

A compound represented by formula (I) is used as a marker for organic products, wherein Ar^1 and Ar^2 each independently represent a substituted or unsubstituted phenylene group or a substituted or unsubstituted naphthylene group; R^1 represents a straight or branched chain alkyl group having 1 to 22 carbon atoms; R^2 represents a hydrogen atom or a group of the formula $\text{C}(\text{O})\text{R}^4$ where R^4 is a hydrogen atom or a straight or branched chain alkyl group having 1 to 22 carbon atoms; and R^3 represents a hydrogen atom, a straight or branched chain alkyl group having 1 to 12 carbon atoms, a straight or branched chain alkoxy group having 1 to 12 carbon atoms, a hydroxyl group, or a substituted or unsubstituted phenyl group or a substituted or unsubstituted naphthyl group; and Z represents a hydrogen atom or a group of atoms that combine with Ar^2 or R^3 to form a lactone ring.

