

CORE Organic Project Series Report

## Certifying Out of Home Operators in Europe European Forum for Certification

Summary of a Forum held at the BioFach Congress 2009

iPOPY



**Editor: Carola Strassner, University of Applied Sciences Muenster**

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The text in this report is the sole responsibility of the author(s)/editor(s) and does not necessarily reflect the views of the national funding bodies having financed this project.

This project is one of the eight research pilot projects selected in 2007 for transnational funding by the partners of the CORE Organic ERA-net project. The pilot projects, which are running in the period 2007 – 2010, are:

<b>AGTEC-Org</b>	AGronomical and TEChnological methods to improve ORGanic wheat quality: <a href="http://agtec.coreportal.org">agtec.coreportal.org</a>
<b>ANIPLAN</b>	Minimising medicine use in organic dairy herds through animal health and welfare planning: <a href="http://aniplan.coreportal.org">aniplan.coreportal.org</a>
<b>FCP</b>	Farmer consumer partnerships: <a href="http://fcp.coreportal.org">fcp.coreportal.org</a>
<b>COREPIG</b>	Prevention of selected diseases and parasites inorganic pig herds – by means of a HACCP based management and surveillance programme: <a href="http://corepig.coreportal.org">corepig.coreportal.org</a>
<b>iPOPY</b>	innovative Public Organic food Procurement for Youth: <a href="http://ipoppy.coreportal.org">ipoppy.coreportal.org</a>
<b>PathOrganic</b>	Risk and Recommendations Regarding Human Pathogens in Organic Production Chains: <a href="http://pathorganic.coreportal.org">pathorganic.coreportal.org</a>
<b>PHYTOMILK</b>	Potential improvement of the salutary effect of organic dairy milk by forage species and by supplementation: <a href="http://phytomilk.coreportal.org">phytomilk.coreportal.org</a>
<b>QACCP</b>	Quality analysis of critical control points within the whole food chain and their impact on food quality, safety and health: <a href="http://qaccp.coreportal.org">qaccp.coreportal.org</a>

For further information see: [www.coreorganic.org](http://www.coreorganic.org)

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# Foreword

## European Forum for Certification

As in previous years the annual meeting on organic certification in the out-of-home sector took place at the congress of the BioFach Trade Fair, on the 22nd of February 2009. As a conclusion to this meeting this report now summarizes the main topics of the "European Forum for Certification" with the focus on the presentations in Nuremberg. The presenters delivered insight into the various situations in their countries and indicated the challenges that they currently are dealing with. Depictions included developments in Belgium, Finland, Italy, Germany, Norway, Switzerland and The Netherlands. After describing and discussing the issues the country presenters agreed to have this paper developed by the organisers, which gives a short overview of the proceedings to all participants and to all interested in this topic.

## Background

The Council Regulation (EC) No 834/2007 on organic production and labelling of organic products came into force on January 1, 2009. It repeals the former Regulation (EEC) No 2092/91 and for the first time explicitly refers to mass catering (out of home). The Regulation excludes catering and eating enterprises from mandatory certification whilst at the same time giving each country the option how best to proceed. How do member countries deal with this new situation? The presenters go into detail and this summary characterizes some detailed situations in the following pages.

## BioFach Congress Programme Entry

Certifying Out of Home Operators in Europe. European Forum for Certification at the BioFach Trade Fair in Nuremberg, Friday, 20th February 2009, 16:00 – 17:30, Room Oslo, CCN Ost/East

## Disclaimer

The summary presented here was written up by the organisers of the forum. It has not been sent to the presenters for their approval. A separate set of proceedings which consisted of the programme and the slides shown, was sent to all participants with the permission of all presenters.

## Acknowledgements

The author and organiser thanks all presenters for their input and all participants for a constructive discussion. Thanks are especially due to Melanie Lukas for assistance in the preparation of this manuscript.

# Introduction

Over the years attending the BioFach Trade Fair and Congress Programme there is ample opportunity to meet and build up contacts with people involved in similar matters and markets. It was such a development that led us in July 2003 to invite all we knew to an exchange of experiences in matters “Catering goes Organic”, primarily on a European level. At the time certification for the foodservice sector was identified by many as a looming issue. So it was that at the BioFach 2004 the European Network Initiative, as it was then termed, got underway with presentations from nine countries. It was followed by a meeting on the same Saturday morning focusing on certification for this niche. Participants in the International Network Initiative for Foodservice Organic Inspection and Certification included people from Germany, Finland, Belgium, Austria, Holland, United Kingdom, Norway, Denmark and Sweden. The original programme for the two sessions can be found in the appendix.

Since then every year there have been regular exchanges with interested parties concerning developments in certification issues in Europe. In 2005 certification was given its own programme, as in 2004. In the following years (2006-2008) the issue was incorporated in the country updates in the international community meetings. All programmes can be found in the appendix. In 2008 this was flanked in the BioFach Congress Programme by a special entry devoted to the German experience (“Certifying Out Of Home Operators (canteens and restaurants) The German Experience (2003-2007)). This was presented by Rainer Roehl of a’verdis in Münster and Dr. Jochen Neuendorff of GfRS in Göttingen.

During the revision of Council Regulation (EEC) No 2092/91 and by the BioFach 2009 the status of organic catering had changed so much so that it was given particular attention in the revised Council Regulation. The programme and proceedings from the special session in 2009 reflect this status. This Summary Report finds a home within the iPOPYP research project (innovative Public Organic food procurement for Youth) which seeks to analyse i.a. the role of organic certification in iPOPYP member countries (Norway, Finland, Denmark, Italy and Germany as a special case) in public catering settings. The iPOPYP-project (2007-2010) is one out of eight transnational pilot projects funded by the CORE Organic funding body network within the context of the European Research Area.

On Friday, 20<sup>th</sup> February 2009 a number of stakeholders interested in developments concerning Certifying Out of Home Operators in Europe met in the European Forum for Certification at the BioFach Trade Fair in Nuremberg. An overview of the session programme can be seen in Fig. 1 below; the full programme can be found in the appendix.

	<i>Suisse Experience and Future Prospects 2009</i> Markus Arbenz, Bio Suisse, Switzerland
	<i>Certifying Out-of-Home: The German Experience (2003-2009)</i> Rainer Roehl, a'verdis Roehl & Dr. Strassner GbR, Münster, Germany – and – Jochen Neuendorff, GfRS Resource Protection Ltd., Germany
	<i>Reassessing the certification scheme for OOH operators- a cost benefit analysis</i> Gerald Altena, Debio, Norway
	<i>Situation in Finland</i> Irma Kärkkäinen, EkoCentria - Finnish Organic Catering Centre, Finland
	<i>ICEA activities in Italy</i> Antonio Compagnoni, Istituto Per La Certificazione Etica E Ambientale (ICEA), Italy
	<i>Certification/ Development in Belgium</i> Wim Bommerez, BioForum Vlaanderen, Belgium
	<i>Development in the Netherlands</i> Chantal Baas, Ministry of Agriculture, Nature & Food Quality – and – Eric van Velouwen, De Valeouwe Culinaire Projectmanagement, The Netherlands

Fig. 1: The session overview

## The Situation in Switzerland presented by Markus Arbenz, Bio Suisse

Mr. Arbenz summarized the situation in Switzerland starting with a short history of certification development. He dealt with the item "bud" to describe the kitchens which are certified by BioSuisse.

In catering business the Swiss legislation prescribes no certification. The monitoring is operated by cantonal food inspectors. After experiencing a decrease within the last 5 years from 24 to 19 bud kitchens and an increase of "bud component kitchen", they invented a new certification model, especially for individual catering businesses with medium and high price range and large catering businesses. Added to the models "bud component kitchen" and "bud kitchen" (see Fig. 2).

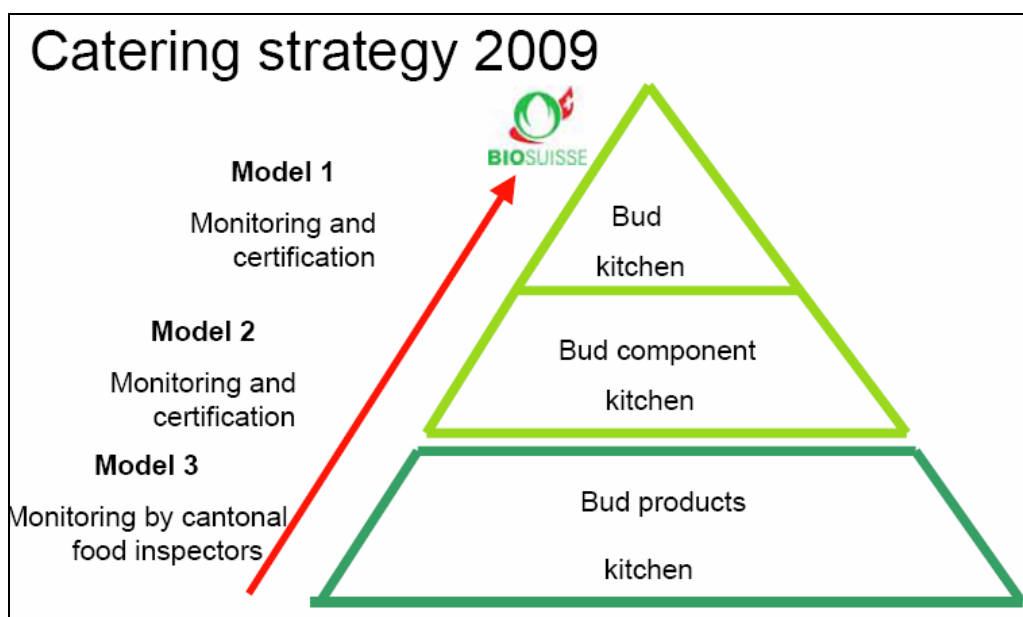


Fig. 2: BioSuisse Strategy (source: ppt. BioSuisse)

**New development:** *Bud product kitchen*, these kitchens are able to label organic products, even if they are not certified as "Bud restaurants". This concept makes labelling easier. There is no necessity for additional instruction by Bio Suisse, but a contract with BioSuisse and payment of fees, as well as annual monitoring by inspectors. The restaurateurs are responsible for all events and every action. This model was implemented in February 2009, supported by advertising measures and active selling actions to target groups.

