

# The Taste of Organic

## Sensory characteristics of organic food: positioning and sensory marketing strategies



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# Overview of the workshop

- › **Overview**  
Ursula Kretzschmar , FiBL, Switzerland
  
- › **Sensory preferences – organic food marketing opportunities and challenges**  
Kirsten Buchecker , ttz Germany
  
- › **Consumer attitudes and expectations**  
Hanna Stolz, FiBL, Switzerland
  
- › **Target groups for sensory- based marketing of organic products**  
Tim Obermowe, University of Göttingen, Germany

Discussion





# Open questions

- › Who is already using sensory marketing and how?
- › 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 as well the sensory marketing helpful?

