

OSLOMET

FORBRUKSFORSKNINGSINSTITUTTET SIFO



Results from European survey on public opinion regarding contentious inputs.

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Organic+ workshop in Norway,  
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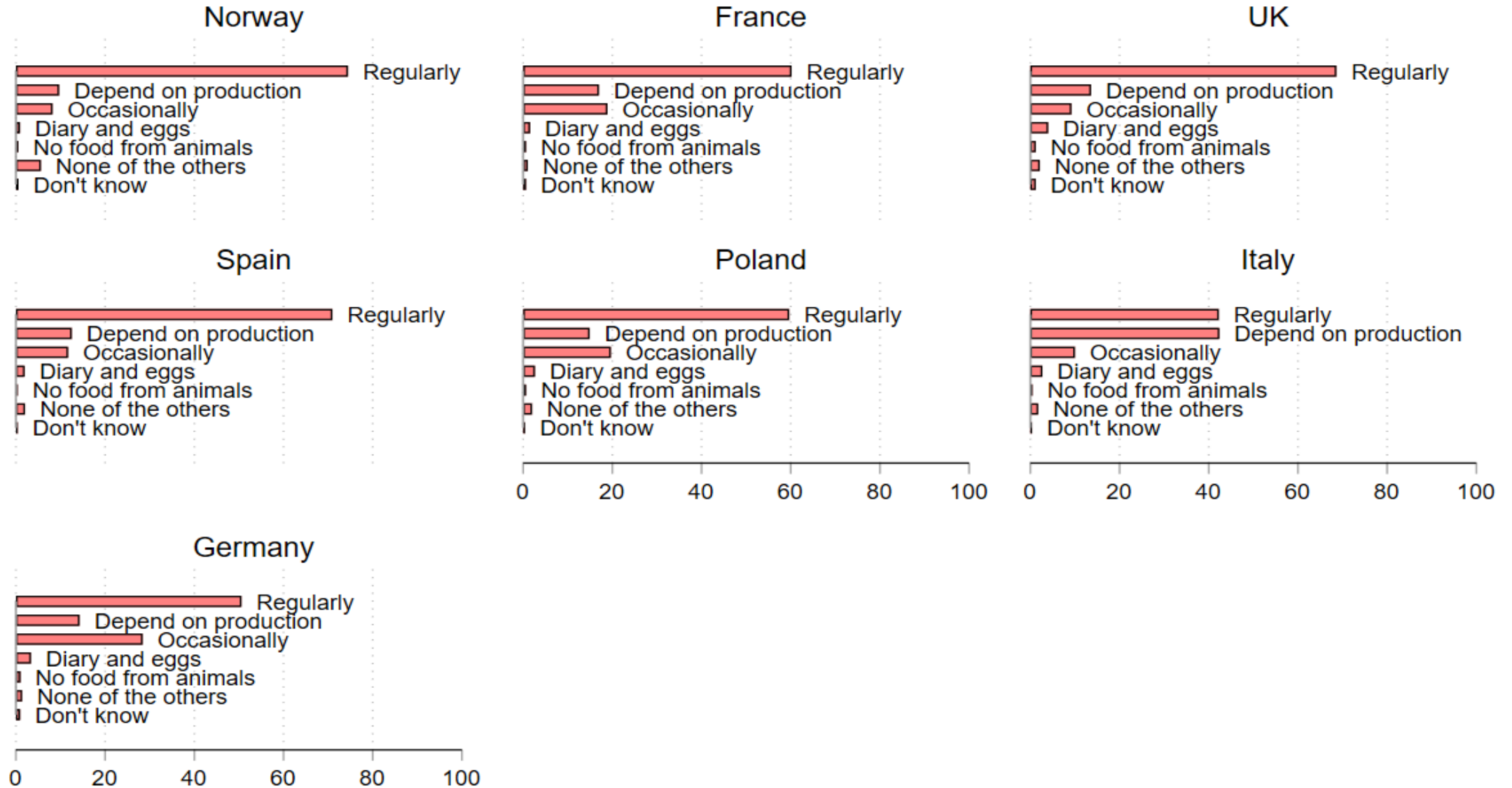
# Background of survey

- Participating countries:
- France, Germany, Italy, Norway, Poland, Spain, UK
- Online survey
- National representative (gender, age, education)
- > 2000 respondents/country
- > 15 000 respondents in total
- 38 questions: Food habits, organic food consumption, use and recognition of labels, trust in food system actors, phasing out contentious inputs, regulation and willingness to pay

# Research questions

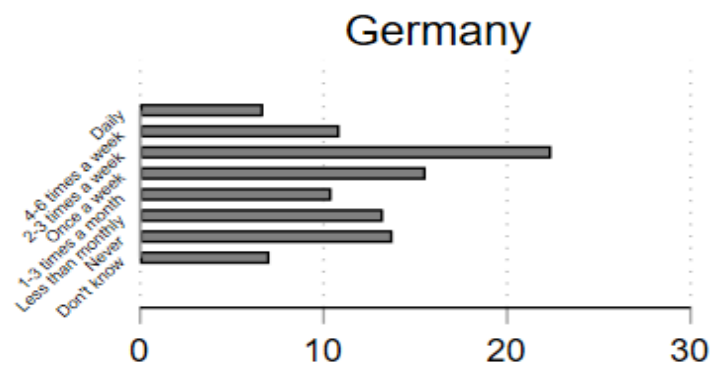
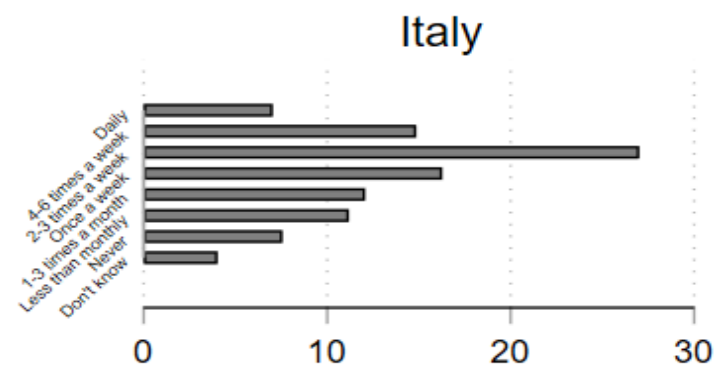
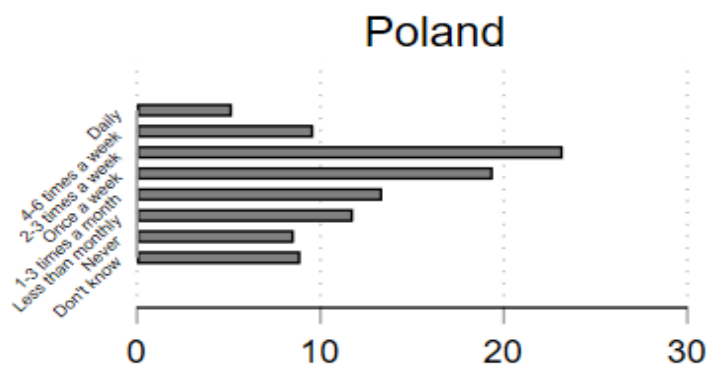
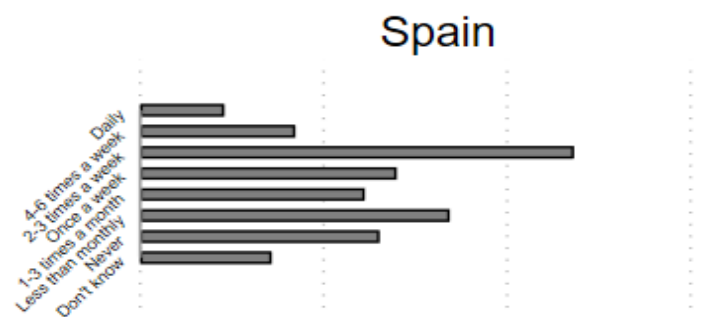
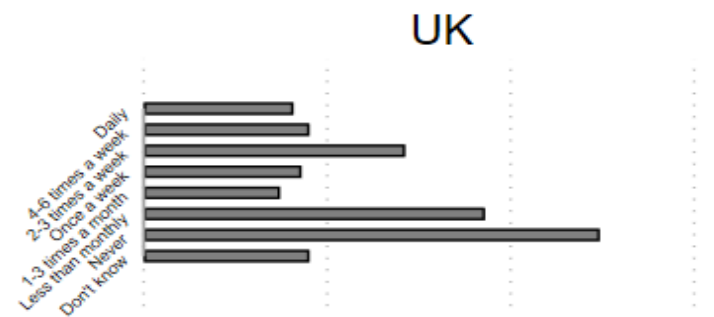
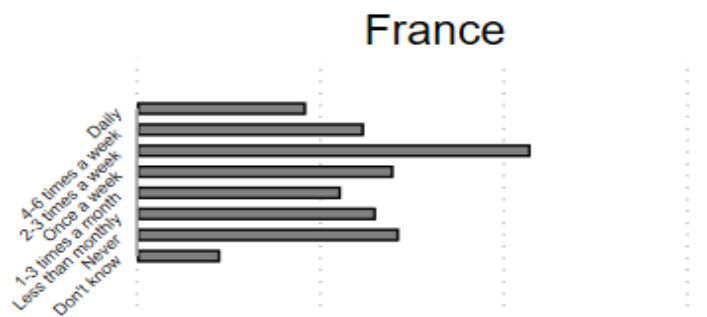
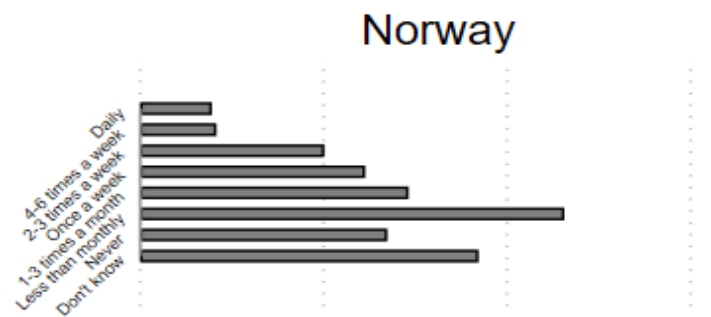
- How important does European consumers think it is to phase out / reduce the use of contentious inputs in organic agriculture?
- What types of regulations do they support?
- Are they willing to pay more for organic food produced with stricter regulations than today?
- How does organic food consumption vary between European countries?
- To what extent does European consumers use and recognise organic food labels.
- To what extent do they trust organic food and (organic) food system actors?