**Advantages:** This basic model is simple to integrate in individual concepts. On the one hand the Bud brand can be used and thereby organic products can be advertised that appeal to consumers and guests who appreciate organic food. On the other hand the model offers full flexibility and creativity.

**Intention:** The concept should reduce recent existing obstacles. In addition it should discover new channels for Bud products and open a new market for Bio Suisse in the growing catering market. And of course support sustainability, gain new consumers and increase familiarity with "the Bud".



### The Swiss catering market 2007

- CHF 19 billion spent on eating out
- Increase of 13% on previous year and rising
- The 25 largest enterprises have turnover of 3.8 billion
- Fast food gaining in importance
- Limited availability of Bud-marked products
- Swiss federal legislation for catering enterprises
  - no certification prescribed
  - adherence to Swiss federal food acts
  - monitoring by cantonal food inspectors

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### Bio Suisse experience

- Two Bio Suisse models have been in use for last 10 yrs
- Decrease within 5 years from 24 to 19 Bud kitchens
- 141 restaurants with "Bud component" kitchens thanks to Coop
- Limited availability of Bud products for consumers
- Problems for restaurateurs
  - additional certification and monitoring by Bio Suisse
  - additional guidelines for preparation and use of Bud products laid down by Bio Suisse
  - Availability of Bud products

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### Bio Suisse objectives 2009

- Promote use of Bud products
- Increase turnover of Bud products in the catering trade
- Increase customer familiarity with Bud products
- Make the Bud visible to the consumer
- Consolidate the position of Bio Suisse as a strong partner for restaurateurs
- Get more catering enterprises to join the scheme
- Target groups:
  - individual catering businesses, medium to high price range
  - large catering enterprises

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### Bio Suisse activities 2009

- Introduction of new model in February 09
- Accompanying advertising measures
- Active selling of the models to target groups

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### Catering strategy 2009

**Model 1**  
Monitoring and certification  
Bud kitchen

**Model 2**  
Monitoring and certification  
Bud component kitchen

**Model 3**  
Monitoring by cantonal food inspectors  
Bud products kitchen

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## Bud products kitchen

- Additional model
- Can display the Bud in connection with the Bud products used
- Cannot advertise itself as a Bud restaurant
- No certification and monitoring by Bio Suisse
- No additional instructions for preparation and use issued by Bio Suisse
- Must have contract and pay fees
- Monitoring the responsibility of cantonal food inspectors
- Responsibility in event of non-compliance is with restaurateur

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## Advantages for the restaurateur

- Simple to integrate into operating concept
- Products can be advertised as Bud products
- Use of the Bud brand value
- Appeals to consumers and guests who appreciate organic food
- Flexibility in the way products are used
- Creativity not restricted
- Little additional expenditure
- Monitoring through existing inspections by cantonal food inspectors

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## Bio Suisse motives

- Reducing existing obstacles
- Important market for Bio Suisse
- Growing catering market
- Sustainability becoming more important in the catering trade
- Gaining new consumers
- Increase the familiarity of the Bud
- New channels for Bud products

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## The Situation in Germany

presented by Rainer Roehl, a'verdis Roehl & Dr. Strassner GbR, Münster & Jochen Neuendorff, GfRS Resource Protection Ltd.

Both speakers explained the certification regulation in Germany. In this member state the federal legislation decided: canteens and restaurants have to be certified when they offer and label organic food. Every operator is supervised by one of the 23 approved private control bodies. When organic meals are offered, when the offer is labelled and if there are external customers, a certification is necessary. There is no prescribed certification for day-care centres with only one daily menu.

Thereby, there are clear definitions and standards for Certification, stated in the German federal law for organic farming (The Organic Farming Act, ÖLG). In 2004 the initiative "1000 bioküchen" ("1000 organic kitchens") started to promote organic food in mass catering and promote certification. In late 2006 more than 1000 kitchens were certified so the campaign, reaching its goal, came to an end. The development can be seen in Fig. 3 below. In 2009 more than 1600 kitchens are certified.

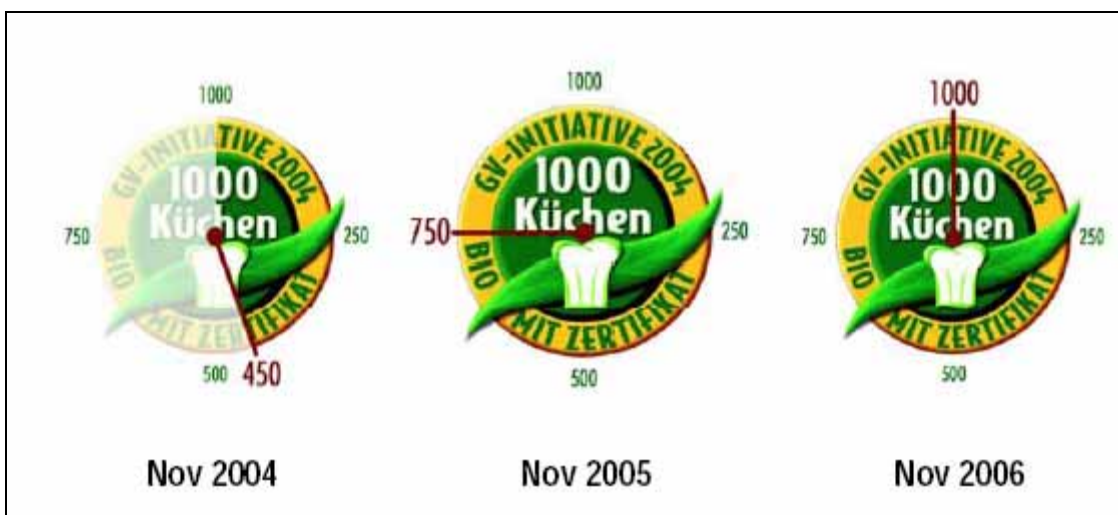


Fig. 3: German initiative from 2004-2006 (source: ppt. Roehl/Neuendorff)

In Germany 3 categories of organic use can be mentioned. The operators can decide if they want to offer

1. **Organic dishes:** Usually 100% organic ingredients from agricultural origin and Compliance with Article 27 and Annex VIII and IX of Reg. (EC) 889/2008 or
2. **Organic components:** Same as organic menus and identifiable for the consumers
3. **Organic Ingredients:** Only complete replacement of one or more ingredients. Operators have the choice and full flexibility and creativity.

# Certifying Out-Of-Home Operators (canteens & restaurants)

The German Experience  
(2003 – 2009)

Rainer Roehl, a'verdis, Münster  
Dr. Jochen Neuendorff, GfRS, Göttingen

2002: German authorities decided ...

... canteens and restaurants have  
to be certified organic, when they  
offer and label organic food.

When do canteens have to be certified?

1. When they offer organic meals  
*and*
2. When the offer is labelled  
*and*
3. When there are buyers.

Discussions with authorities and stakeholders



The article discusses the implementation of the EU Organic Regulation (853/2008) in Germany, which mandates that food providers offering organic meals must also be certified as organic. It features interviews with experts from the German Agricultural Union (DLG) and the German Food Retailers Association (GfRS).

A manual and an introduction for chefs



commercial canteen-initiative



1. Neutral Information
2. Financial support
3. Public Relations



Neutral information



www.1000biokuechen.de



Financial support



### Gutschein



zur Übernahme der Kosten der Erstkontrolle im Rahmen der EG-Öko-Verordnung bis zu einer Höhe von max. 500,- Euro

Franziskuswerk Schönbrunn gGmbH

Betrieb

Gereon Kugler

Ansprechpartner

Prälat-Steiniggr-Str. 1

Strasse

85244 Schönbrunn

PLZ und Ort

Eine Initiative von:



PR: Annual speedometer-reading



Nov 2004

Nov 2005

Nov 2006

2009: > 1.600 kitchens in Germany have an organic certification

Results: happy and proud chefs





3. This Regulation shall apply to any operator involved in activities, at any stage of production, preparation and distribution, relating to the products set out in paragraph 2.

However, mass catering operations shall not be subject to this Regulation. Member States may apply national rules or, in the absence thereof, private standards, on labelling and control of products originating from mass catering operations, in so far as the said rules comply with Community Law.

