

# **Organic food at Norwegian festivals**

**- Norwegian rock artists going organic**

**Idun Leinaas  
Project leader Oikos**

*[www.oikos.no](http://www.oikos.no)*

- About Oikos and organic food in Norway
- Organic food and drinks at Norwegian festivals
- The Øya Festival
- The Environmental handbook
- Certification
- Organic food and drinks at sport events
- Success criterias



Oikos

# About Oikos

- The national association of organic producers and consumers in Norway
- About 2000 members, both organic farmers and consumers
- Runs a handful of projects in addition to political lobbying and meetings with the food and agricultural sector

# Organic food in Norway

The Government has set a goal: 15 % organic production and consumption within 2020

- **Increase in sales of organic food chains**
  - Grocery industry rates more aggressively, 1100 products (2008)
  - 957,3 mill. norwegian kroner in 2008, 25 % increase since 2007
  - 1,3 % of total turnover (2007: 1,2 %)
  - The three largest item groups are eggs (4,7%), dairy(2,1 %), vegetables(2,2 %).
  - The product with largest growth since 2007 are eggs (37 %) and baby food(29 %).
- **Increase in organic farming**
  - 3,9 % (5,1%) of total agricultural earth is organic

- **Several organic catering projects**
  - Schools, hospitals and municipalities, hotels and festivals requests organic food
- **Current consumption-related challenges**
  - Grocery industry: product range, stable supplies, price
  - Catering: appropriate products in relation to packaging, stable supplies, price



# Organic food and drinks at festivals in Norway



- Coordinate and help festivals to offer organic food at their events
- Sponsored by The Norwegian Agricultural Authority
- Arranging culture events and serving organic food at these vocations is common in Norway
- In 2009: About 50 festivals serving organic food, in different amounts
- Consists of three parts: counseling, work to create awareness and product/supplier development



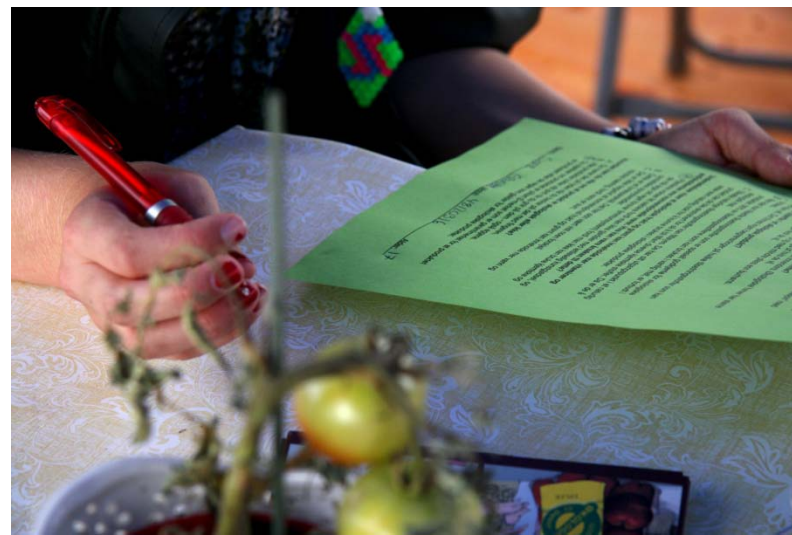
# Counselling

- Advice and practical help in purchasing, selections of goods, customizing menus and more
- List of providers at [www.oikos.no](http://www.oikos.no)
- Seasonal cooking
- Local organic food
- Information material



# Work to create awareness

- Inform about the importance of choosing organic products
  - taste, trend, environment, social, economy
- Courses for the people involved in the festivals, both volunteers and those who serve the food
  - Examples: Molde International Jazzfestival, Kartfestivalen
- Audience
  - Examples: Øya Festival, Kartfestival, Moldejazz, Eplefest, Hovefestivalen, Matstreif
- Quiz, food tasting (comparison), coffee breaks, chat



