

# Consumer Priorities for Organic Agriculture in Europe

Structured Dialogue with Consumer  
Associations | Rome, April 29, 2026

# The Horizon of Our Dialogue

This meeting aims to gather the perspectives of consumer associations on the main challenges and opportunities related to organic products across Europe. It is not just a debate, but a process of shared construction.

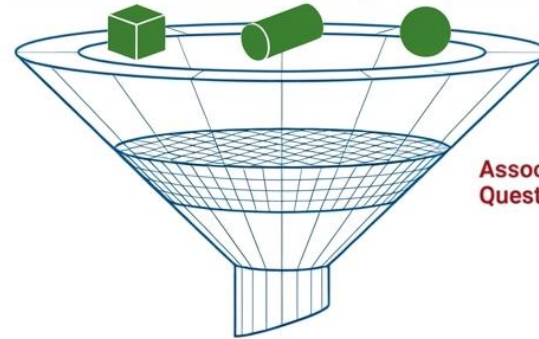
## The Day's Objectives

1. Identify common concerns.
2. Highlight action priorities.
3. Gather recurring keywords.
4. Contribute to a shared message and final video.

## From Individual Inputs to Discussion

Synthesizing our findings into actionable data.

1 Main Obstacle 1 Action Priority 2 Key Words



Association Synthesis  
Questionnaire

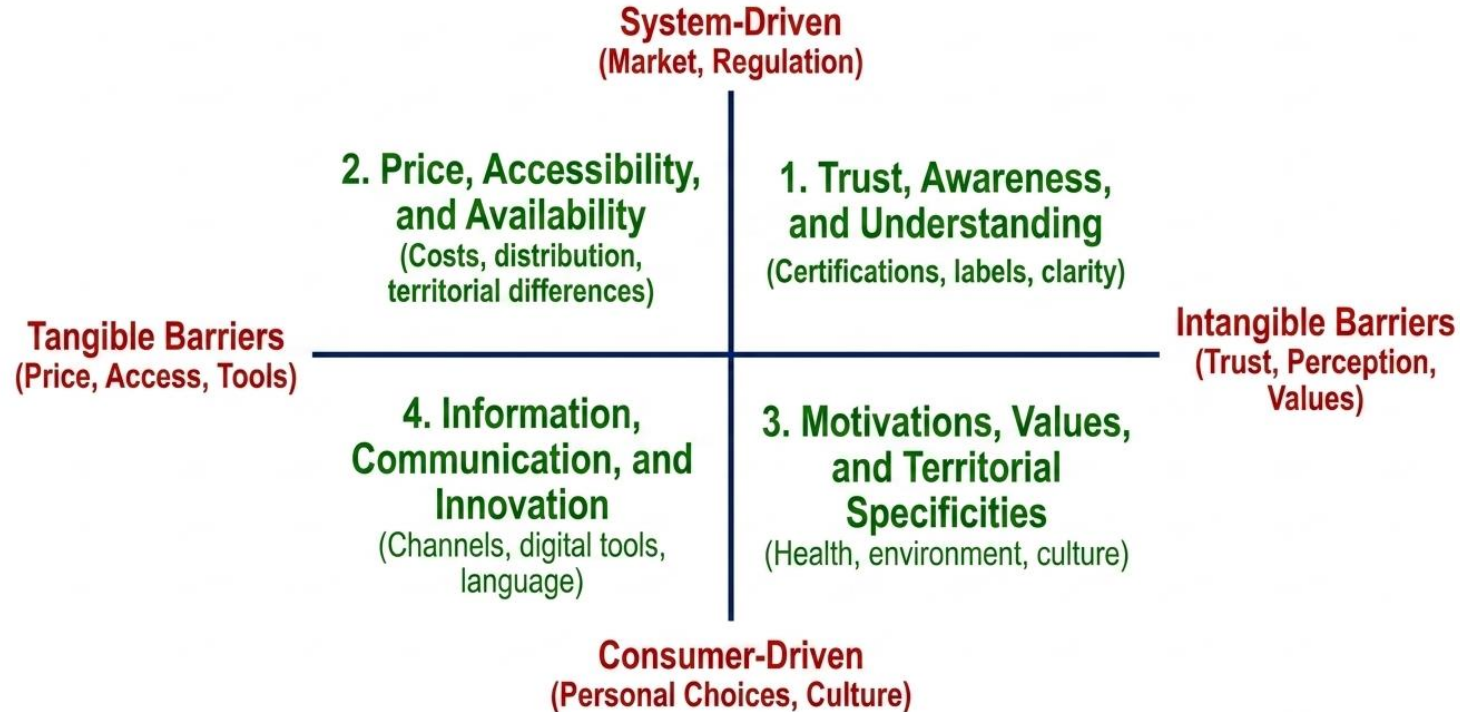
13 questionnaires  
completed by 11  
countries