# Do you eat meat?



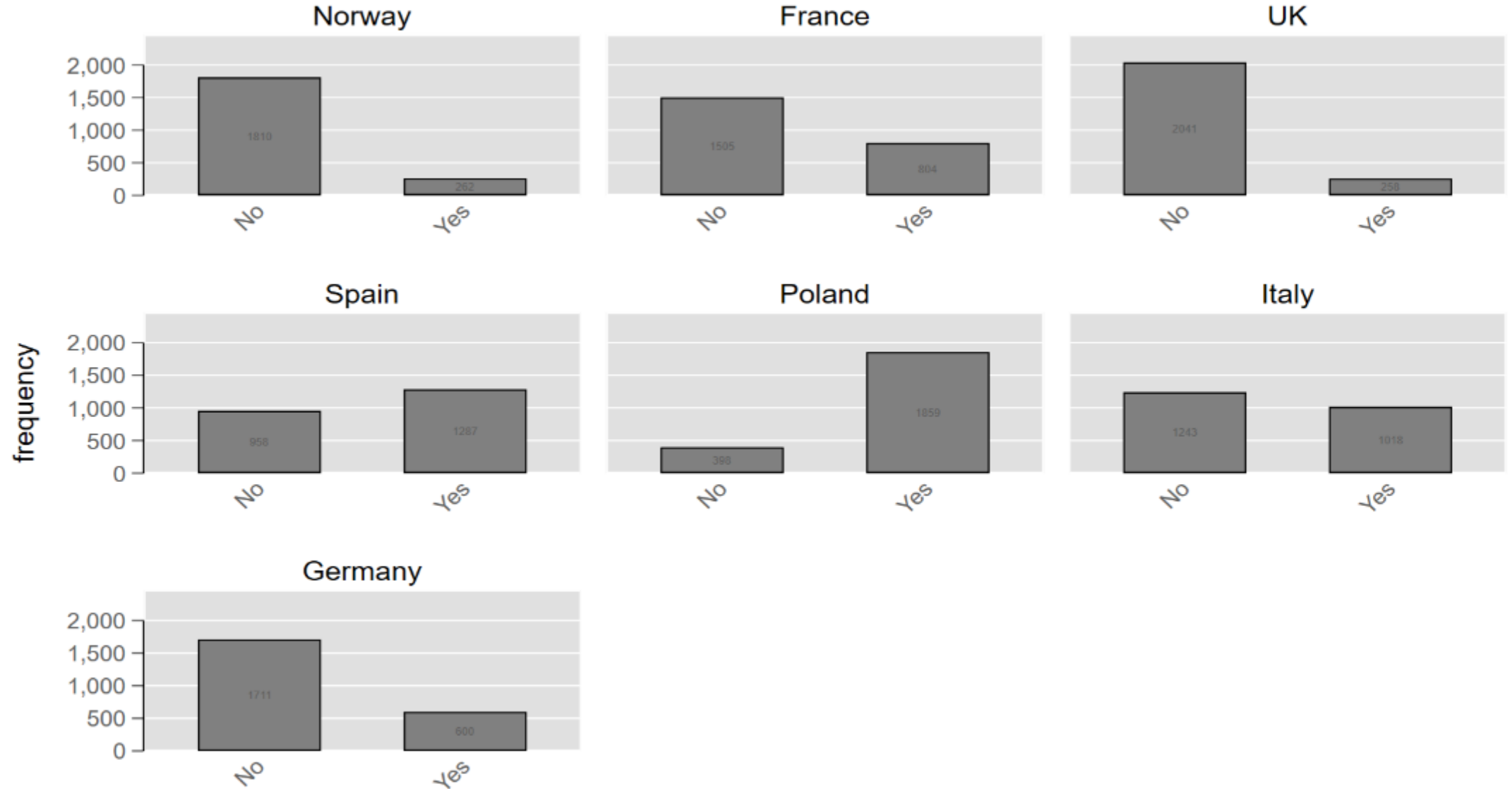
Percent

# Over the last month, how often did you eat organic food?

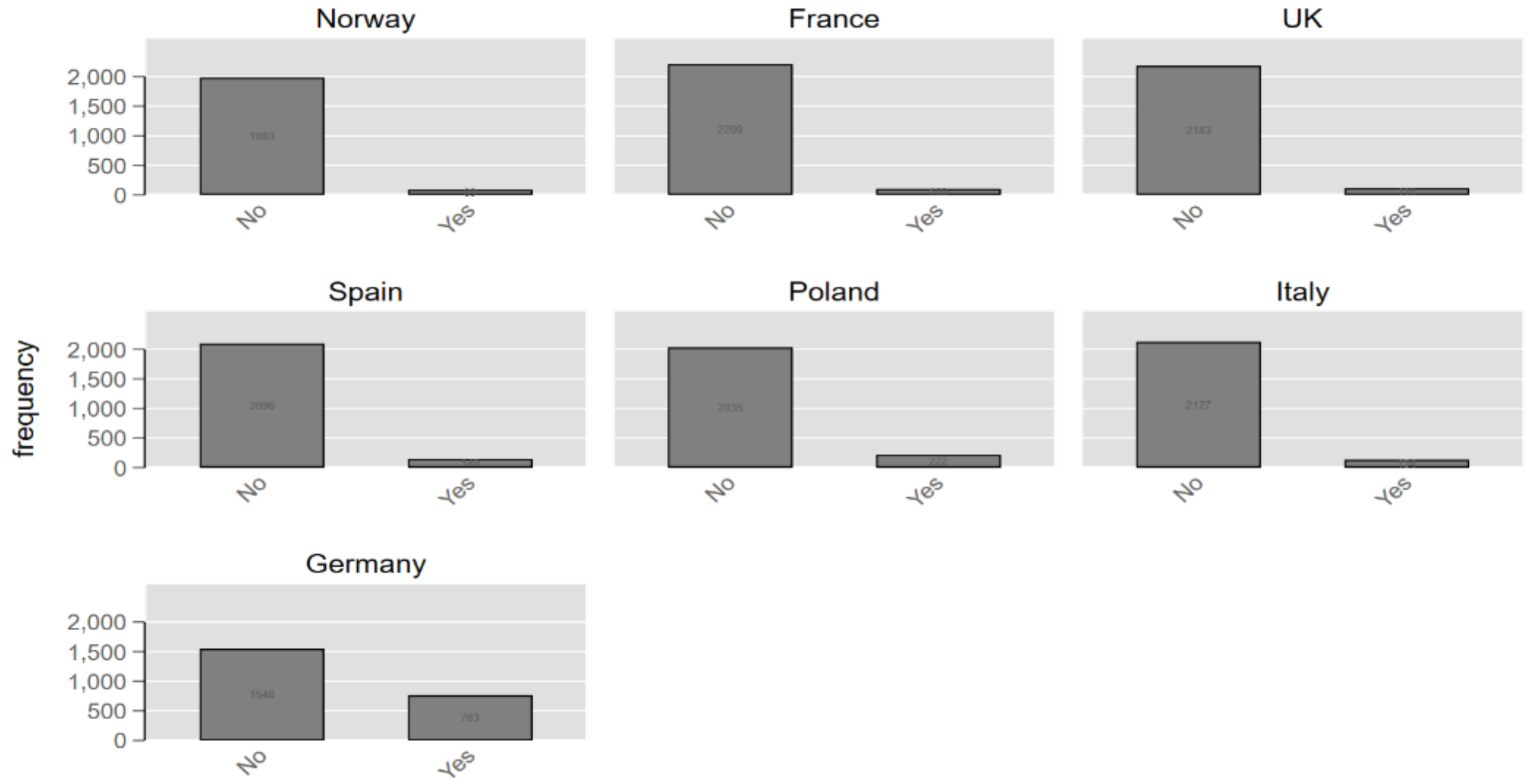


percent

# Recognize EU-Organic label



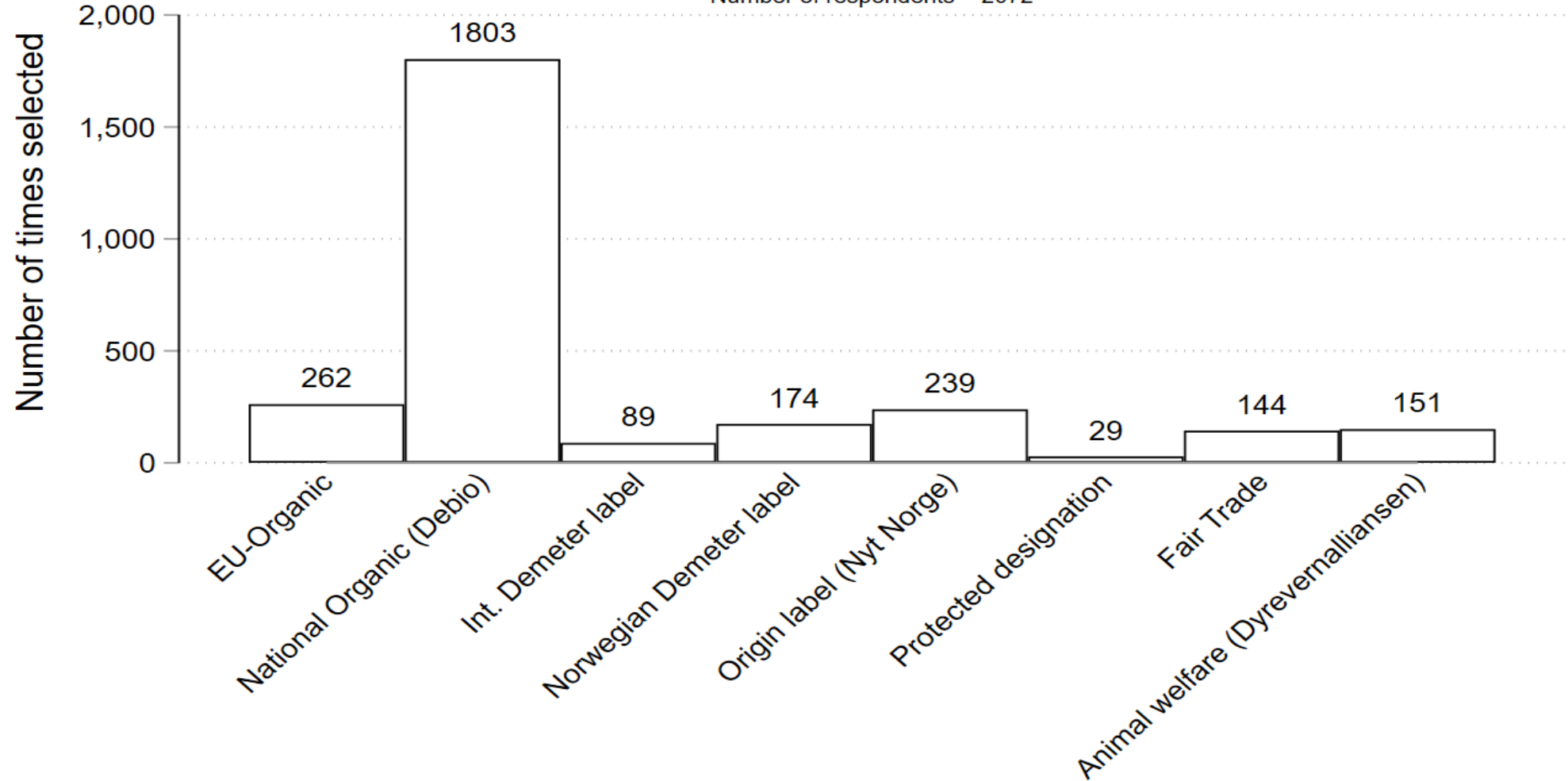
# Recognize Demeter label (as organic label)



