

# The Taste of Organic



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*Most pictures are from [www.oekolandbau.de](http://www.oekolandbau.de) picture database*

# Overview of the workshop

- **Overview of the project**  
**Ursula Kretzschmar, Research Institute of Organic Farming, Switzerland**
- **Marketing potential of organic products through sensory research**  
**Tim Obermowe, University of Göttingen, Germany**
- **Analysis of regulatory framework affecting sensory properties of organic products**  
**Otto Schmid, Research Institute of Organic Farming, Switzerland**
- **Sensory Research and Organic Products**  
**Kirsten Buchecker, ttz Germany**
- **Use for the organic sector**  
**Outlook and dissemination activities**  
**Nina Schinkowski, BNN Herstellung und Handel e.V.**



# Taste Drives for Appetite in Organic Food

Appetite is growing for natural joy



Foto: Max Oppenheimer/GettyImages



CAPACITIES

# Sensory Characteristics of Organic Food

- › Sensory quality is one important aspect to be successful on the market
- › Sensory quality is one parameter which can be tested directly by the consumer
- › Organic food may be sensorically exceptional...
- › ... but there are also products that taste unused



# Goal of the project



- **Development of a multilingual database on sensory properties of mainly processed organic foods (OSIS)**
  - Sensory profiles
  - Consumer research
  - Impact of organic regulations
- **Usage of OSIS as a marketing tool providing sensory information on organic food to**
  - Consumers, retailers/wholesalers and processors/producers



# RTD Objectives 1

- **Set up of a centrally based data folder**
  - **adequate interfaces to allow data transfer to one national database solution (in DE)**
  - **extraction of data in to an electronic data format**
- **Development of an impact matrix of regulations and legislation on sensory properties**
- **Exploring consumer sensory expectations and preferences with regard to specific organic food products**
- **Description of sensory properties from 5-6 products groups in comparison to their conventional alternatives**
- **Elaboration of preferred sensory quality as a „pan European“ landscape map**
- **Developing a consumer typology based on general sensory preferences and individual importance of sensory characteristics**



## RTD Objectives 2

- **Evaluating the potential of sensory labelling and information provision and defining segment-specific recommendations for sensory marketing**
- **Identifying product improvement potential of optimized sensory quality to meet consumer expectations**
- **Accomplishment of a workshop for all stakeholders**
  - **Information on sensory quality, quantitative and qualitative consumer research**
  - **Recommendations for improving sensory quality**



# Selection of products

## Dairy products:

- Yoghurt (natural and fruit yoghurts)
- Soft cheese



## Bakery products

- Cookies (with different sweet taste and ingredients)

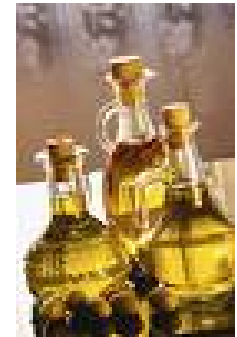


## Meat products:

- Salami

## Vegetable oils:

- Sunflower oil
- Rapeseed oil



## Vegetables/fruit products

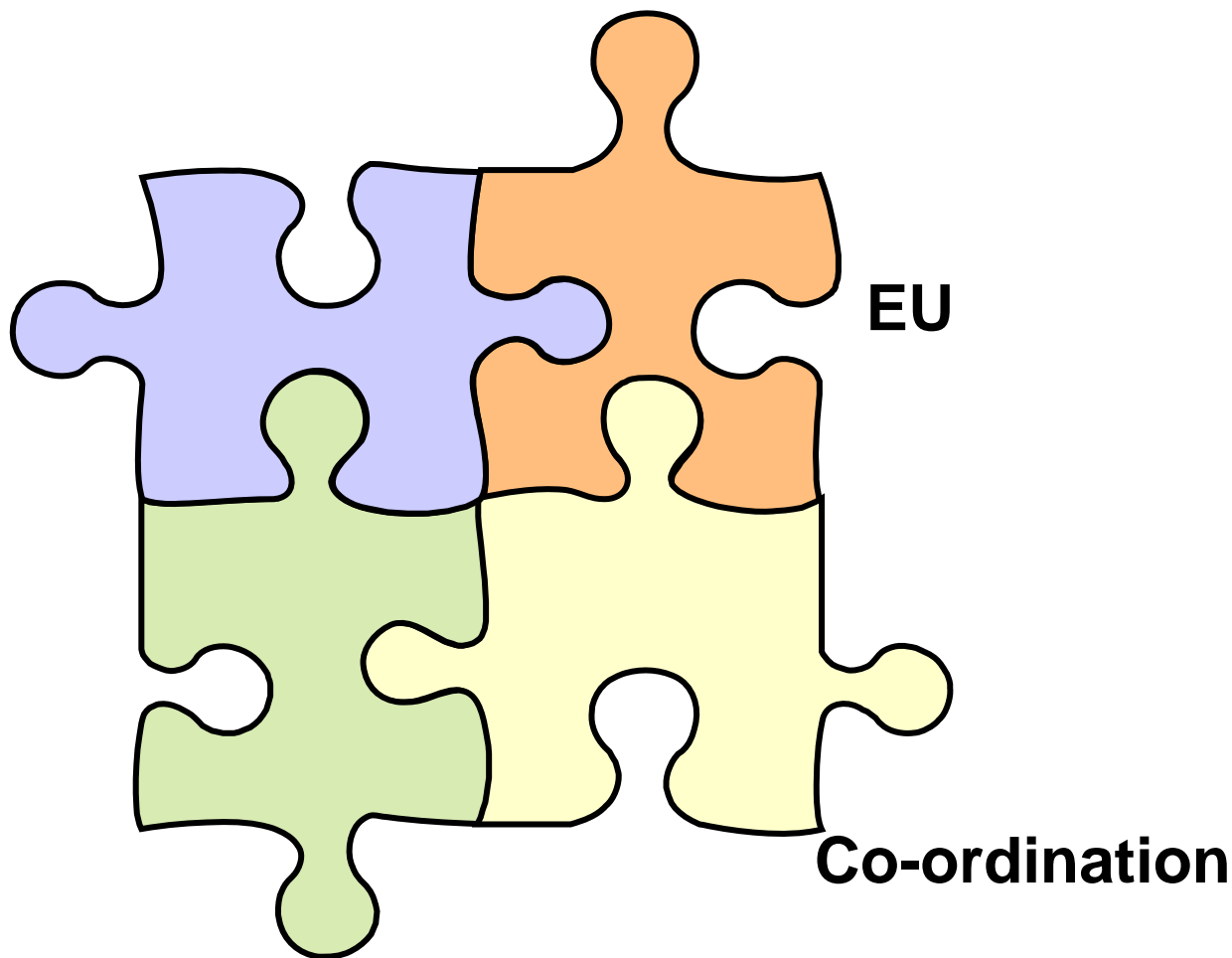
- Tomato sauce
- Fruit juices
- Apples



# Partnership

**SME /organic  
label  
organisations**

**Researcher**



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# Open questions

- Is the way to optimize the products to the general taste or is the way to explain the sensory differences?
- Is the optimisation of the sensory quality influencing the diversity of the organic products?
- Is the optimisation of the sensory quality in organic a killer criteria for the idea of ecologically grown and processed products?
- Is the idea of a sensory database for the product development helpful?