## **ØKOLOGISK MAT-DU ER HVA DU SPISER**

**DYRA, MEITEMARKENE, JORDENE OG VASSDRAGENE TRIVES BEDRE MED ØKOLOGISK LANDBRUK. DET GJØR MENNESKENE OGSÅ. DET ER HØYERE INNHOLD AV OMEGA-3-FETTSYRER, ANTIOKSIDANTER OG FRITT FOR SPRØYTEMIDLER.**

**SAMTIDIG BIDRAR ØKOLOGISK MAT TIL REDUSERT UTSLIPP AV KLIMAGASSER VED AT JORDA BINDER MER CO2 OG MAN UNNGÅR UTSLIPP I KUNSTGJØDSELPRODUKSJONEN. PÅ ØYAFESTIVALEN KJØPER VI I SAMARBEID MED RESTAURANTENE OG OIKOS INN ØKOLOGISKE MATVARER, SLIK KAN DU VÆRE SIKKER PÅ AT MATEN DU SPISER ER SUN, NÆRINGSRIK OG MEST MULIG KORTREIST. DET SER UT TIL Å VÆRE POPULÆRT DA VI DE SISTE TO ÅRENE HAR SERVERT MER ENN 50 TONN MED ØKOLOGISKE MATVARER. VIL DU VITE MER? SJEKK UT STANDEN TIL OIKOS.**



**Oikos**



**Oikos**



# Product and supplier development

- Producer mapping
- Co-operation with suppliers in marketing and product development
- Examples: Leiv Vidar – The Hove Sausage

Aulie Lompebakeri – The Hove Potato Cake

Nortura – Sausages and hamburgers for festivals

Lokale helter – Pizzas

Haugen-Gruppen –organic ketchup



Picture: [www.lokale-helter.no](http://www.lokale-helter.no)

# The Oya Festival

[www.oyafestivalen.com](http://www.oyafestivalen.com)

- Annual festival, started in 1999
- In 2009: August 11th-15th
- Situated in the Medieval Park in the Old City district of Oslo
- Visitors: approx. 16.000 per day, during 4 days
- Volunteers in 2008: 1726
- Sold out in advance since 2002



# The Environmental handbook

- Released in 2004
- Second release 2008
- Have made it easier for the festivals to get access to ideas on how environmental work can be organized and carried through
- <http://www.environmental-handbook.com/>





# Environmental Handbook

For festivals and outdoor events



## 1. Step by step

- 1.1 Organizing and starting the work
- 1.2 Environmental mapping
- 1.3 Plan of action
- 1.4 Carrying out the event
- 1.5 Evaluation, result measurement and reporting
- 1.6 Environmental certification – in a Norwegian context

*Yes, we're gonna work on environmental issues! But how; what do we do? On these webpages, you will find easy access to ideas on how environmental work can be organized and carried through, as well as ideas on a range of initiatives. You will find advice and tips on anything from waste handling and climate initiatives to organic food and eco-design. Enjoy.*

[More about the handbook »](#)

## 2. Environmental efforts

- 2.1 Health, work environment and safety
- 2.2 Waste handling
  - 2.3.1 Purchase routines
  - 2.3.2 Eco-labels and environmental management systems

### 1. Step by step



**1.1**  
Organizing and starting the work



**1.2**  
Environmental mapping

### News:

May 7, 2009  
Nye websider  
Sigarett Design har laget nye websider

# Certification

- Festivals can be environmentally certified
- Per today, there exists two environmental certification programmes aimed towards events in Norway:
  - FEE Norway (Foundation for Environmental Education) [www.fee.no](http://www.fee.no), and
  - The Eco-Lighthouse Program, [www.miljofyrtarn.no](http://www.miljofyrtarn.no)
- Few festivals with a organic certification



# Organic food and drinks at sport events

- The Oakley Arctic Challenge, [www.t-a-c.no](http://www.t-a-c.no)
- Since 2004: organic food and drinks
- 2010: Oikos wants the sport events to choose healthy organic food.
- Norway Cup, Norwegian national championship in cross country skiing



# Organic food and drinks - success criteria



- A dedicated management
- Time and money
- Environmental manager
- Work group
- Environmental mapping
- Environmental vision and policy

(Hanne Bjorseth et.al. 2008, The Environmental Handbook)