

Bologna, 8th September 2011

PRESS RELEASE

SANA'S OBSERVATORY ON CONSUMPTION

2011's Research topic: organic products via the big distribution and specialist channels; how consumer behaviour varies across the two channels

Bologna, 8th – 11th September

The Observatory at Sana was born in 2007 with the aim of analyzing the issues that explain how the organic market in Italy is changing within a framework of more or less stagnant consumption.

Head of 2011 scientific research is Guido Cristini, professor of "Economics and business management" and Pro-Rector of the University of Parma. The **project is co-ordinated by Silvia Bellini**, researcher in "Economics and business management" at the Faculty of Economics at the same university.

The survey focuses on three aspects: **the level of penetration** of organic products in the Big Distribution Networks and specialist channels, **the issues determining consumption behaviour** of organic products in relation to changing expectations on the part of the consumer, **an evaluation of purchasing behaviour** (and the different ways of doing shopping) across the two channels.

The research will be carried out via **a qualitative** survey based on the undertaking of a series of **focus groups across the nation** made up of consumers purchasing via both channels. The report on purchasing behaviour given the complex reality of the world of Italian organic products will be developed using **quantitative research findings** from the main market research bodies.

The results will be set out together with Sinab's survey during the conference "**Organic in Italy. structuring production and consumption**", thursday 8th September, 2 p.m – 5:30 p.m.
Sala Allemanda – Mezzanine level, Hall 33.

Sana Press office: GB Studio (Gabriella Bonvini – Stefania Consigli) 02.70600135

E-mail: press.sana@gmail.com

BolognaFiere Press office: Isabella Bonvicini 051.282261 – 335 7995370

E-mail: isabella.bonvicini@bolognafiere.it