## The German approach

**Gesetz**  
zur Anpassung von Vorschriften  
auf dem Gebiet des ökologischen Landbaus an die  
Verordnung (EG) Nr. 834/2007 des Rates vom 28. Juni 2007  
über die ökologische/biologische Produktion und die  
Kennzeichnung von ökologischen/biologischen Erzeugnissen  
und zur Aufhebung der Verordnung (EWG) Nr. 2092/91\*)

Vom 7. Dezember 2008

Die Bundestag hat mit der Mehrheit seiner Mitglieder und mit Zustimmung des Bundesrates das folgende Gesetz beschlossen:

Kennzeichnung von ökologischen/biologischen Erzeugnissen und zur Aufhebung der Verordnung (EWG) Nr. 2092/91 (ABl. EU Nr. L 189 S. 1) sowie der zu ihrer Durchführung erlassenen Rechtsakte der Europäischen

**German Federal Law for Organic Farming**

- ➔ Clear definition of ooh-operators subject to the organic certification scheme
- ➔ Requirements for labeling





**The Situation in Norway**  
**presented by Gerald Altena, Debio**

The private institution Debio reassessed the certification system in Norway, trying to solve recent problems like complexity of standards and high fees. These were identified as limiting factors for the use of organic products. With the help of a socio-economic analysis three models of certification were reviewed: Model 1 with no registration, Model 2: with registration, and Model 3: with certification and registration of the operators (see Fig. 4).

	<b>Model 1 No registration</b>	<b>Model 2 Registration</b>	<b>Model 3 Modified certification with registration</b>
<b>Fees</b>	No fees	Yearly fees	Yearly fees – differentiated
<b>Inspection / Supervision</b>	Food authorities – combined with normal inspections	Risk-based supervision by organic control body	Certification and inspection by organic control body
<b>Standards</b>	No separate public standards	National standards.	National standards
<b>Information</b>	Public general information on the organic requirements	Public guidance	Public guidance
<b>Exceptions</b>	Not relevant	Few – special criteria	Few – special criteria

**Debio** Model 4 – Danish bronze-silver-gold – not relevant

Fig. 4: Three models in comparison (source: ppt. Altena)

**Final aims:** The consumer should be confident with the use of organic products and the regulations should be easy to handle and to realize. The time needed to train operators on regulation is reduced thus the number of operators will increase.

**Recommendation:** Model 2 “The Registration” will lead to an increased use of organic products while maintaining consumer confidence, even it goes along with a negative value. The costs can be covered by fees or support from the state. Debio will work with this second model in the future to avoid problems and obstacles that exist at the moment.

# Organic mass catering - case Norway

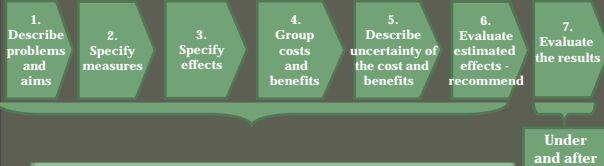
Reassessing the certification scheme for out of home operators – a cost-benefit analysis (socioeconomic analysis)

Friday 20<sup>th</sup> Feb 2009  
Biofach-Nuremberg  
Gerald Allena  
Debio

## Short history

- 1997 Debio establishes private standards for mass catering
- 1997 Scandic hotel chain goes organic (13)
- 2005 Direct implementation of regulation in Norway, Debios standards become official interpretation of regulation
- 2005 Public action plan 15 %
- 2007 834 / 2007
- 2008 Ministry asks for recommendation from Food Authorities (118)

## How to make a socioeconomic analysis



When the projects are **small and simple**:

- describe the problems and objectives (step 1)
- specify measures (step 2)
- describe benefits and costs (step 3)
- evaluate estimated effects (step 6)

1. Describe problems and aims

## Main problems today

- Operators complain about complexity of standards and high fees –this is limiting the use of organic produce
- Unclear how to handle “simple” operations, f. ex. serving coffee / wine

1. Describe problems and aims

## Aims

- The consumer is confident about the integrity of organic products
- Operators find the regulations workable and the number of operators is growing, so the consumption is increasing

2. Specify measures

## Relevant models

	Model 1 No registration	Model 2 Registration	Model 3 Modified certification with registration
Fees	No fees	Yearly fees	Yearly fees - differentiated
Inspection / Supervision	Food authorities - combined with normal inspections	Risk-based supervision by organic control body	Certification and inspection by organic control body
Standards	No separate public standards	National standards.	National standards
Information	Public general information on the organic requirements	Public guidance	Public guidance
Exceptions	Not relevant	Few - special criteria	Few - special criteria



4. Group costs and benefits

## Who is affected?

- Consumers
- Operators (owners)
- Producers
- Food authorities
- Debio (control body)

Debio

4. Group costs and benefits

## What are the benefits? Non-quantified

	Model 1 No regulation	Model 2 Registration	Model 3 Modified certification with registration
Consumer confidence	---	-	0
Consumption of products	+++	++	+

Debio

4. Group costs and benefits

## What are the benefits? Quantified

- Reduced time needed for training on regulation – operators / control body
- No work with exceptions
- No control by control body

Debio

4. Group costs and benefits

## What are the costs?

- Investment costs
  - Database to register operators and activities (Model 2 and 3)
- Operating costs
  - More controls/inspections?
  - Lost income from the fees paid to control body
- Adaption costs
  - Training measures for inspection and for the operators

Debio

4. Group costs and benefits

5. Describe uncertainty of the cost and benefits

## Net Present Value

- Lifetime of the project – 8 years
- Development of the number of operators

	Net Present Value NOK (1 € ≈ 10 NOK)	NPV - 50 % reduction operators	NPV – lifetime 5 years
Model 1 - No regulation	+6.178.700	+ 4.290.500	+4.960.000
Model 2 – Registration	-4.942.200	- 2.852.600	-2.422.000
Model 3 – Certification and registration	-2.992.300	- 1.547.800	-1.989.000

Reduce risk in model 1 – no regulation  
Increase inspection from food authorities to make sure that 15 % of operators with organic products are inspected – Net Present Value -38.423.000 NOK

Debio

6. Evaluate estimated effects - recommend

## Recommendation

### Recommendation – Model 2 Registration

Even though there is a negative net present value, this model will contribute to an increased use of organic products, while maintaining consumer confidence in organic products

The costs can be covered by support from the state or by fees.

Model 1 – no regulation – will generate activity in respect to the use of organic produce, but consumer confidence can be reduced when scandals, and the opposite effect will occur

Model 3 – modified model will ensure consumer confidence but seems too rigid to promote organic consumption enough to enable an essential growth

Debio

## The Situation in Finland

presented by Irma Kärkkäinen, EkoCentria

About 34% of the Finish people eat out daily. Public catering plays an important role in Finland, especially free school lunch is an important factor (a total of 811 million meals incl. 436 million meals in public catering are served). The trust in food is at one of the highest levels in Europe.

### Status of Out of home certification:

Organic food and meal operators must apply for organic certification. That requires inspection and certification of public and commercial food service units alike. The Finnish government displays little interest in changing the situation concerning this "grey area". The state authority in charge of the implementation of the inspection system laid down in Council Regulation is the Finnish Food Safety Authority Evira under the Ministry of Agriculture and Forestry. But growing demand in the use of organic products in catering and a limited availability of suitable products are some of the more recent problems. Therefore, the need to harmonize the rules in marketing and designing new strategies to change the situation is given.

**Recent Aims:** The promotion of sustainable purchases and eco-communication within Finnish public kitchens and educational institutes. Therefore three projects are running at the moment [at the time of presentation].

**For example: Step by Step programme in Finland.** This model focuses on the "increase [of] regular consumption of organic food in catering". It was developed by Finfood Luomu, EkoCentria (Finnish Organic Catering Centre) and Finnish, Food Safety Authority Evira in 2002 and is represented schematically in Fig. 5. The programme provides information for catering and tendering personnel as well as farmers etc. It also provides information and practical tools for kitchens to move step by step from using few organic ingredients to the preparation of entire organic meals and certification.

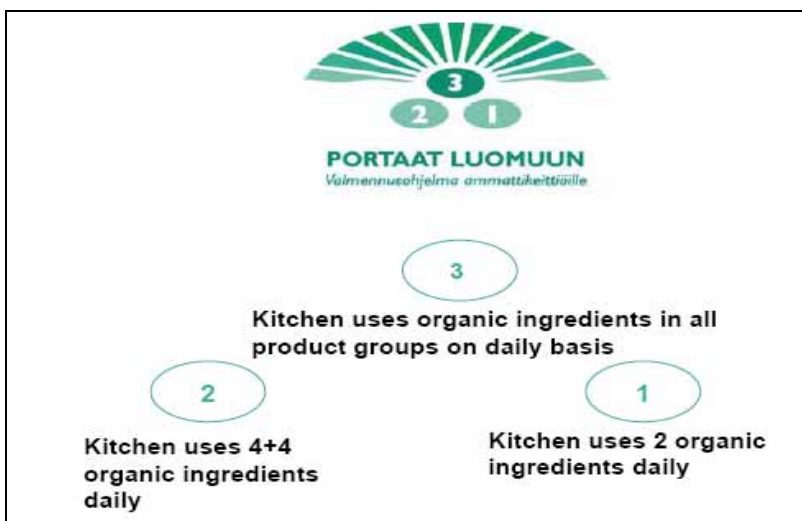


Fig. 5: The 3-Step-Programm (source: ppt. Kärkkäinen)

**Outlook:** The aim for the year 2009 is the implementation of a virtual learning and communication environment as well as the training of kitchen staff. The latter should be able to follow the guidelines of the programme and give information to customers about using organic ingredients. The Vision for 2015: 15 % increase in the annual use of organic food in the private sector and serving organic food in every public kitchen.

## Certifying Out of Home Operators in Finland

BioFach 20.2.2009 4-5.30 p.m.

