

This diploma thesis is concerned with different aspects of organic food demand in the Czech Republic. Five main goals were set in this work:

- 1) briefly describe the history and the current estate of the organic farming and the organic market in the Czech republic and in the European union
- 2) with the help of quantitative research analyze people's awareness of organic food
- 3) analyze key motives for buying organic products and barriers to a greater demand for organic food
- 4) analyze the willingness to pay for organic products
- 5) uncover some relations between socio-demographic characteristics of the respondents and their buying of organic food.

The thesis is organized as follows. In the first chapter we describe the main principles of organic farming. Also, we briefly described the rise, the progress and the current estate of organic farming in the Czech Republic and in the European Union. Discussed in this chapter is also the link between the organic farming and the concept sustainable development.

In the second chapter, we discuss the current estate of the organic market in the Czech republic and in the European union using available macro-data.

The third, final, chapter presents some results of a survey of organic-food demand conducted in Spring 2006 using a small, yet representative, sample (N =200) of Prague's inhabitants. The survey focused not just on food and organic food demand but also on determinants and barriers to such a demand, overall awareness of consumers about the organic products and their willingness to buy organic products.