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Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	**2015_BJEMT_16425**
Title of the Manuscript:	**The clients of specialized organic retailers in Italy**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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PART 1: Review Comments

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Compulsory REVISION comments		
Minor REVISION comments	Statements referring to related studies in the Results and Discussion section have been made without specifying the actual studies or sources. For example, … "The people involved in this research confirm the findings of 261 previous surveys: Italian consumers are moved by substantially selfish goals, of private 262 nature: their own health and that of their family members, whereas public goods such as the 263 environmental protection or the survival of peasantry lag far behind." Some of these previous surveys must be stated.	Ok – thanks - I have added the references.
Optional/General comments	The paper is well written and structured. The findings support the conclusion.	