“Food is important for health and well being”
Results from a hospital survey in Norway
with focus on organic food
and their implication for future research needs ©

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About the hospital

- St Olavs university hospital is placed in Trondheim, Norway.
- “Eat and be healthy!” is a national pilot project (since 2003) with the goal to introduce organic food in the hospital.
- The kitchen produces food for 1200 persons each day, distributed to 60 divisions.
Regulations for kitchen

- Organic meals
- Meals with organic products
  
  Clear declaration:
  
  Which ingredients are organic
- Advertising organic products requires inspection and certification

Share of organic products (January - June 2005)
About the questionnaire

- In December 2005 a four page questionnaire was handed out to:
  - 370 patients and guests of the canteens (209 responding)
  - 200 nurses and male nurses (139 responding)
  - 60 to kitchen workers (35 responding)
  - 313 persons (60.8 %) have responded.

- Some of the questions were specified to the different target groups
  All were asked about
  - Statements about organic farming
  - Opinion about organic food at the hospital

- Most of the questions were closed questions were statements had to be rated on a Lickert type scale

Contentment about food

breakfast
- lunch
- fish
- meat
vegetables
potatoes

1 2 3 4 5
1 really dissatisfied 2 dissatisfied 3 average 4 satisfied 5 really satisfied

n = 177
Contentment about food

- breakfast
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n = 177

Opinion on meal at the hospital

- How important is it, how the meal looks when it is served?
- How important is it to meet other people during the meal?
- What means meal for your health?
- What means meal for your well being?

1 2 3 4 5
1 Means less to nothing 2 Means little 3 Means something 4 Means a lot 5 Means very much

n = 204
Ratings concerning the food and farm production

- Good taste and smell
- Contains right nutrition
- Traditional meals
- As little preservatives as possible
- FARM PRODUCTION
- Locally produced
- Produced without pesticides
- Produced without artificial fertiliser
- Produced organic

1 Means less to nothing  2 Means little  3 Means something  4 Means a lot  5 Means very much

n = 189

Statements about organic farming

- Org. food is worth the price
- Is not suited for Norway
- Is antiquated
- Is without pesticides

1 totally disagree  2 disagree  3 both  4 agree  5 totally agree

n = 348
Opinion about organic food at the hospital

Results from the survey

- In relation to former questionnaires conducted at the hospital, patients and guests are much more satisfied with the food served, especially potatoes and vegetables.
- Patients and guest express that food is important for their health and well being.
- Good taste, appearance and right nutrition are understood as important qualities for food.
- The absence of pesticides, artificial fertilizers and preservatives in food were ranked as more important than organic production of food.
- About 80 % of the respondents were positive or really positive to the use of organic food at the hospital.
Implications for future research needs

- Hospital

• Are the opinions about organic food representative for the whole population? If not, what are facts which lead to be more positive to organic farming?
• Are the people asked just positive because they don’t pay an extra price?
• Why is organic production not as important as production without pesticides and artificial fertilizer?
• Are medicines working more "as expected" when a patient eats organic?
• Sustainability, LCA

- Production

• Extension service: There is need for following up field trials. Not only focus on yield but quality on "table".
• How to deliver high quality all over the year?
• Find different sorts for different markets.
• Find products and processes to reduce the need for preservatives.
• Find form of cooperation for farmers to be attractive for the food chain.
Implications for future research needs
- Consumer

- What are important factors for a consumer to mean that organic food is worth the price?
- Is it healthier to eat organic?
- What are factors leading a patient to eat (more) organic after visiting the hospital?
- “Quality is what the consumer (market) want’s.”
- How can a consumer learn about quality? How can we learn him?

Thank you for your attention.