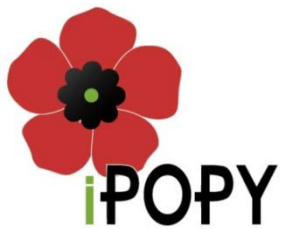


# The iPOPY project - a research commitment to more sustainable public food



iPOPY: innovative  
Public Organic  
food Procurement  
for Youth



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# About this presentation

- Background: Global crises and sustainable development
- The research project "iPOPY"
- School meal systems in DK, FI, IT, NO and DE
- Which system has the largest potential to contribute to a sustainable nutrition and development?

# Demand for more sustainable public food systems - due to a NON-sustainable development!

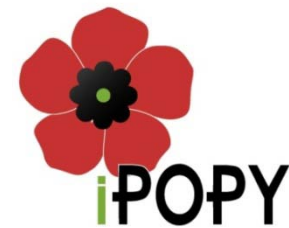


- On the global level:  
Food crisis- climate crisis- energy crisis- pollution crisis -  
biodiversity crisis- economy crisis- peace crisis -----
- On the local level:  
Public health, obesity, learning abilities, food culture ---
- Politicians and stakeholders acknowledge their responsibilities and the needs to change the direction of development

# Sustainable development



- Originally from German forest management (*Nachhaltigkeit*): Not to harvest more per year than the forest could naturally produce
- "meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987)
- Organic agriculture seeks to be a part of the solution, not to increase the crises. Organic aims for sustainability in practice via four basic principles:
- **Health-Ecology-Fairness-Care (IFOAM)**
- What is sustainable? Sustainable implies that everything else is non-sustainable... Remember the development part of the term!



# The research commitment: i n n o v a t i v e P u b l i c O r g a n i c f o o d P r o c u r e m e n t f o r Y o u t h -**iPOPY**

- Our website: [www.ipopy.coreportal.org](http://www.ipopy.coreportal.org)
- 8 pilot research projects in ERA net CORE Organic I
- 11 European countries (DK, FI, NO, SE, UK, FR, NL, DE, CH, AT, IT).
- Research priorities: Animal health and welfare, food quality and **market research** (= iPOPY)
- Main goal: Increased organic consumption in Europe
- iPOPY funders: Finland, Denmark, Italy, Norway
- Project period June 2007-June 2010



The iPOPY research team in Loiano, Italy, June 2008  
8 participating institutes/universities in 5 countries (DK, DI, IT, NO, DE)

