

**Developing Estonian Organic Sector:
A case study on producer – adviser – inspector information flow
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Developing the Estonian organic sector through improved information flow between organic producer, organic adviser and organic inspector is the focus of this project. A case study is conducted to thoroughly examine one segment of the Estonian organic food system. In addition, some external stakeholders are related to the project to study their influence on the information flow between organic producers, advisers and inspectors.

A continuous diverging-converging process helps to carry the project through a rather broad literature review on organic development to narrower historical development of the specific Estonian situation. From there the research questions emerge. A rich picture of the present situation and the stakeholders' future-wanted situation is formed through facilitated interviews and discussions. As a background, the interview-based face or image of Estonian organic sector is drawn with the purpose to study the actions and decisions taken by Estonian actors so far. The question arises whether the sectors' information flow today helps to support the sectors' original sustainability principles.

A force field analysis was performed to determine and weigh the various pros and cons of the present situation in comparison to the future wanted situation to narrow down the project. The first step of the analysis is conducted together with the interviewed organic stakeholders. The recommendations for the following steps for the analysis will follow. The research includes a number of ideas for action plans for future development with the purpose of improving the information-flow situation. Ideas coming from the literature and from abroad are undeveloped and not meant to be implemented directly under the Estonian conditions. This way, the project has a clear open end.

The research includes some recommendations for further investigations as well as the authors' personal reflections on the research process.