

Innovative Public Organic Food Procurement for Youth (iPOPY)



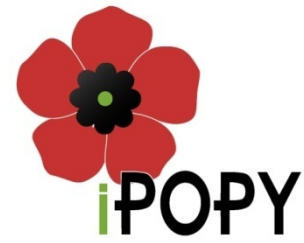
innovative Public Organic food Procurement for Youth

CORE Organic Research Seminar,
Paris, November 29, 2011



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The iPOPY project



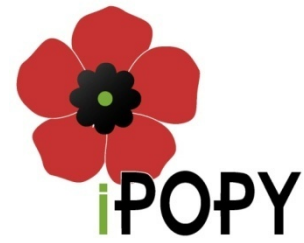
Main goal: To study how increased consumption of **organic** food may be achieved by the implementation of **strategies** and instruments used for **public** procurement of organic food in serving outlets for **young** people.

Activities: In five WPs, the project studied:

- **Policies** and strategies to increase organic consumption, e.g. in schools
- **Supply chain** management
- Procedures for **certification** of serving outlets
- Stakeholders' **perceptions** and participation
- The potential of organic food in relation to **health** and obesity risks

Frame: CORE Organic I project funded by Denmark, Finland, Italy and Norway. Duration 2007-2010.

Organic for the youth - Why school meals ?



- iPOPY was about public procurement
- Schools are the most important public service for youth
- School days increase in length
- Young people need healthy, high quality food
- Introduction, or change of school meal systems is a “window of opportunity” to increase organic consumption



Main results 1



Packed lunch
brought from home



Complete meal served at
school

Large variation between
school food systems

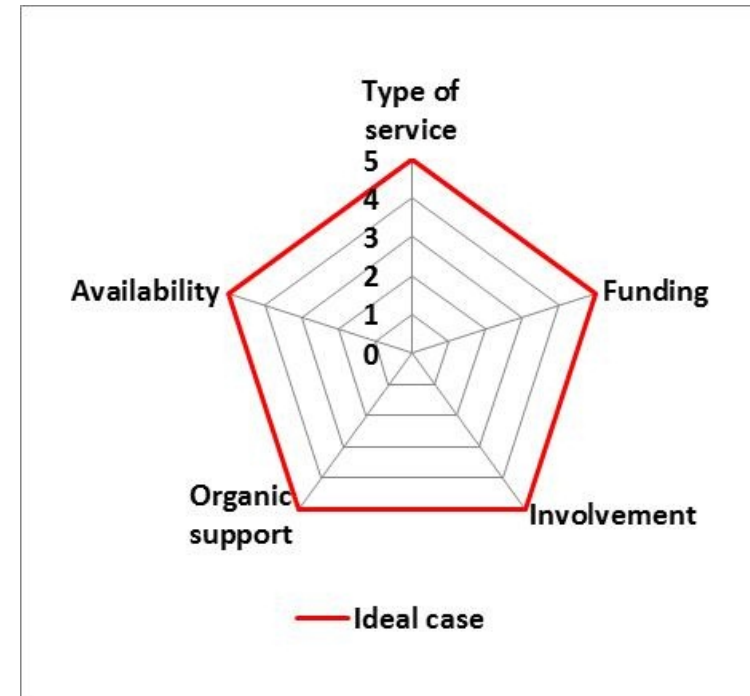
How to analyze them?

