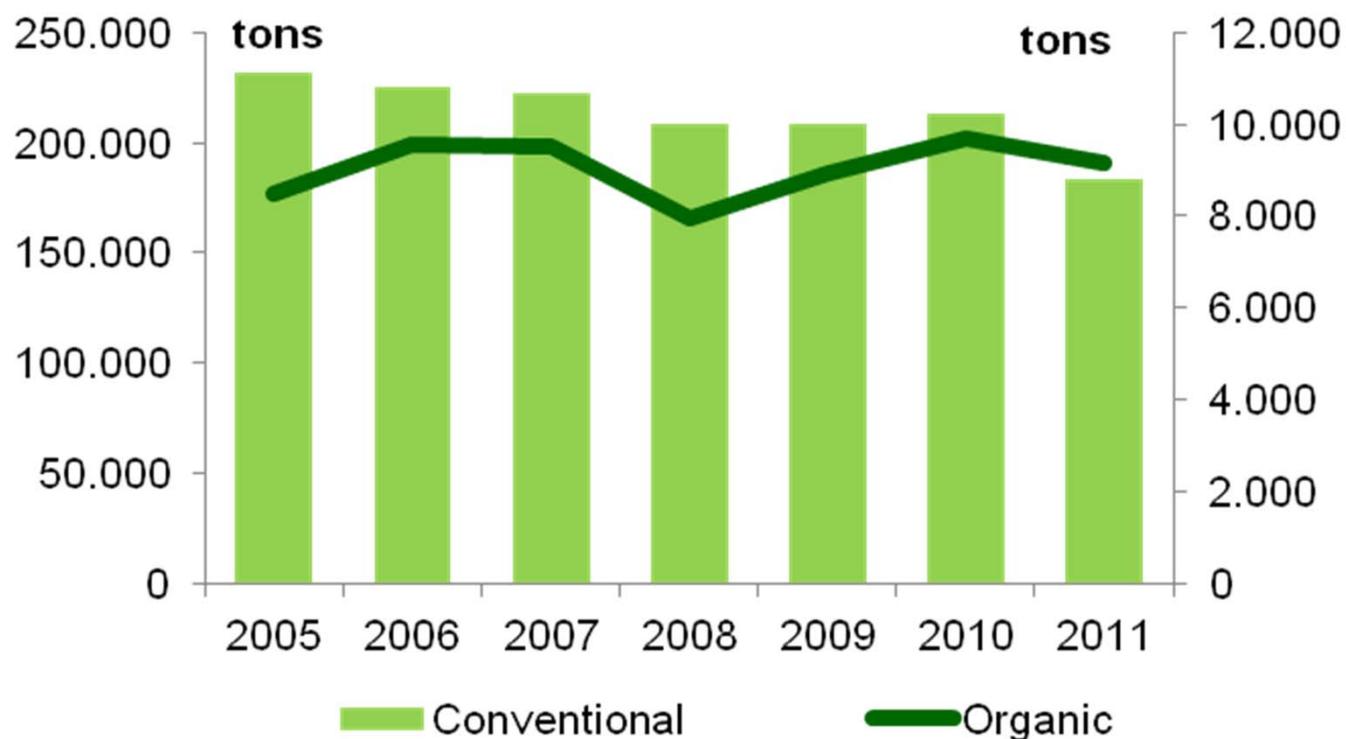
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Source: AMI-Analysis of GfK-Household Panel