**Synthesized into:  
The 4 Thematic Areas  
for Discussion (Trust,  
Price, Values, Information)**



Reflections for a Shared Message  
& Input for the Final Video

# The 4 Thematic Areas



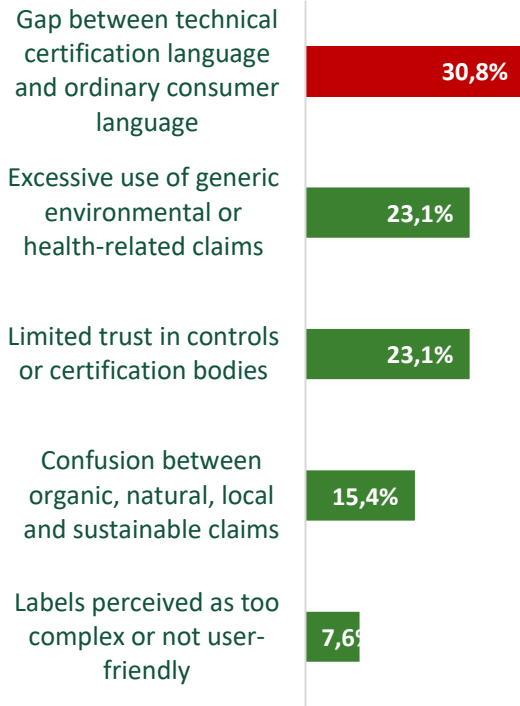
## Area 1: Trust, Awareness, and Understanding

Consumers know the term “organic”, but don’t always know what it means in practice.

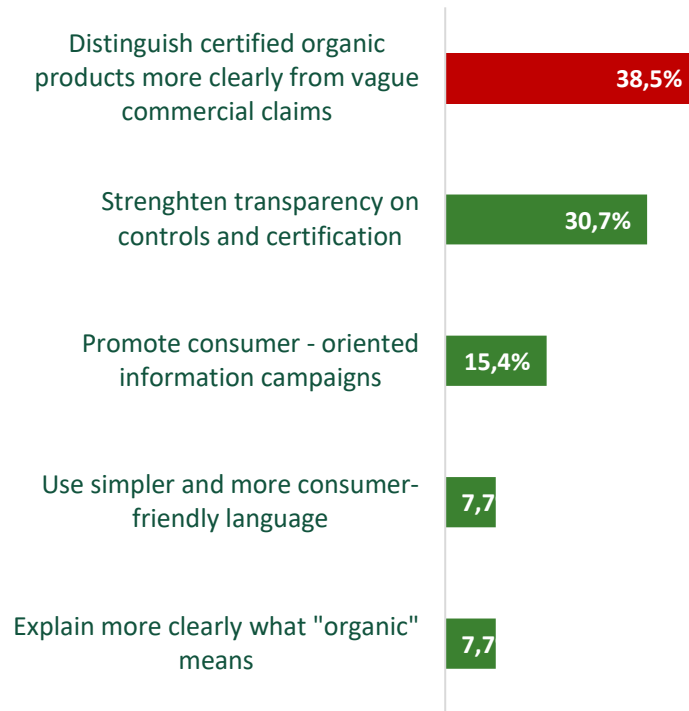


- Understanding of the true meaning of “organic”.
- Trust in the certification system and controls.
- Clarity and real utility of labels.

