


Exploratory insights into consumption and commercialization of biological products during Covid-19 pandemic

Ana Rita Pires, Cristina A. Costa, Ana P. Moura, Raquel P. F. Guiné




Introduction



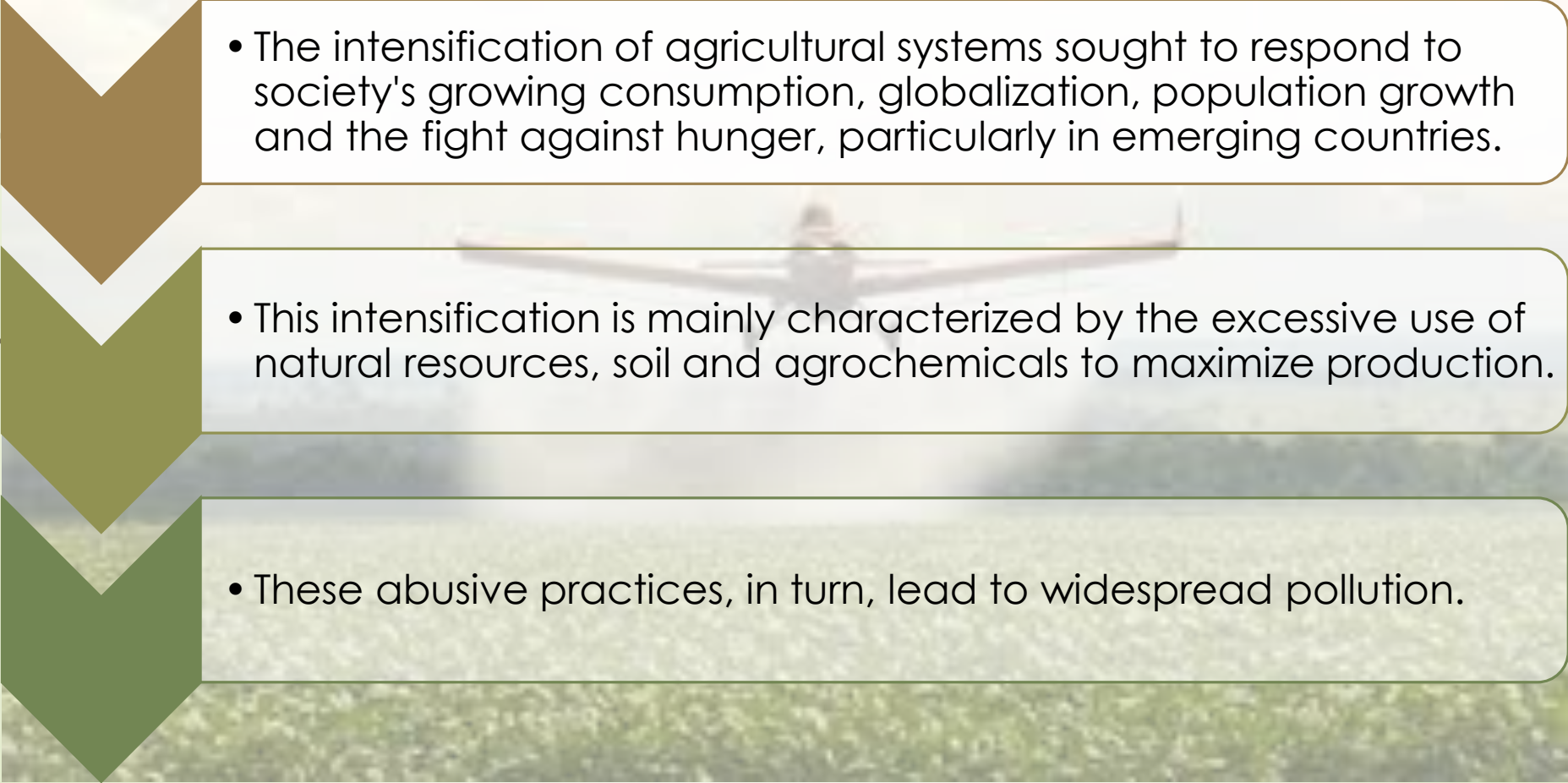
- The intensification of agricultural systems sought to respond to society's growing consumption, globalization, population growth and the fight against hunger, particularly in emerging countries.



