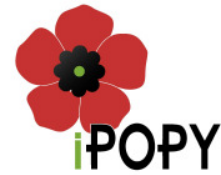


iPOPY -  
innovative Public  
Organic food  
Procurement for  
Youth



Anne-Kristin Løes, Norway



**iPOPY - AIM**



- 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. **Supply chain** management, procedures for certification of serving outlets, stakeholders' **perceptions** and participation as well as the potential of organic food in relation to **health** and obesity risks will be analysed.

## **PROJECT SUMMARY**



Innovative Public Organic food Procurement for Youth (iPOPY) will contribute to an increased interaction between the organic food sector and public procurement of food, especially for young people.

Increased consumption of organic food may positively effect people's health status, and most EU countries encourage an increase in both the organic production and consumption.

iPOPY shall identify and verify experiences of public organic food procurement (POP) for young people in all participating countries. Policy implementations to increase organic consumption in public food serving outlets for youth will be analysed, and best management practices will be revealed in relevant supply chains. Constraints for POP such as premium prices and supply chain bottle necks will be assessed. The preferences, perceptions, practices and learning of young people introduced to organic food through POP will be studied, and also how POP may act as a driver for healthy eating among young people.

## **COUNTRIES and WP's**

Denmark (DK)



Finland (FI)



Italy (IT)



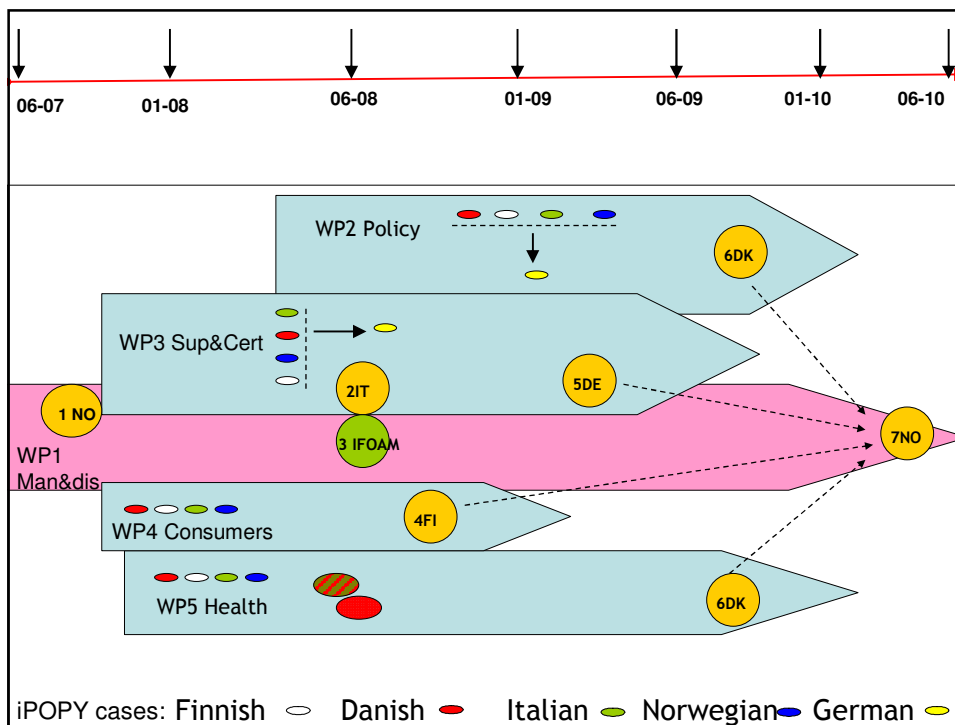
Norway (NO)



and Germany,  
(DE) paid by  
Norway




- WP1: Project management, conclusions and knowledge dissemination (A.K.Løes, NO)
- WP2: Policy analysis (N.H.Kristensen, DK)
- WP3: Supply chain management and certification (R.Spigarolo, IT)
- WP4: Consumer perceptions, practices and learning (G.Roos, NO)
- WP5: Nutrition and health (B.E.Mikkelsen, DK)



