



Marketing Strategy for Promoting Organic Products

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Introduction

In a successful business, a good idea and excellent execution are crucial, but a solid marketing strategy determines whether a product (or service) can survive in the market. Producing and selling organic products to a customer base that values details and is concerned about the product's background is a complex task. It is essential to communicate the philosophy and mindset associated with the product to the customers in as much detail as possible to establish a loyal customer base. In the following sections, we will explore basic concepts, the importance of organic products, national and international initiatives, the use of marketing tools relevant to organic products, the significance of agro-tourism, and a few good practices.

Conceptual Background

Before delving into the topic of marketing strategies for organic products, it is essential to clarify what qualifies as "organic" products and the conceptual background associated with them. Organic products are agricultural products derived from ecological farming. This means that their production does not involve synthetic pesticides, fertilizers, or genetically modified organisms. The essence of ecological farming is to produce products using natural methods, considering the preservation of environmental and human health. The distinction and certification of organic products are subject to strict regulations. In the European Union, the "EU Bio" logo indicates that a product comes from organic farming, ensuring consumers that the product meets stringent ecological standards.

Why Are Organic Products and Organic Farming Important?

Organic products offer numerous benefits, the most important of which are health, environmental, and animal welfare considerations:

Health Benefits: Organic products do not contain synthetic pesticides and fertilizers, reducing the intake of harmful substances. Foods from ecological farming often have higher nutritional content due to the natural nutrients in the soil.

Environmental Benefits: Ecological farming helps maintain soil fertility and increases biodiversity. The use of natural methods reduces soil erosion and water pollution, promoting sustainable agricultural practices.

Animal Welfare Benefits: In ecological farming, animals live in their natural environment, minimizing stress and improving their living conditions. Animals can exhibit natural behaviors, contributing to their well-being.

Consumers of Organic Products

Consumers of organic products are typically environmentally conscious and place a high value on a healthy lifestyle. They prioritize transparency regarding the origin and production methods of the products. Typical characteristics of organic product consumers include:

- Environmental Consciousness: Support the use of renewable energy sources and sustainable farming.
- Health Consciousness: Advocate for healthy eating and lifestyle, avoiding products containing synthetic substances.
- Community Mindset: Support local producers and communities and participate in community events such as farmers' markets or "pick-your-own" activities.

Specific target groups include:

- Individuals or families transitioning to a healthier lifestyle due to illness
- Athletes and individuals practicing mindful or healthy lifestyles (e.g., yoga practitioners or athletes who prepare their meals)
- Vegetarians and vegans
- Expectant parents
- Large families committed to a mindset change
- Fans of electronic music (goa or techno enthusiasts) as a key target group. (Internet 3 (4)).

National and International Initiatives to Support Organic Farming and Products

Numerous national and international initiatives aim to promote organic farming and products.

Key initiatives include:

International Initiatives:

- **United Nations 2030 Agenda for Sustainable Development:** Includes goals to reduce food waste and eliminate hunger, with organic farming playing a crucial role in achieving these goals.
- **Milan Urban Food Policy Pact:** Aims to ensure sustainable food supply in cities, promoting local production and involving civil society.
- **Food Action Cities:** An international organization showcasing best practices for sustainability, guiding cities in developing sustainable food policies.

National Initiatives in Hungary:

- **Ministry of Agriculture and National Chamber of Agriculture:** Support local production and environmentally friendly agricultural practices to enhance the competitiveness of the agricultural sector.
- **Hungary's Rural Development Program:** Promotes sustainable agricultural practices, biodiversity conservation, and the competitiveness of local producers.
- **Organic Farming Action Plan:** Aims to increase organic areas, develop the organic food market, and raise consumer awareness.

National Initiatives in Italy:

- **Bio-Districts (Bio-distretti):** Areas where local farmers, public institutions, and civil organizations collaborate to promote sustainable farming and organic products, supporting local organic farming and sustainable tourism.
- **Organic Action Plan for Italy:** Supports and develops organic farming, aiming to increase organic areas, market share of organic products, and consumer awareness.

- Campagna Amica: Promotes local farmers and markets, encouraging direct sales and supporting local producers. Campagna Amica markets allow consumers to buy fresh, local organic products directly from producers.