- This intensification is mainly characterized by the excessive use of natural resources, soil and agrochemicals to maximize production.



- These abusive practices, in turn, lead to widespread pollution.



Organic farming



- ▶ Produce food, causing minimal impacts on animal and human ecosystems.
- ▶ Enhance the health of ecosystems, achieving a balanced relationship at the level of soil, water, plants and animals.
- ▶ Contribute to biological diversity.
- ▶ Respect the cycles of nature.
- ▶ Contribute to the responsible use of natural resources.

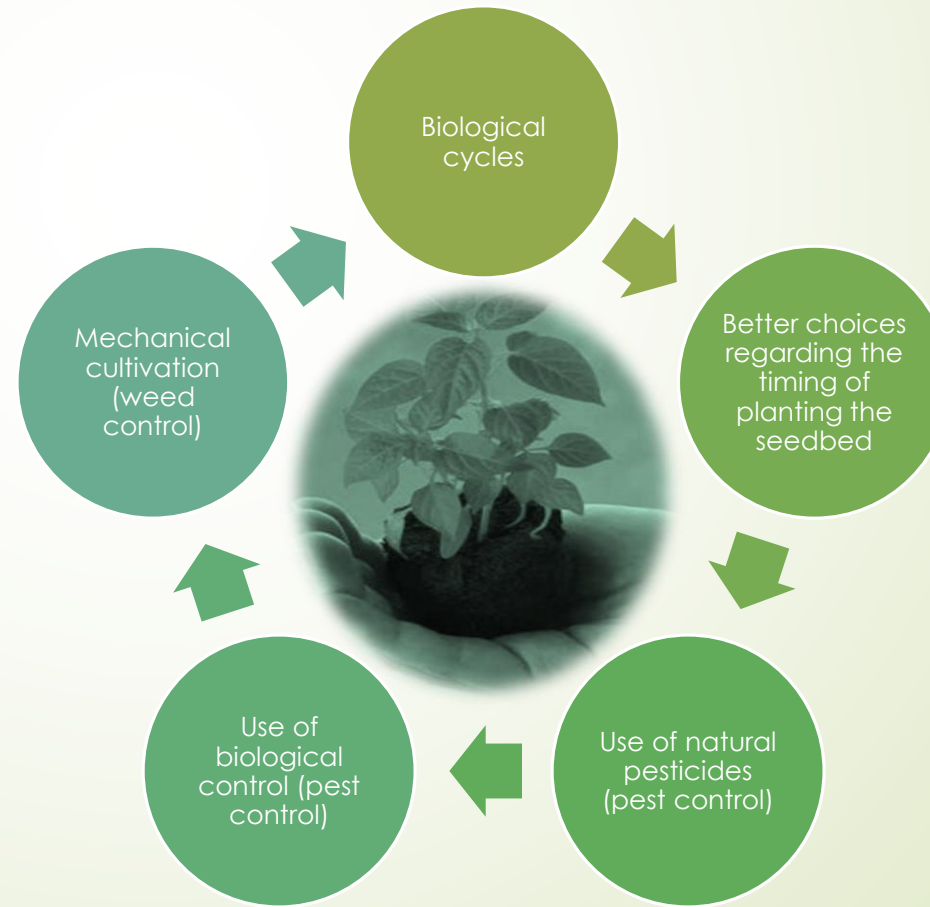


Organic farming

Solution to mitigate the negative impact that conventional farming causes on the environment



Instead of using synthetically produced fertilizers and pesticides, **organic or biological management practices** benefit from:



