



NJF Seminar 422

**Fostering healthy food systems
through organic agriculture -
Focus on Nordic-Baltic Region**
- International Scientific Conference

Tartu, Estonia, 25-27 August 2009

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PROGRAMME

ABSTRACTS

LIST OF PARTICIPANTS

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Estonian University of Life Sciences
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Tackling discursive challenge: institutional consumers' ambiguous response to organic message

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Schools, hospitals and workplaces and as well as other less regular scenes for meal service operations are seen as promising channels for increasing the organic consumption. The institutional consumers such as public and commercial catering managers and their guests relate to the message about organic food partly in unexpected ways. The findings based on extensive empirical data from Finland and Norway about institutional consumers' response to 'organic message' suggest, that while the general relation towards organic varies from bland to positive, there are also deep underlying ambiguities hampering the use of organic food, apart from technical aspects such as availability and price in itself. Tackling the discursive challenges of societal and ecological communication about organic food is proposed as a new strategy for the organic message to get through.

Technical efficiency of organic milk-farms in Germany – the role of subsidies and of regional factors

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This paper investigates the efficiency of organic milk farms in Germany based on data from 1994/95 to 2005/06. Five inputs and one output are analysed by means of a stochastic frontier production function, allowing for heteroscedasticity and technical effects. The selection of determinants of technical efficiency includes 5 groups of indicators. The analysis is focused on the impacts of farm support of organic farms and of regional factors, which can influence technical efficiency. The results show, that the agri-environmental payments do not affect efficiency. Farms, which receive investment aid, show lower efficiency scores. Finally, the implications for the agricultural policy are discussed.