Marketing Approach to Organic Products

Marketing is a concept inherently linked to the emergence of needs and the pursuit of satisfying those needs. A product (or service) changes hands through a sales channel between the seller and the buyer in exchange for compensation (Bauer et al., 2014 (19)). The combination of the elements of marketing tools (4P, Figure 1) according to different markets is the marketing mix (McCarthy, 1960 (20)). Figure 2 summarizes the activities associated with the marketing elements in keywords.

The marketing mix is the framework within which businesses plan and execute their marketing strategies. The elements of the 4P – Product, Price, Place, Promotion – are fundamental for the successful promotion of organic products.

The **4P** consists of the following elements:

1. Product: the goods or services offered for sale;
2. Price: the amount of money paid by the buyer for the product or service;
3. Place: the path between the product/service and the buyer;
4. Promotion: communication that encourages the buyer to make a purchase.



1.picture: Reference: (Internet 14 (21))

1. Product

"Products made locally from locally sourced or locally grown raw materials using traditional, non-industrial, or non-factory technology or methods, or technology or methods characteristic of the given region, produced by a micro or small enterprise." according to Decree 123/2009 FVM (Internet 16 (23)). They can be raw and processed products of plant and animal origin, products made of wood, stone, iron, ceramics/glass, textiles, woven and other products, and from our perspective, the group of organic products is particularly noteworthy.

Organic Products:

- Locally produced;
- Originating from controlled organic farms;
- Produced without the use of synthetic fertilizers, pesticides and insecticides, hormones, growth regulators, feed additives, genetically modified organisms;
- Certified by Biokontroll Hungária Kht. or Hungária Ökogarancia Kft.;
- Labeled as "From controlled organic farming" on the packaging;
- Available directly from the organic producer, in organic product buyer communities, or at eco-markets (Internet 17 (24)).

The product is the specific good or service that the business offers. For organic products, it is important to emphasize the unique features and benefits of the products. Some aspects to consider:

- *Quality and Origin: Highlight the natural origin of the products and the benefits of organic farming. Use labels and logos that indicate organic certification (e.g., EU Bio logo).*
- *Packaging: Packaging should be eco-friendly and attractive. Using simple, natural colors and materials can be advantageous.*
- *Innovation: Offer unique products, such as new flavors or unique processing methods that highlight the uniqueness of your products.*

The differentiation and certification of products can vary by country due to regulations and local market expectations.

Hungary:

- *In addition to the EU Bio logo, the certification of Biokontroll Hungária Kht. or Hungária Ökogarancia Kft. often appears on products, ensuring the ecological certification of the product.*
- *In the Hungarian market, emphasizing local production and traditional Hungarian foods is important.*

Italy:

- *Italian bio-districts (bio-distretti) play a special role in promoting local organic products. These areas support local farming and sustainable tourism.*
- *Italian consumers highly value regional specialties and high quality, so emphasizing the origin of the products and local traditions is crucial.*