Objective



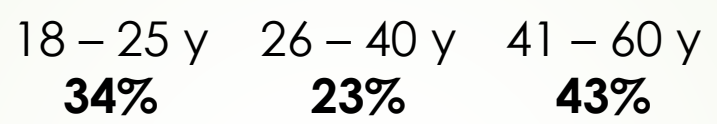
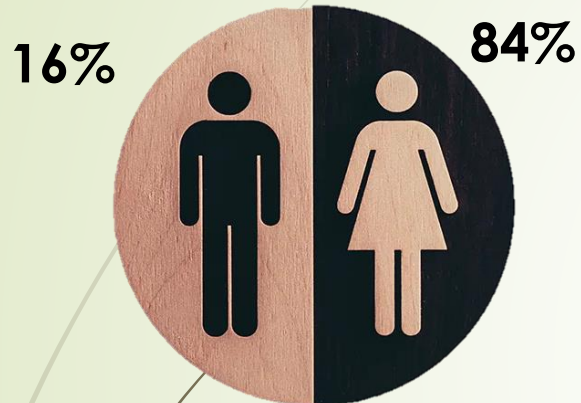
- ▶ This study aims to assess eating habits regarding OF by Portuguese consumers, as well as assess their knowledge concerning this type of production mode and its implications.

Methodology



- ▶ Questionnaire survey (on-line platform)
- ▶ Data collection between July and August 2020
- ▶ Only adult Portuguese participants were included
- ▶ Ethical approval (ref. 12SUB2020)
- ▶ Data treatment – Excel 2016

