

The Future of Organic Milk in Portugal

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Abstract

This study explores and forecasts the factors influencing the supply chain of organic milk products (OMP) in Portugal using a Delphi methodology.

At the production level, some of the most important concerns in the Portuguese milk sector are connected with environmental practices. On the consumption side, there are some new milk consumption trends. Factors like convenience, health, and expert information have begun to be the basis of decision making in the Portuguese food consumer process.

In Portugal at the end of 2006, the subsector of OMP did not exist. By contrast, the demand for these products is an emerging trend and all OMP were being sold by foreign companies. It appears clear that there are some emerging small segments preferring OMP, as they are much more concerned with health, body care, and the environment.

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