

iPOPY - innovative Public Organic food Procurement for Youth

A CORE Organic pilot research project



www.bioforsk.no

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Why organic food for youth?



- 1) Denver, Sigrid; Christensen, Tove and Krarup, Signe (2007) Får økologiske forbrugere oftere 6 om dagen?. (Do organic consumers often get six per day?) *Tidsskrift for Landøkonomi* 2:pp. 109-118. <http://orgprints.org/15175/>

- The future food shoppers
- In special need for healthy food (growth, activity)
- Obesity trend, allergies, food intolerance
- Longer school days demand good school meals = organic
- Good habits established in childhood may last forever
- Organic consumption (catering) = greener consumption¹⁾
- Increase public consumption of organic food

Original hypotheses - initial statements



- Little research has been conducted about public procurement of organic food for youth so far.
- iPOPYP research is explorative, descriptive and developmental.
- Initial statements for each WP replaced traditional hypotheses; these were many (n=13) and meant to indicate the orientation of the research.
- Presenting main results so far without referring all initial statements gives a better picture of the project achievements.

iPOPY - AIM



- study how increased consumption of **organic** food may be achieved by the implementation of **strategies** and instruments used for public procurement of organic food in serving outlets for young people. **Supply chain** management, procedures for certification of serving outlets, stakeholders' **perceptions** and participation as well as the potential of organic food in relation to **health** and obesity risks will be analysed.

SPECIFIC OBJECTIVES

POPY = Public Organic food Procurement for Youth



1. Identify, verify and make accessible POPY **experiences** in all countries. **All WPs!**
2. Analyse and suggest strategies for policy implementations. **WP2**
3. Identify **best management practices** in supply chains incl. innovative (social) approaches. Reveal and assess **constraints** for POP. **WP3**
4. Explore **preferences, perceptions, practices and learning** of young people introduced to POP. **WP4**
5. Identify the extent of POP as a driver for **healthy eating** and the potential of **participatory actions** to support POPY and increase knowledge construction of sustainable nutrition. **WP5, WP4**

COUNTRIES and WP's



Denmark (DK)



Finland (FI)



Italy (IT)



Norway (NO)



and Germany,
(DE) paid by
Norway



- WP1: Project management, conclusions and knowledge dissemination (A.K.Løes, NO)
- WP2: Policy analysis (N.H.Kristensen, DK)
- WP3: Supply chain management and certification (R.Spigarolo, IT)
- WP4: Consumer perceptions, practices and learning (G.Roos, NO)
- WP5: Nutrition and health (B.E.Mikkelsen, DK)

Plus other
colleagues
and
involved
students

WP1 Management, conclusions, dissemination.

Initial statements



- 1) Public procurement of organic food in serving outlets for young people is an *efficient* way to increase the consumption of organic food.
- 2) Difficulties linked to supply chain management, lack of knowledge and economic resources among important stakeholders, and complex public regulations hamper an increased use of organic food in public food serving outlets for young people.

Main results so far:

- 1) Efficient when well functioning.
- 2) Confirmed. Many different hindrances - not least social

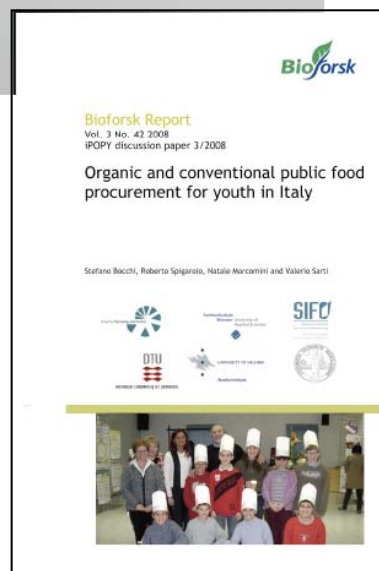


WP2, Policy analysis

Main results so far



Four national reports
about school meals and
organic food in school
meal systems
- published 2008

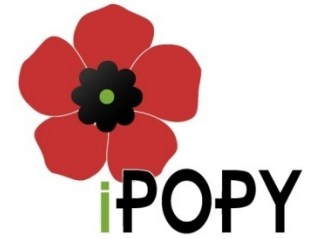


Available at:
www.orgprints.org



WP2

National reports - comparative analysis



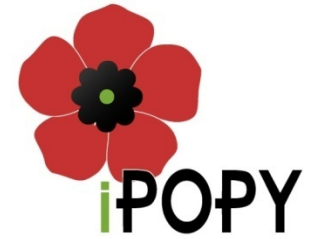
FI + IT: Daily warm school lunch to all pupils.

- FI: Meals paid by the public. Focus on local food, health and sustainability. Some organic projects/municipalities.
- IT: Meals paid by parents, subsidized according to income. Ambitious goals for organic food in schools and hospitals, and much organic food served.



WP2

National reports - comparative analysis



DK + NO: Packed lunch, brought or bought. Subscription schemes for milk and fruit.