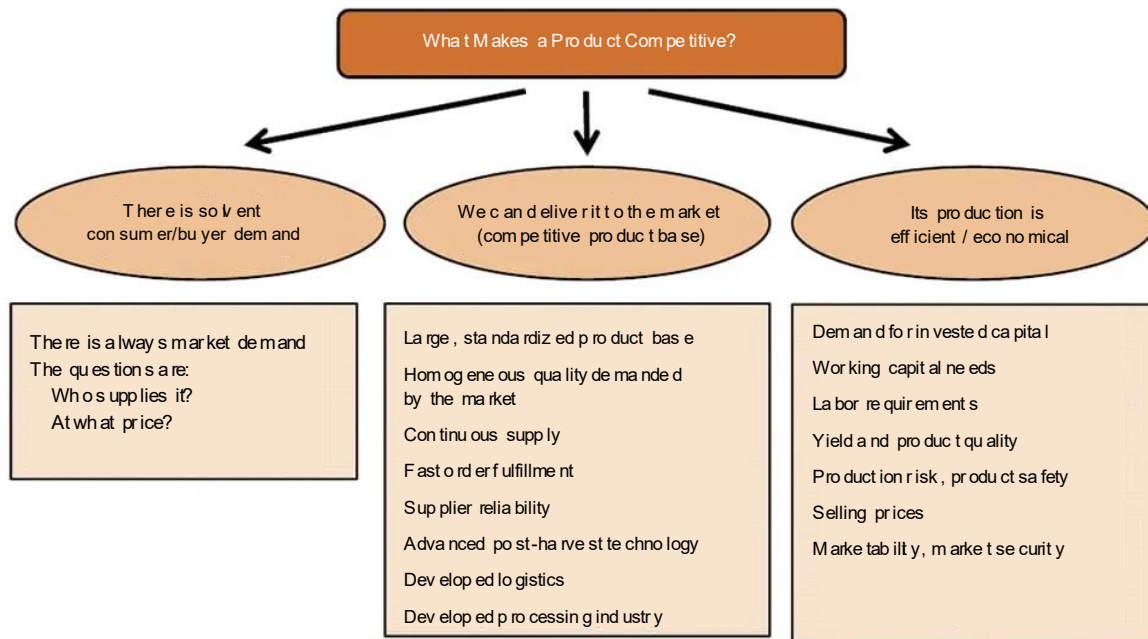
2. Price

Pricing is a marketing mix element that directly results in the producer's profit. The product price must be set at a level that does not hinder the buyer's willingness to purchase the product (Bauer et al., 2014 (19)). Local products are generally characterized by higher prices. Customers have higher quality expectations for higher-priced products (quality aspects, uniqueness). The pricing regulations stipulate the price form of products and services (Act LXXXVII of 1990 on Price Setting) and prohibit unfair market behavior (Act LVII of 1996 on the Prohibition of Unfair Market Practices and Restriction of Competition), as well as the taxes, duties, and other budgetary payment obligations included in the sales price (Stágel, 2008 (25)).

Pricing is the determination of the value of a product or service. In the case of organic products, pricing requires special attention, as quality and sustainability often mean a higher price. Some pricing strategies:

- *Value-based pricing: set the price based on the product's quality and the perceived value by the customers! Customers are willing to pay more for high-quality, sustainable products.*
- *Discounts and loyalty programs: offer discounts to returning customers or for purchasing larger quantities of products! Loyalty programs can encourage long-term customer loyalty.*

- *Competitor analysis: examine competitors' prices and set your prices to remain competitive while reflecting your product's quality and uniqueness!*



Pricing and price communication can also differ between national markets.

Hungary:

- *Pricing should consider the price sensitivity of domestic customers. Organic products are often sold at higher prices, but customers expect the price to reflect quality and sustainability.*
- *Discounts and loyalty programs are popular, especially at local markets and producer fairs.*

Italy:

- *In the Italian market, higher pricing for premium products is accepted, especially if the products are regional specialties or high-quality organic products.*
- *Italian customers are willing to pay more for local, authentic products with strong regional ties.*

3. Place

The sales channel is the method of delivering products and services to customers. For organic products, direct sales channels are particularly important:

- *Farmers' markets and fairs: These events provide opportunities for direct sales and personal contact with customers. Such markets promote local products and build community.*
- *Community-supported agriculture (CSA): Customers can pre-contract for products, ensuring necessary resources for farmers and fresh, local organic products for customers.*
- *Online sales: Use online stores or social media platforms to sell products! Online presence increases the availability and sales of your products.*

The use and effectiveness of sales channels can also differ between countries.

Hungary:

- *Farmers' markets and fairs are widespread and popular, especially in larger cities.*
- *Community-supported agriculture (CSA) is becoming increasingly popular, allowing customers to pre-contract for fresh, local organic products.*
- *Online sales are showing a growing trend but are not yet as widespread as in some Western European countries. This could be a market niche for businesses worth exploiting!*

Italy:

- *Italian bio-districts play an important role in developing local sales channels and supporting direct sales.*
- *Italian customers like to visit local markets and fairs, where they can buy directly from producers.*
- *Online sales are becoming increasingly popular, especially among younger generations who value convenience and a wide selection in their product choices.*

Direct Sales

Local products are generally sold through a short supply chain, meaning the connection between the producer and the consumer is direct and production is close to the point of sale (Kujáni and Szabadkai, 2015 (26)), significantly reducing the business's ecological footprint.

Products can be sold directly at the producer's house, local farm, farm shop, at the edge of the field, through "Pick Your Own" actions, mobile shops, markets, community sales points, local exhibitions, fairs, and festivals (Fehér and Medina, 2015 (27)).

