MARKETING ORGANIC PRODUCTS SUCCESSFULLY

COLLEGE STATION, TEXAS – With the growth of the organic food industry, marketers and advertisers are reaching their target audiences by implementing various marketing techniques.

In order to market to consumers effectively, it is important for marketers and advertisers to understand the consumers’ main concern is the benefits these products offer.

“The growth of organic agriculture is seen as part of an emerging marketing trend where consumers demand to know what benefits a food may deliver before making a purchasing decision,” said Dr. Benjamin Onyango, professor in the Department of Agribusiness and Applied Economics at North Dakota State University.

With projected growth over the next 10 years, marketers and advertisers should modify their marketing efforts each year.

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“As their popularity increases, trend-based marketing can be utilized to market organic products,” said Gwynne Rogers, a consultant for the Food Marketing Institute.

Retailer marketing strategies for organic foods include in-store advertising, cooking demonstrations and having knowledgeable employees available to educate consumers on the benefits of organic.

With the correct marketing and advertising strategies, organic marketing can be successful. As the organic foods industry grows, so can the profits.

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