

# The Organic Products in the Green Marketing Laboratory



**Victor Danciu**

*Ph.D. Professor*

Academy of Economic Studies, Bucharest

***Abstract.** A healthy way of life requires green products which protect the environment and the quality of life. Organic products have relevant green characteristics and particular benefits for the consumers, the producers and the environment. The benefits support the rapidly growing world market of organic food in both developed and developing countries.*

*Green issues and products have a growing importance in Romania. Even if the Romanians have not become fans of the green products yet, a growing number of consumers prefer organic food. More important, Romanian organic food has success on the export markets.*

*Supporting and promoting organic products on both domestic and international markets requires significant efforts, including those in the green marketing area. The requirements of the green marketing imply new thinking and acting towards new responsibilities and solutions. The task of the marketing is to bring on the market the green problems under the form of new products, the change of the existing products through ecological improvement and abandoning the ecologically obsolete products.*

**Key words:** organic product; organic product policy; ecological conscience; green consumers; green marketing.



## 1. The green marketing, the laboratory of the success of the organic products

The green marketing is often considered a solution to the many issues of the degradation of the environment and the consumers' health. The ecological, green or environmental marketing attempts to connect the classical components of the marketing and management to the ecological issues. The key-concept attempting to define the green marketing is how the responsibility and environmental issues are integrated into the concept of (the) marketing management. In this respect, the green

marketing might be defines as the holistic management process responsible for identifying, anticipating and satisfying the requirements of the customers and society, in a profitable and sustainable way (Kärnä, 2003, p. 11). Green marketing incorporates a board range of activities about ecological products, including organic products as an important part, about changes in the production process, in the packaging as well as modifying promotion and distribution (Polonsky, 1994, p. 1).

All these issues ask for new management and marketing strategies, able to face decisive challenges and finding workable solutions connected to the meaning of the terms ecological, green or environmental, the development process of the green products, the commitments and initiatives for the safeguard of the environment and quality of life.

The solution of these specific issues is possible if a new conscience – the green conscience – is developed. The companies with green conscience and philosophy don't consider consumers as individuals having instable appetites for material possessions, but as human beings with a life, concerned with the condition of the world they live in. The products are not designed in a linear way any more and without concern about their long-term impact on the individuals and society.

The green marketing aims at achieving two main goals. The first goal is to develop products which might satisfy consumer's needs and exigencies for quality, health, performances, appropriate price and convenience of buying but at the same time consistent with the environment. The other goal is aiming to design an image of high quality, which incorporates the environmental sensitivity. This image of high quality facilitates the communication of the features of the product as well as the green values of the producer.

The requirements of the green marketing ask for redirecting the way of thinking and action towards new responsibilities and solutions. In this way, the green marketing is acquiring some *particular characteristics* (Danciu, 2006, pp. 25-28).

*The green marketing is oriented towards the protection of the environment and quality of life.* This characteristic calls for marketing actions aiming to restrict and reduce the consumption of the resources, to emphasize the stabilization of the ecosystem and improve the quality of life. The common element of all these solutions is finding the alternatives which are not affecting the individual and collective health by producing and consuming goods which have no long-term harmful effects.

*The philosophy of the green marketing relies on the circular thinking.* The concept of circular thinking believes that marketing practices, especially those regarding the products, are driven by the “cradle – to cradle” approach. According to this approach, the design of the green product follows a complete life cycle,

without experiencing the stage of being “dead”. Each new product used parts of the old product. This new product has a “rebirth” on the other coordinates of its green qualities and features. In this way, the green product is better for the environment and consumer's health at each rebirth.

*The green marketing has a social responsibility.* It generally refers to business decision-making linked to ethical values, compliance with legal requirements and respect for people communities and the environment. The companies which are putting into practice the green marketing should not limit the consumer's rights and should not force them to choose what does not meet their desires, preferences, expectations and, particularly, their ecological conscience. Products safer for health as the organic products which are more efficient to pollution control, reduction of resources and energy consumption might be such solutions.

The harmonization among the ecological interests of the green consumers, companies and society as a whole is an imperative, but difficult to put into practice.