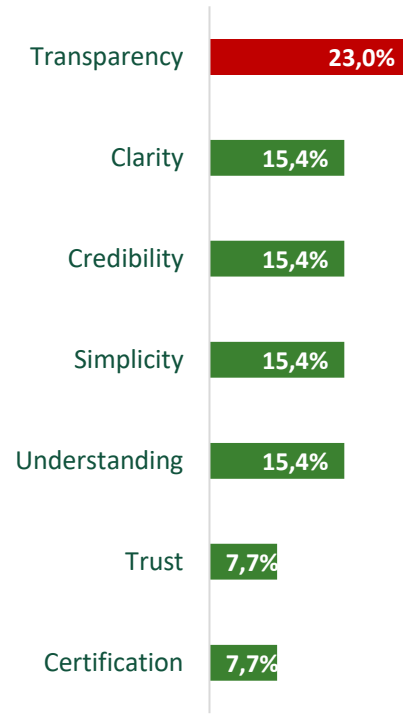
## Main obstacle



## Main priority



## Key words



## Guiding Questions: Building Trust

How much do consumers in your country understand the meaning and guarantees of organic certification?

What are the main factors that generate trust or skepticism towards organic products?

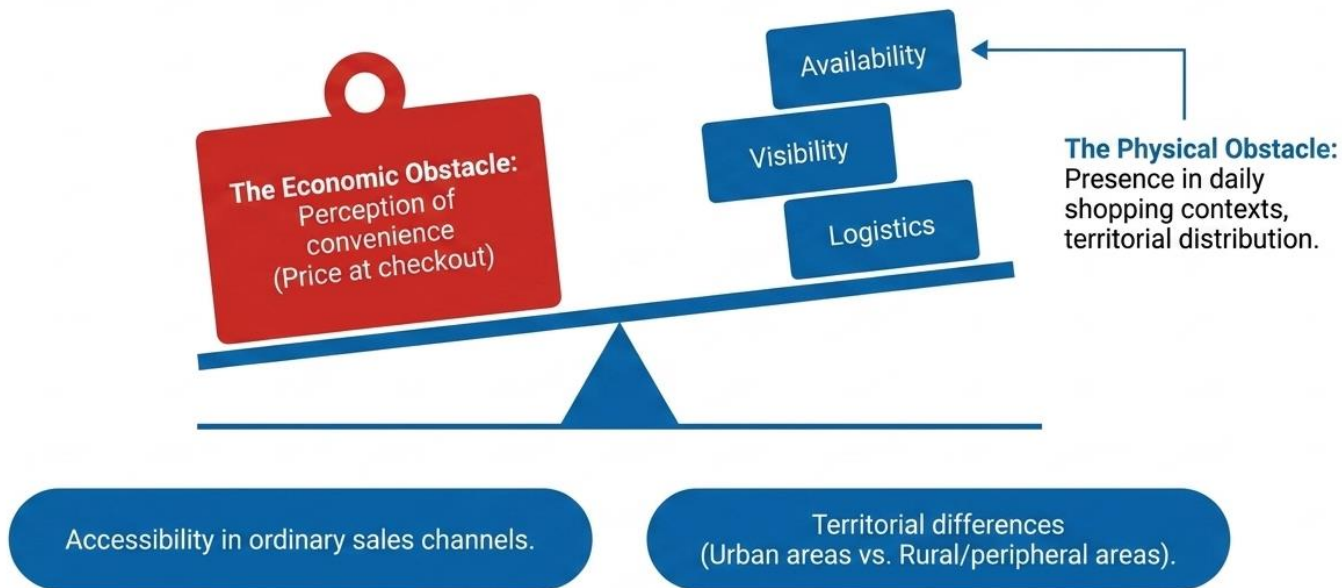
Do current labels and information help consumers or create confusion?

Which actors or sources of information are considered most credible?

Is there confusion between certified organic products and broader commercial claims?