# Conventional vegetables were much more affected by E coli crises – June 2011



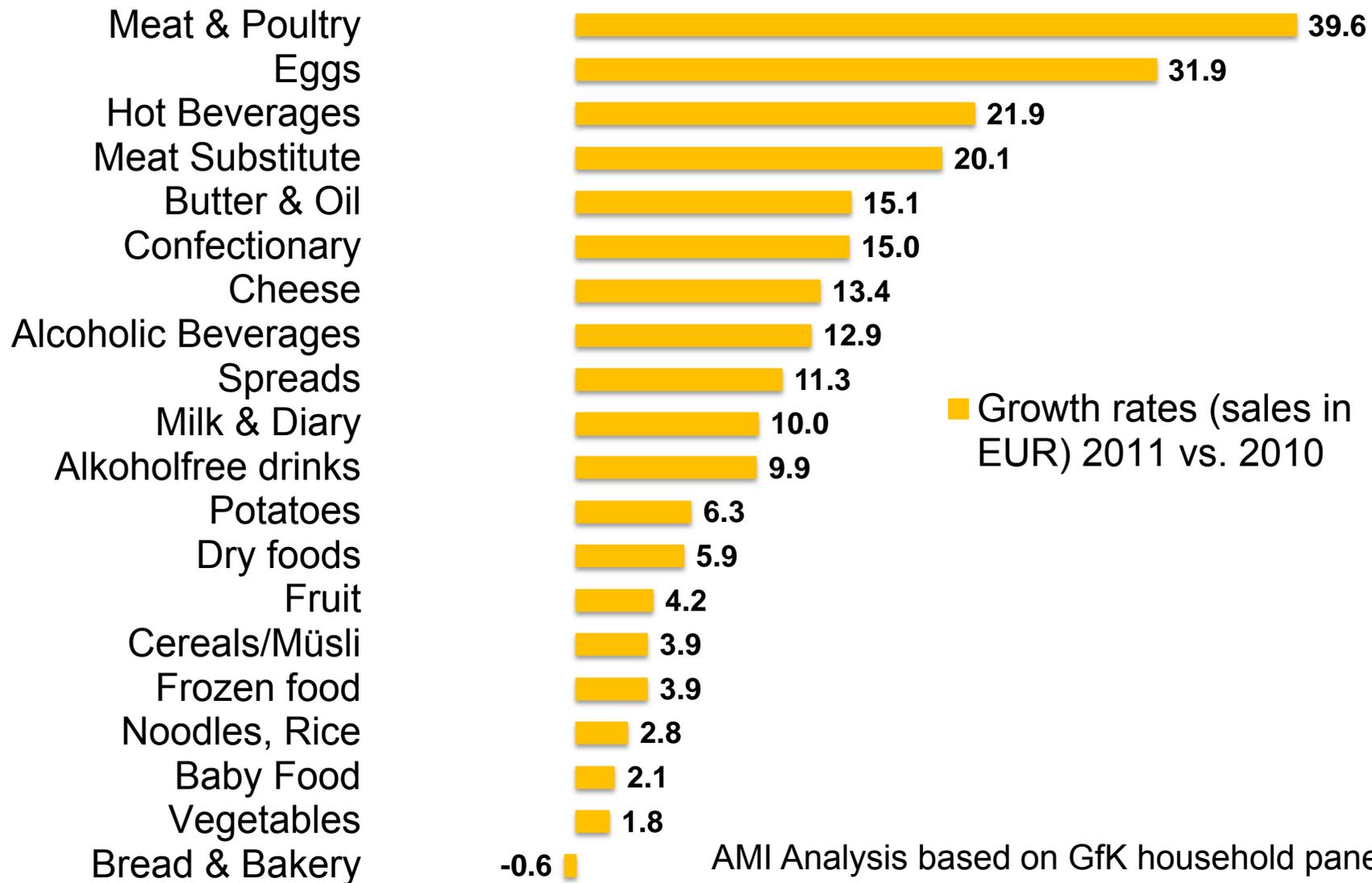
### Purchases of fresh vegetables in June