## Norway

Which of the labels indicate that this is an organic product? Please select all that apply.

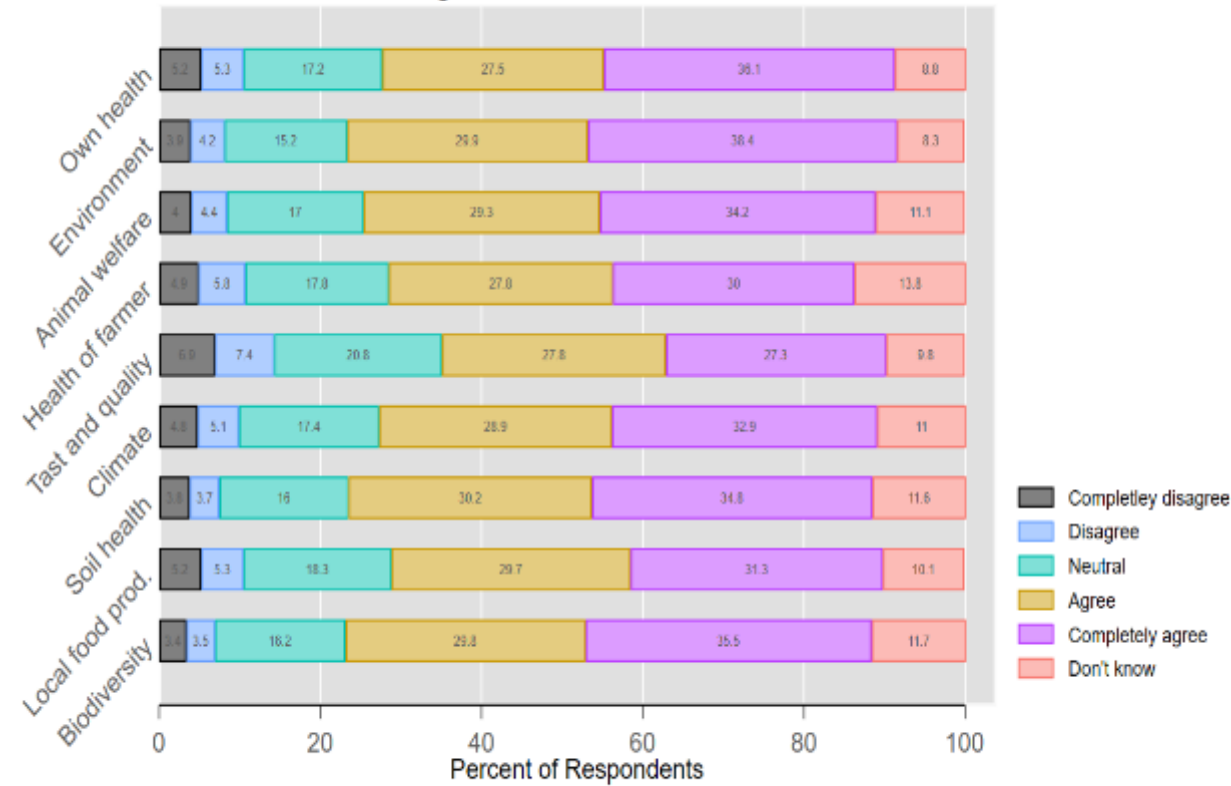
Number of respondents = 2072



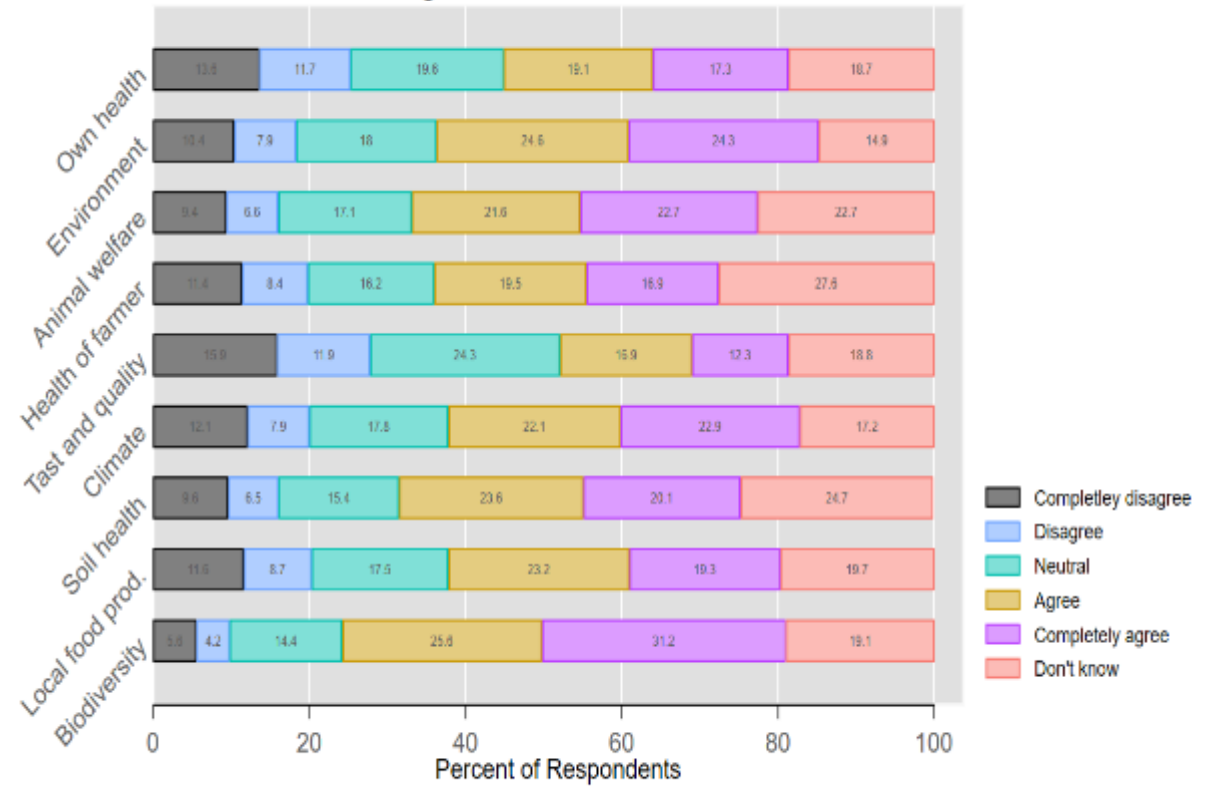


# Perceptions of organic food

To what extent do you agree or disagree with the following statements?  
Organic food is better for...

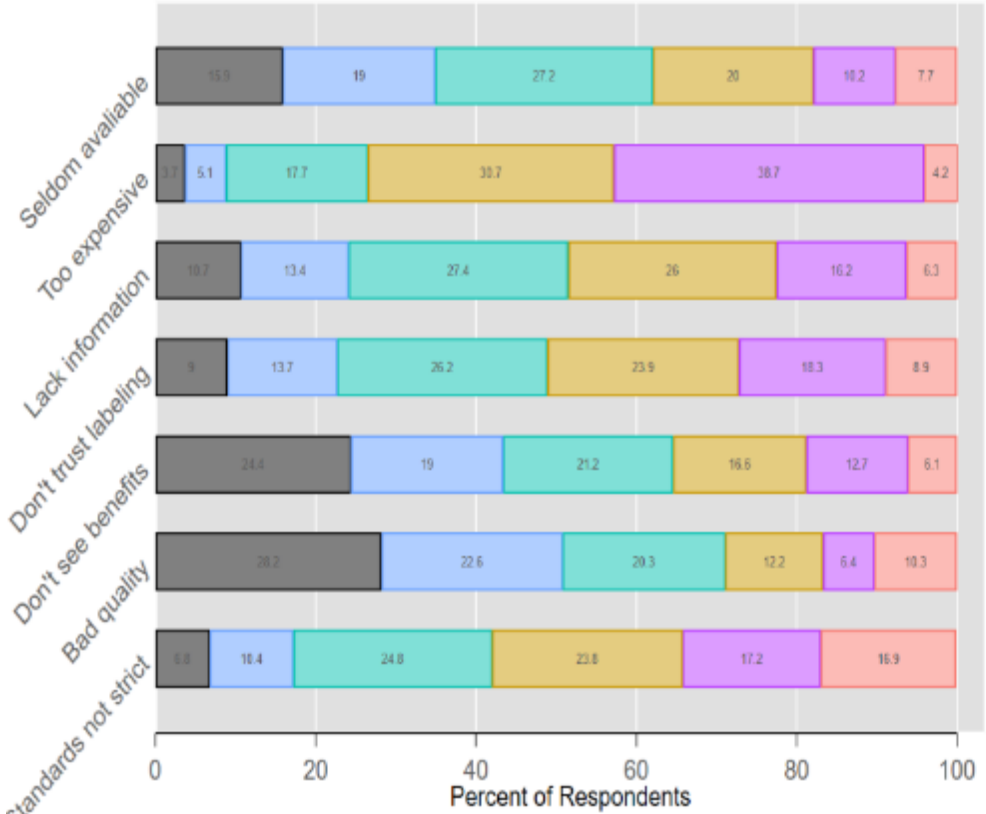


To what extent do you agree or disagree with the following statements?  
Organic food is better for...



