



Rocks & Wings Ltd.

# SUCCESSFUL MARKETING OF ORGANIC PRODUCTS

Event: ORGANIC Fair Beijing  
Date: 22.11.2007  
Presented by : Hans Kottulinsky

# INTRODUCTION

## SPEAKER:



**Hans Kottulinsky**  
**Austrian / Shanghai Resident**  
**Forest Engineer / Marketing / Finance**

## ORGANISATION:



**ORGANIC Retail Association**  
**Member of IFOAM**  
**World Wide / HQ in Austria**  
**Know How Exchange/ Market Development**

## COMPANY:

**ROCKS WINGS LTD.**



**ORGANIC Consulting and Trade**  
**Hong Kong / Shanghai**  
**Know How / Marketing**  
**Nature/ Health/ Activity**



# PRESENTATION OVERVIEW

INTRODUCTION

WHO IS THE CONSUMER

THE SYSTEM

WHY MARKETING

DEVELOP TRUST

THREE EXAMPLES

DISCUSSION

CONTACT US



# WHO IS THE CONSUMER ?

- Singles and young families in their
- late 20ies to mid 40ies, have a
- higher education, white collar worker
- 1a/ 1b income group,
- urban citizens.
- They are self conscious,
- eager to learn and
- happy to invest in their well being.
- They are conscious with brands and like to show their status.
- They tend to be sporty, members in a gym and like out door activities.
- **EXTREMELY SUSPICIOUS**

R&W Market study / Shanghai 06/07



# ORGANIC VALUE CHAIN

PRODUCT – INFORMATION FLOW

ORGANIC VALUE ADDED

FARMING

PROZESSING

RETAILING  
MARKETING

CONSUMING

MONEY FLOW



# DEVELOP SUSTAINABLE TRUST



PROZESSING

RETAILING  
MARKETING



CERTIFICATION

COMMUNICATION





# **EXAMPLES OF MARKETING SYSTEMS**

**REGIONAL MARKETING**

**INTEGRATED VALUE CHAIN**

**INDIVIDUAL MARKETING**



# REGIONAL MARKETING

**CERTIFIED ORGANIC FARMERS OR PROCESSORS FROM A DISTINCTIVE REGION AND MARKET UNDER ONE NAME**

## **ACTION**

- Define region
- Create unified standards and control systems
- Develop united marketing strategy
- Develop unified sales and distribution systems

## **ADVANTAGE**

- Reduce communications costs
- Increase production volume
- Balance market risk



# INTEGRATED VALUE CHAIN

**THE WHOLE CHAIN - FROM FARMER TO CONSUMER - BUILD ONE PROCESSING AND COMMUNICATION SYSTEM**

**ACTION**

**FARMING**

**ADVANTAGE**

- Create unified standards and control system

- Develop united marketing strategy

**PROZESSING**

- Develop balanced production and process

**RETAILING**

**MARKETING**

**CONSUMING**

- Easy control of quality

- Easy to plan in order of volume

- More balanced product development



# INDIVIDUAL MARKETING

**ONE COMPANY DEVELOPS A MARKETING STRATEGY UNDER ITS OWN SYSTEM**

## **ACTION**

- Create standards and control systems
- Develop distinctive marketing strategy
- Develop balanced production and process chain

## **ADVANTAGE**

- Independent approach possible
- High control of quality



# CONTACT US



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**ORA**

Organic Retail Association