For organic product buyers, personal contact is generally important. If possible, they will buy directly from the producer. If not, then they have the option to purchase from the webshop, which is also a viable route, as this subconsciously assures the buyer that they are buying directly from the producer. This type of buyer likes to connect the product with the person.

Another option is to buy from a community-supported agriculture or organic garden. In this case, a contract is made for a specific period, and at intervals, the buyer can meet the farmer or producer at the delivery points, where they can discuss all topics related to the product. This sales method is also significant from a marketing strategy perspective, as the buyer can receive weekly newsletters and even get updates on the farmer's daily life (Internet 18 (28)).

Farmers' Markets

Promoting local products is important, and various events and local markets provide opportunities for this. Compared to urban markets, farmers' markets differ in that the products (which can be basic foods, seasonal vegetables/fruits, processed foods, and other products) are sold within a 40 km radius of the production and processing site. According to domestic regulations, small-scale producers and primary producers can sell, who must have all the necessary regulatory permits and mandatory records. The rules for operating a local farmers' market require that the intention to operate be reported to the local notary, and during operation, the data of the small-scale producers selling at the market must be recorded (name, address, farm, place of production and processing, registration number, and name of the products sold). During opening hours, the operator ensures compliance with operational regulations and public health requirements at the site (Fehér and Medina, 2015 (27)).

At farmers' markets, the path between the producer and the consumer is short, allowing buyers to get information about the product (as they are buying directly from the producer),

and offering the opportunity to purchase traditional foods. Farmers' markets are usually organized on a weekly basis. The loyalty of the established customer base to the products is outstanding, as the products are unique and represent added value. Farmers' markets organize services, provide information or even education, prioritize awareness, build community, and offer an alternative sales channel for effectively selling premium products (Stephenson et al., 2008 (29); Mihály, 2011 (30); Aguglia et al., 2009 (31)).

Indirect Sales

Indirect sales occur in local retail units (retailers, regional store chains, specialty stores, public institutions), as well as online webshops (which are less widespread in Hungary for now) (Internet 17 (24)).

Even when the producer does not meet the buyer directly, personal marketing should still be the focus, even if there is no specific acquaintance between the producer and the buyer. Selling organic products is not only about selling the product but also about promoting the idea associated with the product, and the buyer will ultimately purchase the product in this spirit. Promoting in the online space can expand the local market area (for example, by sharing a daily event on online community spaces) (Internet 18 (28)).

Best Practices:

Example of Community-Supported Agriculture (CSA) in Hungary

Zsámboki Biokert

Zsámboki Biokert is a well-known example of community-supported agriculture (CSA) in Hungary. This organic gardening farm is located in Zsámbok, Pest County, and has been successfully operating on the CSA model for years.

Operation and Goals:

Zsámboki Biokert aims to provide fresh, local organic products to the community. The farm pre-contracts with customers who pay in advance for a certain period (usually a season) for the produce. This approach not only provides financial stability for farmers but also allows them to plan ahead and farm sustainably, tailored to specific consumer needs. This way, the number of

surplus products can also be reduced, enhancing the farm's environmentally conscious activities.

How the CSA Model Works at Zsámboki Biokert:

- *Subscription: Customers pay in advance for a season, which usually lasts 20-24 weeks. Subscribers receive fresh, seasonal vegetables and fruits weekly or bi-weekly.*
- *Community Events: The farm regularly organizes community events where subscribers can visit the farm, participate in the work, and learn about the cultivation processes.*
- *Direct Connection: The CSA model allows customers to connect directly with producers, learn about production methods, and provide feedback on the products.*
- *Sustainability: Zsámboki Biokert places great emphasis on sustainable agricultural practices, including maintaining soil health, increasing biodiversity, and using environmentally friendly methods.*

Benefits for Customers:

- *Freshness and Quality: Subscribers receive fresh, local products directly from the farm, eliminating intermediaries. This can also be significant in pricing.*
- *Awareness: Thanks to the CSA system, customers know and appreciate that they can support local farmers and contribute to sustainable agricultural practices.*
- *Community Building: Events and direct contact strengthen community bonds and customer commitment.*

Example of Subscription Content:

A weekly subscription typically includes:

- *Seasonal vegetables (e.g., tomatoes, peppers, cucumbers, zucchini)*
- *Fresh fruits (e.g., apples, pears)*
- *Herbs and spices*
- *Additional products, such as eggs or honey (if available)*

Local products are generally sold through short supply chains, meaning that the connection between the producer and the consumer is direct and production is close to the point of sale (Kujáni and Szabadkai, 2015 (26)).