Catering Forum, Oslo Room

Irma Kärkkäinen  
Lecturer, Project Manager  
EkoCentria  
irma.karkkainen@sakky.fi  
GSM 044 785 4012  
www.ekocentria.fi



## We aim at promoting sustainable purchases and eco-communication within Finnish public kitchens and educational institutes

- 3 development projects running, 2 applied
- Within these 12 people working full or part-time



## Finnish EkoCentria team at BioFach 2009

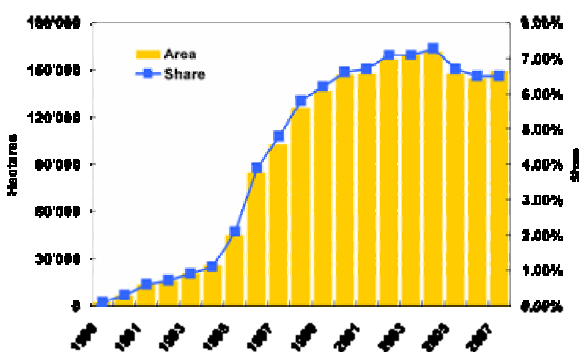
- Project manager, Ph.D., Eija Muukka
- Organic and local food adviser Leena Kuosmanen
- Local food event coordinator Kirsi Malaska

## Background: Organic agriculture in Finland

- between 1995 and 2008 organic production area increased from 44,696 hectares to 150,240 hectares
- Organic farmland accounts for 6.6 % of agricultural land in Finland
- 5.6% of Finnish farms practice organic production
- between 1995 and 2008 number of farms involved increased from 2793 to 3843



[http://www.evira.fi/attachments/kasvintuotanto\\_ja\\_rehul/luomu/luomu\\_tilastot/luomu2008ep.pdf](http://www.evira.fi/attachments/kasvintuotanto_ja_rehul/luomu/luomu_tilastot/luomu2008ep.pdf)



Graph: Development of the of organic farming in Finland 1989-2007 (2007 provisional): Organic land (under-conversion and full organic status) and share of total agricultural land. Source: Evira, Graph: FIBL

## Background: Organic market in Finland

- the major part of organic products is distributed via conventional food chains
  - growth in new market chains
    - gastronomy, market places, special shops, farms shops
- the organic products are about 0,9 % of all food market
- organic retail trade turnover amounts 62 million Euro
- market enjoyed rapid growth until 2001;
  - minor growth since 2008

[www.ruokatieto.fi/luomu](http://www.ruokatieto.fi/luomu)

**Background: Catering services in Finland in 2008**

- 21 743 catering units (-1.5 %)
- 9141 kitchen units in public sector (-0.8 %)
- total 811 million meals (+ 1.7 %)
  - 436 m meals in public catering (+ 1.1 %)
- 34 % of Finnish people eat out daily
  - role of public catering important (warm meals daily)
  - free school lunch (free warm lunch daily)

Source: Nielsen HoReCa register 2008

**The status of certification OOH**

- Article 1 of 834/2007 explains that “mass catering operations” as defined in its Article 2 (aa) are not subject to the EU control system
- Kitchens informing customers only about the use of organic ingredients are not subject to certification
- Catering operations will simply be subject to general food consumer protection law

Sources: (EC) No. 834/2007; <http://www.evira.fi/portal/en/>

**The status of certification OOH**

- Marketing organic food / meals must apply for organic certification
  - requires inspection and certification public and commercial food service units alike
- Five operators certified as food processors (02/2009)
  - Out of them 2 central catering kitchen production units

[http://www.organic-europe.net/country\\_reports/finland/default.asp](http://www.organic-europe.net/country_reports/finland/default.asp)



**The status of certification OOH**

- The state authority in charge of the implementation of the inspection system laid down in Council Regulation is the Finnish Food Safety Authority Evira under the Ministry of Agriculture and Forestry
- *Forthcoming changes in the EU legislation ?*
  - > No interest in changes in national legislation in Finland
- Growing demand in use of organic products in catering
  - No suitable products available
  - Need for harmonised rules in marketing



**The status of certification OOH**

- Growing demand in use of organic products in catering
  - No suitable products available
  - Need for harmonised rules in marketing

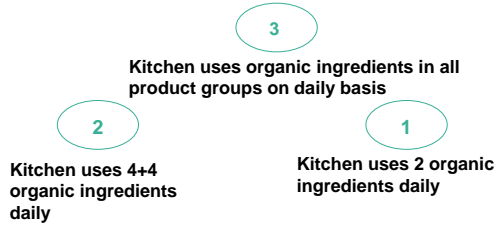


**CASE: Step by Step programme in Finland**

*The program provides information and practical tools for kitchens to move step by step from using few organic ingredients to the preparation of entire organic meals an certification*



**PORTAAT LUOMUUN**  
Valmennusohjelma ammattikeittaille

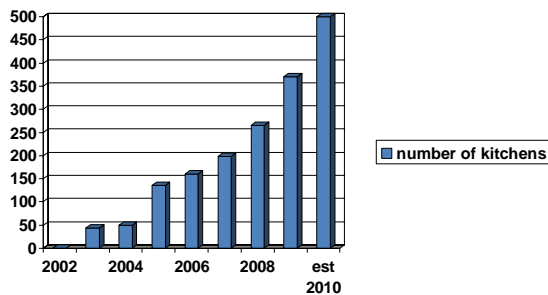


www.ekocentria.fi

## Step by step –program

- a national program to increase regular consumption of organic food in catering
- developed by Finfood Luomu, EkoCentria (Finnish Organic Catering Centre) and Finnish Food Safety Authority Evira in 2002
- program provides information for catering and tendering personnel as well as farmers etc.

## Step by step –program



## Step by Step program is under development VISION 2009:

- virtual learning and communication environment
- Kitchen staff makes a plan of action and commits to follow the guidelines of the program
  - Plan has to be renewed yearly
- Kitchens inform their customers about the use of organic ingredients with help of a diploma

EkoCentria  
Savon gourmetti ja aikuisopisto

## Sustainable Public Sector Purchasing Action Plan 2009

Sustainability should be more highly prioritised in the purchasing of foodstuffs

- meals prepared with sustainably produced foodstuffs need to be served **at least once a month by 2010 and once a week by 2015**

–> pressure on public catering to use more organic food

EkoCentria  
Savon gourmetti ja aikuisopisto

## National Organic Strategy

VISION 2015:

- 15 % INCREASE YEARLY IN USE OF ORGANIC IN PRIVATE SECTOR

- EVERY PUBLIC KITCHEN SERVES ORGANIC

## **The Situation in Italy**

**presented by Antonio Compagnoni, ICEA (Istituto Per La Certificazione Etica E Ambientale)**

Antonio Compagnoni focused the situation in Italy especially the ICEA certification requirements. Italy was the forerunner when it comes to the incorporation of organic food in mass catering, particularly in school lunch. The **Legal status**: Until now there are no national norms for control and labelling of organic products in this sector. A national organic agriculture law proposal is envisioning norms with the purpose of promoting use of organic products in catering and eating establishments.

**Recent problems**: Too many different public authorities (at national, regional and local level) are involved in definition of policies and control measures. Public procurement tenders have mostly focused on supply conformity, failing to give due attention into production/processing and food services control and certification. There appears to be weak public authority control competence. UE certification standards are criteria in their public procurement tenders. Some restaurants choose certification in order to give value and guarantee their service.

**ICEA certification requirements**: Public catering or restaurants are controlled applying the same requirements of other organic processors.

1. Physical separation of processing and storing.
2. Identification of raw materials, in final products and in processing stage.
3. Self control plan and laboratory testing for products conformity assessments and on processing and cleaning procedures.
4. Traceability of supply's organic origin.

**Certification objective**: To implement the same criteria for organic processed products and in mass catering.

1. "BIOLOGICA" or "MENU BIO" (translated: organic meal) when the organic ingredients percentage is over 95% and the remaining ingredients are on the positive list as per the Regulation.
2. Gastronomic Preparation obtained with Organic Ingredients when percentage is below 95%. This opportunity was not allowed in the repealed EEC 2092/91.

ICEA is participating in the so-called UNI Working Group that is elaborating a national norm for certification of public procurement tenders for catering. Organic requirements will be debated at this round table where experts and stakeholders discuss the development.

**ICEA certification services  
for catering and restaurants**

**ORGANIC**

**BioAgritourism**

**Vegetarian and Vegan**

**Celiacs**

**Social Responsibility**

**ISO 22000, 22005, 9000, 14000 – BRC/IFS, etc.**

**Audit contracting organizations**







**ORGANIC EU (Reg. EC 834/07)**

**EU Control**

As voluntary choice, notwithstanding new EU Reg. is excluding catering and eating enterprises, from mandatory certification that all other supply chain organic operator are subject

Some local administratiis are anyway requiring UE certification as criteria in their public procurement tenders.

Some restaurants choose certification in order to valorize and guarantee their services

**ORGANIC EU (Reg. EC 834/07)**

The Italian Public Competent Authority is committed to define as soon as possible national norms concerning control and labelling of organic products.

A national organic agriculture law proposal is envisioning norms with the purpose of promoting use of organic products in catering and eating establishments.






**ORGANIC EU (Reg. EC 834/07)**

**Problems:**

Too many different public authorities (at National, Regional and local level) involved in definition of policies and control measures.

In the public procurement tenders mostly focused on supply conformity, failing to give due attention into production / processing and food services control and certification.

