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Conclusions ; Trends in the Marketing of Organic Grains and Oilseeds in the U.S.
; 1 Introduction
2 Organic and Conventional Grain and Oilseed Markets in the US
3 Modeling the Interaction of Organic and Conventional Markets
; 4 Marketing Margins and Price Premium of Organic Products
; 5 Final Remarks
Current State of the Art of Legislaton and Marketing Trends of Organic Foods Worldwide

Sommario/riassunto

The marketing of organic products is viewed as a significant link between the production side of the business and the consumers, thereby facilitating the distribution of these relatively new products. It has become obvious that companies can organize organic production and influence consumers' purchasing behaviour through the employment of appropriate marketing strategies. This book explores the marketing trends for organic food products through the analysis of those elements that contribute to the expansion of the organic product market. It will aid marketers in facing the challenges that th