## Area 2: Price, Accessibility and Availability

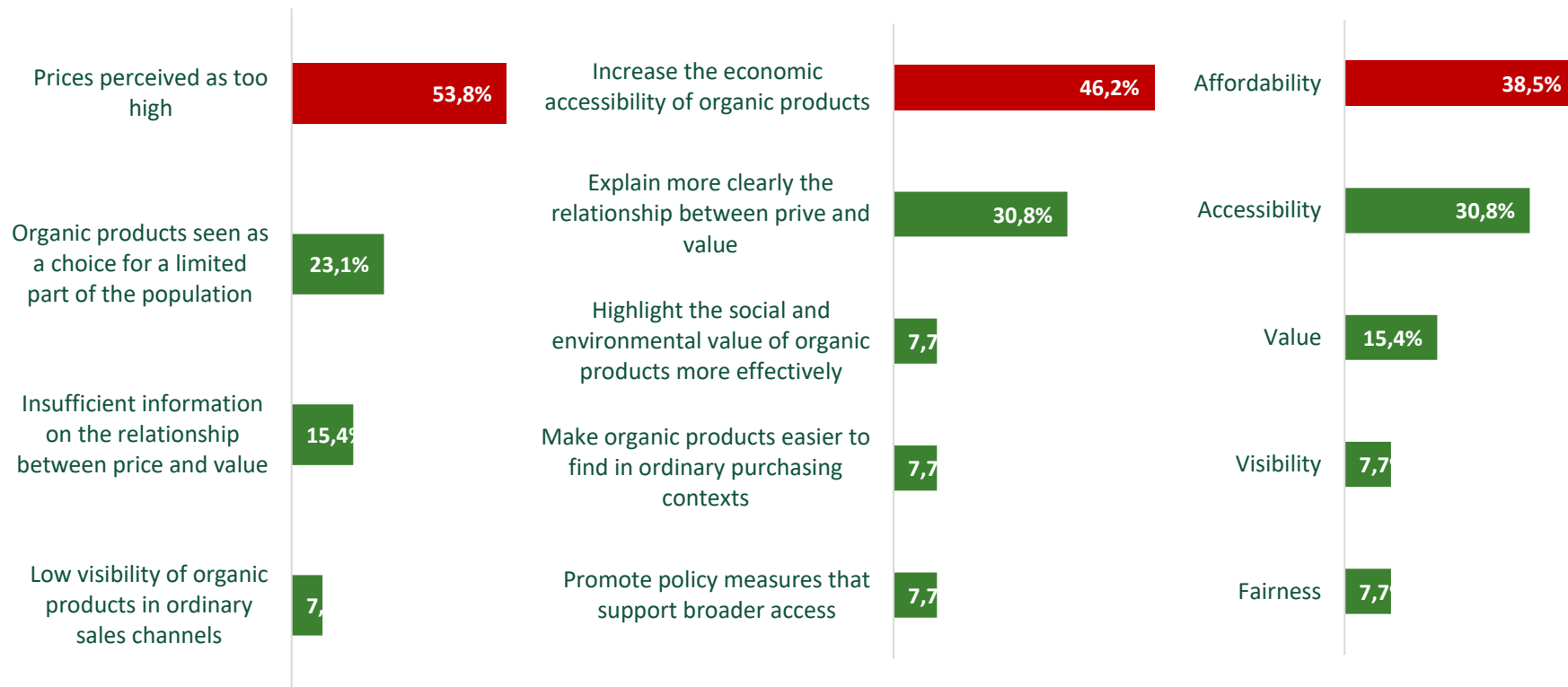
Organic is associated with positive values, but it is not always perceived as a realistic option for everyone.