Five factors describing the variations in school meal systems



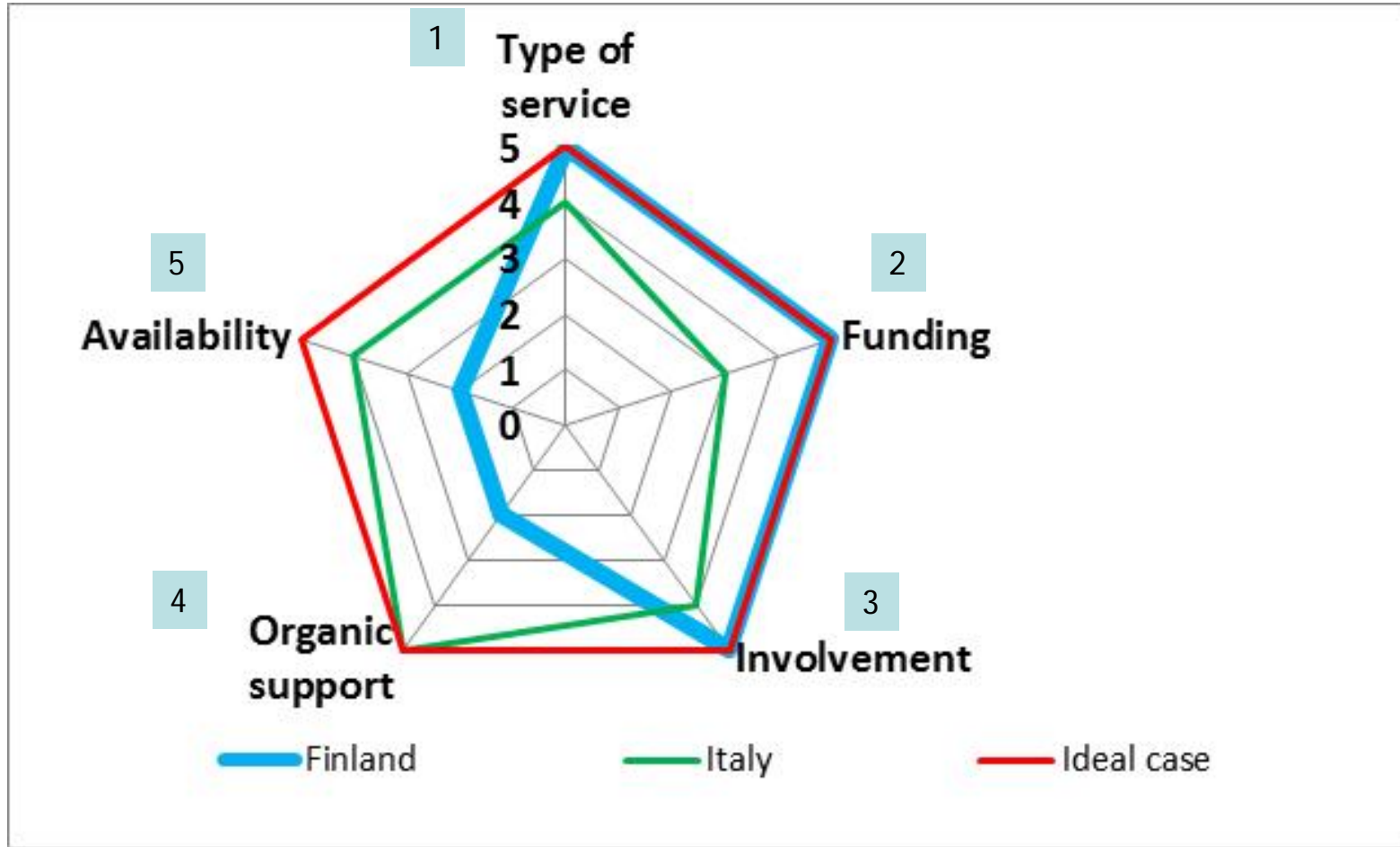
- Type of school food service - any food offered in school?
- Degree of public financing. User payment?
- Degree of political and administrative involvement in school food procurement in general
- Degree of specific support for organic school food, e.g. regulations
- Availability of organic food supply adapted to school food service

Ideal case, maximising organic consumption: Complete meal, paid by the public, strong public involvement in school meals, good support for organic school food and a well developed organic school food supply (5,5,5,5,5)