## **2. Organic products: controversial history, promising future**

### **2.1. The organic products as a category of the green products**

A product is green if it meets the lower requirements of the ecological legislation. The consumers may consider a product as green if it meets the demands and expectations about environment and health. This approach may often exceed the legislation and the producers' willingness to manufacture goods which protect the environment and the quality of life. Therefore, the green product should be the result of the harmonization between the requirements of the market and the ability to produce it. In order to estimate the greenness of a product, one should use a scale that provides its variability. The producers may obtain green products only if they alter some unessential components of the traditional, brown products. A product policy which foresees and realizes the development of new green products is needed for manufacturing true green products.

In order to obtain green products, the conceiving, development, alteration and diversification of the

products should be dependent of the maximization and the elimination of the negative effects on the environment and quality of life. Organic products meet the best these requirements, since they give the best opportunities for obtaining entirely ecological qualities.

The consistence of the green product with the market's requirements should be a clear and distinct feature, since the green consumers don't abjure their claims for the green qualities of the product. The organic products have relevant green characteristics and both objective and subjective components, of the ecological quality. These products have the physical features which provide objective green quality as a result of their manufacturing or growing process. They also have the capacity for meeting the subjective expectations of the consumers which want healthy products.

The organic nature of a product is the result of the elimination of any artificial preservatives, coloring, irradiation, synthetic pesticides, fungicides, rodenticides, ripening agents, fumigants, drug residues and growth hormones (Ottman, 1998, Chapter 2, p. 8) and genetically modified organisms. Early consumers interested in organic food would look for chemical free, fresh or minimally processed food. They also had to buy directly from growers. "Know your farmer, know your food" was the motto. At that time, personal definitions of what constituted "organic" were developed through first hand conditions, and farming activities. Small farms could grow vegetables and raise livestock using organic farming practices, with or without certification, and this was more or less something the individual consumer could monitor. This process is present in both developed and developing countries where the green consumers become active. As demand for organic food continues to increase, high volume of sales through mass outlets, like supermarkets, is rapidly replacing the direct farmer connection. For supermarket consumers, food production is not easily observable, and product labeling, like "certified organic", is relied on. Step by step, various alternative organic standards are emerging. They generally bypass formal certification, which can be expensive and cumbersome, and provide their own definition of organic food.

In the United States, the Authentic Food standard includes criteria that are incompatible with current agribusiness. These criteria demand that all foods should be produced by the growers who sell them, fresh fruits

and vegetables, milk, eggs and meat products should be produced within a 50 mile (80 km) radius of their place of their final sale, the seed and storage crops (grains, beans, nuts, potatoes etc.) should be produced within 300 miles radius of their final sale and only traditional processed foods such as cheese, wine, bread and lacto fermented products may claim "Made with Authentic Ingredients" (<http://en.wikipedia.org/wiki/organicfood>). In the United States, agricultural products that claim to be "organic" must adhere to the requirements of the Organic Food Production Act of 1990, and the regulations promulgated by the United States Department of Agriculture (USDA), through the National Organic Program (NOP) under this act. These laws essentially require that any product that claims to be organic must have been manufactured and handled according to specific NOP requirements. A USDA Organic seal identifies products with at least 95% organic ingredients, as defined by the National Organic Program.

Most food industry research of the last 50 years has focused on developing chemical agriculture and modern food processing and less has been done to investigate side effects of conventional agriculture. In response, organics is concerned in "large part with what not to do". "As much as possible, let Nature does its thing" seems to be the most used formula rather than in devising precise formulas for organic production. A strictly rules – based definition of organic farming and organic food, consisting of approved inputs and practices created and maintained by regulatory agencies, is inevitably subjects to "exceptions" and special interest pressures to modify rules. As organics become "whatever the rules say it is", the line between organic and conventional food can get blurred.

## **2.2. Organic products, between a controversial history and a promising future**

The "conventional" agriculture, utilizing large amounts of artificial chemical inputs, monocultures, and intensive farming methods, is a recent phenomenon, dating to the Green Revolution of the mid 20<sup>th</sup> century – Almost the entire history of agriculture consists of what would be now termed "organic farming".