Weak public authority control competence.

**ORGANIC EU (Reg. EC 834/07)**

**ICEA certification requirements**

Public catering or restaurants are controlled applying same requirements of other organic processor.

1. Physical of timewise separation of processing and storing.
2. Identification of raw materials, in final product and in the processing stage.
3. Self control plan and laboratory testing for products conformity assessments and on processing and cleaning procedures.
4. Traciability of supply's organic origin.






**ORGANIC EU (Reg. EC 834/07)**

**Certification objective**

Same criteria s for organic processed products. The single gastronomic recepie preparation is evaluated and organic ingredients percentage is assessed.

1. **BIOLOGICA or MENU BIO** when the organic ingredients percentage is over 95% and the remaining are inside the positive list as per the Regulation.
2. **Gastronomic Preparation obtained with Organic Ingredients** (xx %) when percentage is below 95%. This opportunity was not allowed in the old EEC 2092/91.



**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Organic Purchase FY 07

Supplier	Percentage
AZ SURGELATI SPA	18%
ECOMARKET SRL	63%
PIZZOLI	19%

□ AZ SURGELATI SPA □ ECOMARKET SRL □ PIZZOLI

We currently have in range 86 organic products. In 2006 we bought 826 tons of organic products in 2007 1080 tons, and in 2008 we plan to buy 1500 tons.

**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Children Menu

- Children Menu Pasta:
  - Tomato Pasta
  - Juice
  - Yogurt
- Sales Price
  - € 1,00
- Children Menu Meat:
  - Veal stew
  - Juice
  - Little Cake
- Sales Price
  - € 2.00

Category	Quantity	Percentage
Children Menu Pasta	51610	17%
Children Menu Carne	250743	83%

□ Children Menu Pasta □ Children Menu Carne

# TOTAL 302.353 Children Menu

**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Organic French Fries

- Weight 190 g
- Price : € 2.50

Unit	Quantity
Pcs	563625
KG	407089

□ Pcs □ KG

**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Leaflet

Distribution of a detailed leaflet where we explain the variety of our organic range, the choice of UTZ Coffee and our Children Offer.

**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Leaflet

### Ecco cosa ci dicono i simboli:

- Organic > 95%**: Marchio comunitario che identifica prodotti di agricoltura biologica certificata.
- made with organic ingr.**: I prodotti identificati dal questo simbolo contengono almeno ingredienti provenienti da agricoltura biologica certificata.
- Celiac product**: Prodotti senza glutine di biomassa certificata e rigorosamente certificati dall'ISAC Associazione Italiana Celiachia.
- Vegetarian**: Prodotti vegetariani approvati dall'ISVU Associazione Vegetariana Italiana.
- Vegan**: Prodotti vegani approvati dall'ISVU Associazione Vegetariana Italiana.
- UTZ Certified**: Marchio di certificazione UTZ che identifica prodotti, come il caffè, impegnati in condizioni agronomiche e dal punto di vista sociale e ambientale.

**IKEA® FOOD**  
Organic Development, 2008 September 9<sup>th</sup>

## Check Files: Update Register Organic Product

These update routines are published on intranet site IKEA FOOD Italy



**60 supermercati**

**2 ristoranti**

**MENÙ 100% BIOLOGICO**

Attività di controllo tutta concentrata nella verifica della regolare certificazione di tutte le forniture



ICEA is participating at UNI working group that s elaborating a national norm for certification of public procurement tenders for catering.

Organic requirements will be debated on this table where experts and stakeholders sit



**Bioagriturismi e bed & breakfast**

- servizi naturalistici e didattici
- tutela dell'ambiente e delle risorse naturali
- ristorazione e vendita dei prodotti**
  - strutture ricettive
  - dotazioni e servizi ricettivi
  - relazioni con il territorio
  - servizi turistici
  - trasporti e viabilità



**AVI Partnership Italian Vegetarian Association**

The Association logo is given to products that guarantee standard and guideline compliance

VEGETARIAN = NO ingredients derived from killed and suffering animals

VEGAN = NO to any animal origin ingredient

BIO VEGETARIAN, BIO VEGAN = 100% organic

Mandatory the product/process ICEA certification

ICEA is a member of the Consortium Fairtrade-Transfair Italy and has been entrusted by Fairtrade - Italy with auditing its Italian licensees (es. Supplier of Canteens in Rome)

ICEA has been contracted by FloCert for Fairtrade import inspection

Together with Fairtrade - Italy, ICEA has some projects going on or under preparation regarding international development cooperation, with synergies converging on organic and fair trade certification



Primi due centri cottura sperimentali



**Italian Celiacs Association Partnership**

**Certification of meals for celiacs**

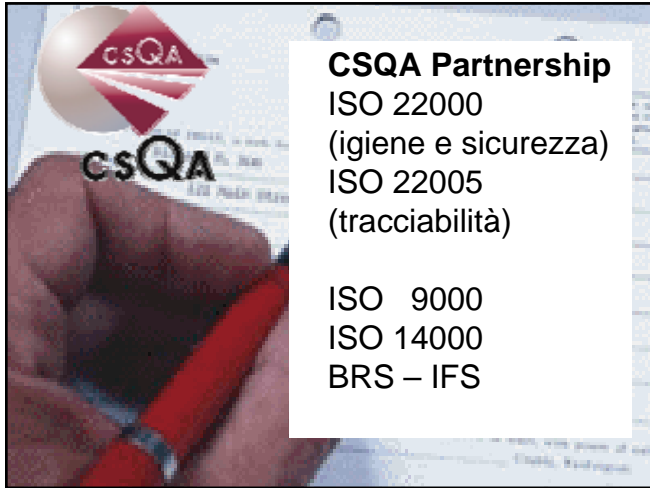
- Meals containing gluten  $\leq 20$  ppm
- Traceability of single lots of the meal ingredients
- Specially trained inspectors



Azienda leader nel settore ristorazione e sanificazione (ca. 7000 dipendenti)



ICEA is member of "Ethical Work" network, offering SA8000 certification and related inspection services



**CSQA Partnership**  
 ISO 22000  
 (igiene e sicurezza)  
 ISO 22005  
 (tracciabilità)  
  
 ISO 9000  
 ISO 14000  
 BRS – IFS



**Audit**  
 for local public administrations and other tendering bodies  
 - Control  
 - Haccp  
 - Supply Conformity (organic, ipm, PDO/GI, local etc.)  
 Process Management  
 - Complains Management  
 - Training  
 - checks and laboratory testing

## The Situation in Belgium

presented by Wim Bommerez, BioForum

Belgium is one of the forerunners in inspection and certification systems. There are three certified organic restaurants until now, but more than 100 restaurants using organic ingredients. Mass catering institutions start using organic ingredients, but a certification system is not used at the moment. It will be too early to create a fully developed system because of the attended schemes and standards. Therefore the BioForum established the private **BioGarantie standards**. The kitchen operators have the choice between 4 certification systems:

1. **100% organic restaurant:** All ingredients have organic quality, except wild fish (that's the only exception). This model is the most simple to certify, but only feasible for a handful of restaurants.
2. **100% organic dishes/preparations:** All ingredients have organic quality, except wild fish, but organic and non-organic counterparts can be present in storage and/or kitchen. This concept needs a separation in space and time. Its advantage: Organic products are easily recognizable and preparations (components in German system), and max. two per day.
3. **100% organic 'bought products':** Mainly raw ingredients, convenience products or fully prepared products to be used in several dishes (e.g. peeled potatoes, frozen vegetables, sauce base). Products that are chosen are only bought in organic quality. *This concept is the best-suited one for the Belgian market situation, and therefore most promoted one.*
4. **Percentage organic (in bought volume)** includes the minimum percentage of bought volume of food in Euros and operators remain free to choose the percentage (max 95%).

**Present situation** Currently, the figures show that most restaurants/caterers using organic products are not ready to become certified until now. Thereby an obligatory inspection could be too early for the Belgian Market. It is, however, also a marketing instrument and so operators are interested but say the organic sector is not ready because there is no guarantee the ordered products will be there in time. Development in Certification is important but not too soon because this could have an opposite effect.

**Outlook:** BioForum created a standard catalogue, so BioGarantie standards are finally ready to be implemented. Flemish and Walloon regional administrations try to implement the BioGarantie private standards as legally recognised standards for organic products in restaurants/catering. But this implementation will not take place in 2009, more likely in 2010. BioGarantie restaurant campaign to stimulate the use of the new BioGarantie standards and label is in planning. BioGarantie tries to support restaurants with information and communication tools in 2009.

## Biogarantie Organic Standards for Restaurants and Catering in Belgium

A long walk to certification



By Wim Bommerez,  
@BioFach, 20 Feb 2009

### In this presentation

- A short (long) history
- Present Biogarantie® standards
- Legislation
- Biogarantie restaurant campaign
- Other standards

### A short (long) history

- **Belgium** is traditionally a **forerunner** in inspection and certification systems.
- The **Biogarantie**® private standards go further than EU regulation, and are usually a precursor to later regulation.
- We have a strict and intensive inspection to ensure organic quality at all times.
- The **Out-of-home market** was considered the same as food processors and therefore subjected by the same rules: basically '100% organic or nothing'.

### A short (long) history

- **Result:** only **three** certified organic restaurants to date in Belgium.
- At least **more than a hundred restaurants** use organic ingredients to more or less extent.
- **Mass catering:** a few dozen restaurants are starting to use organic, some of them maybe interested in certification in the future but **not now**.