Web diagram for comparison, scores 1-5

Two examples: Finland and Italy

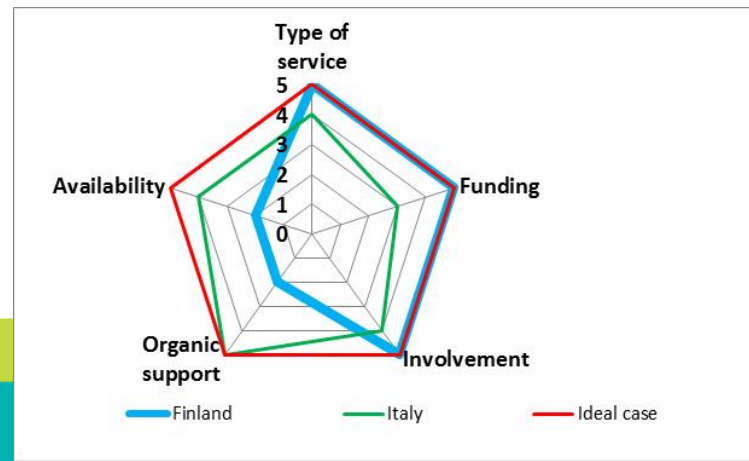


Finland: Scores 5,5,5,2,2

Italy: Scores 4,3,4,5,4

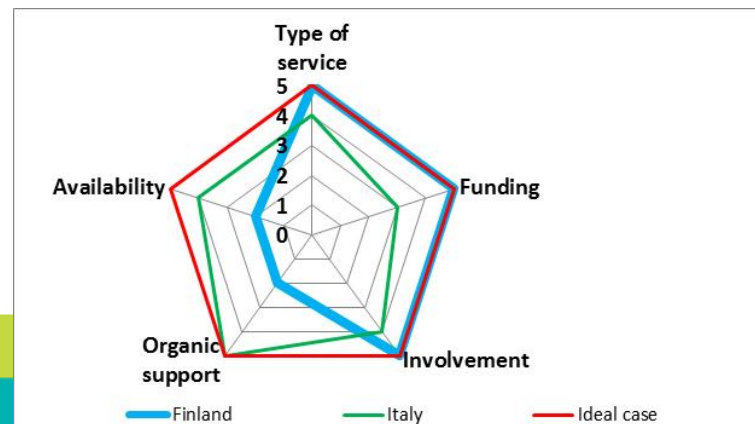
Finland

- Complete, warm meals, served daily for all pupils up to 18 years, paid by the public, nutritionally calculated, well integrated in the school culture
- «Help yourself» system, eating together in large dining halls
- Low share of organic products (about 3 % in 2010), but public aims of sustainable public procurement (2/week by 2015). Sustainable defined as organic, vegetarian or seasonal
- High potential for a large organic consumption in schools in future

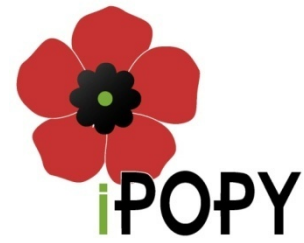


Italy

- Complete, warm meals, served for pupils up to 13 years on full school days
- Public support for infrastructure, but high user payment
- Pupils normally served at the table to learn good manners
- High share of organic products (about 40 % by weight), due to public regulations prioritizing *certified food* in school meals
- Design of calls for tenders are crucial to achieve large shares of organic food
- Organicness should be communicated!

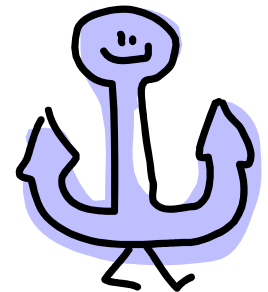


Main results 2



Multiple embedding is required

- The more formalized, politically prioritized and economically supported the school food systems are, the more embedded the systems will be in terms of pupils' participation, infrastructures such as canteen facilities etc.
- On the other hand, top-down regulated systems may lose the civil embeddedness, and the pupils and parents may feel decoupled from the decisions.
- In public catering contexts, there are caterers who make initiatives to use organic and local food, expressing a professional identity for sustainability. These caterers exert a social force for sustainability. They need support in terms of learning about the supply chains, and understanding more in-depth the role of organic agriculture in their professional work.
- Lack of regulatory embeddedness gives the school food systems being tried/developed a hard time to survive due to weak structures and lack of canteen facilities, economic support etc. However, the involvement of the civil actors may be stronger in such cases, possibly due to this lack of regulatory embeddedness



Kristensen et al., 2010 CORE Organic Project Series Report (Biofach);
Mikkola 2009 (Appetite, Agronomy Research)

Remaining main results



40% organic school food in Italy due to public demand

Catering certification: Survey showed stakeholders call for harmonization

Organic food and farming well suited to discuss and experience sustainability in practice

Organic school policy promotes healthy eating: Schools with a healthy food policy also support organic food





Main end users, and how to reach them?

- Interdisciplinary approach (food anthropology- sociology- nutrition-agronomy)

Main end users:

- People involved in decisions about school meals and public procurement of food
- People active along the whole supply chain linked to the food serving
- Politicians and other stakeholders

We established national user groups

and issued a regular newsletter in English, editor at Bioforsk



Newsletter
Volume: 2009, Issue 4 Date: 15.10.2009

Events

November 24, 2009
Pre-conference iPOPY field trip in the Øresund region, Copenhagen, Denmark

November 25-26, 2009
iPOPY International Conference, Copenhagen, Denmark

November 27, 2009
Post-conference internal iPOPY meeting, Copenhagen Institute of Technology

February 17-20, 2010
iPOPY open seminar at BioFach, Nuremberg, Germany

"If a country doesn't sort out how it feeds its children, it doesn't deserve to be called civilised."
- Tim Lang
City University London

The conference is running from the 25th-26th of November at Aalborg University's campus at the Copenhagen Institute of Technology in Balleup (near Copenhagen).

The 24th of November there will be a pre-conference field trip in the region of Copen-

Newsletters
Volume: 2009, Issue 4 Date: 15.10.2009

innovative Public Organic food Procurement for Youth
All articles are written by Mia Grandjean, Researchgroup of Nutrition & Sustainability in Novel Foodscapes, Aalborg University, Denmark.

iPOPY International Conference:
Novel strategies for Climate Mitigation, Sustainability and Healthy eating in Public Foodscapes

The upcoming iPOPY conference will be an exciting chance to gain insight in the opportunities for radicalising traditional approaches to design public foodscapes.

