

## Public opinion of contentious inputs in organic agriculture

### About the survey

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

### Background

The Organic-PLUS project examine new solutions to minimise or phase-out contentious such as:

- Antibiotics
  - Copper
  - Peat etc.
- and other sustainability issues:
- Use of fossil fuels (carbon footprint),
  - Transportation (food miles),
  - Plastic packaging,
  - Small-scale production,
  - Seasonal and local sourcing of food and feed

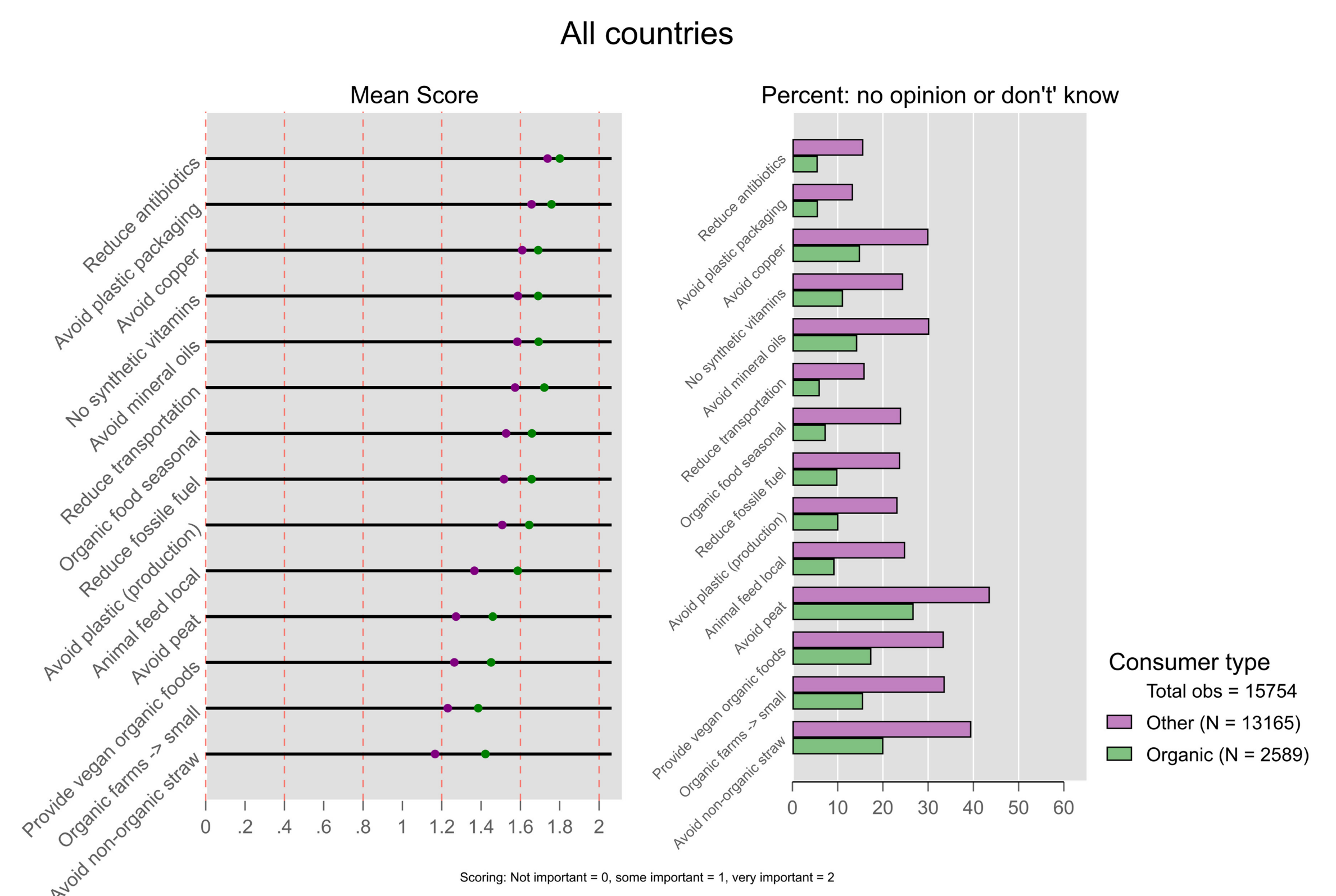
### Research questions

- What issues do consumers think are important in order to develop organic agriculture further?
- Are there differences in opinions between different groups of consumers?

### Ranking of contentious inputs

The following question was asked:

“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?”



### Results

‘Frequent organic consumers’, meaning that they eat organic food more than four times a week, more strongly than others emphasised to phase out contentious inputs (green dots). The ranking order was quite similar between organic consumers and the rest. Inputs that were ranked lowest, such as ‘avoid the use of peat as growing media’, ‘no use of straw from non-organic farms as bedding materials’ and ‘provide vegan organic foods’, all had exceptional high scores on ‘no opinion’ / ‘don’t know’. It reflects the complexity and low awareness about these issues among European consumer. Frequent organic consumers were more aware of issues related to organic food production.

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