Rising consumer awareness of "organic" methods began in the 1950 \$ with the promotion of organic gardening. In the 1960 s and 1970 s one effect of a

growing grassroots concern with environmental issues was the appearance of more elaborate approaches to organic food. In the 1970 s and 1980 s, private sector organic certification and development of regulations at the governmental level began around the world. In the 1990 s, formal organic certification began to be legislated in various countries, and this trend continues today. During the same period, the organic food market experienced a sustained surge in growth, expanding at around 20% a year, exceeding the rest of the food industry by a factor at least 10. The first years of the 21st century saw multinational food corporations taking major stakes in the organic market and this has dramatically increased the variety, availability and falling cost, of processed organic food (<http://en.wikipedia.org/wiki/organic-food>).

The costs and prices of organic food has been, and continues to be higher than their conventional counterparts. This is because farmers who grow organic food have to meet stricter standards to have their products certified organic. More labor is required to do this, bringing up the cost. Some observers of the demand of organic food see this difference in price as being a way to get people to spend more money on a “trendy” food-fad. Globally, since the 80’s there is an increasing number of supermarkets that carry large volumes of organic food. These large retailers, like Whole Food Market in the United States, have been bringing the price of organic food down. In the United Kingdom, organic food was introduced in supermarkets by Wait rose in 1983, with other supermarkets following some years later. In the United States the pressure to bring cost down will vastly increase soon because in 2006, Wal-Mart, the largest grocery retailer, announced plans to increase the amount of organic food available in its stores (Schener, 2006). Wal-Mart intends to keep price of the organic versions to no more than 10% over the price of the conventionally grown counterparts. Because of Wal-Mart’s size and business practices, their move into selling organic food has some people worried. The increase in demand for organic food in the north-american market will require that the more organic food products be imported. On the other hand, the push to lower prices would virtually

guarantee that Wal-Mart’s version of cheap organic food is not sustainable (Polland, 2006).

The organic food seems to be, if not only, the quasitotally present in the growing and marketing of ecologic products, in Romania.

The area ecologically cultivated was about 74,000 hectares, in 2005, while some 7,000 cattle, 20,000 sheep’s and about 5,000 chicken were available (Ziarul Financiar, 20 decembrie, 2005, p. 3). The surface for organic products accounts for below 1% of Romania’s total agricultural potential.

Studies show that Romania could ecologically grow about of 10-15% of its agricultural surface. The cereals, eggs, diary produce, vegetables, honey, forrest fruits and medicinal plants are the organic food from Romania, in which is taking into consideration the ecologic agriculture as one of its sectorial priorities for the 2005-2009 period, explicitly recognizes the importance of the organic products. The goal of this approach is the positioning of the ecologic agriculture as the central point of the Romanian agriculture. In this way, the ecologic agriculture may substantially contribute to the improvement of the environment’s quality, the soil preservation, and the improvement of water quality, biodiversification and the protection of nature. In quantitative terms, the Strategy aims to extend the surface which is ecologically cultivated to 150,000 hectares in 2007, and to create a domestic market for organic food. Thanks to its total agricultural surface of 14.8 millions of hectares and unpolluted soil, Romania has great opportunities for the promotion and development of the ecologic agriculture. Some 1.5 to 2.2 million hectares may be ecologically cultivated.

In a matter fact way, Romanian organic food is exported. The reasons for that are as various as clear. High prices, poor income, and no interest in healthy food, lack of green conscience are the main reasons for the very low consumption of ecologic products in Romania. Organic food is present now and then in Romanian stores. Moreover, the lack of transparency and promotion and the very few organic food which may by found in the retail channels could explain why Romanian organic food is only exported.

### 3. (The) organic food in the context of the ecological conscience

#### 3.1. The ecological conscience as a premise of organic solutions

The organic food, as one of most important categories of ecologic products, should be correlated with the consumer's system of values. The ecologic value is the key-element of the beliefs and behavior of both producers and consumers of organic food. How many importance is attached to the ecologic value in the green marketing's processes and mechanisms depends on the ecological or green conscience.

