



CoreOrganic

# Promoting sustainable consumption and healthy eating:

*A comparative study among public schools in Denmark, Germany, Finland & Italy*

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# Organic consumption and health behaviour

## Previous studies

- Health reasons are the one most important reason for consumers to buy organic. Torjusen et al (2004)
- Health reasons are more important than concerns for environment and nature. Beckmann (2002)
- Introduction of organic foods seems to induce a changed dietary pattern. O'Doherty et al (2001)
- Consumption of vegetables and cereals was higher among heavy-users (Brombacher & Hamm 1990)
- Green caterers serve more healthy meals than their non green counterparts. (Mikkelsen et al, 2007)

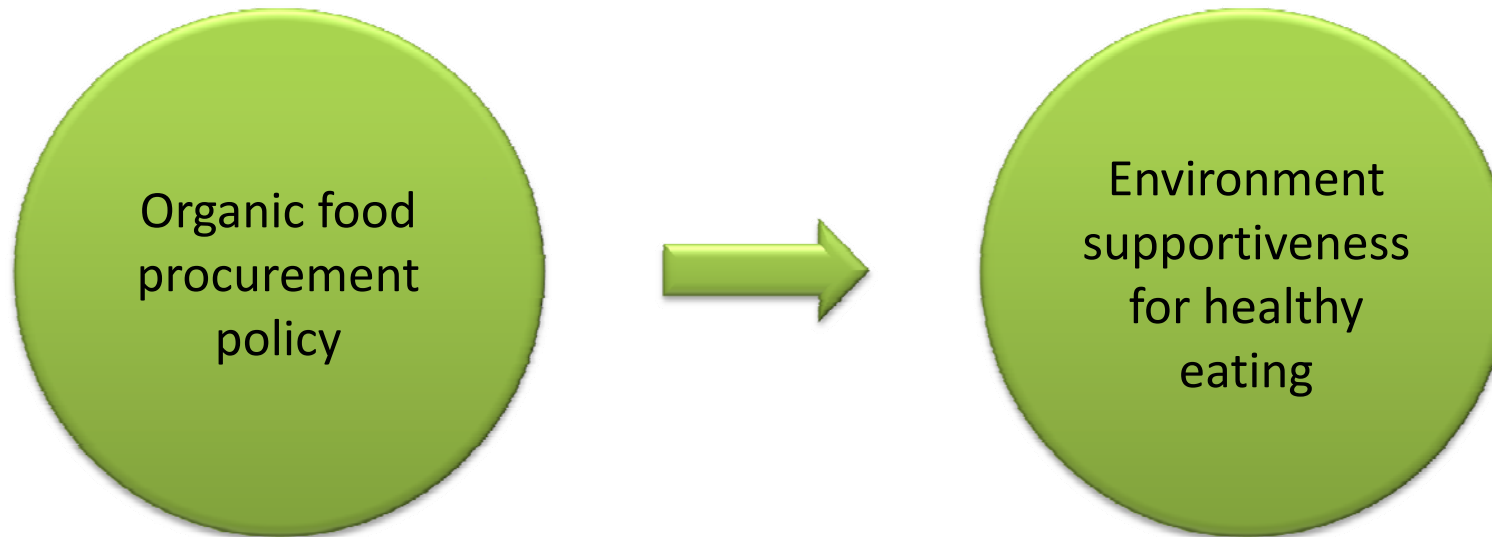
Torjusen H, Sangstad L, O'Doherty Jensen K & Kjærnes U. European consumers' conceptions of organic food: A review of available research. Professional Report no. 4, Oslo: National Institute for Consumer Research, 2004. URL [http://news.xinhuanet.com/english/2008-05/28/content\\_8265891.htm](http://news.xinhuanet.com/english/2008-05/28/content_8265891.htm) (visited 2008, July 2).

Beckmann, S. ØKO foods revisited - Danish consumers demand for organic food at the turn of the century. In: Farhangmehr, M. eds: Proceedings of the 31st EMAC Conference Braga: University of Minho, 2002.

