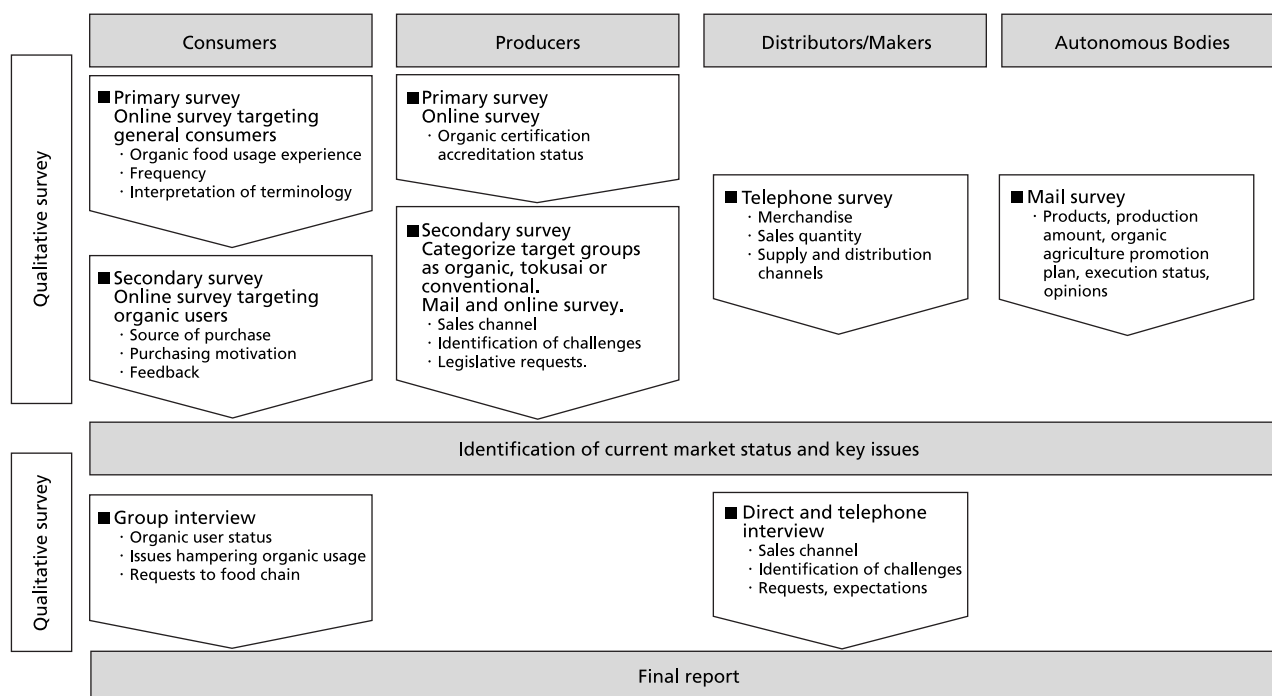


II. Project framework and outline

(1) Project framework

The research project was conducted by dividing the related industry groups in four major categories; consumers, producers, processed foods makers and autonomous bodies.



(2) Project objective

- Examine the actual status of the organic market
Identify the market size, distribution channels and market overview.
- Identify the key issues that need to be addressed to allow expansion of the organic market
Examine the respective target groups' challenges and identify the existing gap between expectations and reality.

(3) Project outline and survey results

1) Consumers survey

1-1. Primary survey

Survey period	23-30 July 2009
Method	Online survey
Target group	Domestic consumers over 16 (Surveyed by VLC Co., Ltd.)
Survey respondents	2,876

1-2. Secondary survey

Survey period	16-23 September 2009
Method	Online survey
Target group	Consumers who replied to 'Use organic food more than once a week' in the primary survey (Surveyed by VLC Co., Ltd.)
Survey respondents	501