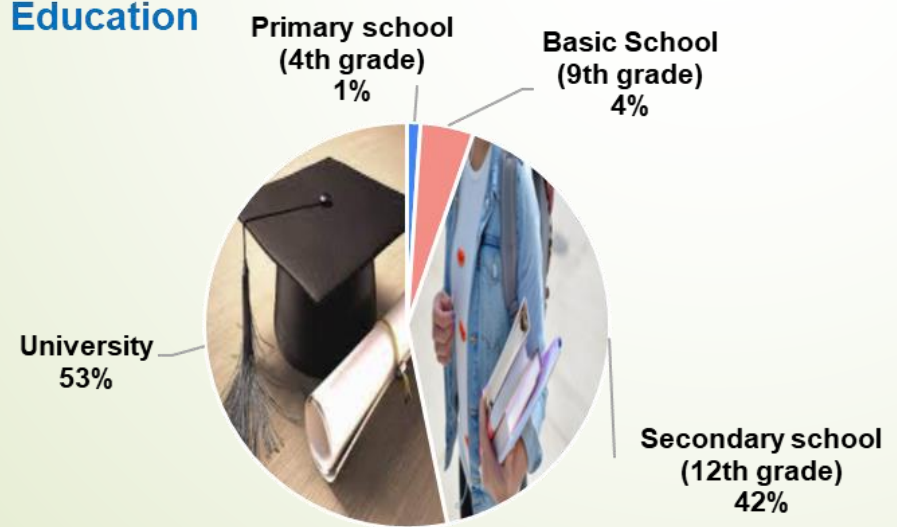
Sample



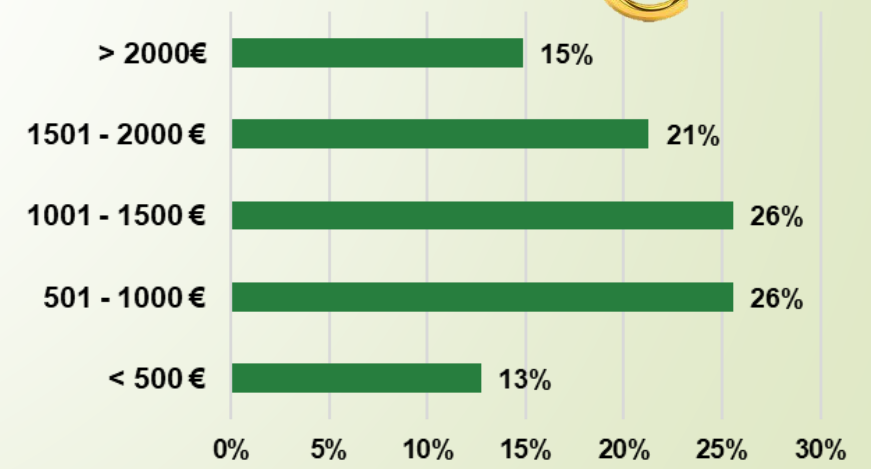
Living environment



Education



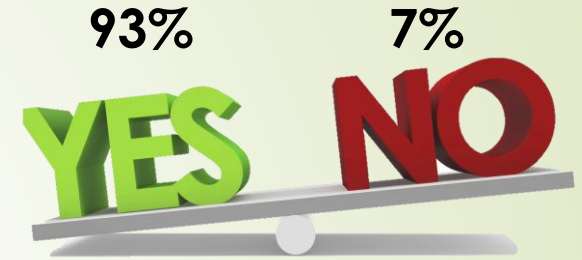
Income



Results – Consumption



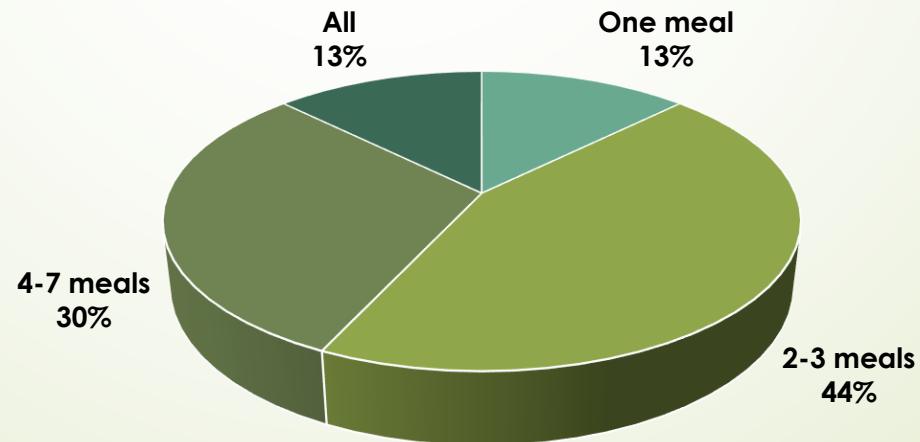
Are you familiar with the concept of organic farming, which aims to use safe techniques without harming natural resources and without using chemicals?



Do you consume foods produced in organic farming?