## Main obstacle

## Main priority

## Key words



## Guiding Questions: Overcoming Barriers

**How is the price of organic products perceived in your country?**

**Is organic seen as accessible or is it still considered too expensive for many families?**

**Are the main barriers related to price, availability, or both?**

**Are there significant differences in access between urban areas and rural or peripheral areas?**

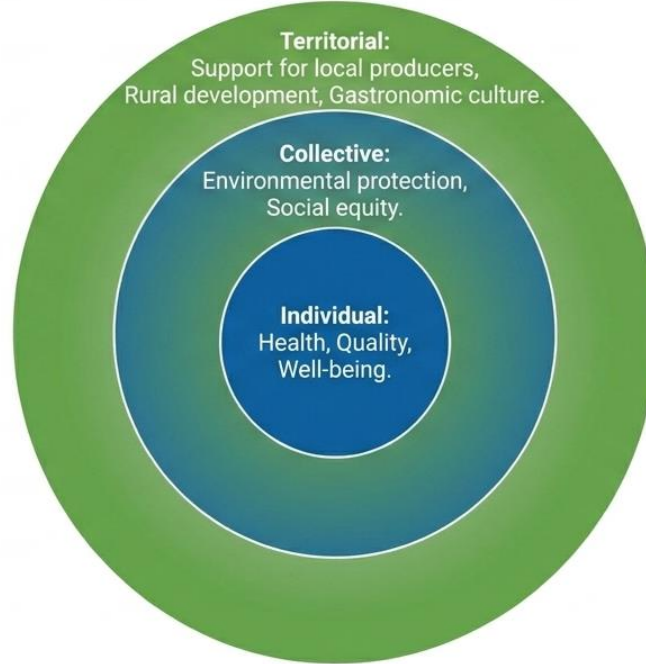
**Does the way organic products are distributed influence access and consumer choice?**

## Area 3: Motivations, Values, and Territorial Specificities

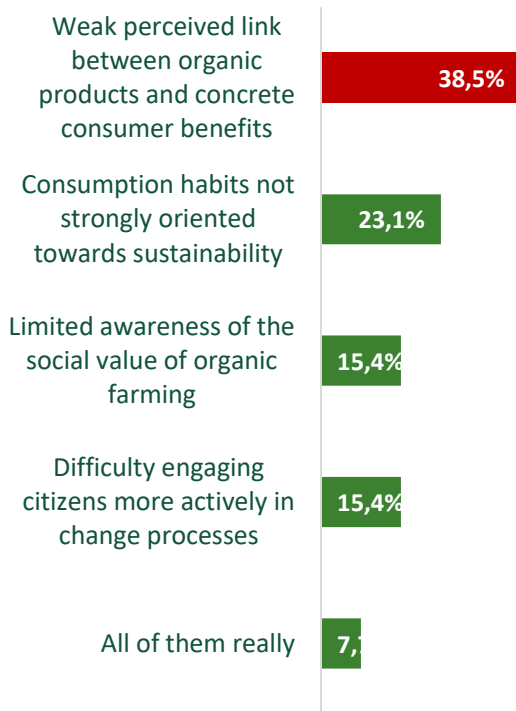
Organic choices vary depending on the context. What are the true drivers of purchase?

Identify the main choice drivers.

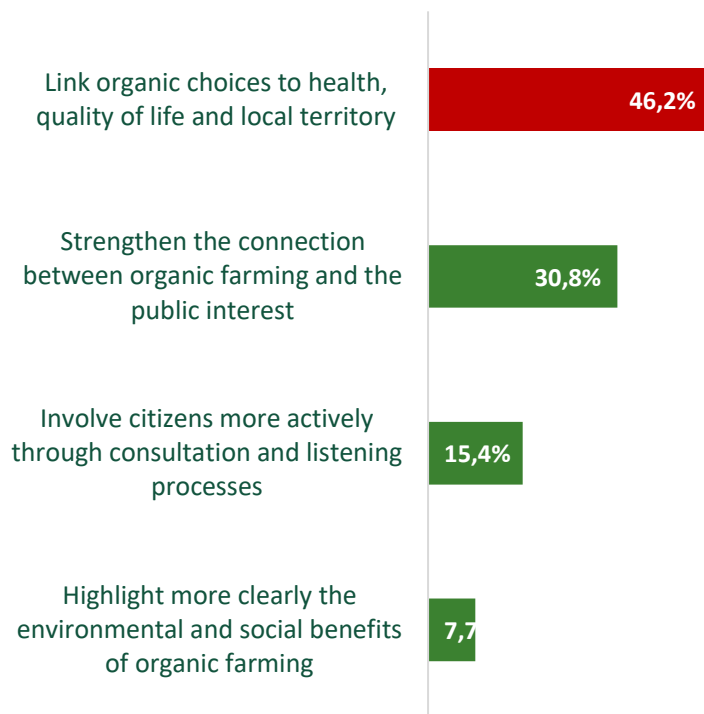
Measure citizens' willingness to engage more actively.



