

**Innovative Public Organic food
Procurement for Youth (iPOPY)**

iPOPY

More organic food for young people

Governments, companies, producers and caterers are increasingly committed to public procurement of organic food, but many challenges remain. The project "Innovative Public Organic food Procurement for Youth (iPOPY)" will suggest efficient policies and instruments for increased consumption of organic products in public food serving outlets for youth.



The iPOPY project will analyse current implementations of national public organic food procurement (POP) policies and certification standards. Supply chain functions and consumers' perceptions will be studied. The project will explore the best practices in selected cases of POP for youth in four European countries and it will test and evaluate identified best practices during the introduction of organic food in a public serving outlet. Relations between organic menus, eating habits and potential for reduced health problems will also be studied. The perspective of the iPOPY project is, by the means of interdisciplinary and strategic research, to assist key actors and decision-makers in the food and catering sector to develop innovative, sustainable and targeted supply systems and policies that can support the implementation of healthy, organic meals for youth in schools and other public institutions.

Specific objectives are:

- ▶ To identify and verify experiences of POP for young people in all participating countries, and to make them accessible.
- ▶ To analyse and suggest strategies for policy implementations that may increase the consumption of organic products in public food serving outlets for youth.
- ▶ To identify various best management practices in relevant supply chains, including innovative approaches such as development of sustainable relationships between chain actors, and to reveal and assess the constraints for POP (e.g. premium prices, supply chain bottlenecks).
- ▶ To explore the preferences, perceptions, practices and learning of young people introduced to organic food through POP.
- ▶ To identify the extent to which POP might act as a driver for healthy eating among young people, and to explore the potential of participatory actions to support the introduction of organic food in public food serving outlets for youth and to increase the knowledge construction about sustainable nutrition.



Policy analysis

Implementations of POP will be reported from all countries including DE and UK. What conditions make them successful? In-depth studies will be carried out for selected cases.

Review of certification and evaluation tools

So far there are no international standards available to certify food serving outlets using organic produce. Also, there are no standard measures available to assess the consumption of organic products in public food systems. One aim of the iPOPY project is to review and analyse certification regulations for food serving outlets and propose international certification standards as well as suitable metrics for public consumption of organic food.



Suggestions to improve the supply chain

Choosing service providers on the basis of price may be detrimental for the quality of meals and services. Instead, an efficient public food procurement process should encourage the development of sustainable partnerships between the value chain members.

Based on selected cases, one part of the project aims to identify relevant supply chain models and analyse their relative success or failure. What drives the buying decisions, are these centralised or not, and how do the procurement managers' attitudes towards organic food influence buying decisions? The iPOPY project will shed light on the processes, systems and structures of selected supply chains, illustrate their key members, their roles and underlying relationships. Key constraints and drivers will be highlighted and recommendations for optimising supply chains will be provided.

What does the consumer think?



Yet another part of the iPOPY project will analyse the perception of and degree of satisfaction with organic food. Are there any connections between the degree of satisfaction and supply chain constraints?

This part of the project will also explore young people's understanding of ecological and social impacts of organic food as well as how young people's attitudes towards organic food are influenced by the introduction of organic food in the serving outlets that they use.



Will the serving of organic food lead to healthier eating?

Experience-based data suggest that the introduction of organic foods induces a changed dietary pattern. Since budgets in public food serving outlets usually are fixed, menu planners and nutritionists are forced to apply "less meat more vegetable" strategies. The iPOPY project will test the hypothesis that organic conversion of public food systems will lead to healthier eating among young consumers in school settings.



About iPOPY

iPOPY is a co-operation between Denmark, Finland, Italy and Norway. German researchers also participate, funded by the Research Council of Norway. Drivers and constraints for public organic food procurement (POP) will be studied in practical cases in DK, FI, IT and NO, such as daycare institutions, schools and college canteens. Close contact to the end users of project results will also be ensured by a project newsletter and national user groups in DK, FI, IT and NO.

Project coordinator

Anne-Kristin Løes, Bioforsk Organic Food and Farming Division, Norway,
e-mail: anne-kristin.loes@bioforsk.no

Participating institutes

Technical University of Denmark, Niels Heine Kristensen and Thorkild Nielsen
The National Food institute, Denmark, Bent Egberg Mikkelsen
University of Helsinki, Finland, Minna Mikkola
University of Milano, Italy, Stefano Bocchi and Roberto Spigarolo
ProBER (Associazione Produttori Biologici e Biodinamici Emilia Romagna), Italy, Paolo Carnemolla and Natale Marcomini
Technical University of Berlin, Germany, Benjamin Nölting
OEGS (Ökologischer Grossküchen Service), Germany, Carola Strassner
National Institute for Consumer Research, Norway, Gun Roos

Bioforsk Organic, Norway, Matthias Koesling, Liv Birkeland, Liv Solemdal and Anne-Kristin Løes

Work packages

iPOPY has five work packages (WP), with the following main activities:

- WP1 will take care of the project management, and draw general conclusions.
- WP2 will analyse national and local *policies* for increased organic consumption.
- WP3 will study *supply chain* management and procedures for certification of serving outlets.
- WP4 will study *preferences* and *participation* of consumers and other stakeholders.
- WP5 will study the potential of organic food in relation to *health* and obesity risks.

Further information

You will find further information at the project website <http://www.ipopy.coreportal.org>

The project is initiated as a result of the cooperation in CORE Organic. In this EU supported ERA Network, 11 European research funding organisations have launched a joint call, which intends to step up cooperation between national research activities in organic food and farming. Further information on CORE Organic can be obtained at www.coreorganic.org.

By subscribing to the CORE Organic news you can follow the progress in the project. Subscription is possible via www.coreorganic.org.

Photos: Grete Lene Serikstad, Pushpa Rengaraj, Scuola Sauro & Leif Arne Holme