Weekly consumption

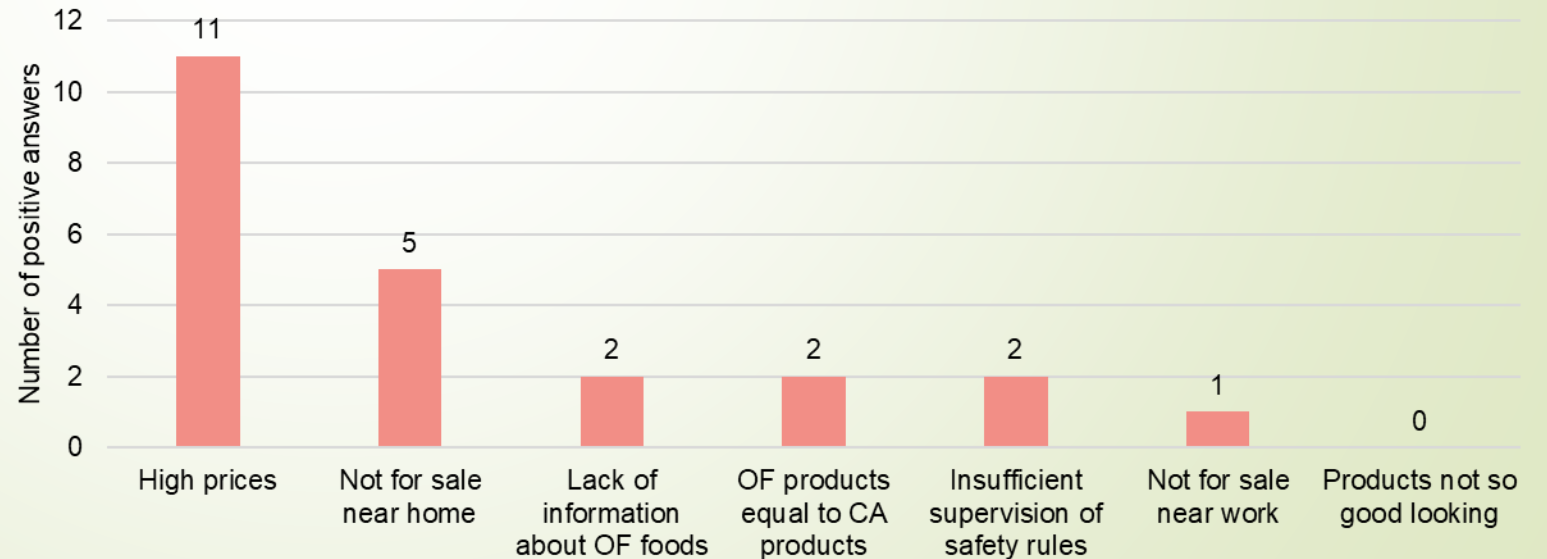
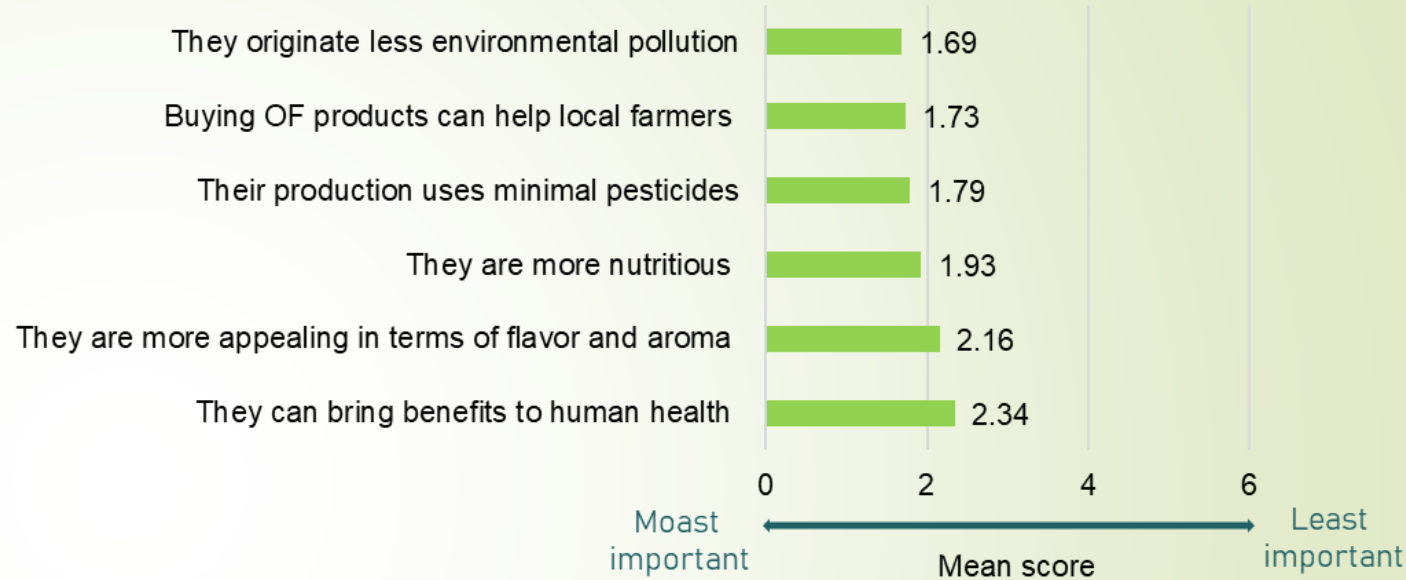