### A short (long) history

- In **2003**, organic catering consultant **Stefan Peeters** worked on a project to open the market for organic food in catering.
- He strongly suggested in his report to the government that a different regulation for catering was needed.
- His views were opposed by Belgian operators and certification bodies that were afraid that this would mislead consumers.
- The discussion went on for several years.....

### A short (long) history

- The **legislators** want Out-of-Home covered by the regulation for organic production as soon as possible
- A **Biogarantie workgroup** with experts from organic catering projects and certification bodies was formed in 2007.
- They **studied existing systems** in Germany, UK, Netherlands... to come up with new standards



## Present Biogarantie standards (2008-2009)

- Operators have a choice between **4 certification systems**
  1. 100% organic restaurant
  2. 100% organic dishes/preparations
  3. 100% organic 'bought products'
  4. Percentage organic (in bought volume)

## Present Biogarantie standards (2008-2009)

- **100% organic restaurants:**
  - Everything organic except wild fish (ONLY exception)
  - Most simple to certify
  - But only for a handful restaurants
- **100% organic dishes/preparations**
  - All organic except wild fish
  - Organic and non-organic counterparts can be present in storage/kitchen: separation in space/time needed
  - Organic products are easily recognisable
  - Preparations ~ components in German system
  - Max. 2 per day

## Present Biogarantie standards (2008-2009)

- **100% organic 'bought products'**
  - Raw ingredients, convenience products, fully prepared products... to be used in several dishes
  - E.g. peeled potatoes, frozen vegetables, sauce base...
  - Products that are chosen are ONLY bought in organic form.
  - Best suited for Belgian market situation, and therefore most promoted
  - Communication with consumer somewhat less interesting
  - Max. 50
- **Percentage organic**
  - minimum percentage of bought volume of food in euros
  - Free to choose percentage (max 95%)
  - never go under minimum on monthly basis

## Present Biogarantie standards (2008-2009)

- Biogarantie standards describe what communication is possible, what to do when there is not enough product available on the market...
- A guide has been made that help chefs on the way towards certification (available in downloadable pdf format, in Dutch)

## Legislation

- 2009: catering officially not covered by EU regulation
- Biogarantie standards finally ready to be implemented
- Flemish and Walloon regional administrations want to make the Biogarantie private standards the legally recognised standards for organic in restaurants/catering.
- Not sure if this will happen in 2009

## Biogarantie restaurant campaign

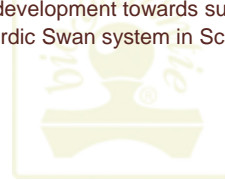
- To stimulate the use of the new Biogarantie standards and label, Biogarantie wants to support restaurants with **information and communication tools** in 2009
- **Planned:** every certified restaurant receives nice certificate, wooden Biogarantie labeled blocks, other communication tools
- Articles in professional restaurant/catering magazines
- ...

## Present situation

- Signals are that most of the restaurants/caterers that use organic or **not ready to become certified**
- Making inspection **obligatory** could be **too early**
- It is however also a **marketing instrument**
- Operators that are interested, say the organic sector is not ready because they cannot guarantee the ordered products will be there on time.
- → **more certification could be good for market growth but not too soon because this could have an adversary effect.**

## Other standards

- Can use of organic food be incorporated in standards for ecological/sustainable catering?
- Work with governments and organisations for sustainable development towards such systems.
- Example: Nordic Swan system in Scandinavia.



## **The Situation in the Netherlands**

**presented by Chantal Baas, Ministry Agriculture, Nature & Food Quality and  
Eric van Velouwen, De Valeouwe Culinair Projectmanagement**

Chantal Baas presented the situation in the Netherlands using three examples of initiatives. The sector in organic catering is growing rapidly and the Government follows the changes but is not directly involved.

In restaurants and catering services initiatives are welcomed to create certification schemes, especially to ensure transparency and reliability towards the consumer. Creating reliable schemes is the responsibility of the market. Chantal Baas presented two concepts to the auditorium:

### **1. Veneca - Dutch organisation for catering services**

The Catering Organisation is certified nation-wide and cooks 2 million meals a day. It is working with quality schemes (ISO). This organization created an extra module for organic catering and is internationally checked by Cercat.

Organic is the notation for "Made with": 60% of weight organic (excl. water) and mixed meals, when it is directly shown which component is organic and when it is over 60% organic. In addition one meal is labelled organic. Every organisation is checked min. once a year, in origin of ingredients; recipes; qualified cooking; correct labelling at location.

### **2. Mr. Lars Charas, Feeding Good:**

The Umbrella model focuses on implementing sustainable food in everyday life. Some standards are characterized by, for example, creating a "universal language" (Food chains are longing for a universal language around food) which can be implemented in agricultural practice as in the industry, in suppliers' purchase and demand, as well in hospitality branches and by Governmental policy

This language needs to be practical, easy to communicate, formulated on a strategic level, implemented on a practical level, suitable for marketing and companies, objective and scientifically quantified. All visions and hallmarks used in the food chain at the moment can be deductively translated into the components of food (see in Fig. 6 below).

**Implementation** Every product in a kitchen (or in the chain) has a maximum of 3 or 4 main components which form the Impact. Products can be grouped into product groups which have approximately the same position towards the components. The effect is a large simplification for practical culinary branches and the easiest way for customers to get grip on the complexity. The diversity of visions on sustainable food will open up.



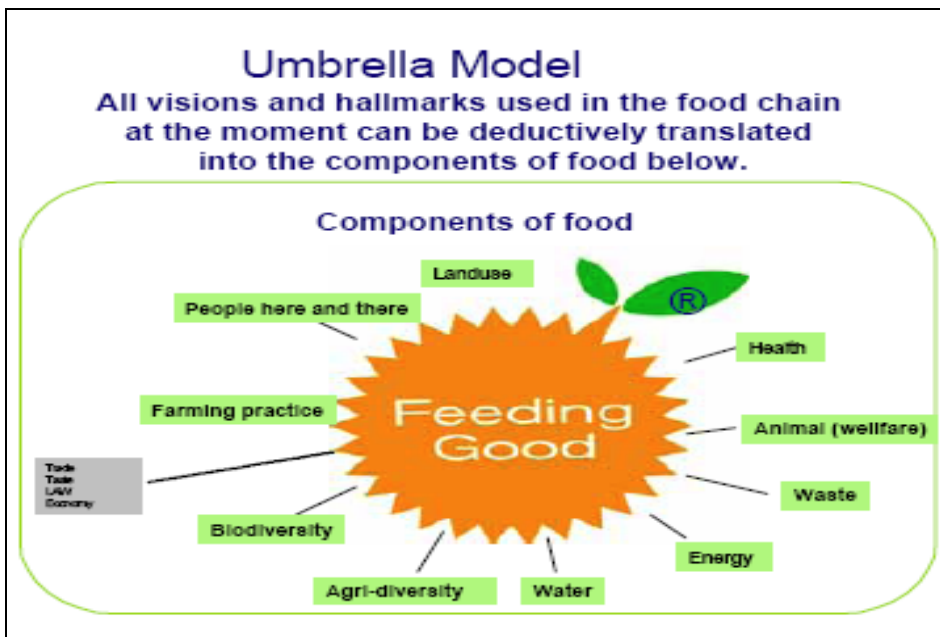


Fig. 6: The Umbrella Model (source: ppt. Baas)


**Rough schedule of the planned research activities:** **In the first year:** Decision making for the model and creation of a strategy for each product group. **In the second year:** Broadening the impact view, research on specific components and on exceptions. Also, implementation within the agricultural, hospitality and industrial branches. **In the third year:** Operate different experiments throughout the food chain and **in the fourth year** implement a certification scheme.

#### **Eric van Veluwen created a project with the focus on “Organic in Restaurants”**

Around 180 restaurants were interviewed concerning the “use of organic food in restaurants”. Some areas addressed included: “Why do the restaurants use organic food?” and “Why should this be certified?”. The restaurants stated that they use organic food for reasons of “taste and flavour” or better value for the company, moreover to compete with other restaurants or to support local and regional producers. Last but not least they use such products because of social & fair trade standards.

The restaurateurs support the development of an authorized control system, for the reason that there is no legal system at the moment in the Netherlands. If a federal control system is created the communication and the control of organic food is easier and more reliable. It can clear up the recent situation and support transparency. That will be a step to more sustainable way of thinking.

To define a clear labelling structure, Eric van Veluwen supports a Bronze/Silver/Gold-model: BRONZE = 40% organic in each range, SILVER = 60% organic in each range and GOLD = 80% organic in each range. Currently 12 (audited) restaurants use this labelling model.

- Organic catering is growing rapidly in The Netherlands.
- In restaurants and catering services initiatives are welcomed to create certification schemes to ensure transparency to the consumer
- Creating reliable schemes is responsibility of the market parties
- Government follows developments and advises when asked, but not directly involved
- 3 examples of initiatives

Ministerie van Landbouw, Natuur en Voedselkwaliteit

**1) Veneca - Dutch organisation for catering services**

- 2 million meals a day
- works with quality schemes (ISO)
- extra module for organic catering
- internationally checked by Cercat
- "Made with": 60% of weight organic (excl. water)
- mixed meals: show which component is organic
- when over 60% is organic -> meal is labelled organic
- catering organisation is certified nation wide
- min. 1/year check: origine of ingredients; recipes; qualified cooking; correct labelling at location

Ministerie van Landbouw, Natuur en Voedselkwaliteit


2) Mr. Lars Charas, Feeding Good, works on an umbrella for implementing sustainable food

"Food chains are longing for a universal language around food which"

- Can be implemented in agricultural practice
- In the industry
- In suppliers purchase and demand
- And by hospitality branches
- And by Governmental policy"

**This language must be**

- 1) Practical,
- 2) Easy to communicate,
- 3) Formulated on a strategic level,
- 4) Implementation on a practical level,
- 5) Suitable for marketing and companies uniqueness,
- 6) Objective and scientifically quantified



**Feeding Good, The Practical Center for Sustainable Food, have formulated the following components** →

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**Umbrella Model**  
All visions and hallmarks used in the food chain at the moment can be deductively translated into the components of food below.