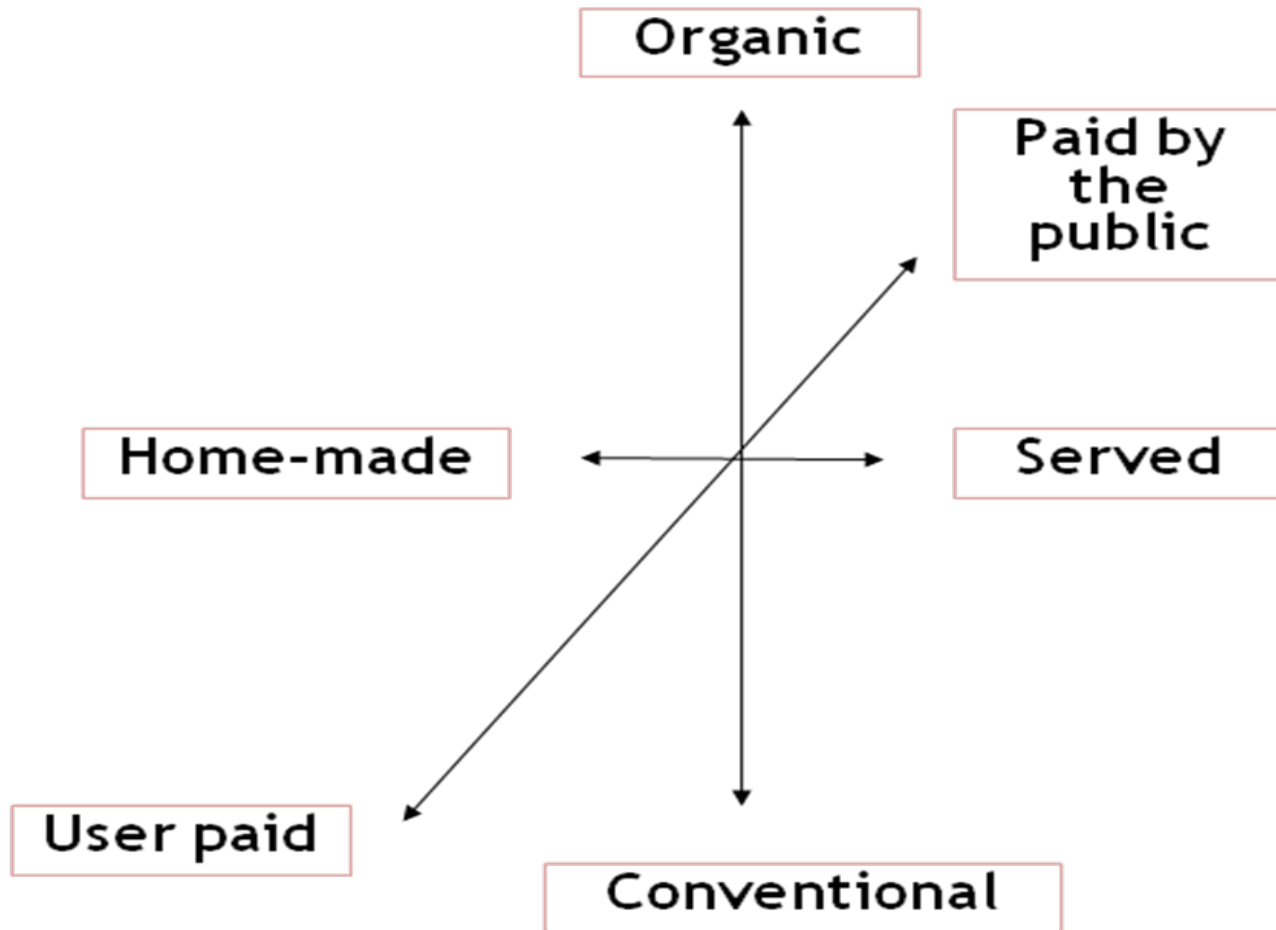
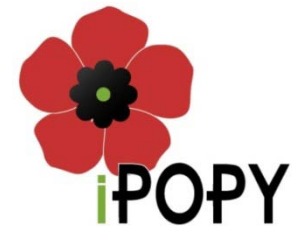
# Project aim and activities



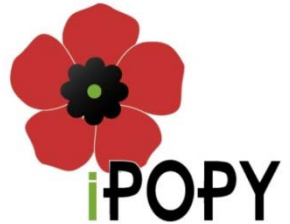
To study how increased consumption of **organic** food may be achieved by the implementation of **strategies** and instruments used for public procurement of organic food in serving outlets for young people. In five WPs, the project studies:

- **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.