Mikkelsen, BE, Bruselius-Jensen, M, Andersen, JS & Lassen, A Are green caterers more likely to serve healthy meals than non-green caterers? Results from a quantitative study in Danish worksite catering. *Public Health Nutrition*, 2007, Vol – 9, no- 07, p 846 – 850

Brombacher, J. & Hamm, U (1990): So kaufen Bio-Haushalte ein. In "Schule und Beratung", Jg. 1990, Nr. 9/10, S. V11-V15.

# Aim/Objective



# Hypothesis

Attitude (school)

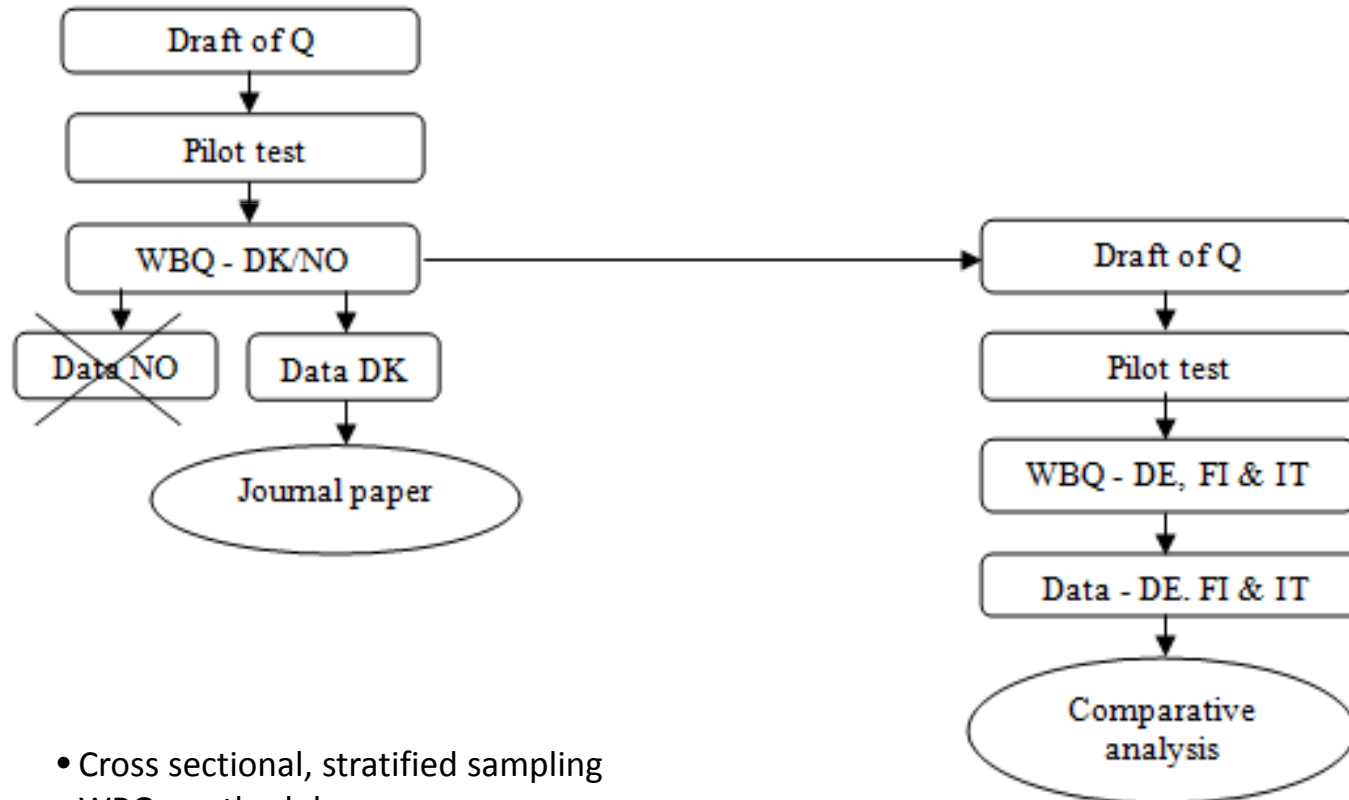


Environment/policy/praxis (school)



Behaviour (students)

# Study design



- Cross sectional, stratified sampling
- WBQ methodology
- Respondents: school food coordinators (SFC)
- Selfreporting of praxis, attitude & intention