- DK: Some large catering projects to introduce school meals for sale. Often combined with ambitious aims for organic.
- NO: Daily free fruit in lower secondary schools introduced in 2007 as a first step to a free school meal system. Idea taken up by the EU 2008.



WP2 Case studies

Large and small municipalities with POP



- DK: København, Roskilde, Albertslund, Gladsaxe
- FI: Anonymous rural municipality, 5000 inhabitants
- IT: Roma, Sesto San Giovanni, Emilia Romagna (region)
- NO: Trondheim

Interviews with stakeholders (politicians, caterers, purchasing agents, school staff etc.).

SWOT-analyses (Strength, Weaknesses, Opportunities and Threats).

The output is important for all WPs, and to draw the main project conclusions.

WP2 Modernisation

Since 1995, a new generation of organic projects have emerged. Four factors (Mol 1995, 1996) identified:

- New technology and management theory to reduce environmental load and increase sustainability
- Focus on markets, supply and price. New stakeholders involved (industry, sales)
- Public authorities involved (Top-down approach)
- NGOs changed from fight against industrialisation to support of sustainable development

Organic ideas assimilated in the general understanding of environment, especially in public administration.

WP3 Supply chains, certification

Main results so far



S (Strengths)

- More attention to local production
- Improves environmental awareness
- More focus on food safety
- Relationship with health and well-being

W (Weaknesses)

- Organisation of supply chains
- Knowledge of organic food chains
- Availability
- High prices
- Uniformity of product supply

O (Opportunities)

- Regional laws
- Growing interest in health and environment
- Change of eating patterns

T (Threats)

- Lack of availability of public funds
- Lack of controls on the application of the contracts
- Reduction of family incomes

SWOT analysis in Italy based on interviews with decision makers:
producers , caterers , shared opinions (Bocchi et al, 2009).



WP3 Supply chains, certification

Main results so far

Organic school meals challenged by costs, logistics and distribution. Too little public funding available (30-40% premium prices on organic food). About 150 contracts between caterers and municipalities are currently analysed in Italy.

Certification:

- Producers want to certify ingredients and catering
- Caterers want to certify ingredients and meals

Important to have a flexible certification system because organic shares are still usually low.

DE: Fully organic/Org.menu/Org.component/Replacement

Studies in all countries, procedured adapted to general European conditions will be proposed.





WP4, Perception, learning Main results so far

Adults: Organic linked to sustainability (and sometimes questioned)

Pupils: Organic linked to health

Further, to high price, and sometimes quality

Festival case: Food= body fuel

Good option to receive attention, but close association to convenience and out of home may reduce every day-consumption

Finland: Secondary school students positive to introducing organic; well informed and engaged also in the traditional school meal.



WP5, Nutrition and health

Main results so far



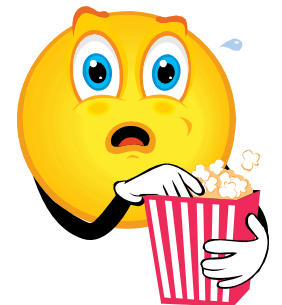
Methodology developed and pilot-tested to study link between organic and healthy school food



Danish primary schools with and without an organic food policy (OFP) studied by web-based questionnaires.

OFP-schools were more positive to promote organic food and healthy eating through school curricular activities.

Danish cases demonstrate that availability of cheap and nice organic food is not sufficient to attract the pupils' interest.





New research ideas (preliminary)

- How to increase the popularity of lunch dishes for sale in Denmark?
- How to proceed from fruit to whole meals in Norwegian school lunches?
- How to increase the interest for organic food in the highly effective, competent and already very resource demanding Finnish school catering systems?
- How to reduce the large amounts of waste from Italian school meals?

- How is the situation for public procurement of organic food in other countries?

Positive experiences with transnational research



- The study of POPY in four countries with highly different traditions and systems for school meals, as well as for the use of organic food, creates a thorough and useful knowledge about practical conditions, factors to consider, and promoters and hindrances for increased consumption of organic food that the accumulation of studies conducted in single countries would not be able to match.
- All participants develop large networks on a European level (“your friends are my friends”).
- All results are shared in a large group and hence reaches a wider audience than for national projects. Many people will be active to disseminate project results, in/at a range of countries and events, long after 2010.
- Participants from different cultures, with various background and expertise. Challenging, but fruitful!
- Learning about other countries, travelling and meeting foreign people is funny and inspiring.
- Project attractive for students!

Negative experiences with transnational research



- The organisation of the project is very challenging. The project leader has no means to efficiently control the progress of the consortium participants.
- Problematic with different routines for reporting to national funding bodies. Why not arrange a regular and coordinated reporting, annually at the same date in all countries? Reporting is very valuable to check progress, and feed-back on the mid-term report when only one year is left is very late!
- Lack of control of the accumulated funding could be compensated by active support from the funding bodies to the project leaders (active funding body management boards for each project, e.g. to approve detailed project plan 6 months after project initiation).



Working hard to increase the consumption of organic food in Europe...
the iPOPY research team!