The green conscience may be understand as a feeling, a representation, an image, a goal, an attitude, a way of action and a tendency of the behavior which primary values are the protection of the environment and the quality of life (Faix, Kurz, Wichert, 1995, p. 158). Because of its dynamic character, the ecological conscience is a variable of the green values' system. The consumers and the producers give the first position on a value scale to an undamaged environment, unchanged by macro, microeconomic and technical actions.

People who have a healthy way of life, which is aimed to preserve the environment and the good quality of life, take into account/consideration the consumption of organic food as a priority. The ecological conscience, as a result of a substantial, constant and long-term effort, should be hold as a compulsion and a support for reaching the goal of the presentation and improvement of the environment and the quality of life.

The AIDA model seems to be appropriate for the pursuit of the successive transformation of the buying and consumption behavior, in order to place the green conscience as a support for reaching the ecologic goals. The first stage of such a process is becoming aware of the ecologic problems. The appropriate *attention* is then payee to these specific problems. In the next stage of the development of the ecologic conscience a solid *information* take place. The information about ecological problems and exigencies is obtained by data collecting, systematization and processing. The results of the research may be the support of the *decision* to find ecologic solution. The final effect may be the *action* for buying or consumption of organic products. As a

result of the successfully cover the whole process, the ecological conscience is build up.

The environmentalists behave following their green conscience. The environmentalist or green consumer is the individual who actively searches products which have scanty or zero impact against the environment and favorable effects on the quality of life. The active behaviors, high level of education, liberal spirit, restless and informed are the basic characteristics of the green consumer. The environmentalists are – as a rule – leaders of opinion. Catalyzing the ecologic trend within the community where they are living in. As far as ecological consumption becomes a long term trend, it makes evident the passing to a new ethics of the buying and consumption. The passing from the consumption's increasing philosophy to the one which considers the quality of consumption as a priority is the main characteristic of the new green ethics. The developed countries have the greatest ecological concerns and actions and the most of the green consumers. These consumers comply more with the essence, simplicity, moderation, strictness, quality and social responsibility than with materialism (Ottman, 1995, p. 3). Many countries and consumers are left outside the environmental and organic practices. In exchange, in all countries more and more people become sensitive to the ecological problems begin to award the products which are considered (as) having different degrees of risk for environment and life and the firms which are producing and selling them. The more pronounced preference for the organic products is a part of the green ethics of buying and consumption, which is based on the ecologic, green values. The new ethics of the green consumer puts a mark on the relaxation of the psychological pressions on the individual philosophy and the emergence of new form of social conscience. This new form is part of the idea of both cooperation and action, which is important for facing the global problems before which an individual is powerless. The ecologic conscience of the consumers is an expression of their concerns with the creation of a greener world and the acceptance of everybody, including the future generations, to the resources. To deal with the societal problems and their solutions, the ethics of the production and consumption, commanded by the priority of the ecological and social values, calls to pass from the short term to the long term strategy.

The gradual rethinking of the philosophy based on the convenient buying and lack of concern for the production's and consumption's effects is not only required but perfectly possible. This is possible if the implications for consumption without control become fully aware.

The concerns about the possible effects of the products after consumption are a manifestation of the green conscience. Similarly, the cause-effect relationship becomes more important for the understanding of the damages on the environment and their long term impact on the quality of life. More and more consumers are troubled by the finding of the research and the statistics on the permanent harmful effects of the different no ecologic components of the products may be caused to the different parts of the body. These consumers are putting themselves questions like which is the impact of the pesticides on the fruits? What effects may have the preservatives or the fertilizers? May varnish and paint alter the health of the utilizers? How may be accustomed the individual health with hormones and vitamins residues?

Only the long term solutions may give answers to these questions and to many more others. Such a solution with potential favorable effects might be the organic products as a principal part of the green efforts made for the improvement of the quality of life and of environment.

### **3.2. The benefits of organic products, a powerful support for their acceptance by the green consumers**

The production and the consumption of organic products are strongly stimulated by their benefits. Defining and disseminating the benefits of organic products has largely been left to word and mouth, occasional media coverage, and the promotional effort of organic advocates.