# Sampling schools

Status of distribution and response of WBQ

	Denmark		Germany		Finland		Italy	
	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent
Complete	79	44,1%	57	37,5%	205	20,5%	176	18,7%
Partially complete	13	7,3%	65	42,8%	45	4,5%	39	4,2%
No responding	87	48,6%	30	19,7%	748	74,9%	725	77,1%
Distributed	179	100,0%	152	100,0%	998	100,0%	940	100,0%

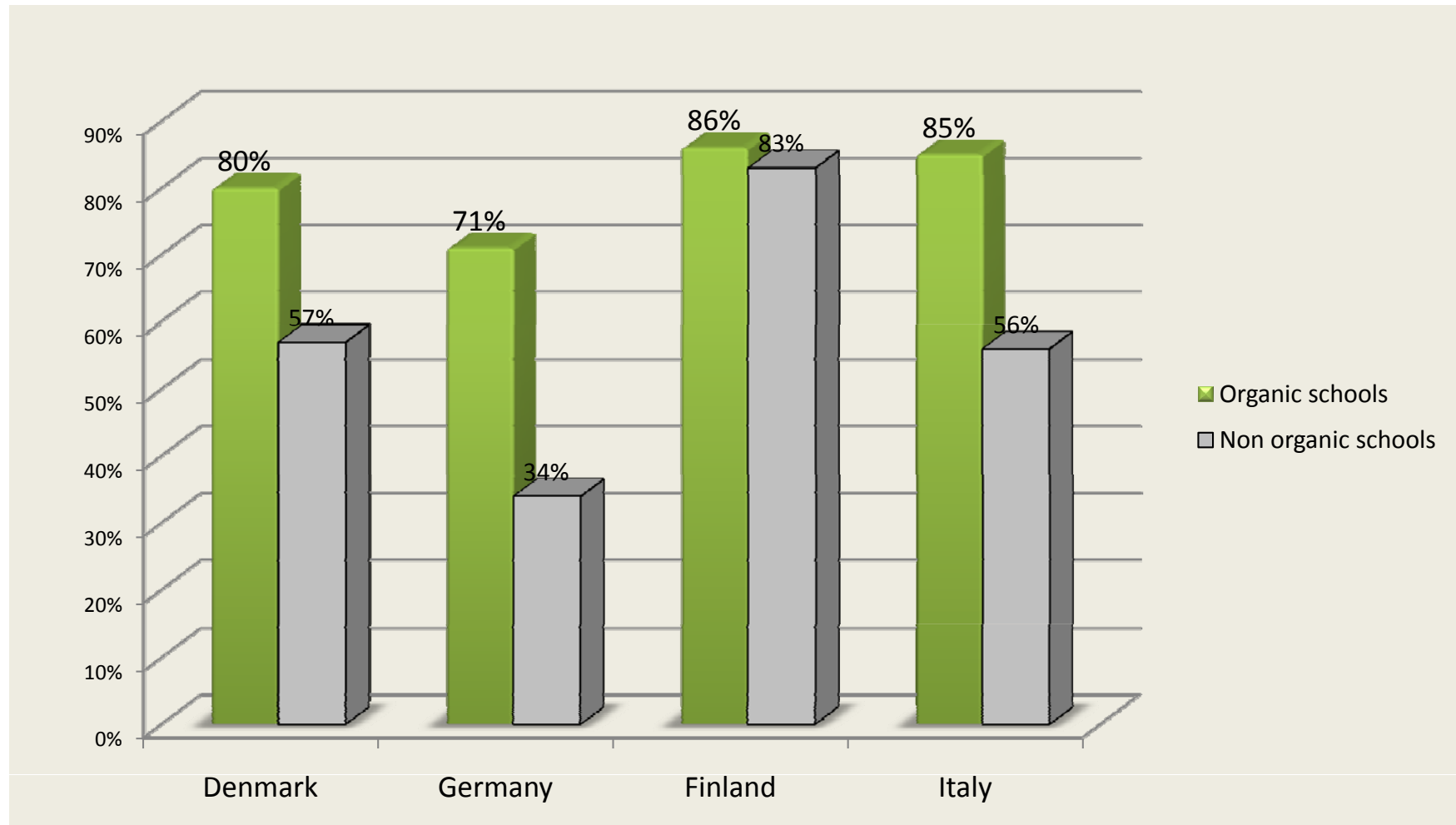
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# The indicators