# Barriers to organic food consumption

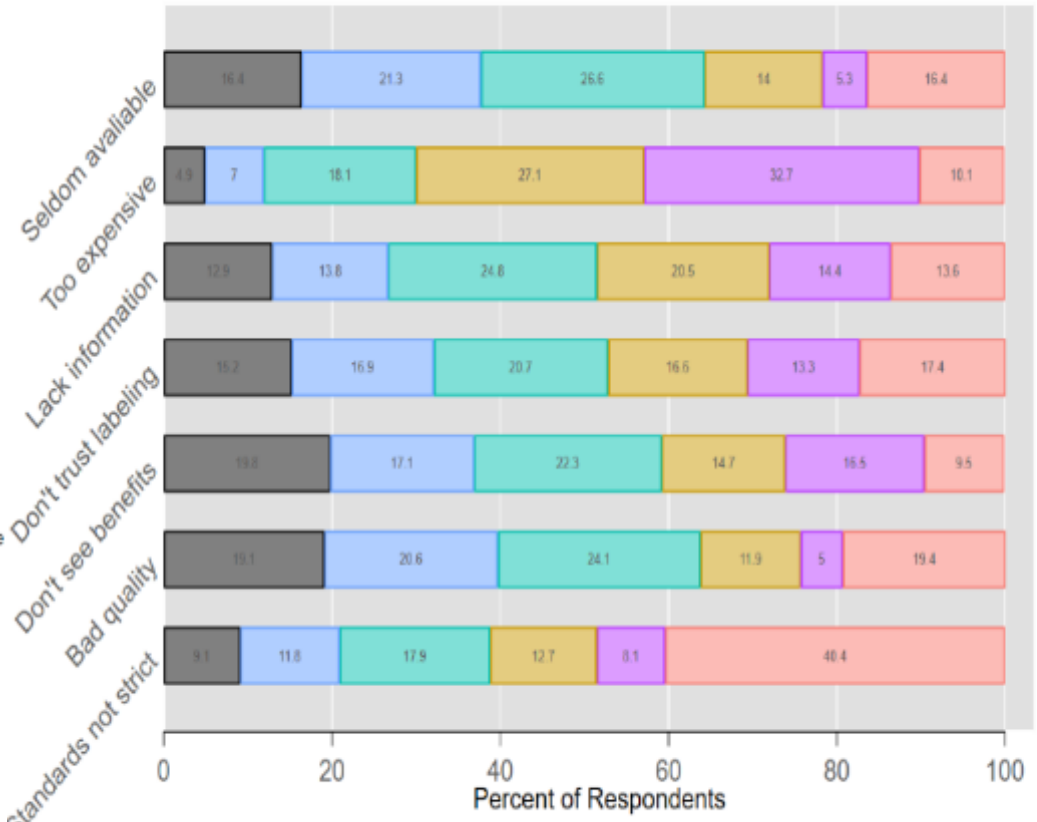
To what extent do you agree or disagree with the following statements about organic food?



Observations = 15754

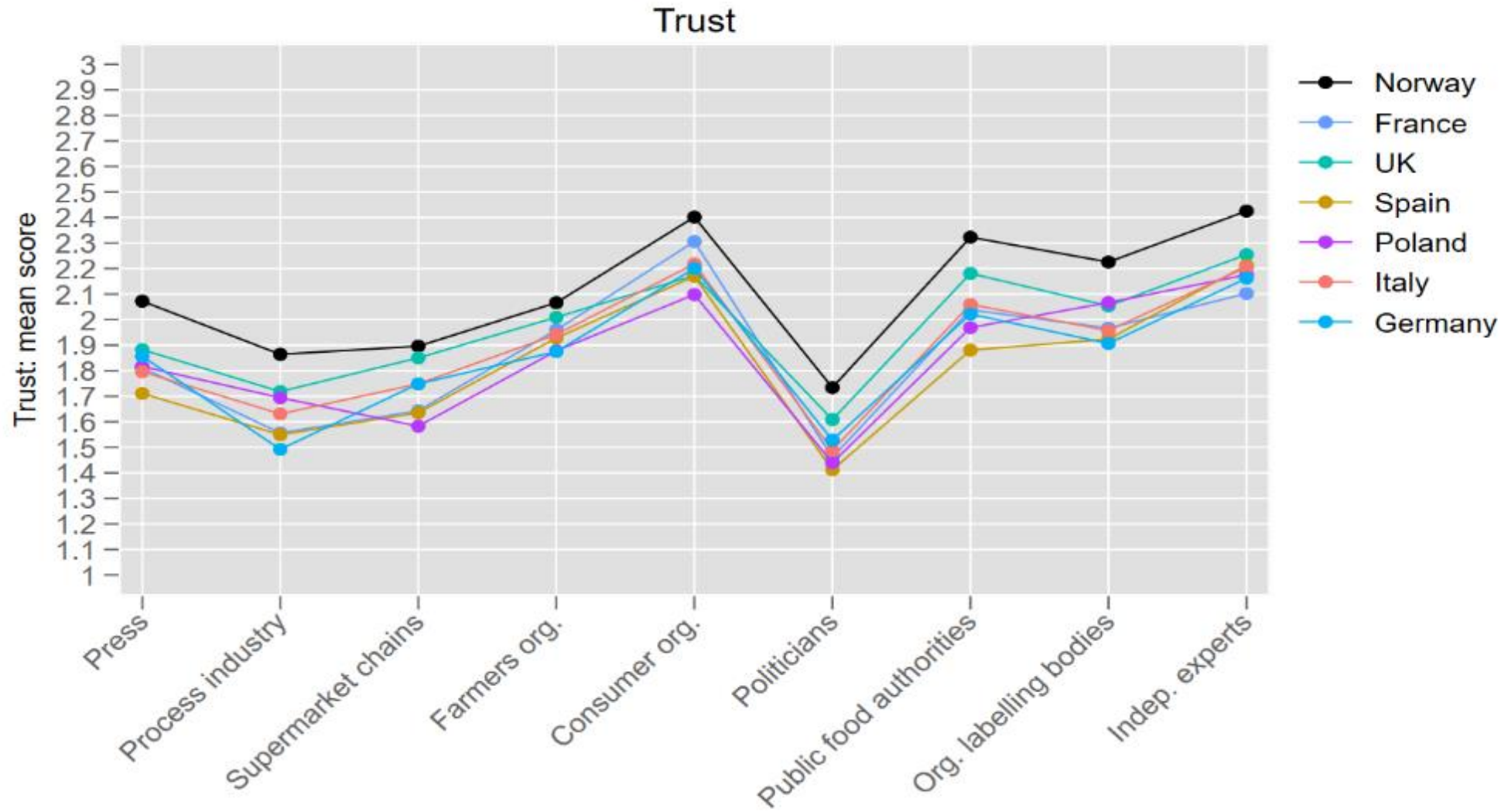
To what extent do you agree or disagree with the following statements about organic food?

Norway



Observations = 2072

Imagining that there is a food scandal concerning salmonella in organic chicken in ... (your country). Do you think that the following would tell you the whole truth, only tell part of the truth or would give misleading information?