4. Promotion

Advertising encompasses the various communication activities aimed at promoting products and services. For organic products, authentic and personal advertising is particularly important:

- *Social Media: Use platforms such as Facebook, Instagram, and TikTok to regularly post about your farm, products, and sustainability efforts. Use videos and live streams to showcase the daily life on the farm and the production process of the products.*
- *Events and Tastings: Organize open days where customers can visit the farm, learn about the products, and enjoy tastings. This helps build personal relationships and increase trust.*
- *Influencers: Collaborate with local or international influencers who can promote your products and reach your target audience.*
- *Newsletters: Send regular newsletters to subscribed customers, informing them about new products, promotions, and farm news.*

Advertising for local products is generally conducted directly, creating a personal connection between the buyer and the seller. Here, the producer/seller's personal charisma and effective communication towards the buyer help promote the product. Product samples and tastings can introduce the product to customers, allowing them to try it, thus increasing trust in both the product and the producer. Flyers can also be used to advertise the product, where interested parties can find the producer's contact information.

Online presence is equally important for customers to understand what the producer represents. Closed Facebook groups can facilitate direct information flow for interested parties, while advertisements through Facebook/Instagram/TikTok channels and influencers can also popularize the activities or products. Ultimately, the focus is on building community and customer trust.

The most effective way for the seller to maintain virtual contact with customers is by sending short, attention-grabbing videos, messages, blog posts, and newsletters to potential buyers, keeping the products in the public eye. Continuous communication increases customer trust in both the product and the seller. Conveying the producer's credibility and the philosophy associated with their product is a constant and essential part of the marketing strategy (Internet 18 (28)). Information sent via newsletters can offer recommendations and promotions to customers or generate additional sales through bundling. Customers who buy organic products appreciate economical and rational solutions, so offers like saving on shipping costs (by consolidating local orders for a single delivery) or buying products at a discount based on quantity can be attractive and purchase-incentive (Internet 18 (28))

In indirect sales, marketing activities are carried out in cooperation with economic actors in the supply chain, whether it is a hotel, café, or even a public institution.

Packaging is also an important promotional tool for selling organic products. Buyers of organic products are typically conscious and sensitive; for example, a plastic bottle is out of the question for organic juice. Foods containing chemicals, preservatives, or added sugar are unacceptable, and even dried fruits or vegetables can be mistrusted. Generally, simple, natural-feeling packaging is accepted, but even for organic consumers, the "cute-factor" discovered on the packaging can play a role. (Internet 18 (28)).

Best Practices and Case Studies

Presenting best practices and case studies helps to understand how the aforementioned marketing tools can be applied in reality. Here are some examples:

Laposa Estate:

The winery in Badacsony successfully combines the production of local products with tourism. Visitors can gain insight into the winemaking process, participate in wine tastings, and purchase directly from the winery.

Korosajt Artisan Workshop:

The cheese factory located in Nemesbük produces handmade cheeses, which are sold in local restaurants and shops. The farm also organizes public local programs where visitors can learn about animal husbandry and the cheese-making process.

Bio-Districts in Italy:

Italian bio-districts exemplify how local communities can collaborate for sustainable agriculture. In these areas, farmers, public institutions, and civil organizations work together to promote organic products and develop sustainable tourism.

The Symbiosis of Local Products and Tourism

Combining the production of local products with tourism from the seller's perspective means expanding the market, while from the tourists' perspective, it means a broader and more colorful range of programs. This cooperation mutually promotes the products and services of both sectors. Local products are utilized and recommended at tourist reception sites (such as accommodations and catering establishments), where they are expected to meet the required standards and quality. Generally, local product producers also provide services, host guests, and recommend accommodations, restaurants, and programs. However, there can also be mutual cooperation among local product producers (such as providing raw materials, processing capacity, product sets, or multi-craft product assemblies, packaging, certification processes, sales) to maximize efficiency (Fehér and Medina, 2015 (27))

Best Practice

One of the most well-known and successful examples is the Cilento Bio-District in Italy, which is often cited as a model for sustainable agricultural and tourism practices.