This is not the case in conventional marketing where terms like "low fat", "low sodium" and "whole grain" are often used to signify health benefits. The "certified organic" label is generally left to stand on its own as a self explanatory, assisted only by general terms like "natural".

*Benefits for consumers.* A study published by the National Research Council (USA) in 1993 determined that for infants and children, the major source of exposure to pesticides is through diet. A more recent study, from

2006, has confirmed and described in detail these findings by measuring the levels of organophosphorus pesticide exposure in 23 school children before and after replacing their diet with organic food. In this study it was found that levels of organophosphorus pesticide exposure dropped dramatically and immediately when children switched to an organic diet (Lu Chen Sheng et al., 2006, <http://www.ehpnl.org/imembers/2005/8418/8418/>).

Thus, the reality confirms that conventionally grown food contains pesticide and herbicide residues – stuff most people wouldn't normally want to feed their children. These residues include herbicides like Atrazine, which have been shown that even at concentrations as low as 0.1 part per billion, the herbicide will emasculate a male frog by causing its gonads to produce eggs, effectively turning males into hermaphrodites. But until a chemical has been directly linked to illness in people it will continue to be used.

Unfortunately finding a directly link is difficult, because it requires the result of chemical testing on humans that scientists, ethically, don't perform.

*Benefits for the environment.* Some critics complain that organic farms have lower yield than conventional farms. Yet, studies comparing yields have had mixed results with some showing less yield and others showing roughly equal yield. But all the studies are consistent in showing that organic farms are more energy efficient. One study, for example, that found a 20% smaller yield from organic farms (in USA), found that they had used 50% fertilizer, 97% less pesticide (Organic food/<http://en.wikipedia.org/wiki/organic/food>). Those farms are more energy efficient makes it easier for them to be sustainable. In addition, because organic farms don't use toxic pesticides, there is more biodiversity in the soil. Beside higher soil quality, more life in the soil allows for higher water retention. This helps increase yields for organic farms in drought years, during which organic farms have been found to have yields 20-40% higher than conventional farm, in the United States.

### **3.3. A framework for multiple options: the variety of organic products**

The organic food can be either fresh or processed, based on production methods, availability and consumer perception.

*The fresh organic food.* The fresh organic food is seasonal and perishable. Vegetables and fruits are the most available type of organic, fresh food, and are closely associated with organic farming. They are often purchased directly from growers, at farmers markets, from on – farm stands supermarkets, through specialty food stores. Unprocessed animal products, such as organic meat, eggs, dairy, are less commonly available. For fresh food “organic” usually means produced without extensive use of synthetic chemicals such as fertilizers, pesticides, antibiotics, hormones, substantially free of genetically modified organisms, and often, but not necessarily, locally grown.

*The processed organic food.* Processed food accounts for most of the items in a supermarket, often, within the same store, both organic and conventional versions of products are available, and the price of the organic version is usually higher. Most processed organic food as producing and marketing products like canned goods, frozen vegetables; prepared dishes and other convenience foods is beyond the scope of small organic producers.

Processed organic food usually contains only, or at least a certain specified percentage, of organic ingredients and no artificial food additives, and is often processed with fewer artificial methods, materials and conditions (e.g.: no chemical ripening, no food irradiation). In the United States, a recent amendment to the organic legislation has allowed some in the second largest in the world. Market growth slowed to 7.8 percent in 2002 with a number of countries reporting slowing growth rates. In Germany, baby food is almost exclusively organic, and over 30% of bread baked in Munich is organic. The German market was hit by the Nitrofen food scandal and consumer demand in countries like the United Kingdom and Denmark is stabilizing whilst other countries like Italy or Switzerland continue to report high sales growth. In Italy, the existing legislation calls for all school lunches to be organic by 2003. In Austria, the government has created incentives so that, within the next few years, 10% of its food will comprise locally grown organic foods. In the United Kingdom, by January 2005, 686,100 ha of land were managed to organic standards. The organic food sales increased from just over GBP 100 million in 1993/1994 to GBP 1.21 billion in 2004, an 11% increase on 2003.