Results – Motivations

Reasons for consuming products from OF



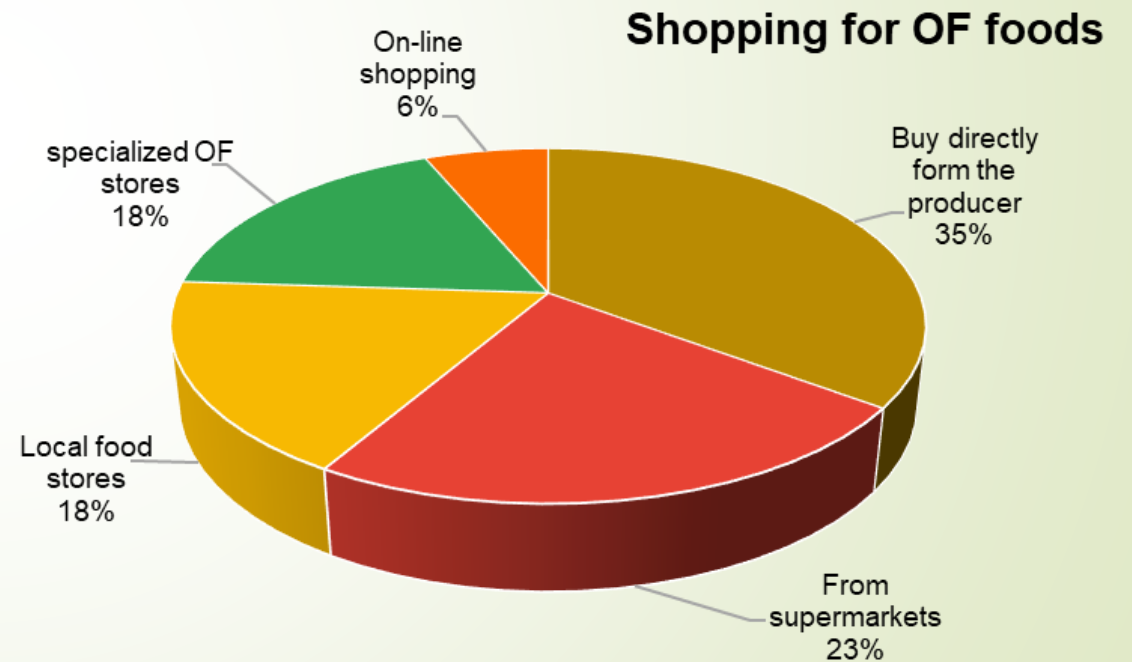
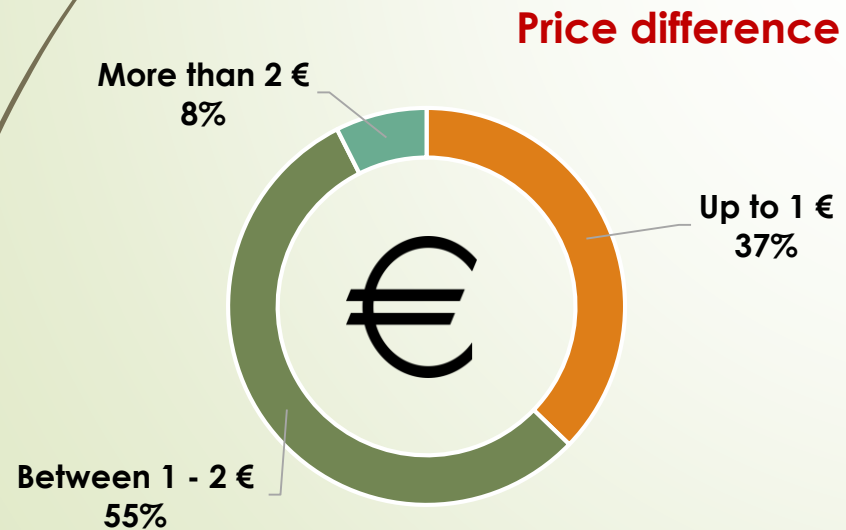
Reasons for NOT consuming OF foods