The Cilento Bio-District is located in the southern part of Italy, in the Campania region. This bio-district is a unique example of how sustainable agriculture, local economic development, and tourism growth can be combined.

Operation and Goals:

The goal of the Cilento Bio-District is to support local organic farming, increase the availability of organic products, and promote sustainable tourism. The bio-district also pays special attention to preserving local culture and traditions.

How the Bio-District Model Works in Cilento:

- *Local Collaboration: The bio-district is jointly operated by local farmers, public institutions, research institutes, and civil organizations. This partnership allows all stakeholders to participate in decision-making and resource utilization.*
- *Sustainable Agriculture: Farmers in the bio-district use ecological methods in their production. This includes avoiding synthetic chemicals, preserving soil health, and increasing biodiversity.*
- *Promotion of Local Products: The bio-district places special emphasis on promoting local organic products. Producers can sell their products directly at local markets, restaurants, and hotels.*
- *Sustainable Tourism: The Cilento Bio-District is also a popular tourist destination. Visitors can learn about local farming methods, participate in farm tours and tastings, and enjoy local gastronomic specialties.*

Benefits for the Community:

- *Economic Development: The bio-district contributes to local economic development by supporting local producers and businesses.*
- *Environmental Sustainability: The use of ecological farming methods helps preserve natural resources and reduce environmental impact.*
- *Cultural Preservation: The bio-district helps preserve and promote local cultural heritage and traditions.*

Examples of Local Products and Services:

Food Production:

- *Organic vegetables and fruits*
- *Olive oil and wine*
- *Local cheeses and meats*

Tourism Services:

- *Ecotourism and farm tours*
- *Gastronomic tours and tastings*
- *Local festivals and cultural events*

Community Programs:

- *Educational programs and workshops on sustainable farming*



- *Organizing local markets and fairs*
- *Promoting environmentally conscious lifestyles*

Marketing Strategy for Organic Products

1. Start Small: Basic Marketing Activities

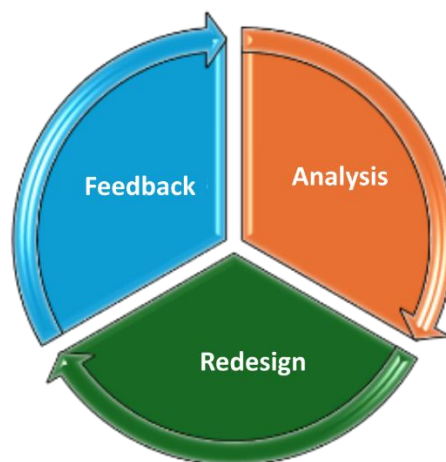
- *Know Your Customers: Create a simple list of your customers. Ask them why they like your products and what they look for in the market. Develop a basic customer profile: Who are they? What do they like? Why do they choose you?*
- *Participate in Local Markets: Start participating in local farmers' markets. This is one of the best ways to reach your customers directly and get feedback. Set up a simple, attractive stand where you can showcase your products and interact with customers.*
- *Use Social Media: Create a Facebook or Instagram page for your farm. Regularly post pictures and videos of your products and the daily life of your farm. Connect with local communities and groups where you can share news and events related to your products.*

2. Simple Marketing Tools

- *Tasting and Product Samples: Offer tastings at farmers' markets and events. People like to try products before buying them. Provide product samples to customers so they can try new items at home.*
- *Simple Newsletters: Ask customers to sign up for an email list where you can regularly inform them about new products and events. Send simple, short newsletters sharing the latest news and promotions.*
- *Partnerships: Find local restaurants, cafes, and shops willing to sell your products. This helps increase visibility and sales. Organize joint events or promotions with partners to attract more customers.*

3. Tracking and Evaluation

- *Simple Data Collection: Keep records of your sales to see which products are the most popular and when the demand is highest. Ask customers how they found you and what they think of your products.*
- *Gathering Feedback: Request feedback from customers about your products and services. Use this feedback for improvements. Keep a simple feedback notebook at your stand or ask customers to share their opinions online.*
- *Simple Analysis: Review sales data and feedback monthly to see what works well and where changes are needed. Create a simple plan for the next month, including successful activities and areas for improvement.*



Additional Practical Tips

1. Communicating Sustainability and Green Practices

How to present sustainable practices?

