

Chapter

Retailer Decision Making in Organic Produce Marketing

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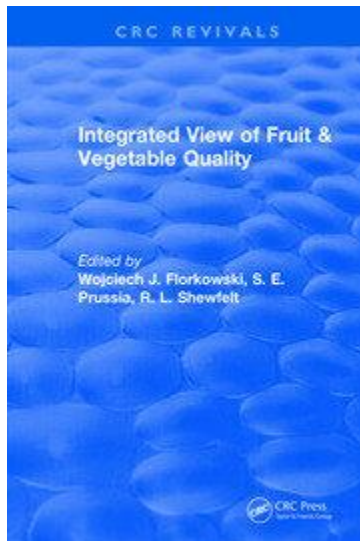
Book

Integrated View of Fruit and Vegetable Quality

First Published 2000

Imprint CRC Press, Pages 8

eBook ISBN 9781351073769



ABSTRACT

Previous research suggests customer demographics, handling and product costs and store characteristics affect the probability of selling organic produce. Data from interviews of managers sampled from food retailers in Atlanta, Georgia (U.S.A.) were analyzed to test these relationships. Consumer demographics, information sources and personal attitudes of managers positively affect the selling decision.