Results – commercialization



Most participants believe that there are few places that sell OF products (87%).



Results – Products



% positive answers

Fruits	Organic farming	Conventional agriculture	Both
Apple	22	34	3
Orange	37	26	12
Pear	32	36	6
Banana	12	62	1
Blueberry	43	21	4
Raspberry	43	21	3
Strawberry	51	16	10
Pineapple	2	70	1
Persimmon	46	17	3
Plum	33	21	10
Apple	22	34	3
Orange	37	26	12



% positive answers

Vegetables	Organic farming	Conventional agriculture	Both
Chickpea	31	39	1
Peas	26	43	4
Broad beans	38	21	1
Beans	52	20	3
Lentils	13	42	0
Pumpkin	65	9	3
Eggplant	36	24	2
Broccoli	35	31	9
Tomato	63	6	7
Lettuce	68	4	6
Pepper	53	13	3
Cucumber	51	8	7
Potato	58	15	4
Parsley	61	9	4
Cabbage	62	11	3
Onion	60	8	8
Chuchu	28	33	3
Turnip	39	20	5
Cauliflower	27	35	4
Spinach	45	20	6
Asparagus	11	42	1
Watercress	35	25	2
Beetroot	30	26	2
Carrot	30	26	2
Arugula	22	34	3

Results – Products



% positive answers

Meat & Eggs	Organic livestock production	Conventional livestock production	Both
Rabbit	31	30	1
Pig	20	49	3
Chicken	38	29	9
Turkey	13	57	3
Goat	29	33	3
Wild Boar	14	28	0
Piglet	8	47	2
Sheep	25	24	3
Cow	12	47	4
Eggs	49	10	9
Rabbit	31	30	1
Pig	20	49	3



% positive answers

Dairy products	Organic farming	Conventional agriculture	Both
Milk	5	64	4
Cheese	14	62	0
Fresh cheese	16	54	0
Butter	8	63	0
Cream	9	59	0
Yogurt	12	61	1



% positive answers

Fish	Organic farming	Conventional agriculture	Both
Sea bass	41	20	6
Sardine	25	36	5
Hake	40	27	4
Gilt-head bream	38	24	10
Tuna	39	27	4
Codfish	35	34	4

Results – Covid-19 pandemic

78% of the participants think that society started to give more value to local products and products from OF as a result of the pandemic

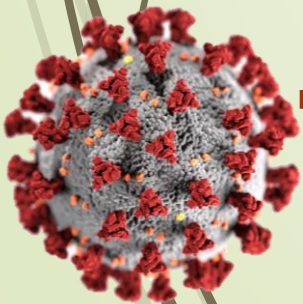


40% believe that the consumption of OF products increased due to Covid-19

Conclusions



- The OF foods most consumed are in the category vegetables and also fruits.
- Dairy products from OF are the least consumed.
- Most respondents are relatively well informed about what is organic farming and its benefits for health and environment.
- The main motivations to consume OF products are to preserve the environment, help local farmers and reduce the use of pesticides.
- The factor that most hinders adoption to OF products is price.
- The Covid-19 pandemic was perceived as increasing the consumption of OF Foods.



Acknowledgments

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