**Implementation**

Every product in a kitchen (or in the chain) has a maximum of 3 or 4 main components which form the Impact. Products can be grouped into product groups which have approximately the same position towards the components. A large simplification for practical culinary branches is the effect.

For customers and easy way to get grip on the complexity and diversity of visions on sustainable food.

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Practical center for sustainable food  
 Planning of research activities

- 1 Year Decision making model  
 Strategy for each product group
- 2 year Broadening the impact view  
 Research on specific components  
 Research on exceptions  
 Implementation within the agricultural,  
 hospitality and industrial branches
- 3 Year Different experiments throughout the food chain
- 4 Year Implementing a certification scheme



3)  
**PROJECT  
 ORGANIC IN RESTAURANTS**

Eric van Veluwen



**WHY ORGANIC ?**

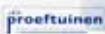
(BY INTERVIEWING 180 RESTAURANTS)

- TASTE & FLAVOUR
- BETTER VALUE FOR THE COMPANY
- LOCAL AND REGIONAL PRODUCES
- CONCURRENCE POSITION
- FAIR TRADE PRINCIPALS&QUALITY DRIVEN



**WHY CERTIFYING ?**

- NO LEGAL SYSTEM AT THIS MOMENT
- COMMUNICATION AND CONTROL, THROUGH A CLEAR LABEL
- TRANSPARENCY OF THE COMPANY
- ONE STEP FURTHER IN A SUSTAINABLE COMMUNITY

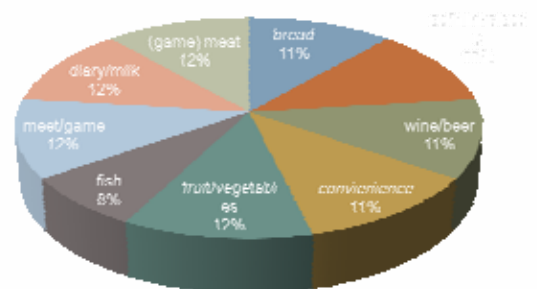
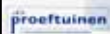


**THE PROCESS**

THREE TYPES OF LABELING:

- BRONZE = 40% ORGANIC IN EACH RANGE
- SILVER = 60% ORGANIC IN EACH RANGE
- GOLD = 80% ORGANIC IN EACH RANGE

CURRENTLY 12 RESTAURANTS ARE BEING TEST - AUDITED



## Appendix

Session programmes devoted to organic certification of the out of home sector in the congress programme accompanying the BioFach Trade Fair in Nuremberg, Germany

# European Network Initiative

## for all Stakeholders of the Organic FoodService Market

When: Saturday, 21st February 2004 from 09:00 – 12:00  
Where: Room Basel (Raum Basel), BioFach 2004, Nuremberg

<b>Session 1</b>	<b>09:00 – 11:00</b>	<b>How Organic is the European Foodservice Market?</b>
	Chair:	Dr. Carola Strassner, ÖGS, Germany Stefan Peeters, BIOKETEN, Belgium

Welcoming address: Dr. Carola Strassner

Introduction: Stefan Peeters

Country Statements: (list not comprehensive)

- Norway Matthias Koesling, NORSØK: Norsk senter for økologisk landbruk  
(The Norwegian Centre for Ecological Agriculture)
- Finland Maarit Virkkala, Finfood LUOMU (Finnish Food Information Service)
- Denmark Dr. Bent E. Mikkelsen, Danish Institute for Food and Veterinary Research
- UK Helen Taylor, Soil Association Certification
- Germany Dr. Carola Strassner, ÖGS (Organic FoodService Consultancy)
- Belgium Stefan Peeters, BIOKETEN Marktontwikkeling voor de biologische landbouw

<b>Session 2</b>	<b>11:00 – 12:00</b>	<b>Certification in the Foodservice Sector in Europe</b>
	Chair:	Helen Taylor, Soil Association Certification

Both sessions are open to all stakeholders of the market and aim to facilitate an exchange of news, views and experiences. They are ideal for networking.

Session 2 is specifically for those interested in the aspect of certification and control in the foodservice market.

The language of the meeting is English. The meeting is informal enough, however, for you to make sure you understand everything.

The times indicated are approximations. Room Basel is available till 14:00.

**Ö·G·S**

ÖGS - Ökologischer Großküchen Service  
Organic FoodService Consultancy  
Rainer Roehl, Anja Erhart & Dr. Carola Strassner GbR  
Galvanistraße 28, D-60486 Frankfurt, Germany  
Fon/Fax: +49 69 977 819 -0 / -19  
[carola.strassner@oegs.de](mailto:carola.strassner@oegs.de)  
[www.oegs.de](http://www.oegs.de)

Organised by:



Market development for the organic industry  
STEFAN PEETERS  
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+32 474 969.940  
[stefan.peeters@bioketen.be](mailto:stefan.peeters@bioketen.be)  
[www.bioketen.be](http://www.bioketen.be)

Bioketen is a market development project subsidized by the Flemish regional government.

## Meeting

### Certification Organic Out Of Home!

Date        Saturday, 26. February 2005  
Time        11:30 - 12:30  
Place        Room Zurich, Conference Centre Nürnberg

#### **Agenda** (V: 01.02.05)

**11:30 - 12:30    COOOH!    Certification of Organic Out Of Home Meeting**

The session is open to any stakeholder with an interest in the organic certification of foodservice operations (hotels, restaurants, hospitals, catering companies, etc.).

The session will include short presentations from:

Etienne Aulotte, BioForum and  
Stefan Peeters, Bioketen    Single Product Certification in Belgium

Helen Taylor, UK                    The Situation in the UK - Current Challenges including  
Soil Association                    the Change to Annex III

Carola Strassner, Germany    Meal, Component and Product Certification in Germany  
The Organic FoodService Consultancy / ÖGS

Besides the short presentations the session is open to any contributions and seeks to provide a forum for exchange.

In addition to those mentioned under session 1, the following have indicated interest:

- Sabine Würth, Bio Suisse, Switzerland
- Manuel Perdignes, ACAAE (Andalusia), Spain
- Jose Luis Garcia, ACAAE (Andalusia), Spain

We look forward to a vibrant session!



## Meeting

### Organic Out Of Home!

Date Saturday, 26. February 2005  
Time 10:00 - 12:30  
Place Room Zurich, Conference Centre Nürnberg

#### Agenda (V: 01.02.05)

**10:00 - 11:30 OOOH! Round Table Discussions for all stakeholders of the organic foodservice sector**

The Round Table Discussion will include short presentations from the following:

Irma Kärkkäinen, Finland The Step-by-step Kitchen Programme in Finland  
Organic Catering Centre

Bent Mikkelsen, Denmark IFOAM 2005 in Adelaide, Common Research Directions  
Danish Institute for Food and Veterinary Research

Etienne Aulotte, Belgium BioForum Model for Schools and Hospitals  
BioForum Wallonie

Carola Strassner, Germany OOOH Programmes currently running in Germany  
The Organic FoodService Consultancy / ÖGS

The Round Table is designed to let you participate fully in the Discussion and to bring up any points you wish to share or have considered. Your active participation is vital.

The following have already indicated they will be participating:

- Heli Toivonen, Organic Catering Centre, Finland
- Eva Fröman, Ekocentrum, Sweden
- Carin Enfors, Ekocentrum, Sweden
- Matthias Koesling, The Norwegian Centre for Ecological Agriculture, Norway
- Raymond Aendekerk, bio-Label, Luxembourg
- Richard Bosley, Organic Food Federation, UK
- Helen Taylor, Soil Association, UK
- Dieter Beger, Ökomarkt Hamburg, Germany
- Helmut Laberenz, Hamburg University of Applied Sciences, Germany
- Stefan Peeters, Bioketen, Belgium

## OOOH!

**3<sup>rd</sup> Open meeting of the International Organic Out Of Home Community  
at the BioFach Trade Fair in Nuremberg, Saturday, 18<sup>th</sup> February 2006, 09:00 - 12:00  
Room Krakow, CCN Ost/East**