## Organizational environment

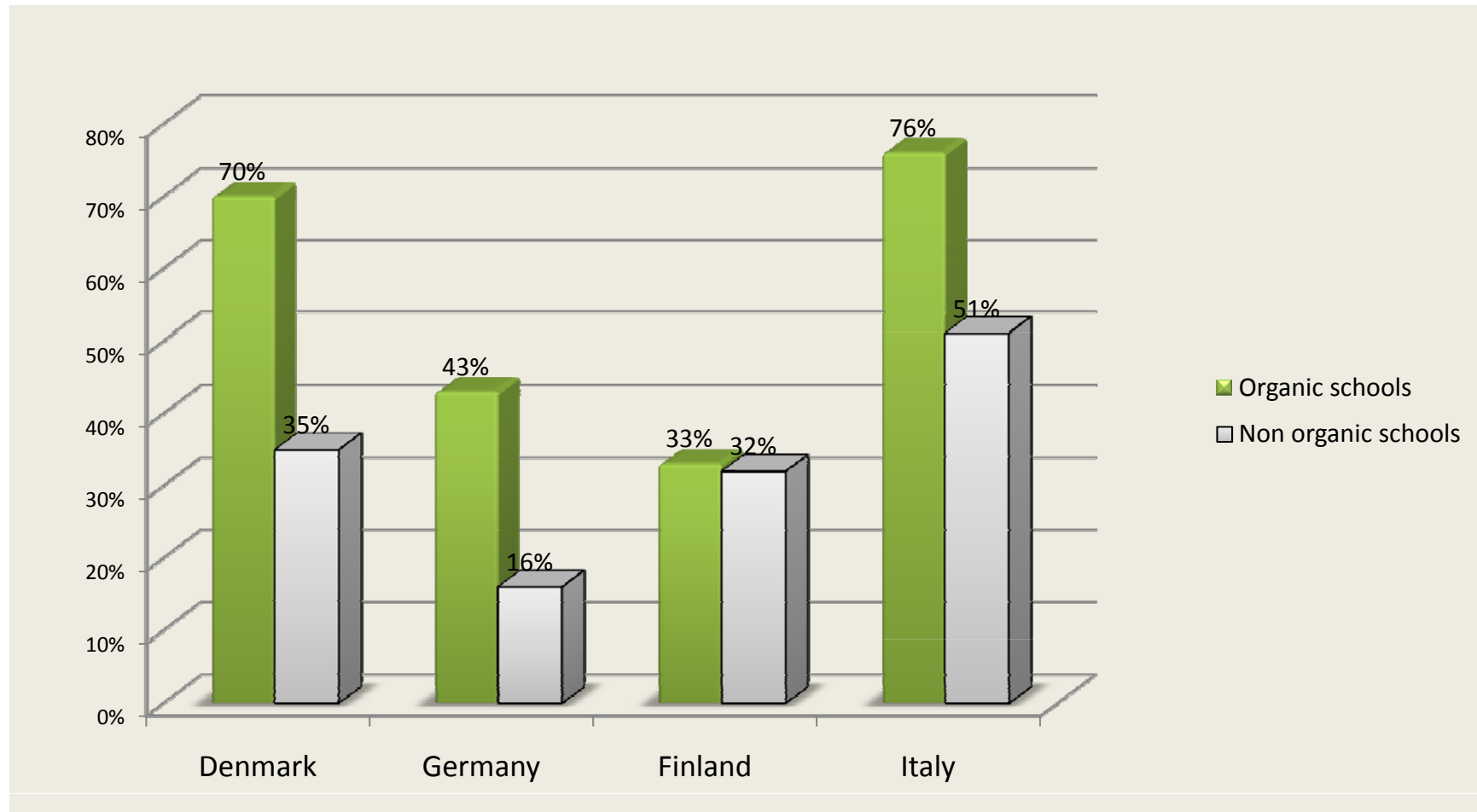
- *Having a Food and Nutrition Policy (FNP)*
- *Integrating nutrition in class activities*
- *Providing school canteen*
- *Enforcing nutritional recommendations*
- *Meeting nutritional guidelines*
  - Availability of FV
  - Availability of water
  - Non availability of fizzy drinks
  - Non availability of cocoa milk