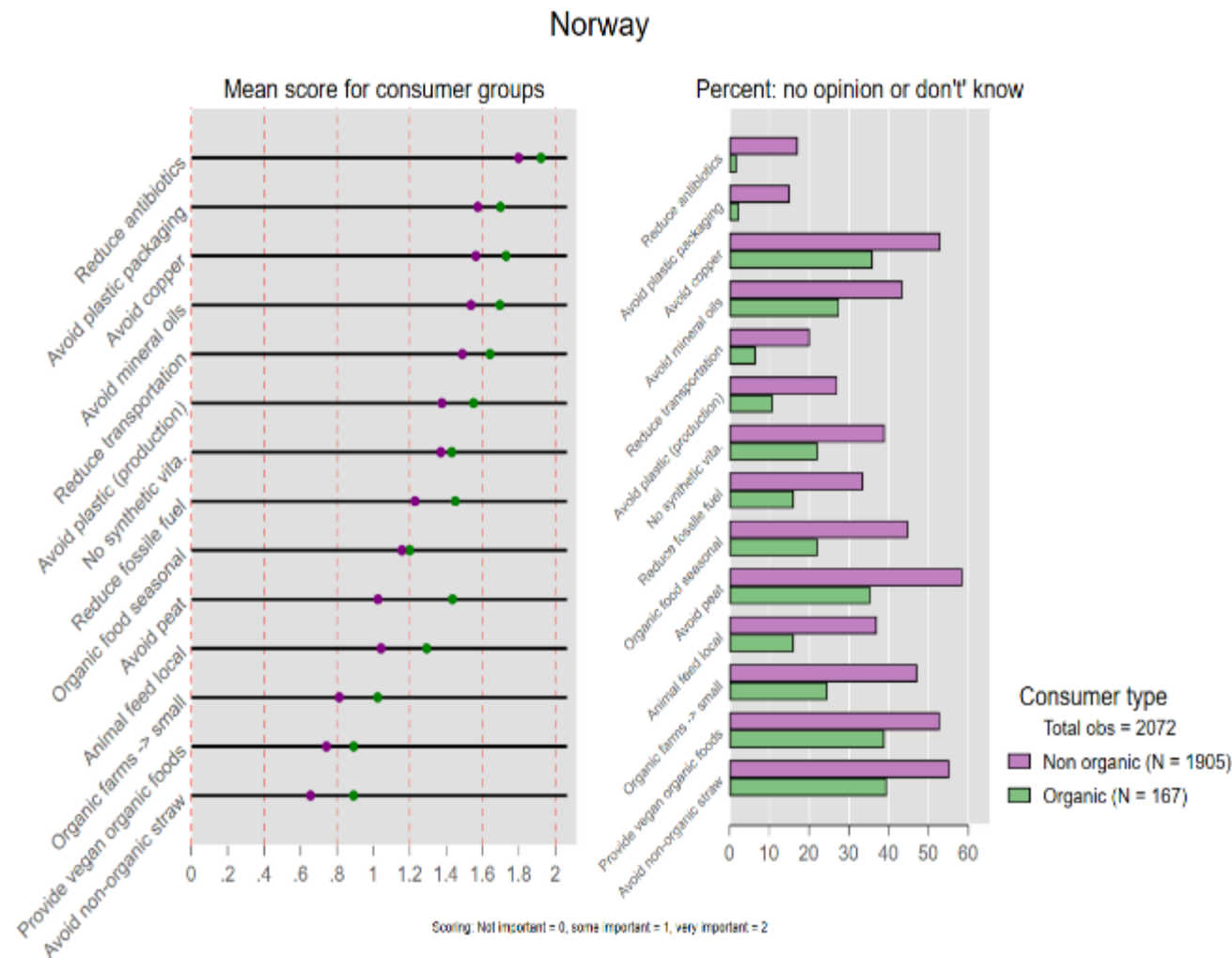
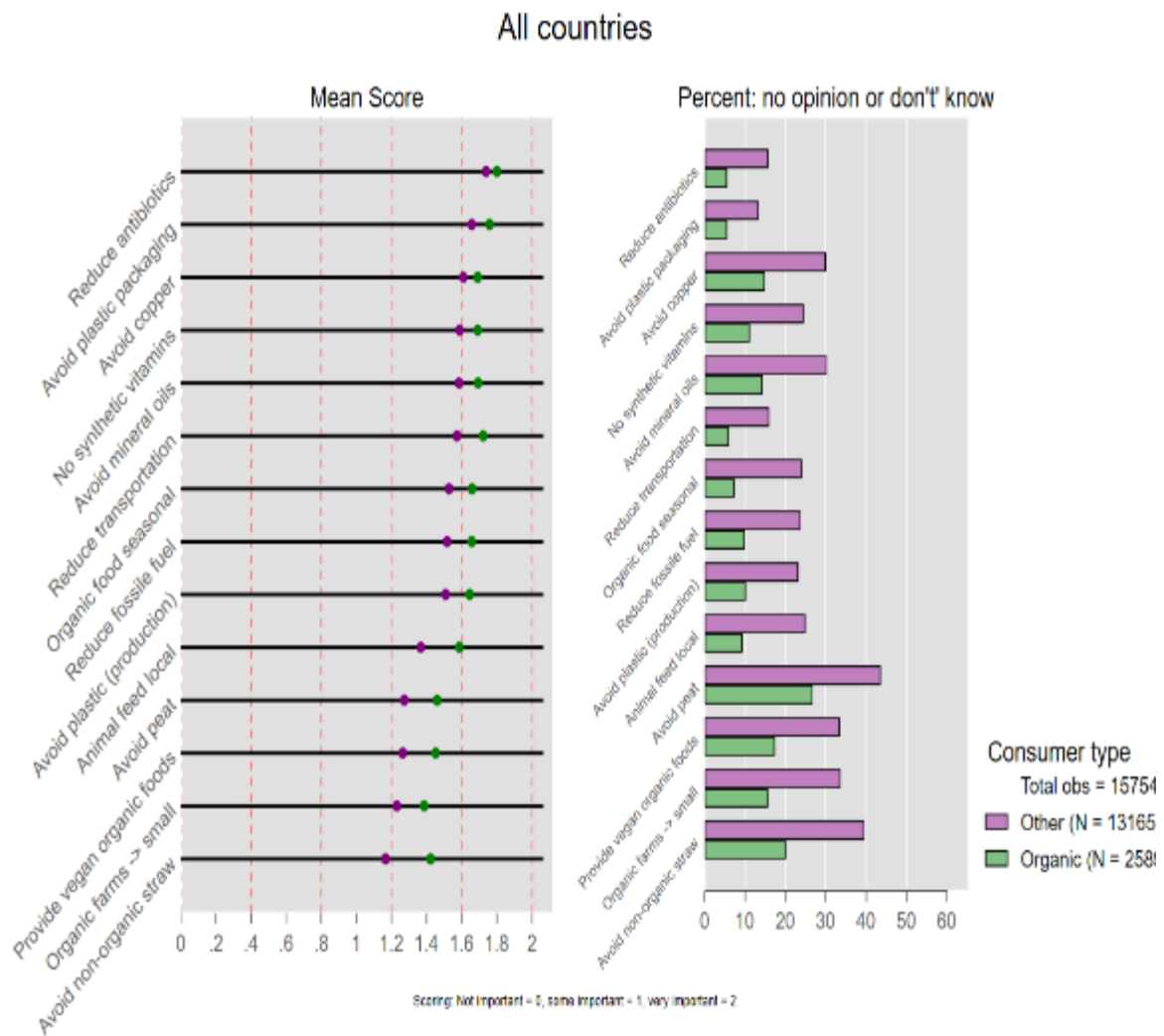


Input values to mean score: Whole truth = 3, parts of truth = 2, misleading info = 1

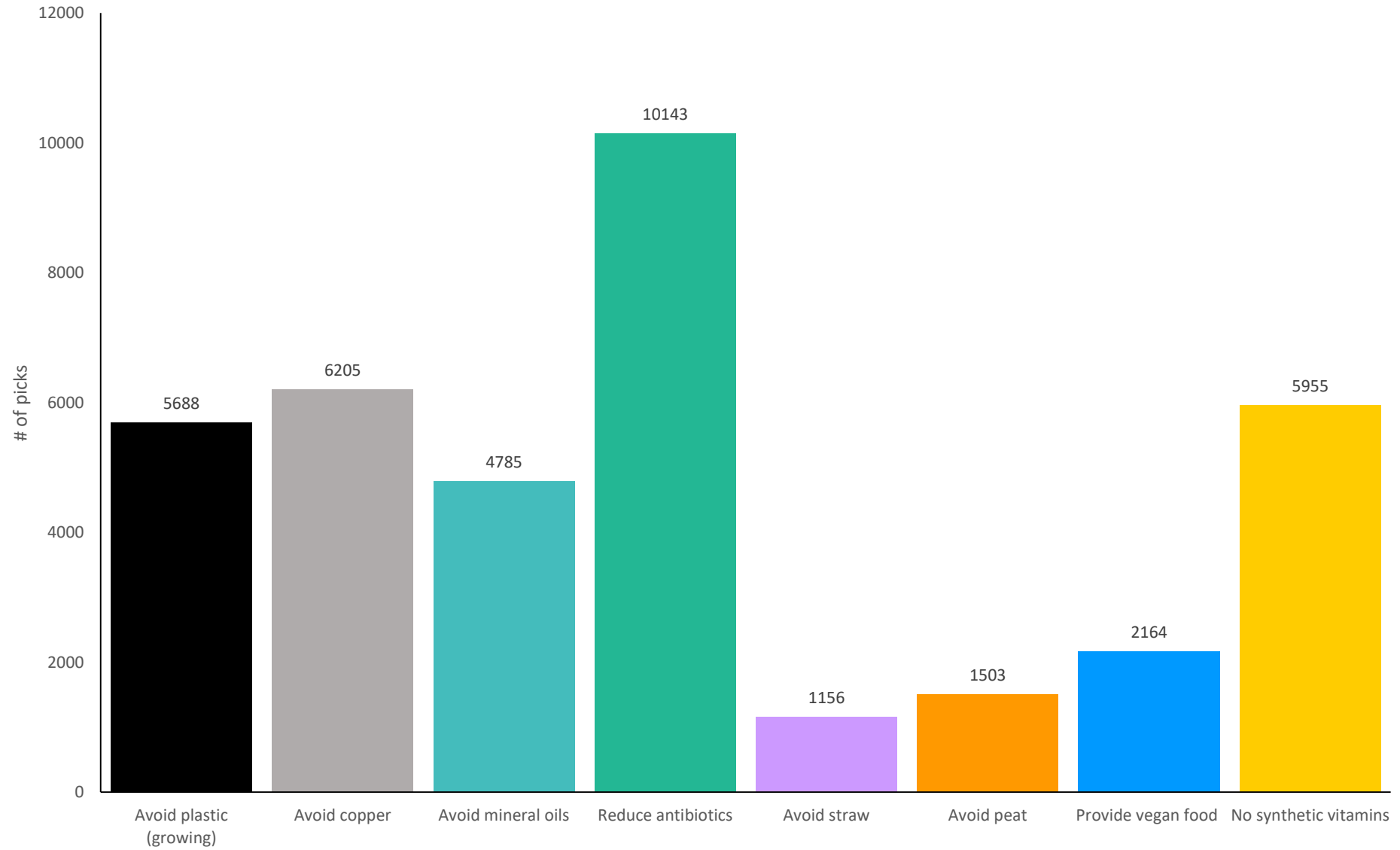
## Contentious inputs

- *Avoid using mineral oils (paraffin) in plant protection (avoid mineral oil).*
- *Do not allow the use of straw from non-organic farms as bedding materials (avoid non-organic straw)*
- *Reduce the transport distance of food (reduce transportation)*
- *Avoid plastic food packaging (avoid plastic packaging)*
- *Reduce the use of antibiotics in animal husbandry (reduced antibiotics)*
- *No synthetic vitamins should be added to the feed (no synthetic vitamins)*
- *Organic products should be seasonal (organic food seasonal)*
- *Provide vegan organic foods, free of any input from animal sources (Provide vegan organic food)*
- *All animal feed should be locally sourced (Animal feed locally sourced)*
- *Organic farms should be small scale (Organic farms -> small)*
- *Avoid using peat as a growing media for plants (e.g. in glasshouse production) (avoid peat)*
- *Avoid using plastic during growing (e.g. as cover to reduce weeds) (avoid plastic (production))*
- *Avoid using copper fungicides in plant protection (avoid copper)*
- *Reduce the use of fossil fuels during production (Reduce fossile fuel)*

