

# Summary Trendrapport 2019

## Developments organic agricultural area

- The amount of organic agricultural farmland increases with 4,1%
- The share of organic agricultural farmland stays at 3,8%
- In the past 19 years the amount of organic agricultural farmland has grown to 1,5 times its size
- Between 2008-2019 25.000 hectares of organic agricultural farmland have been added
- The most prominent trend in 2019: organic businesses buy land and grow, which increases the amount of organic agricultural farmland more strongly than the amount of organic businesses
- The amount of businesses that switch to organic is decreasing.
- The province of Flevoland is still frontrunner concerning organic agricultural area: it has grown 8,2% existing of 11.348 organic hectares.
- The province of Friesland had the biggest increase, with an added 755 hectares (+10%) counting towards a total of 8.314 hectares.
- With an organic agricultural area of 3,8% the Netherlands are far below the EU's mean of 7,7%. Austria is frontrunner with 23,4% organic market share, followed by Estonia (19,6%) and Sweden (19,2%). Our neighbors are faring a tad better than us, Germany (6,8%), France (6%), and Belgium (6,2%)

## Development market share organic

- 95,1% of Dutch households bought organic products in 2019
- The total turnover on organic products in the supermarket has grown 4,9% in 2019
- Consumers that occasionally buy organic, now buy organic products more often
- The majority of households (89%) buys organic products in the supermarket
- Consumers have the following perceptions of organic products: eco-friendly (41%), animal friendly (40%), and pure, without unnecessary additives (39%)
- The biggest barrier to buy organic is the pricing. The majority of households (68%) says they would buy organic more often if it were less expensive
- For the first time in five years there is an increase (1,8%) in organic specialty stores
- The share of organic in foodservice stays behind the retail sector. The limited options and the lack of knowledge concerning the sector seem to be the most important causes.