The organic food production is stepping up in the four corners of the globe with almost 23 millions hectares

of farm land managed organically. Much of the increase is occurring in the third world countries where some farmers are attracted to the export benefits of organic food production. Many governments are encouraging farmers to convert to organic farming for this reason, however the studies calls for a cautionary synthetic processing agents to be classified as “organic”, so the exact composition of *certified* organic processed food may vary according regional regulations.

#### **4. The global market for organic food: facts and statistics**

As statistics shows, the organic food world market is growing rapidly, far ahead of the rest of the food industry, in both developed and developing nations.

The world organic food sales were USD 23 billion in 2002, an increase by 10.1 percent on 2001. The world organic market has been growing by 20% a year since the early 1990, with future growth estimates ranging from 10-15% annually depending on the country (The Global Market for Organic Food and Drink, Organic Monitor, Retrieved 2006 – 06 – 20).

The highest growth was observed in North America where the US market has been given a lift by the implementation of the National Organic Programme (NOP). The NOP has raised the profile of organic products and they are becoming highly visible in mainstream retailers. The organic products are available in nearly 20,000 natural food stores and 73% of conventional grocery stores, and account for approximately 1/2% of the total food sales in the US, in February 2003 (Catherine Greene and Carolyn Dimitri, 2003). Americans are buying organic food as they are seen to be healthier and more natural than non/organic products. This is a factor for most organic food sales in approach for the potential of export markets is often overstated. The market growth rates are slowing and supply-demand imbalances are expected to become a feature of the global organic food industry.

The global market of organic food is projected to continue to expand however at slower growth rates. The industrialized world is expected to comprise most revenues, however other regions are to show high growth due to the growing popularity of regional markets, the increase of green conscience including. The formation of trading blocs and the convergence of consumer demand are also stimulating demand in other countries.

## 5. The Romanian market and consumers of organic products

The Romanians haven't become fans of the green products yet. The protection of the environment and quality of life has little significance for most of them. Poor income and the great importance attached to the capital goods and houses don't allow the Romanians to be much preoccupied about healthy food. Moreover, the self-consumption has its part in meeting the demand for food, organic food included.

A study about the development of the organic products, worked out within the project "Extension for ecoprofit", which was financed by The World Bank and Romania's government, has identified the main reasons of the absence of the success for the organic products within the domestic market. The Romanian consumer is too little informed and interested has a poor buying power, and the price of green products is much more higher than conventional products. An organic product is 20% more expensive, on an average, than a conventional one and people like better buying cheaper products.

There are organic products in Romania, but they are slowly seller. Eggs and dairy are the most important organic food which are delivered to the distribution network. The organic food is distributed through supermarkets, natural food stores, and the outlets of the processing industry.

The value of domestic market for organic products is difficult to estimate. The National Strategy for Export of Romania suggests that the market of green products is growing by a 20% a year.

A proportion of 70 percent of the Romanian production of organic food is exported. The absence of information and ecologic concern, poor budgeting power and high prices of organic products may easily explain the high weight of the exports.

The cereals, dairy produce, fruits, vegetables, honey and ecologic plants are the main green products which are exported. The cereals go quasitotally towards the EU markets, the honey and ecologic plants arrive on the tables of nederlanders, germans, polish and americans.

Although the prices of Romanian organic products are higher, they are comparable with such products which originate from other countries. In Romania, the costs are even smaller, what may facilitate to get a competitive advantage.

## 6. The product policy, the support for the success of the organic product

The achievement of ecological objectives of the marketing and their integration into the area of its particular characteristics depend on the development and putting into practice of the green marketing policy. Ecological marketing policy has the product policy as main/principal element. This policy has as task bringing on market the green problems under the form of new products, change of existing products by ecological improvement and elimination of the ecologically obsolete products (Hopfenbeck, 1994, p. 307).

The problems of green product should have several approaches. The economic approach relay on the green product as a tool of the commercial and marketing policy aimed to influence and persuades the customers. The technologic approach considers the product's technology as the decisive factor for the green product's manufacture. The ecological approach calls for taking into consideration the environmental and health effects. These very complex problems which cause a complicate system of relations give the green product policy an ample and various content (Faix, Kurz, Wichert, 1995, pp. 160-166), and these problems and content are fully present in the organic product policy.