# Having a food and nutrition policy

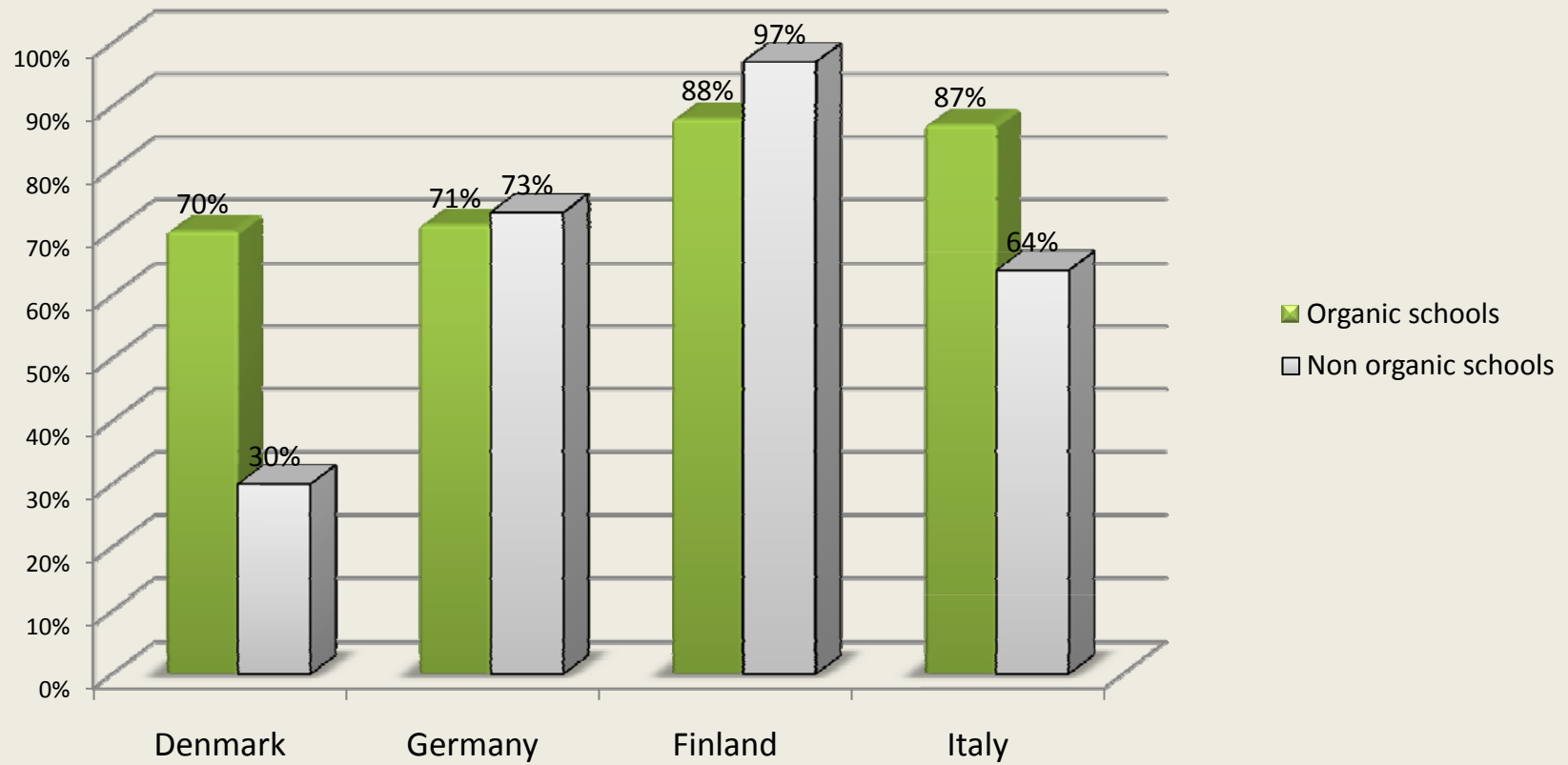




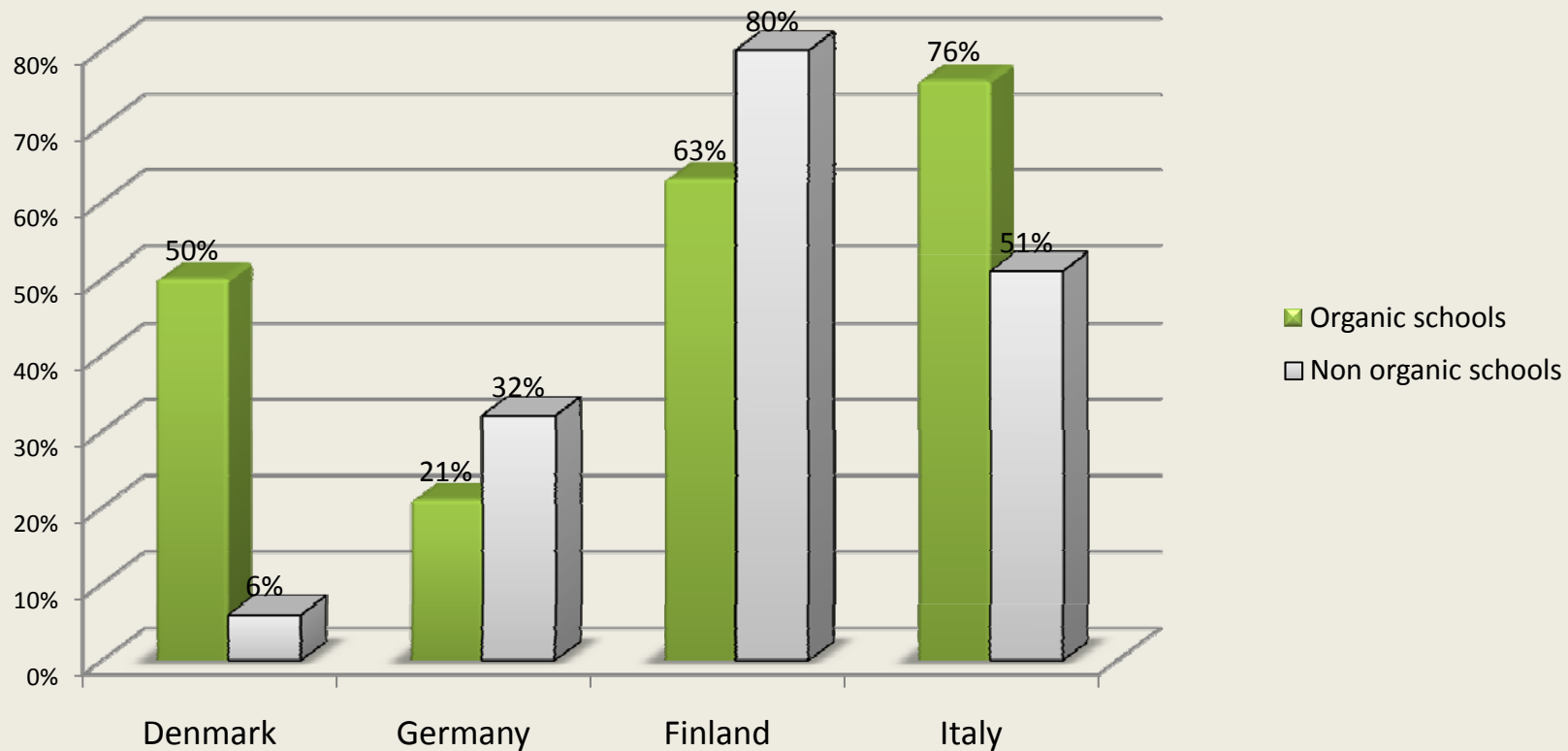
# Integrating nutrition in curricula



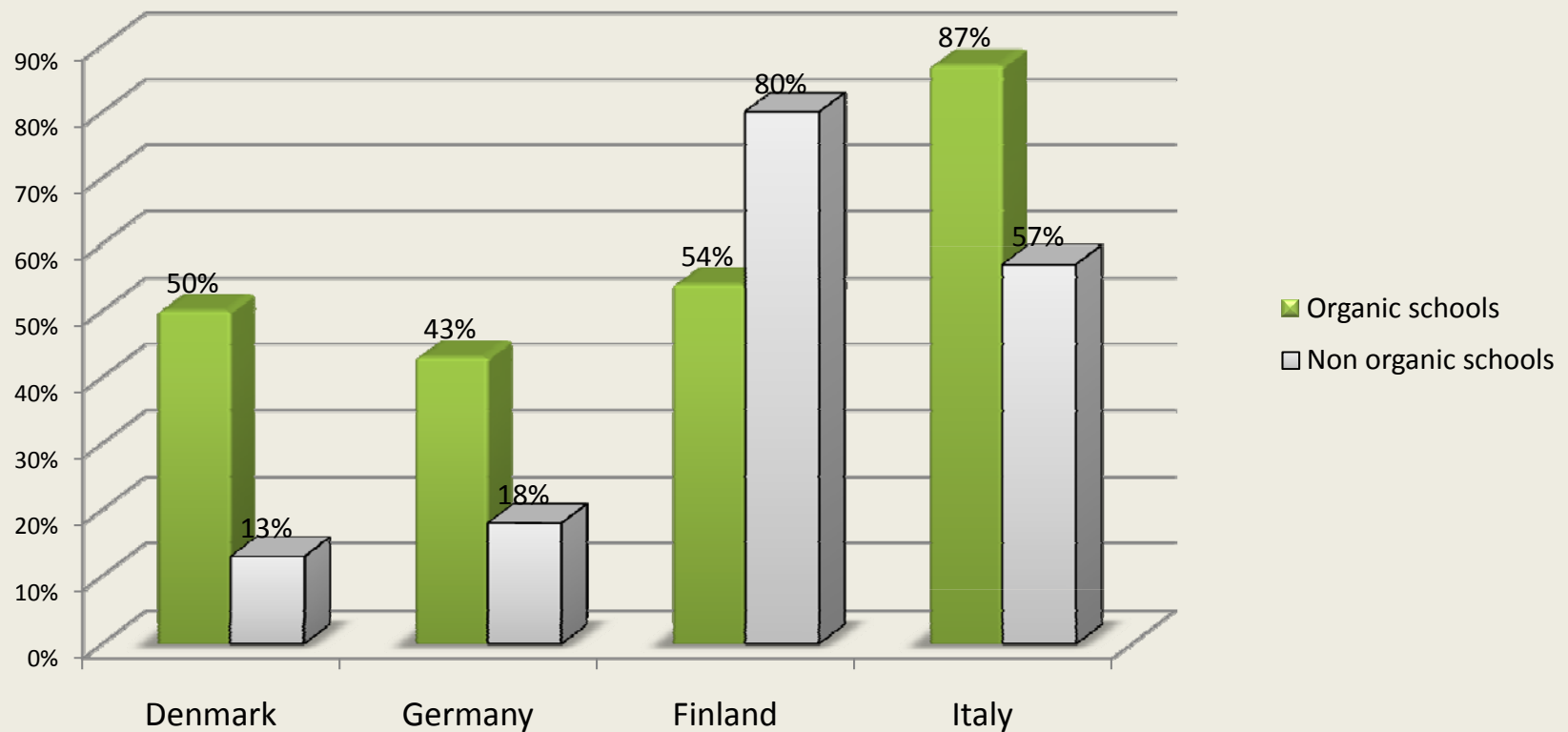
# Providing school canteen



# Enforcing nutritional recommendations







# Performing nutrition calculation



# Results

Do organic schools provide better environment for healthy eating?

-   In all cases
-  In some cases
-  No differences or contradictory

## ➤ *Limitations:*

- *size of sample is small*
- *drop out rate considerable and needs to be analysed*
- **Further research**
- *Is differences manifest at foodservice availability level*
- *Can differences be found at student intake level*

# Discussion

- There is ample evidence that consumers in most cases make a **link between organic food and individual health**
- Some evidence on the fact that **organic supply associates with a healthier environment**



- Include a position on organic food in your **food and nutrition policy**
- Integrate organic **supply with curricula activity** - apply the whole school approach
- Integrate **education for sustainability** with **education for healthy eating**
- Theoretically based teaching should go hand in hand with **hands on learning**



**Read more:**

<http://ipopy.coreportal.org/>

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