- **Transparency and Simplicity:** Be open and transparent about your farming methods. Create short, understandable posts on social media about how you grow your products and the sustainable practices you use.

- **Storytelling:** Share the story of your sustainable practices with customers. Write blog posts or social media posts about how you grow vegetables using natural methods or use solar energy on your farm.
- **Pictures and Videos:** Use plenty of pictures and short videos to showcase sustainable practices. For example, create a video about your composting process or drip irrigation system.
- **Local Community Events:** Organize open days and workshops where customers can learn about sustainable practices. These events are great opportunities to communicate your sustainability efforts directly.

2. Social Media and Online Presence

- **Basic Social Media Platforms:** Create a Facebook and/or Instagram page for your farm. Regularly post pictures and short videos of your products, daily farm activities, and sustainable practices.
- **Regular Posts:** Plan a few posts each week in advance. Use pictures of fresh products, farm work, or local markets. Write short, personal messages introducing your products and farm.
- **Content Planning:** Create a simple calendar to plan the types of posts you'll share. For example, introduce weekly fresh products on Mondays, share sustainability tips on Wednesdays, and post recipes on Fridays.
- **Community Interaction:** Respond to comments and messages. Ask your followers what they want to see and actively participate in conversations.

3. Building Customer Relationships and Handling Feedback

How to build a good relationship with customers?

- **Direct Communication:** Be friendly and open in communicating with customers. Talk to them in person at local markets and fairs, listen to their opinions and questions.
- **Collecting Feedback:** Ask customers to share their opinions with you. Use simple questionnaires or online evaluation forms where customers can describe their experiences.

- Using Feedback: Use feedback to improve products and services. For example, if customers want more organic vegetables, try to expand your offerings.
- Loyalty Programs: Develop simple loyalty programs to reward returning customers. Offer discounts or gifts to loyal customers.

Good Practices

And if it's about local products, it's also worth looking around to see what examples to follow. In the following, some exemplary farms are presented. These producers connect and supplement their services with tourism, local characteristics and traditions. This also gives the customer a complex picture of the details related to the product.

Laposa Estate

Laposa Birtok in Badacsony is a well-known example of how to successfully combine local product production with tourism. The estate produces about 600,000 bottles of wine annually from traditional local grape varieties such as Olaszrizling, Rajnai Rizling, Szürkebarát, Kéknyelű, and Furmint. Visitors can immerse themselves in the world of Laposa wines on the beautiful panoramic terrace. Besides wine production, the estate places great emphasis on community building, preserving traditions, sustainability, and providing role models for local youth. The estate also sources its products locally and seasonally, which strengthens community ties and supports the local economy. Furthermore, their wine selections can be purchased through an online store, making their products accessible beyond local markets. Laposa Birtok also organizes various events, such as wine tastings and festivals, which not only attract tourists but also help in promoting their wines and brand. (Internet 19 (32)).

Korosajt Artisan Workshop

The Korosajt Artisan Workshop in Nemesbük is a family farm that specializes in homemade artisanal cheeses made from Jersey cow's milk. According to the cheesemaker, András Korosa, "only a happy cow gives good quality milk." They produce semi-hard, natural, and flavored cheeses, with the harder cheeses aging in the cheese cellar for up to 3-6 months. The cheeses are sold in local restaurants, hotels, and nearby grocery stores. Retired cows do not go to the slaughterhouse; they spend the rest of their lives on the Korosa farm. The farm's offerings are diversified with programs like the barefoot farmer training (practical

learning of livestock basics), guesthouses, and agrolamping (accommodation and experience). Similar to Laposa Birtok, the complexity here is noteworthy. Visitors can experience everything from livestock keeping and product production to the unique beauties of rural life while getting to know the products offered for sale. (Internet 20 (33)).

Rendek Organic Farm and Museum

The Rendek Organic Farm and Museum, located in the Kiskunság National Park area, is part of the saline steppe and has been a site for indigenous and alternative plant cultivation for nearly 20 years on a 20-hectare area. The farm includes a residential house, agricultural buildings, and a Farm Museum. Multiple generations of a family are responsible for the physical and intellectual work here. Their main philosophy is the preservation and transmission of peasant culture. Visitors can learn about ancient tools, traditional food preservation methods, or even stay in a real village attic above the stable. There is an opportunity to purchase unique local products. The diversity of plants in the demonstration farm, the fresh vegetables, herbs, and the traditional methods of food preparation and preservation give the farm its uniqueness. The farm collaborates with the Agricultural Chamber, neighboring farmers, and local guesthouses, supporting each other's operations.