# Comparison of school food systems - scales for differentiation



# Daily served warm lunch in FI, IT, E-DE



Italy, Milano  
Photo Gun Roos

Finland, close to  
Helsinki  
Photo Øyvor Helstad



# Mostly home-made lunch DK, NO, W-DE



Subscription of milk



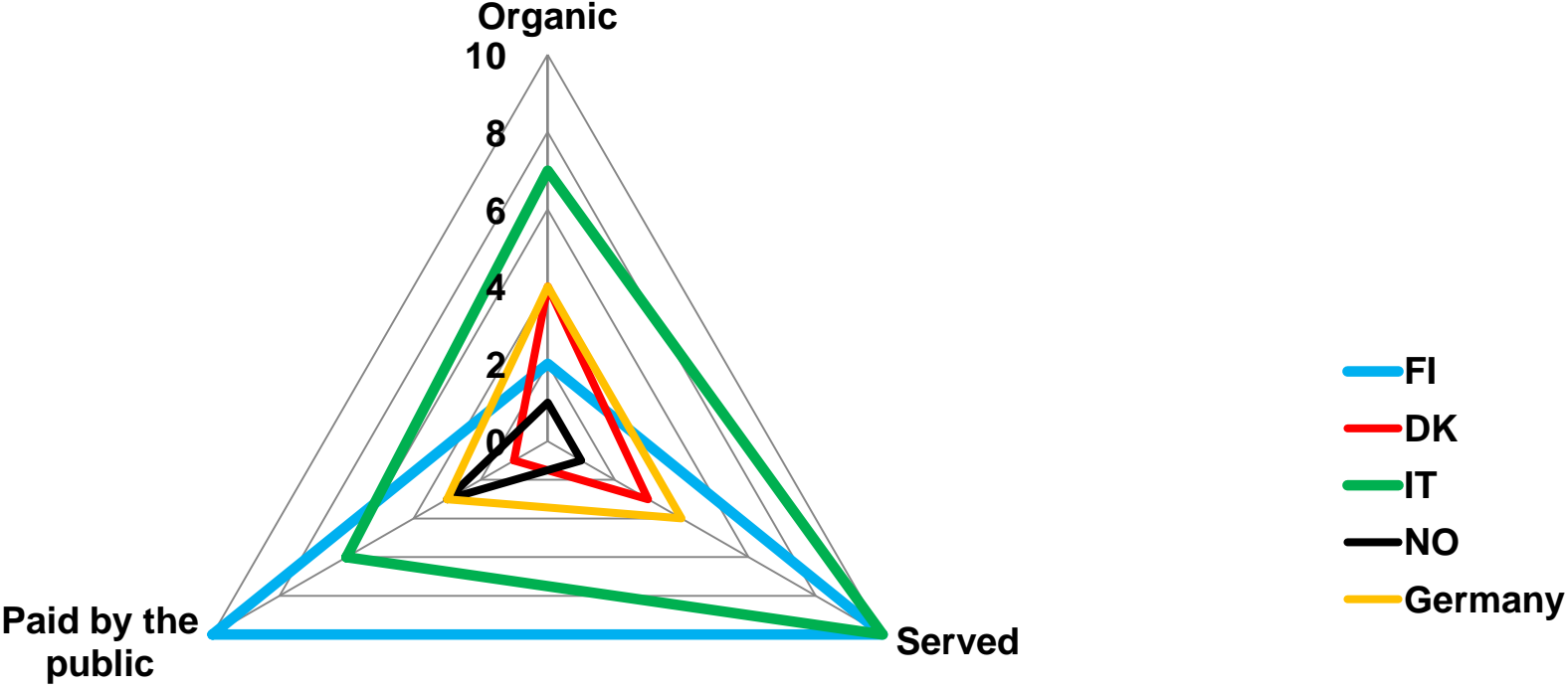
and fruit, NO



EAT, Copenhagen



# Five countries compared



# Critical points for sustainability in current school meal systems



- NO: Almost no organic or local, some focus on school gardens. Mostly private, nutritionally not ideal (many do not eat or eat non-healthy food)
- DK: Some focus on organic, public projects but no national efforts, nutritionally not ideal
- FI: Efficient and professional system, free for all, demanding and hence vulnerable?, difficult to change the track, often low interest for organic
- IT: Demanding system (people), much waste, scepticism (organic = healthy?) but also much support for organic
- DE: Developing sector, potential for sustainable development?

# Conclusion 1



*Within the sector of school meals, school food served in “captive catering” as in Finland, financed by the public and made by organic or otherwise sustainable products, has the largest potential to support a sustainable nutrition and development.*

## Arguments:

- Organic and local = sustainable
- Publicly funded = fair for all; those who most need healthy food will not pay for food sold in school
- School food for all increases the social value of eating
- Captive catering broaden pupils’ food experiences and is a good way to educate food culture

## Further development:

- Integrate the pupils in the food preparation!

## Conclusion 2

Coordinated and well informed efforts are required to overcome the hindrances posed by lack of funding, personnel resources, appropriate supply chains, infrastructures like school kitchens and dining rooms and not least, root the changed food system among all the involved actors.

School food systems are complex and involve very many actors and stakeholders. Hence, communication, cooperation and professionalism along the whole supply and food chain are important keywords for well functioning school food systems.

# Definition of terms: POPY



Public Organic food Procurement for Youth comprises all activities with regard to procurement in public food services for children and young people up to 25 years in schools and other public institutions for youth, such as day-care centers, universities, hospitals, and military facilities. The meal system is organized and its costs are carried, at least partially, by the public institution in question. Youth, or their parents, may need to pay for the food, at least in part. The food contains organic products conforming to EU-Regulations on organic production.