Organic food is produced according to high environmental and animal welfare standards. However, there may be room for stricter regulations of certain inputs and means of production in order to make organic farming more sustainable. Do you have any opinion on the importance of the following considerations in order to improve organic food production? Not important, Some importance, Very important, No opinion, Don't know



## Most important priorities

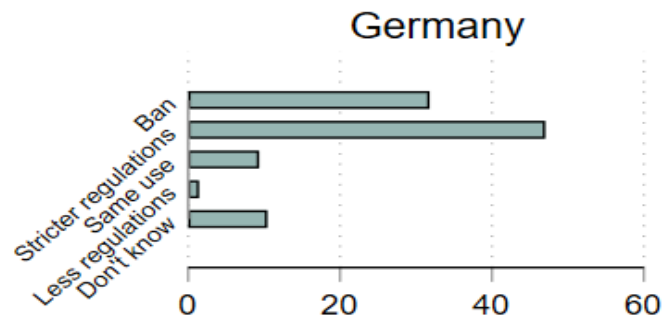
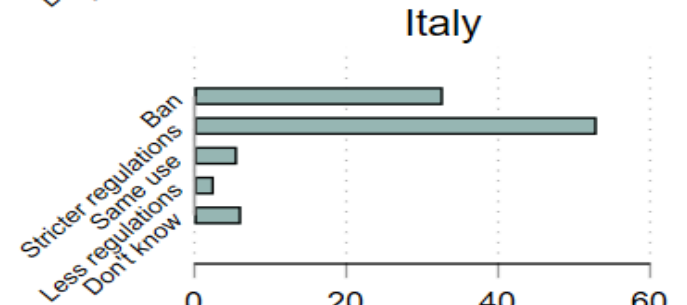
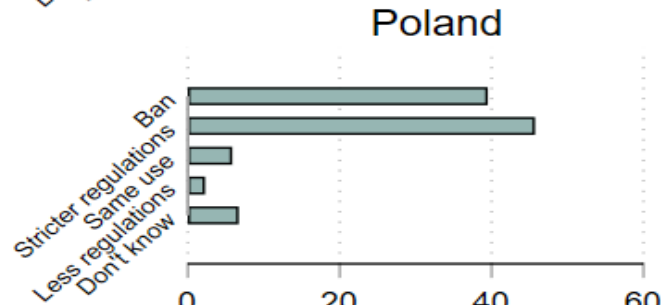
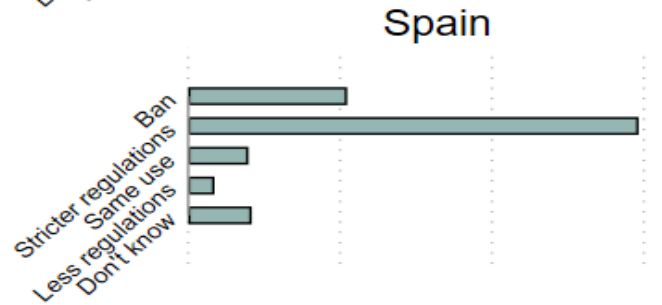
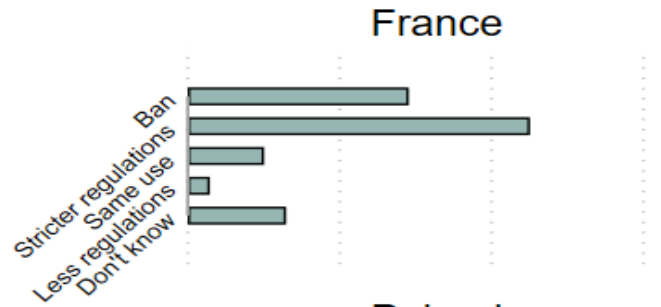
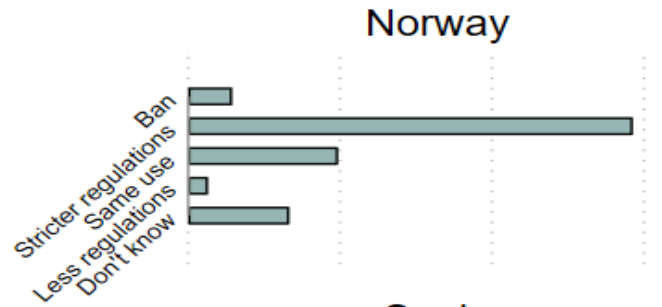


# Antibiotics

The overuse of antibiotics in both humans and animals is a problem. If health problems are detected in an animal, organic farmers mainly use alternatives to antibiotics such as phytotherapy, aromatherapy and homeopathy. However, when these treatments do not work, farmers can use antibiotics. Considering these issues, should organic farming:

- Ban antibiotics
- allow use, but stricter regulated than today
- continue with the same use as today
- relax the regulations around antibiotics
- Don't know

# Antibiotics



Percent of Respondents

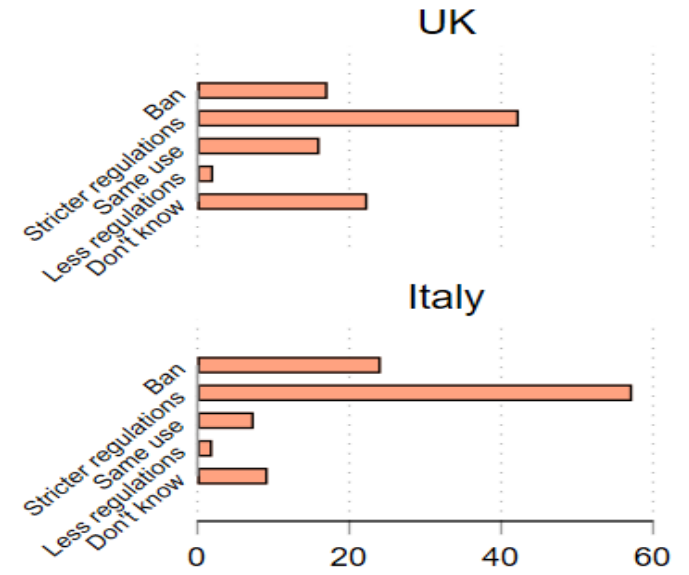
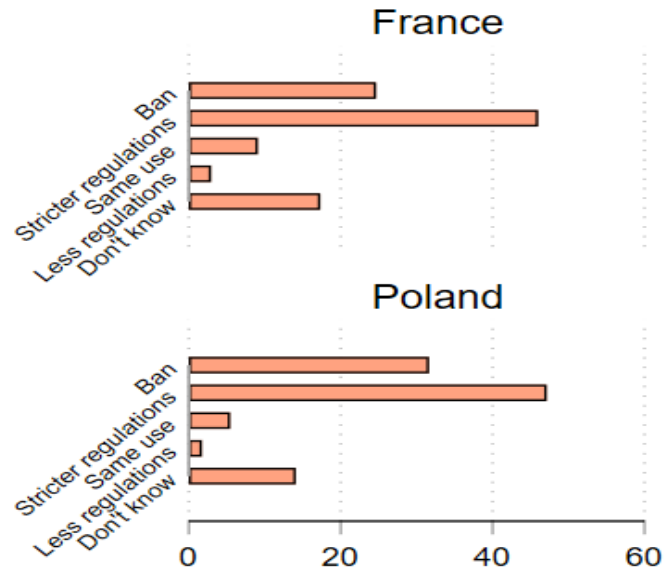
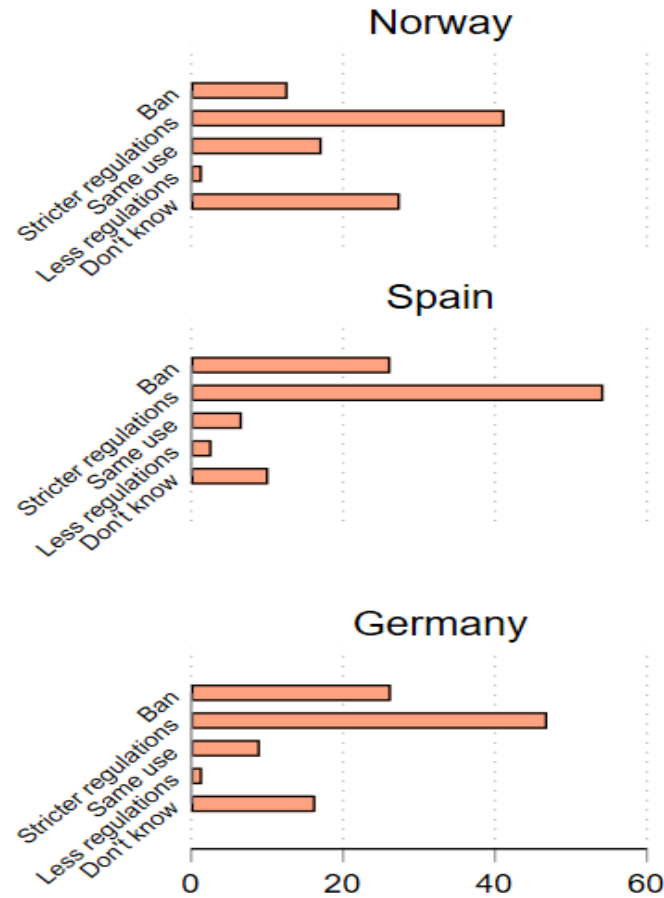


# Copper

*Copper is a natural element. In high concentrations it can be toxic for life in water and soil. Copper is used in limited quantity in organic farming to control fungal diseases such as downy mildew in potatoes and fruit. There are alternative methods to control fungal diseases, but they are less effective. Considering these issues, should organic farming:*

- *Ban copper,*
- *Allow use, but stricter regulated than today,*
- *Continue with the same use as today,*
- *Relax the regulations around copper*
- *Don't know*