The conference is focusing on how professional decision makers, public planners and politicians, through an interdisciplinary approach, can impact climate, health and sustainability through strategies in large scale food environments, and how organic food supply can be integrated.

There will be presentations from three professional archives: research, best practice/ case stories and policy. A broad representation from different countries is prioritized in the program. Experiences and knowledge from outside the four iPOPY countries is also relevant and requested.

The conference is still open for contributions, with a good chance to have an oral presentation. Especially research and policy papers and presentations are requested at the moment.

The conference is organized by the research group of Nutrition & Sustainability in Novel Foodscapes at Aalborg University, managed by iPOPY WFS leader, Bent Egering Mikkelsen, along with an iPOPY committee.

Read more about the conference, submission of papers, registration and more at the conference website www.foodprocure.dk - or by contacting the organizing team at mib@plan.aau.dk

AALBORG UNIVERSITY
COPENHAGEN

Main end users, and how to reach them?

- We arranged several workshops and conferences
 - Linked to the Organic World Congress Modena 2008
 - Linked to Biofach Germany 2008, 2009, 2010.
 - Arranged in each partner country; Helsinki 2009, Copenhagen 2009, Bologna 2010, Oslo 2010
- Proceedings published in the CORE Organic Project Series Report (except for Oslo 2010)



Main end users, and how to reach them?

- We presented (and still present) our results in scientific conferences and journals
- We published 15 scientific reports in the Bioforsk series, 3 in the CORE Organic series and 2 in other series
- We published a leaflet with practical recommendations in English and Italian
- We cooperated with "International Innovation" and paid for a 3 page paper written by professional journalists
- We updated our website
- We uploaded all our deliverables into Organic Eprints
- We wrote a comprehensive final report =)



Bioforsk Report
 Vol. 5 No. 104/2010
 iPOPY discussion paper 3/2010

Role of public catering and use of organic food in educational contexts:
Creating centres for sustainable food systems
 Finnish national report of innovative Public Organic Food Procurement for Youth (iPOPY) 2007-2010 research project

MIRKA MÄKILÄ



Forme innovative di Approvvigionamento Pubblico dei prodotti Biologici per i giovani
innovative Public Organic food Procurement for Youth iPOPY

Risultati e raccomandazioni
 con particolare riguardo alla ristorazione scolastica

Aumentare il consumo di cibi biologici attraverso l'approvvigionamento pubblico

Definizione di Approvvigionamento Pubblico di prodotti Biologici (APB) per i giovani

L'APB per i giovani include tutte le attività richieste per integrare i prodotti biologici nell'offerta alimentare - a titolo gratuito o oneroso - in contesti collettivi costituiti da bambini o ragazzi fino a 25 anni. L'APB trova il suo ruolo negli asili, scuole, università e altre istituzioni come case di riposo, ospedali, caserme militari. Il sistema di ristorazione viene organizzato e finanziato, almeno parzialmente, dagli enti pubblici preposti e i prodotti biologici utilizzati sono conformi al regolamento europeo vigente in materia.

Questo documento, indirizzato a coloro che si interfacciano sia con le ricerche scientifiche che con gli aspetti tecnologici, presenta risultati e raccomandazioni del progetto a soggetti specifici, quali politici, ristoranti, scuole, enti amministrativi e altri luoghi provvisti di mensa.

Allevi dell'Ente Parco mangia la pasta.

Insight into Organic Education

The iPOPY research project aims to promote the prevalence of organic food in school meals. Senior Researcher, Anne-Kristin Lenes, outlines the concepts of the investigation and the hurdles that it must overcome.

...the main intention of organic food in traditional non-organic products? To share a positive, balanced organic food experience with children and to encourage them to eat organic food.

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Organic Food For Thought

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In which countries can your results be used, and how?

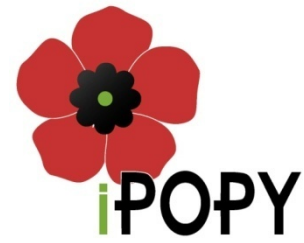
- The variation between countries with respect to school meals was large in the project, and covers most of the total variation in Europe
- Hence the results are relevant for most other countries
- Countries with comparable conditions may identify, and like to see answers to, more specific research questions; iPOPY results are more general
- Results may be used to inspire stakeholders and guide them about how to increase the consumption of organic food among young people in a public setting



EAT, Copenhagen



New research questions?



- Interesting to utilise iPOPYP results and experiences to study more/other countries, and other serving areas than school meals, such as festivals, youth organisations, army camps, kindergartens, high schools and universities, where we only analysed a few cases



Thanks to the iPOPY research team here in Copenhagen, Denmark, Nov. 2009
8 participating institutes/universities in 5 countries (DK, DI, IT, NO, DE)