*First, the utilizations of the organic product should be identified.* The utilization of the organic product concept should be extended, because of ecological philosophy. The product shown meet a wide/broad palette of demands and expectations and different levels of additional utilizations, the green utilizations included. The green consumer doesn't diminish any of demands about the features and qualities of the organic products. As a result, the product's compatibility/consistence with the ecological demands of the market should be a distinct feature of it. The ecological utilization of the organic products is consistent with the demand of the consumers who have ecological conscience for a green product.

*The organic features of the products* are the next step and component of product policy. According to the dynamic character of the demand of the customers, these features should be well defined and included into organic product. The dynamics of green expectations is a strong stimulus for developing and modeling an organic product. Since the organic product's features facilitate



its precise improvement, the dynamic problems are important. The organic qualities of the product have a permanent dynamics, too. Their number and the combinations of the organic qualities lead different organic products. This aspect is very important for the organic product strategies.

*The achievement of the organic product under the form a reference model* is the result of a precise combination of green features and qualities. Since the growth of the organic product has a strong relation with the potential favorable or unfavorable effects on the health of consumers and environment, it is an significant component of the green policy of the company.

*The quality of the organic product* may be considered the most important element of all. The concept of product's quality is the key of understanding and obtaining the green quality of the organic product. The quality has an objective and a subjective component (Danciu, 2005, p. 54). The objective quality means getting/to get the technical and physical features as a priority. Taste, colors, nutritive value, absence of colorants, additives, and the chemical fertilizers, pesticides gives the objective quality of the organic product. The subjective quality suggests the assessment of the organic product through the point of view of the customers. If the organic product is accepted by the green customers, its quality depends on the needs and expectations, mostly subjective, of these customers.

The green consumers like better the products which correspond to their philosophy for the environment's presentation and improvement of the quality of life. For that reason, they prefer products which contribute to the achievements of goals for the improvement of the quality of life and environment. The organic quality calls for the product modeling and organic strategies by the companies, so that they observe the essential principles to obtain convincing results.

*The proactive behavior* implies that the companies would always be informed, ready to learn permanently, being vigilant and, particularly, planning in advance the rhythm of the organic product's development and the activities for its growth. The permanent approach of ecological problems is a result of the dynamic character of the product depends on the dynamics of actual or foreseen changes in the sensitivity of the consumers

regarding organic solutions. In their turn, the producers and distributors of organic products should by dynamic, permanently having green initiatives, mostly green innovations.

*The ecological issues should be subject of concern, beginning with the first step of organic product getting.* Obtaining organic products is possible, if the green principles of the consumers with ecological conscience are observed. In other words, the organic products should meet entirely the green demands of the consumers. Since a consensus/agreement about the methods for exactly measuring the impact of a product on the consumers' health and environment in comparison with others doesn't exist, the producers should early begin the organic activities.

An important strategic green principle is *the change of the entire system of getting, growth, harvest and distribution of the product.* The holistic nature of the ecological issues entails the importance of this principle. The holistic character calls for an organic approach which should be present in all components of the product strategy.

*The flexibility* is essential to the organic product policy. If they observe this principle, the producers and distributors are obliged to have the capacity to find proper solutions to every situation. They should have the ability to offer variants of the product, depending on customer, market and season. The companies' which produce organic food should observe the principle of *the variety of supply*, as well. The diversification may be obtained as a result of different formulas of growth, dosage and harvest. It may be extended by the variety of package, labeling and weight for sale.

*The reconsideration of the value delivered to the green consumers* is required because of their perception in advantage and profit terms of every acquisition. The utility of organic products is the main stimulus of the preferences for organic products of the green consumers.

The utility of the organic products seems to be directly proportional to their potential contribution in order to maintain and improve the health of green consumers, as individuals and groups. Many opportunities for the consolidation/strength and development of the loyalty of the consumers and profits may arrive if this mechanism is well understood.

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