Domestic and International Recognitions:

- In 1997, won first prize in the "Values of Farmhouses" competition for the restoration and preservation of the farmhouse complex.
- In 1998, received the European Special Prize of the "Henry Ford" award at the Hungarian Academy of Sciences for preserving folk culture and environmentally friendly farming.
- In 2004, participated with great success at the Gastronomy World Exhibition in Italy under the protection of the Slow Food Biodiversity Foundation with their local product, the mangalica sausage.

Organized Programs:

- Wilderness camping on a Kiskunság farm - eco-weekend
- Learning through play – camping at an eco-farm in Kiskunság

- Farm life - Nature-close experiences for children and adults
- Farm life, fairy tale world - animals and humans, coexisting with nature, get to know the world of our ancestors
- Experience camp for children and adults in the farm world

Plant Cultivation:

- Paprika, carrots, parsley, various lettuces, pumpkins, sweet potatoes, and several herbs, sea buckthorn plantation (Certified by Biokontroll Hungária Kht.)

Products:

- Fresh: vegetables, carrots, salads, medicinal and spice herbs
- Preservative-free, heat-treated only: Carrot nectar, Beet nectar, Sweet potato sandwich spread (various flavors)
- Cold-preserved, non-heat-treated: sweet and hot paprika creams
- Sea buckthorn fresh, frozen, nectar, tea

Animal Husbandry:

- Free-range indigenous mangalica pigs, racka sheep, Hungarian spotted cattle, donkeys, goats, poultry (Certified by Biokontroll Hungária Kht.)

Products:

- Mangalica bacon, fat, ham, sausage, soap made from mangalica fat (anti-allergenic)
- Racka sheep fresh or sausage
- Poultry fresh (Internet 21 (34))

Cilento Bio-District

The Cilento Bio-District in Italy is an exemplary model of a bio-district that integrates local organic farming with sustainable tourism. This bio-district fosters collaboration among local farmers, public institutions, and civil organizations to enhance sustainable farming and market organic products. The district promotes local production and traditional farming methods, attracting tourists interested in sustainable practices and regional specialties. This collaboration not only strengthens the local economy and preserves cultural heritage but also

broadens the market for organic products, demonstrating the effectiveness of combining tourism with organic farming. Cilento Bio-District also organizes various cultural and gastronomic events, such as local food festivals, cooking classes, and farm tours, which help in promoting the region's organic products and sustainable lifestyle. The bio-district has also developed educational programs for schools and tourists, focusing on the importance of organic farming and environmental conservation. This comprehensive approach ensures that the benefits of organic farming and sustainable tourism are communicated effectively to a wider audience.

Conclusion

Organic products cater to the needs of a specific customer base, requiring unique marketing strategies. Promoting these products and integrating them into public consciousness requires continuous effort, targeting various consumer groups according to their needs to maximize profits. Convincing customers and maintaining their loyalty involves constant communication of the specific philosophy behind the products. This complexity can earn customers' trust permanently, but due to continuous competition, farmers must remain open to new and innovative ideas. Modern farmers face not only natural challenges but also economic and social risks. This dynamic environment demands adaptability. Only businesses that can integrate into this cycle effectively will remain viable. The above-discussed topics provide a brief insight into the effective application of marketing strategies for organic products and showcase successful practices. These farms serve as models for preserving local values and promoting a philosophy that harmonizes with nature.

Marketing is not just about selling products but also about building relationships with customers, communicating sustainability, and increasing brand awareness. We hope this training has helped understand the basics and importance of marketing and inspired the development of your marketing strategy. Remember that successful marketing requires time and persistence. Start small, be patient, and continuously learn from your customers. Utilize the opportunities provided by local communities and social media, and don't hesitate to try new ideas.



Finally, always remember that sustainability and environmental protection are key values worth communicating to your customers. This not only enhances the value of your products but also contributes to a greener and more sustainable future.

We wish you success in implementing your marketing strategy and promoting organic products!

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