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80. Trends of modern green marketing in Ukrainian food industry

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Introduction: In current market conditions, the question is how to get the maximization of profits. One of the most important aspects of business is the used marketing mix. Therefore, all the tools of marketing policy in any production including food are designed to effectively meet the needs of consumers, while to bear profit to owner. So you may experience significant problems concerning the quality and safety of food products offered.

We are becoming more and more familiar with the concept of organic marketing, ecomarketing, green marketing or environmental marketing. They are all diverse names but they respond to a common objective: satisfying the needs of a consumer concerned with the environment whilst simultaneously favouring sustainable development.

This new trend has become a business strategy that is currently very much in vogue, responding to the demand for business social responsibility. The determining marketing policy is not in its sales orientation now, as developing eco-friendly initiative - social, and non-profit-making, which boosts the environmental awareness of the consumer.

Resources and methods: Exploring the effectiveness of the use of green marketing concerning the food market in Ukraine is necessary to consider its essence.

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

It is important to consider the product as a basis for eco-marketing mix. The organic nature of a product is the result of the elimination of any artificial preservatives, coloring, irradiation, synthetic pesticides, fungicides, rodenticides, ripening agents, fumigants, drug residues and growth hormones and genetically modified organisms.

As demand for organic food in Ukraine continues to increase, high volume of sales through mass outlets, like supermarkets, is rapidly replacing the direct farmer connection.

This raises the question of the development of organic food production in Ukraine, which in turn requires the use of green marketing strategy.

Results: Serhii Levakhin, representative of a company that processes organic cereals and supplies to retail networks, says that nowadays an average purchaser of organic food is a middle-aged middle-class woman who is raising one or two children and lives in a big city.

On the way of ecological product from producer to consumer, first of all, are the following main aspects of marketing policy.

Equally important is the appropriate product packaging, which must comply with the European quality certificates. For its production biological materials (recycled) is used, and the design is characterized with pale natural color. Examples are dairy products “Ethno product”, groceries “Ekorod”, juices, syrups and jams “Pan Eko”.

Sales promotion occurs through participation in specialized exhibitions where consumers get acquainted with new products and its benefits. Tasting is an integral part that allows potential customers to form an opinion about the product. In Ukraine, the exhibitions of eco products have become popular recently, but the most visited is International exhibition of organic products “ECO Expo”, which will be held this year in spring. At the exhibition you can see the entire range of environmental and organic products presented on the Ukrainian market at the present time and new products that are only entering the market.

Conclusions: The relation between feeding, health and environment has recently gained a higher relevance in the public and occupational sphere. Production and consumption are strictly inter-connected and they require knowledge as well as sustainable choices. The organic food production requires appropriate marketing policies that are not purposed only to short-term satisfaction of consumer needs, but also to the development of a healthy lifestyle.

In the infancy of green marketing in Ukraine companies use methods of promotion and sales which are borrowed from the experience of European countries. But the upward trend in the number of organic manufacturers indicates the possibility of Ukraine to upgrade to the next level of green marketing and develop it effectively.

References

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