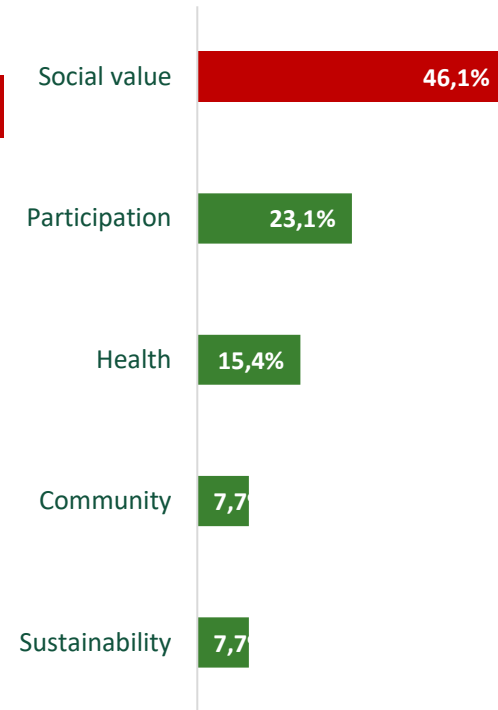
## Main obstacle



## Main priority



## Key words



# Guiding Questions: Exploring Drivers

**What are the main motivations driving consumers towards organic products in your context?**

**Are there cultural or territorial factors that encourage or hinder the consumption of organic products?**

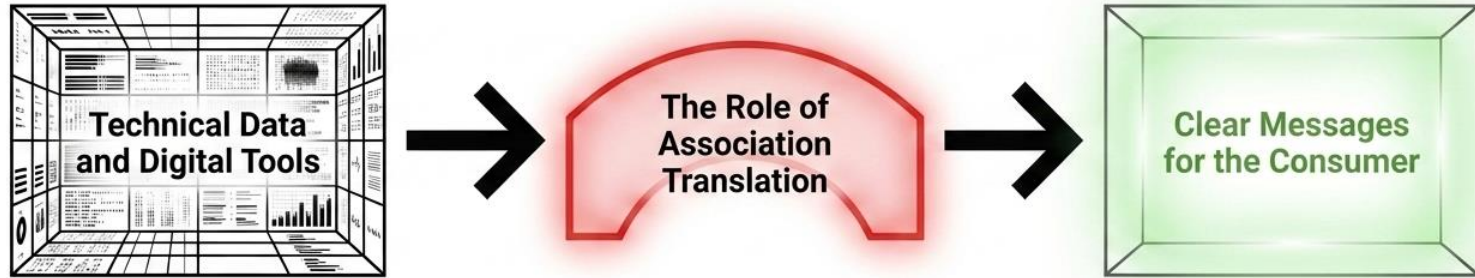
**Is organic seen primarily as a personal benefit, a collective benefit, or both?**

**How important is the social dimension of organic farming in consumer choices?**

**Are citizens willing to play a more active role through consultations, feedback, or participation?**

## Area 4: Information, Communication, and Innovation

What channels, languages, and tools are most effective for reaching citizens?

