

RESPONSIBLE ORGANIC FOOD MARKETING

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The general trend of consumption of quality food products has dominated European markets over the past decade. Consumers understand the importance of maintaining their health and consuming safe and healthy food products [1]. However, the supply shocks caused by Covid and Russia's military aggression in Ukraine had a significant impact on global food markets and consumer behavior. Personal incomes declined, and value chains were disrupted, causing a decline in organic sales.

Organic food marketing is aimed at health-conscious consumers. Marketing activities involve the promotion of food products grown and processed using environmentally friendly, biodynamic and sustainable methods. Consumer choice is focused on finding safe and environmentally friendly products.

The challenges of the Ukrainian organic market include decreased domestic demand; high prices for organic products; lack of consumer awareness of the benefits of organic products and labeling; and distrust of the producer and product. Responsible marketing along the entire value chain involves promoting and selling organic products in an ethical and transparent manner. Logistics chains are important, especially at the retail stage [2], as organic products have a limited shelf life.

The higher is the living standard, the more consumers want to buy organic products for themselves and their families. Responsible organic food marketing that complies with the principles of organic agriculture and meets consumer expectations helps to build trust in the product. Trust in the product is a reflection of trust in the manufacturer (brand), and the compliance of the product quality with consumer expectations and consumer preferences.

Thus, responsible marketing aims to maintain consumer confidence in the manufacturer and the product itself. Various factors affect the consumer value of organic food. They determine the willingness of consumers to pay a higher price for organic food compared to conventional

food. For the European market, the key factors of consumer choice are as follows.

First of all, health and well-being. Consumers often perceive organic food as healthier because of the lower content of pesticide residues, synthetic chemical additives and the absence of GMOs. Organic farming practices that prioritize soil health, reduced chemical use, and biodiversity conservation [3] are attracting environmentally conscious consumers.

Secondly, consumers, especially young people, are concerned about the environmental impact of food production.

Thirdly, food safety and quality. Organic food is often perceived as safer because of the strict rules governing organic production. Consumers appreciate the superior taste, nutritional content, and quality of organic products.

Finally, companies, that demonstrate social responsibility, prioritize fair labor practices, and support local communities, can build a stronger connection with consumers. Transparency and traceability are among the key factors of responsible marketing. Organic food products are accompanied by certification labels and markings that guarantee organic status. This makes it possible to trace the origin of food in the supply chain. Many consumers value local and small-scale organic agriculture. Buying organic products provides an opportunity to support local farmers and strengthen the local economy.

References

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