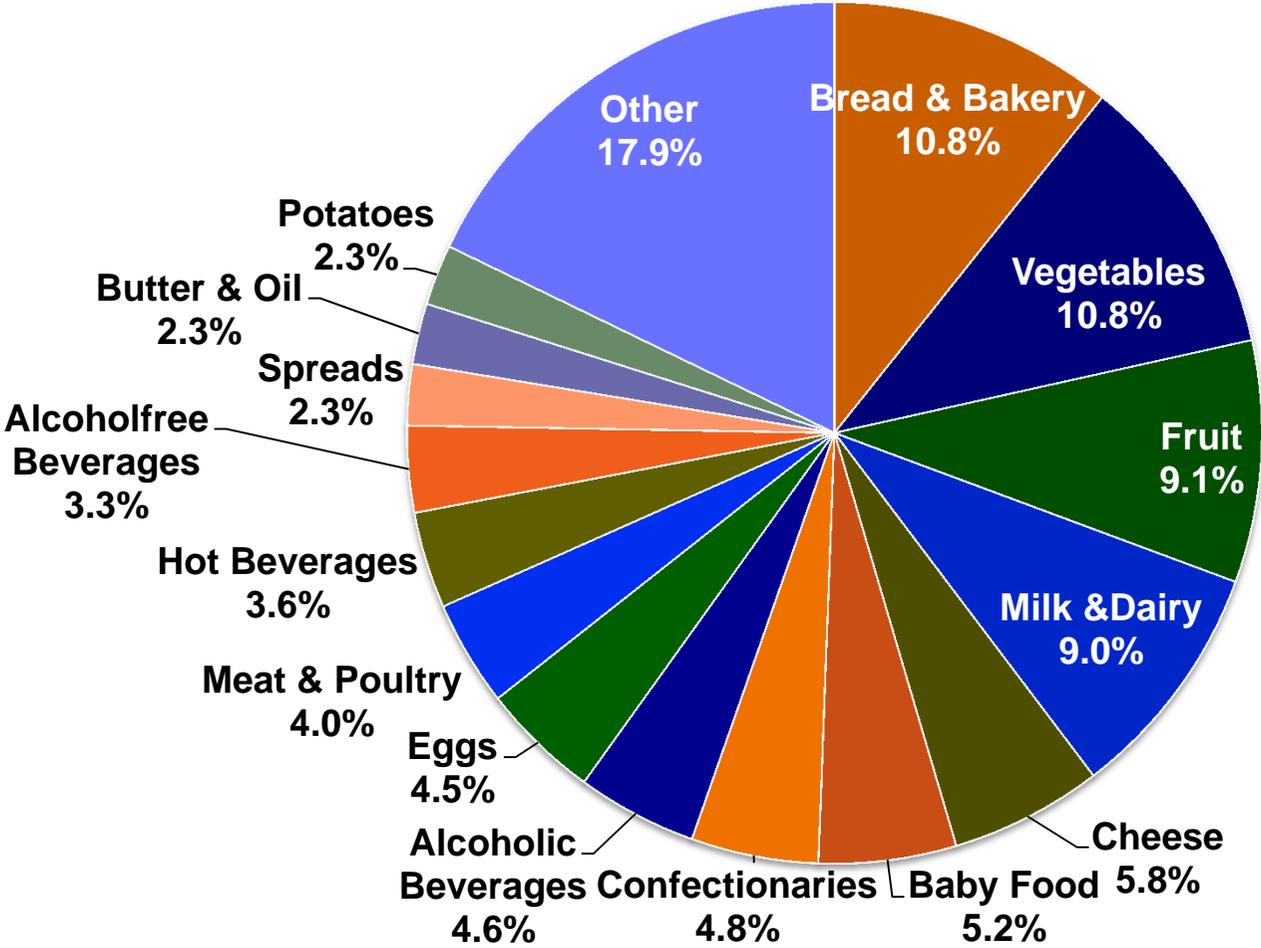
Source: AMI-Analysis based on GfK-household panel

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# Animal Products grew the most 2011



# Organic Food Sales in Germany 2011



AMI Analysis based on GfK-household panel

# Food Sales in Germany 2011