<i>Time</i>	<i>Milestone</i>
June 07	Project starts.
Sept 07	1st project meeting, Norway. <b>1</b>
Nov 07	<b>National user groups</b> established. Project web page and 1st <b>newsletter</b> launched.
June 08	Project meeting with OPEN SEMINAR, Italy. <b>2</b>
July 08	Project presentation at IFOAM congress, Italy. <b>3</b>
July 08	Reporting year 1, revision of project plans.
Nov 08	Project meeting with OPEN SEMINAR, Finland. <b>4</b>
Dec 09	Mid-term report
March 09	Project meeting with OPEN SEMINAR, Germany. <b>5</b>
June 09	Reporting year 2, revision of project plans.
Oct 09	Prelim. conclusions, OPEN SEMINARS, Denmark. <b>6</b>
Feb 10	Manuscripts of <b>scientific papers</b> submitted to all co-workers.
May 10	Final project meeting, OPEN SEMINAR, Norway. <b>7</b>
June 10	All publications submitted. Project evaluation.
July 10	Final report.





<b>BUDGET</b>						 <b>iPOPY</b>
Total budget ca 1.4 mill €						
Partner	2007	2008	2009	2010	Total, kEuro	
DTU (Tech.Uni), DK	27	53	53	23	155	DK
DTU, Nat. Food Inst.	30	58	58	25	170	325
Uni.Helsinki, FI	23	60	60	20	163	FI
DiProVe (Uni.Milan), IT	34	56	55	26	171	163
ProBER, IT	27	53	53	27	160	IT
Bioforsk, NO	60	90	88	35	273	321
SIFO, NO	29	42	42	17	130	NO
Tech. Uni Berlin, DE	11	19	19	8	57	574
ÖEGS/Uni Appl Sci Münster DE	21	37	39	17	114	(387 for NO, 187 for DE)
<b>Total</b>	<b>262</b>	<b>468</b>	<b>467</b>	<b>198</b>	<b>1393</b>	

## **WHY WORK TRANSNATIONALLY?**

- iPOPY will produce important knowledge for the design of future European policies, and hence is of interest on a European level.
- Former trans-national research in public procurement systems for organic food is scarce
- Research in food systems serving young people is limited
- Transnational work ensures a critical mass of POP cases, and a required variation among national and cultural conditions
- Collaboration to exchange experiences and methodology to ensure a required scientific quality
- By joining researchers/institutes, different scientific approaches meet, and true inter-disciplinarity arises
- Great need for POP research networks. Existing European networks are practical, i.e. Biofach "Out of home"; Nordic "Healthcat". POP innovation is driven by practise!

## **COMMON RESEARCH FACILITIES**

- The main iPOPY research facility will be the analysed cases
- All cases will be described and presented in a common database on our team room at [www.kunnskapsnettverk.no](http://www.kunnskapsnettverk.no) (transfer to [www.ipopy.coreorganic.org](http://www.ipopy.coreorganic.org) ?)
- All explorative WPs (WP2, 3, 4, 5) will study cases from all countries
- National contact persons (consortium participants) provide access to case contact persons, and thereby participate in all WPs
- Case contact persons and other main users of iPOPY results will participate in national user groups, and these groups utilised to discuss results and draw conclusions. At least one transnational user group meeting
- We search for opportunities to exchange staff
- We search for interested students who will use iPOPY cases and research questions as material for theses

## **Expectations: The iPOPY DREAM of the project coordinator**

Present: The consortium will work as a team, encourage each other, show interest for the others' work, and achieve the common goals

Future: In 2010, several iPOPY colleagues are cooperating on other projects that have been inspired by iPOPY



Nightmare: To waste energy and enthusiasm by having to fuss iPOPY colleagues being too busy and forgetting about iPOPY

## **Expectations: More organic food for the youngsters!**

- By increased demand, knowledge and interest
- By more efficient instruments and policies
- By more readily accessible organic products of right quality
- By adapted certification standards and procedures
- By innovative educational practice
- By increased proof and knowledge of the reasons to prefer organic