# Copper



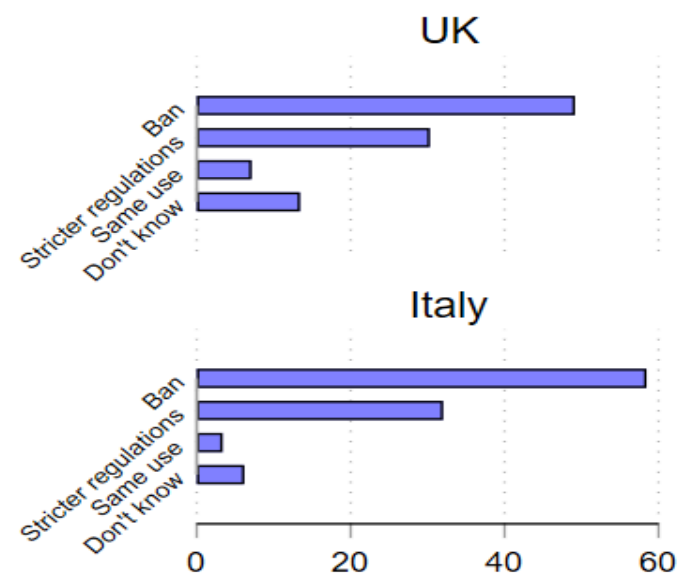
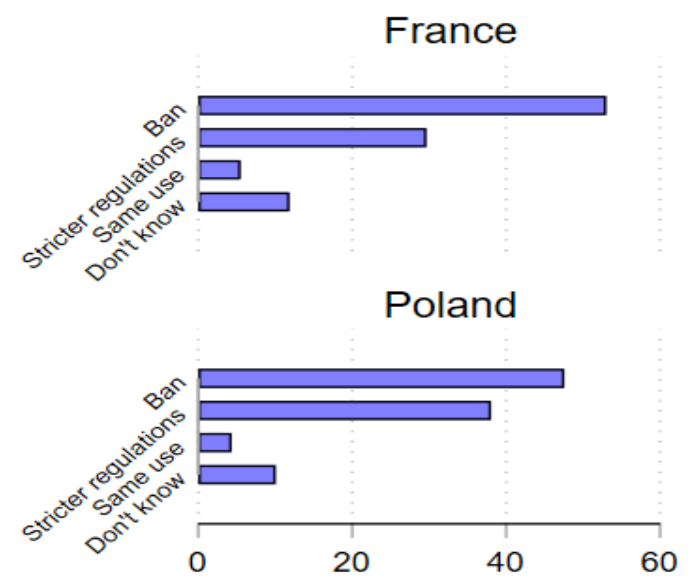
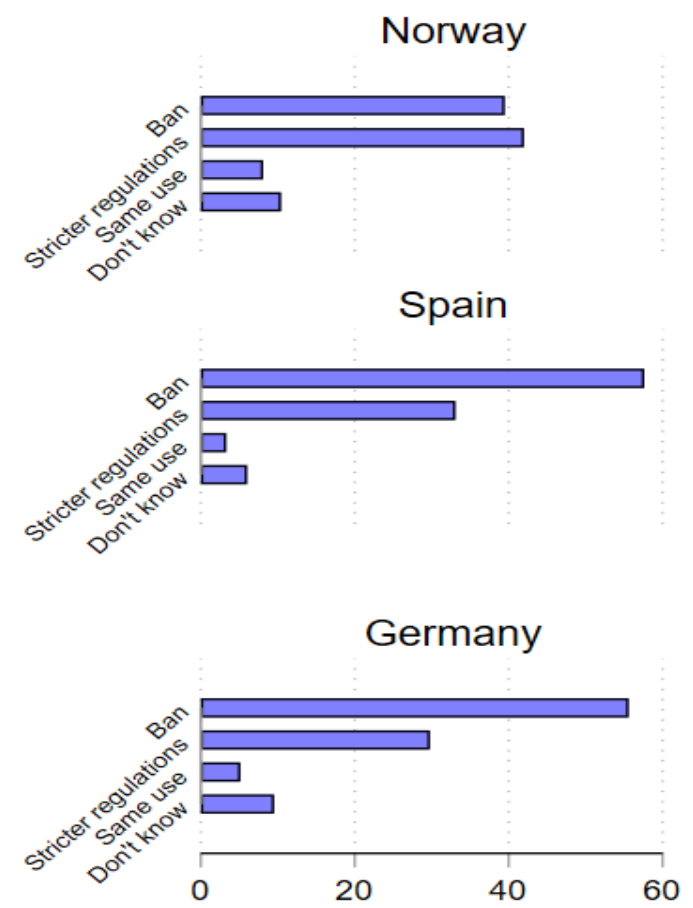
Percent of Respondents

# Plastic

*In both organic and conventional agriculture thin plastic films are often used as an alternative to synthetic herbicides to prevent weeds from growing. These plastics are fossil-fuel based, difficult to recycle and can break down into micro-plastics, which can pollute the soil, oceans and drinking water. Alternatives to using plastic include; hand weeding, mechanical tools or using biodegradable plastics. Considering these issues, should organic farming:*

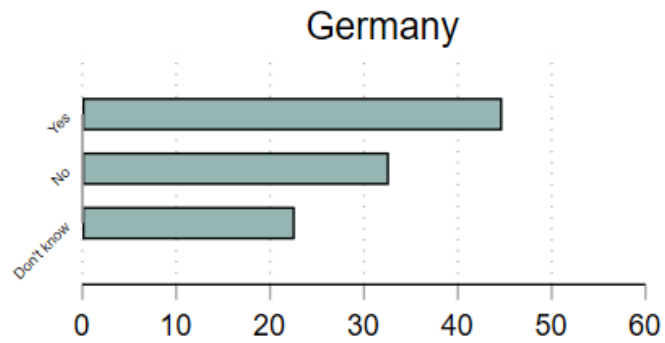
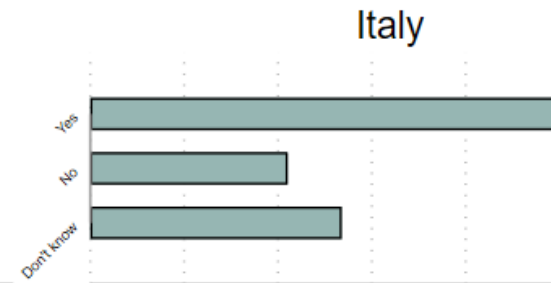
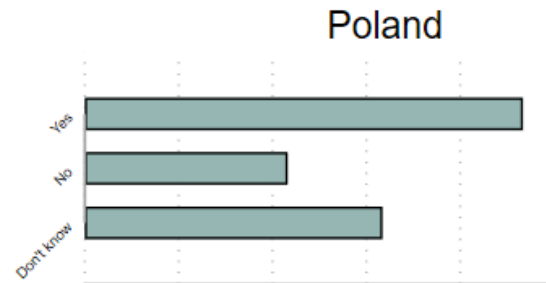
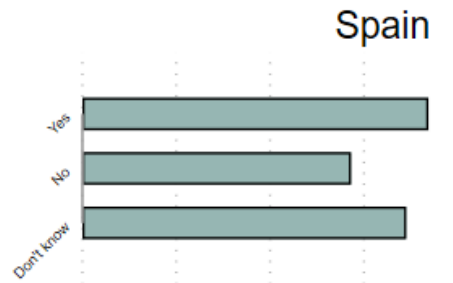
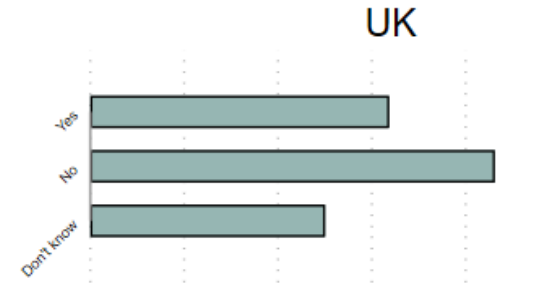
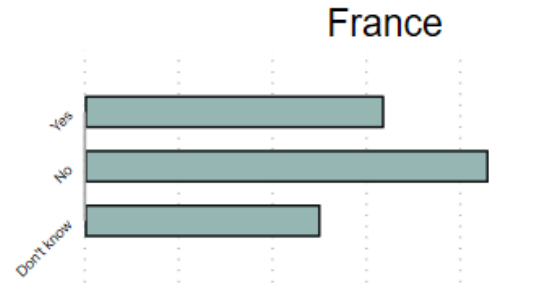
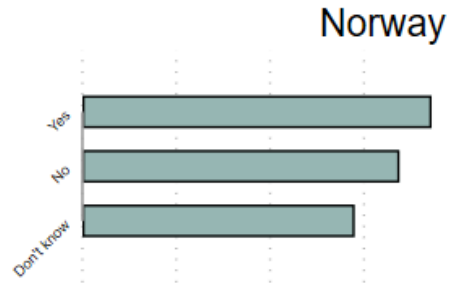
- *Ban plastic*
- *Allow use, but stricter regulated than today,*
- *continue with the same use as today*
- *relax the regulations around plastic*
- *Don't know*