### Programme

09:00 - 09:05		Opening the session
		<b>SESSION 1: General Country Updates</b>
09:05 - 09:15		<i>OOOH! An update from the UK</i> Helen Taylor, Soil Association Certification
09:20 - 09:30		<i>What's going on in Sweden?</i> Eva Fröman & Carin Enfors, Ekocentrum - Information Centre for ecological products
09:35 - 09:45		<i>Copenhagen - an organic locomotive</i> Kristine Kokbøl, Municipality City of Copenhagen, Technical and Environmental Administration
09:50 - 10:00		<i>Dutch policy on organic catering, a flexible strategy</i> Chantal Baas, Ministry of Agriculture, Nature and Food Quality
10:05 - 10:10		<i>OOOH - What's happening in Germany?</i> Carola Strassner, ÖGS - The Organic FoodService Consultancy
10:15 - 10:25		<i>The BIO-Hotels, five years after creation</i> Ludwig Gruber, BIO-Hotels Association
10:30 - 10:40		<i>OOOH: The Italian experience. Next steps: rural development, local consumption and the role of public demand</i> Andrea Ferrante, AIAB - Italian Association for Organic Farming
10:45 - 10:55		<i>Development of the organic foodservice sector in Brazil and Social Responsibility</i> Alvaro Werneck, Planeta Orgânico
		<b>Session 2 : Research-Focused Country Reports</b>
11:00 - 11:10		<i>Towards an organic consumer culture when eating out of home - a triangular approach to understanding of organic foods in the out of home eating sector</i> Han Soethoudt, Wageningen University and Research Centre
11:15 - 11:25		<i>Stimulation of local and organic catering and gastronomy in Finland</i> Irma Kärkkäinen, Finish Organic Catering Centre
11:30 - 11:40		<i>Food is important for health and well-being - results from a hospital survey in Norway with focus on organic food</i> Matthias Koesling, Bioforsk - Norwegian Institute for Agriculture and Environmental Research
11:45 - 11:55		<i>Do public procurement policies result in organic consumption in public catering? - a theoretical approach to understanding governance of organic consumption in institutional foodservice</i> Bent Egberg Mikkelsen & Janne Sylvest, Danisch Institute for Food and Veterinary Research
11:55 - 12:00		Closing the Session




**PROCEEDINGS OF THE  
OOOH!**

**4<sup>th</sup> Open meeting of the International Organic Out Of Home Community  
at the BioFach Trade Fair in Nuremberg, Saturday, 17<sup>th</sup> February 2007, 09:00 - 11:30  
Room Prag, CCN Ost/East**

Programme organised and presented by Dr. Carola Strassner, OeGS ([www.oegs.de](http://www.oegs.de))

09:00 – 09:15		Opening the session
		<b>SESSION 1: General Country Updates</b>
09:15 - 09:30		<i>Organic Food in Catering – The Swedish Case</i> Eva Fröman & Carin Enfors, Ekocentrum - Information Centre for Organic Products
09:30 - 09:45		<i>Armed with Organics</i> Liv Birkeland, Bioforsk - Norwegian Institute for Agriculture and Environmental Research
09:45 - 10:00		<i>Stimulating Local and Organic Catering and Gastronomy in Finland</i> Irma Kärkkäinen, Finish Organic Catering Centre
10:00 - 10:15		<i>Sustainable Procurement in Dutch Catering</i> Chantal Baas, Ministry of Agriculture, Nature and Food Quality
10:15 - 10:30		<i>German OOOH! Developments</i> Carola Strassner, ÖGS - The Organic FoodService Consultancy
10:30 – 10:45		<i>Organic Out Of Home Catering in Belgium</i> Wimm Bommerez, Probila-Unitrab
10:45 - 11:00		<i>What about OOOH in Italy</i> Roberto Spigarolo, Amiqua
11:00 - 11:15		<b>Contributions from the floor</b>
11:15 - 11:30		Closing the Session

**COOOH!**  
**Certifying Out Of Home Operators - The German Experience**  
**at the BioFach Trade Fair in Nuremberg, Friday, 22<sup>nd</sup> February 2008, 13:00 - 14:00**  
**Room Riga, CCN Ost/East**

13:00 - 14:00		<i>Certifying Out Of Home Operators – The German Experience</i> Rainer Roehl, a’verdis, Sustainable Food Solutions, Münster and Dr. Jochen Neuendorff, GfRS, Göttingen
		Learn more about the German success story of organic certification in the out of home sector where about 1.200 restaurants, hotels, hospitals and catering companies are certified.
13:30 - 13:45		<b>Contributions from the floor</b>
13:45 - 13:50		Closing the Session




## Certifying Out-Of-Home Operators (canteens & restaurants)

### The German Experience (2003 – 2007)

Rainer Roehl, a’verdis, Münster  
 Dr. Jochen Neuendorff, GfRS, Göttingen  
 BioFach 2009, Nürnberg

## OOOH!

**5<sup>th</sup> Open meeting of the International Organic Out Of Home Community  
at the BioFach Trade Fair in Nuremberg, Saturday, 23<sup>rd</sup> February 2008, 09:00 - 11:00  
Room Prag, CCN Ost/East**

09:00 – 09:10		Opening the session
		<b>SESSION 1: General Country Updates</b>
09:10 - 09:20		<i>Organic Developments in Swedish Gourmet Restaurants</i> Carin Enfors, Ekocentrum - Information Centre for ecological products
09:20 - 09:30		<i>Sustainability in Finnish Public Catering: The Juankoski Case</i> Irma Kärkkäinen, EkoCentria - Finnish Organic Catering Centre
09:30 - 09:40		<i>New Dutch Policy Document 2008-2011</i> Chantal Baas, Ministry of Agriculture, Nature and Food Quality
09:40 - 09:50		<i>Pilot Project Getting Organic Food into Schools</i> Tom Vaclavik, Green Marketing CEE & Organic Retailers Association
09:50 – 10:00		<i>French Organic Farmers Organising Local Supplies to Catering</i> Eric Grunewald, FNAB - Fédération Nationale d'Agriculture Biologique des régions de France
10:00 - 10:10		<i>'Bio for Beginners' and other Projects in Saxony</i> Urte Grauwinkel, Ökolöwe Umweltbund Leipzig e.V.
10:10 - 10:20		<i>OOOH! in Italy, especially Green Procurement</i> Andrea Ferrante, AIAB - Italian Association for Organic Farming
10:20 – 10:30		<i>Chefs and Schools in Partnerships</i> Maria Beatriz Costa, Planeta Orgânico – and – Ming Chao Liu, Orgânicos Brasil
10:30 - 10:45		<b>Contributions from the floor</b>
10:45 - 10:50		Closing the Session

Programme  
organised and  
presented by

Dr. Carola Strassner  
Münster University of  
Applied Sciences



[www.fh-muenster.de/fb8](http://www.fh-muenster.de/fb8)

**a<sup>o</sup>verdis**

sustainable foodservice solutions [www.a-verdis.com](http://www.a-verdis.com)

**Certifying Out of Home Operators in Europe**  
**European Forum for Certification**  
**at the BioFach Trade Fair in Nuremberg, Friday, 20<sup>th</sup> February 2009, 16:00 – 17:30**  
**Room Oslo, CCN Ost/East**

16:00-16.05		<b>Opening the session</b>
16:05-16.15		<i>Suisse Experience and Future Prospects 2009</i> Markus Arbenz, Bio Suisse
16:15-16.25		<i>Certifying Out-of-Home The German Experience (2003-2009)</i> Rainer Roehl, a'verdis Roehl & Dr. Strassner GbR and Jochen Neuendorff, GfRS Resource Protection Ltd.
16:25-16.35		<i>Reassessing the certification scheme for OOH operators- a cost benefit analysis</i> Gerald Altena, Debio, Norway
16:35-16.45		<i>Situation in Finland</i> Irma Kärkkäinen, EkoCentria - Finnish Organic Catering Centre
16:45-16.55		<i>ICEA activities in Italy</i> Antonio Compagnoni, Istituto Per La Certificazione Etica E Ambientale
16:55-17.05		<i>Certification/ Development in Belgium</i> Wim Bommerez, BioForum Vlaanderen
17:05-17.15		<i>Development in the Netherlands</i> Chantal Baas, Ministry of Agriculture, Nature and Food Quality
17:15-17.30		<b>Discussion / Closing the session</b>

Programme organised and presented by	<p>Dr. Carola Strassner</p> <p> Münster University of Applied Sciences</p> <p> <a href="http://www.fh-muenster.de/fb8">www.fh-muenster.de/fb8</a></p> <p style="text-align: center;">- Come visit us at our BioFach Stand 9-327 together with the CMA in Hall No 9! -</p>	 sustainable foodservice solutions <a href="http://www.a-verdis.com">www.a-verdis.com</a>
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## iPOPY – innovative Public Organic food Procurement for Youth

### Abstract

The study of innovative Public Organic food Procurement for Youth (iPOPY) is the subject of one of eight CORE Organic research projects. Within a number of European countries, namely Italy, Denmark, Finland and Norway, attention is being given to the ways in which an increased consumption of organic food may be achieved by the implementation of relevant strategies and instruments linked to food-serving outlets for young people.

The Council Regulation (EC) No 834/2007 on organic production and labelling of organic products came into force on January 1, 2009. It repeals the former Regulation (EEC) No 2092/91 and for the first time explicitly refers to mass catering (out of home). The Regulation excludes catering and eating enterprises from mandatory certification whilst at the same time giving each country the option how best to proceed. With respect to organic certification the revised legislation now excludes mass catering but allows for individual solutions. Various member states are developing their own solutions. This is the area of our studies: How do European countries deal with this new situation?

As in previous years the annual meeting on organic certification in the out-of-home sector took place at the congress of the BioFach Trade Fair, on the 22nd of February 2009. As a conclusion to this meeting this report summarizes the main topics of the "European Forum for Certification" with the focus on the presentations in Nuremberg. The presenters delivered insight into the various situations in their countries and indicated the challenges that they currently are dealing with. Depictions included developments in Belgium, Finland, Italy, Germany, Norway, Switzerland and The Netherlands.

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