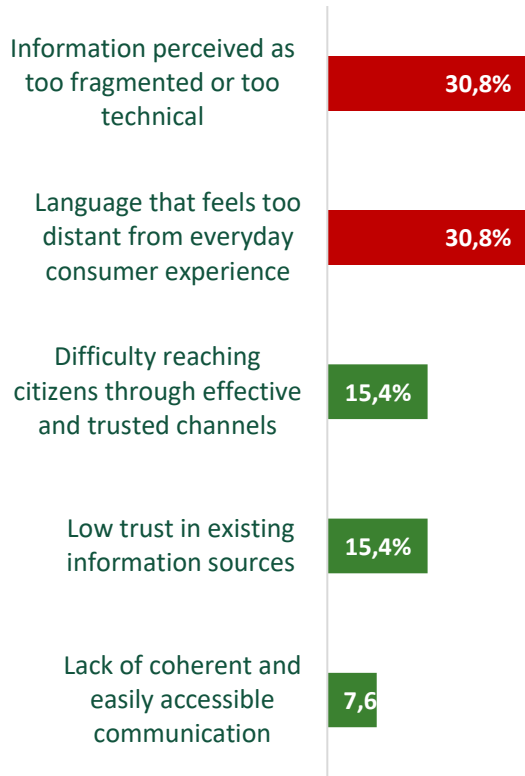


Identify the most trusted sources of information.

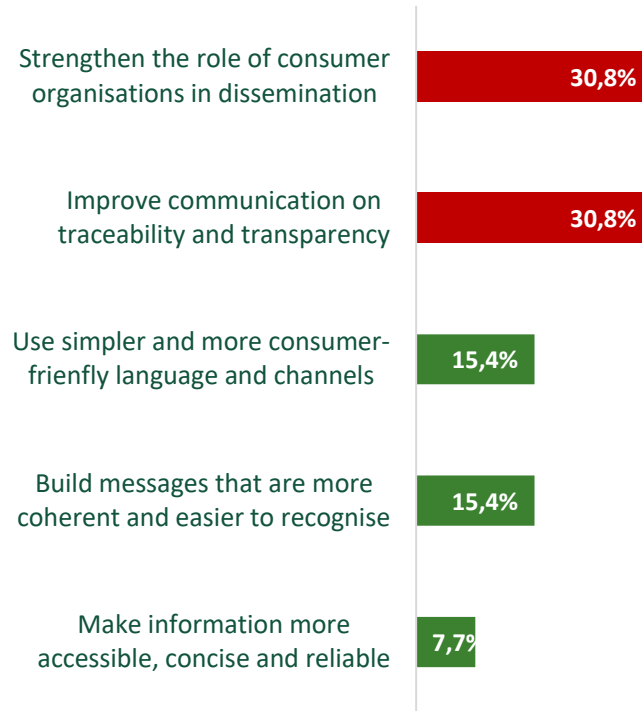
Select the most effective channels and language.

Evaluate the usefulness of digital tools for transparency and traceability.

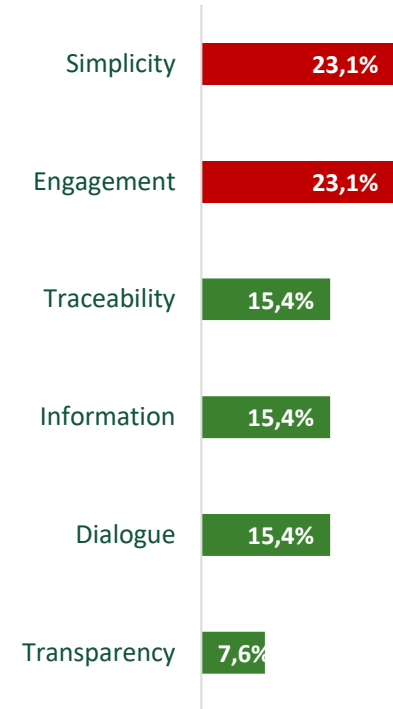
## Main obstacle



## Main priority



## Key words



# Guiding Questions: Optimizing Communication

Where do citizens currently get information about food, sustainability, and organic products?

Which channels and languages are considered most effective and credible?

How can a project like OH-FINE communicate better with consumers?

Are digital tools for traceability and transparency perceived as useful and reliable?

What role can consumer organizations play in translating technical information into accessible messages?



**Bianca Ferraiolo**

*Head of the Representative Office to the EU  
Senior Manager EU Affairs*

*at Cittadinanzattiva - Active Citizenship Network*

*b.ferraiolo@cittadinanzattiva.it*

[www.cittadinanzattiva.it](http://www.cittadinanzattiva.it) -  
[www.activecitizenship.net](http://www.activecitizenship.net)