

 	DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKRIAPENA	PC 934 ANX1
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Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak	
AÑO / URTEA (20xx): 2015	Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL) <input checked="" type="checkbox"/> Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) <input type="checkbox"/>
Título del TFG/TFM / GAL/MALaren izenburua: Estudio de mercado “El consumidor de verdura ecológica en Navarra”.	
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Director / Zuzendaria: M ^a Luisa Villanueva	UPNA / NUP <input checked="" type="checkbox"/> Otro (Indicar) / Beste bat (Jarri)
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Inglés Ingelesa	Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)
	<p>Ecological agriculture is understood as the set of techniques that normally avoid the usage of chemical products such as fertilizers, pesticides, and so on, with the objective of preserving the environment, maintaining or increasing the fertility of the land and providing food full of natural properties.</p> <p>In the past years, there has been an increase in consumption of organic products in Navarra, mainly due to increased awareness of the population with health and environmental care. However, there is still a lack of knowledge with respect to these products.</p> <p>A company which produces and sells organic vegetables was willing to know the consumption profile of these types of products' buyers. That is why this project was carried out: for finding out which are reasons why consumers do buy organic products, as well as to know which are the barriers in their consumption.</p>
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5) Ecological agriculture, vegetables, consumers,

Campos OPTATIVOS / AUKERAKO eremuak	
Castellano Gaztelania	Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)

Euskera Euskara	Abstract (Resumen de 100-250 palabras) // Abstract (Laburpena 100-250 hitzetan)
Euskera Euskara	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
Otro Idioma Beste hizk. bat	Abstract (Resumen de 100-250 palabras) // Abstract (Laburpena 100-250 hitzetan)
Otro Idioma Beste hizk. bat	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)