# Plastic What should be done?



Percent of Respondents

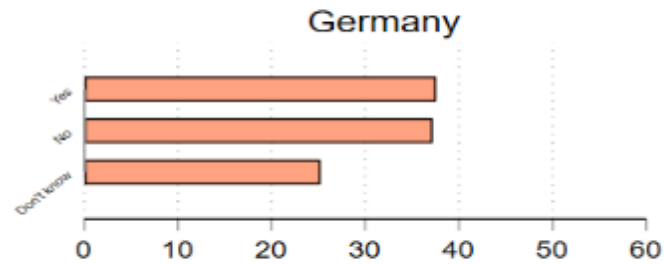
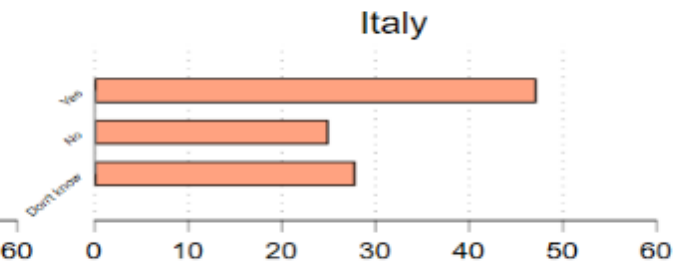
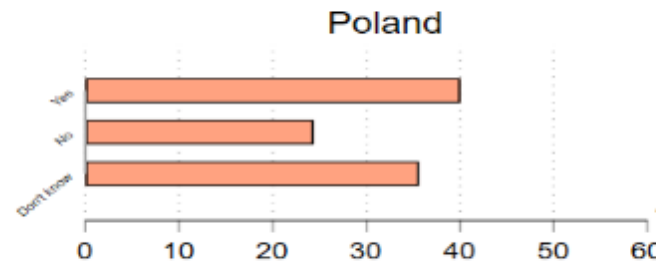
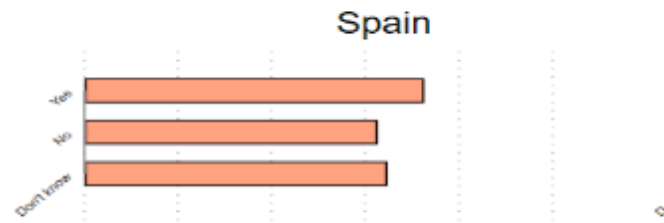
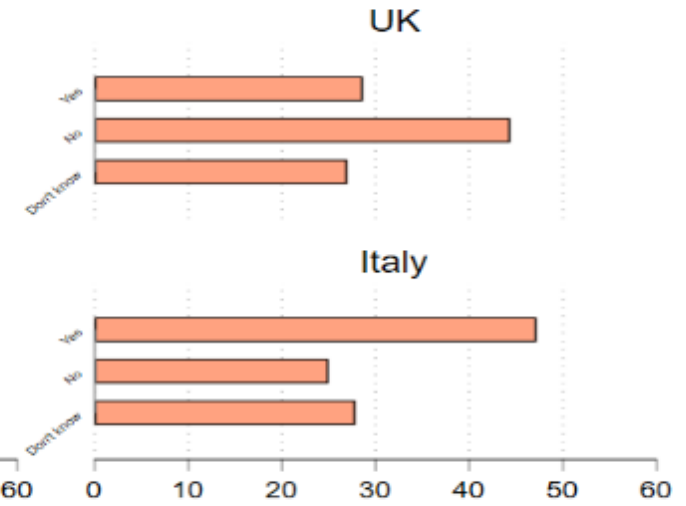
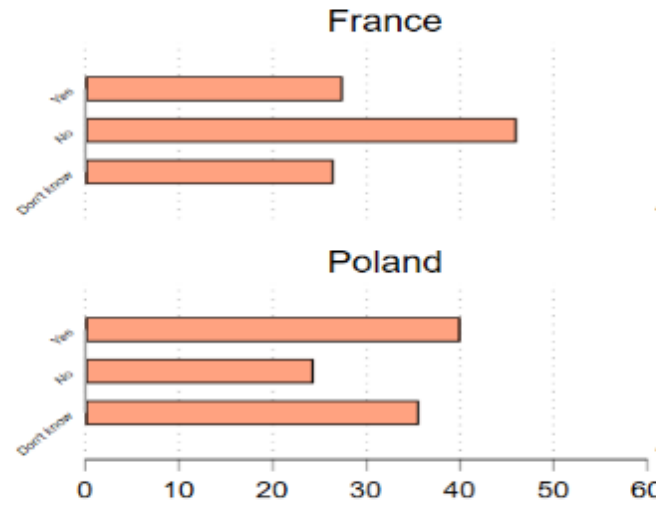
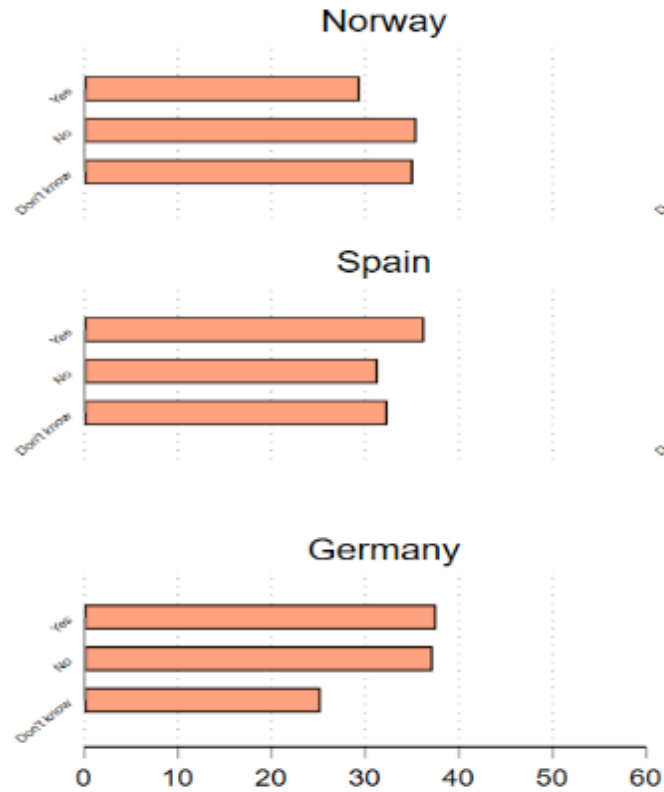
# Would you like to pay more? Antibiotics



If placing stricter controls on the use of antibiotics increased the price of organic food, would you be willing to pay more?

Percent of Respondents

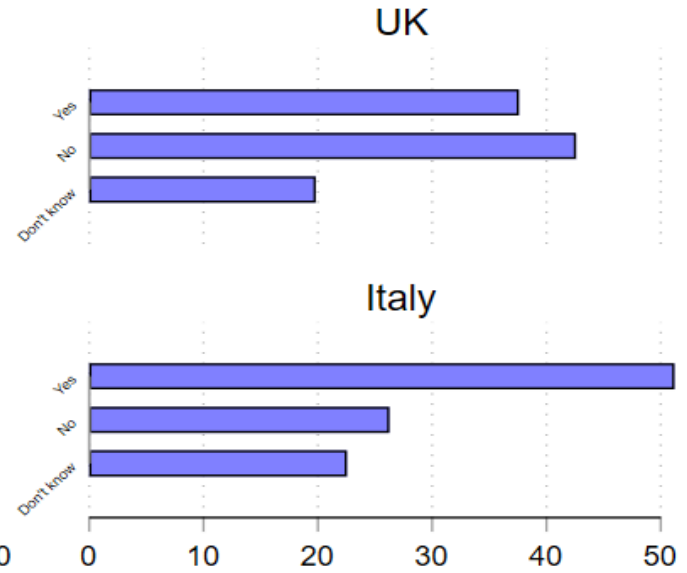
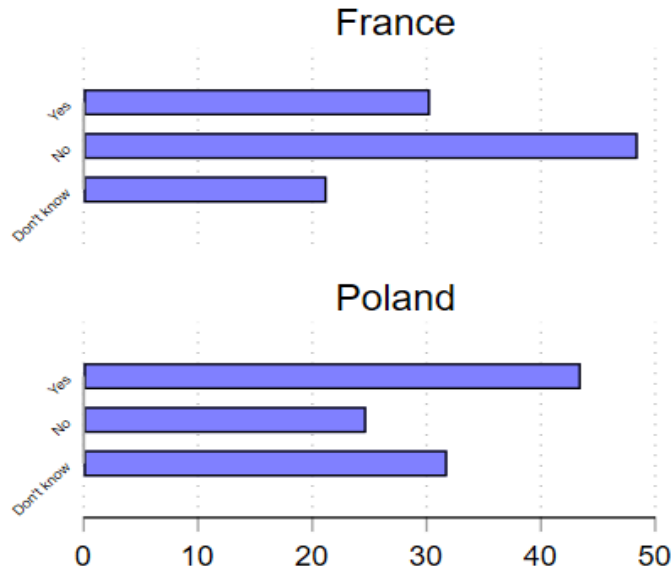
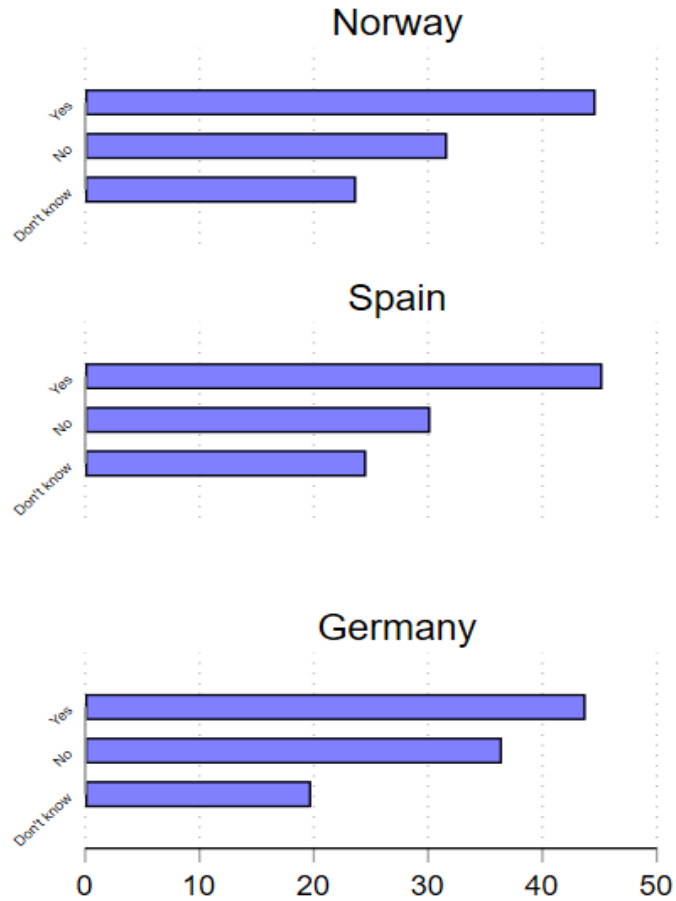
## Would you like to pay more? Copper



If placing stricter controls on the use of copper increased the price of organic food, would you be willing to pay more?

Percent of Respondents

## Would you like to pay more Plastics



If placing stricter controls on the use of plastics increased the price of organic food would you be willing to pay more?

Percent of Respondents

## Summing up:

- When asked consumers think it is important to phase out contentious inputs
- Consumers are concerned about broader issues than are presently in organic food regulations: climate issues
- Complex issues: High degree of «don't know» / «no opinion»
- Great regional (and national) variations in Europe.
- Southern European countries use organic food, organic labels more, more engagement in the answering. Whish for stronger regulations.
- Norwegians (and UK) high trust in the present food system. Lower engagment and knowledge (?).
- The high trust in food system actors a great potential for increasing organic food consumption

