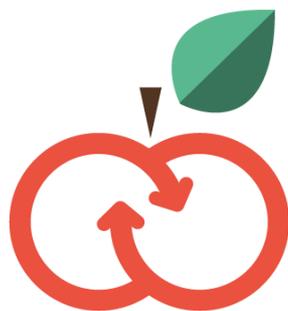


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FOOD QUALITY
FOR SUSTAINABILITY
AND HEALTH

Everyday eating practices and food consumption –

Thoughts around nutrition labelling and GIs

Gun Roos and Virginie Amilien

Consumption Research Norway- SIFO

OsloMet – Oslo Metropolitan University, Norway



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678024.

www.strength2food.eu

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Objective

- To share insights from our fieldwork in the Strength2Food project on everyday eating practices and food consumption.
- To reflect upon the way GIs and nutrition labelling can potentially contribute to healthier foodways or how products with these labels are perceived.



Our consumption perspective was based on 4 complementary phases:

- To plan
- To purchase
- To use
- To throw away



Planning and shopping



Source: <https://www.strength2food.eu/food-practices-and-quality-labels-in-european-households-gallery/>

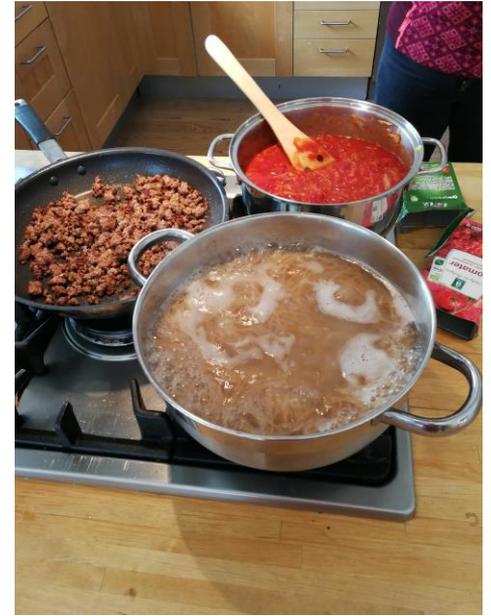


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Use -Cooking



Source: <https://www.strength2food.eu/food-practices-and-quality-labels-in-european-households-gallery/>



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Use - Eating



Source: <https://www.strength2food.eu/food-practices-and-quality-labels-in-european-households-gallery/>



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Disposal



Source: <https://www.strength2food.eu/food-practices-and-quality-labels-in-european-households-gallery/>



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Strength2Food project

The qualitative consumer approach used in the Strength2Food project, which aims at improving the **effectiveness of current policies on food quality designations**, shows that GIs (PDO, PGI and TSG) are not a visible part of everyday food practices in 40 households across 7 countries. And this was also confirmed by quantitative consumers surveys.

<https://www.strength2food.eu/>



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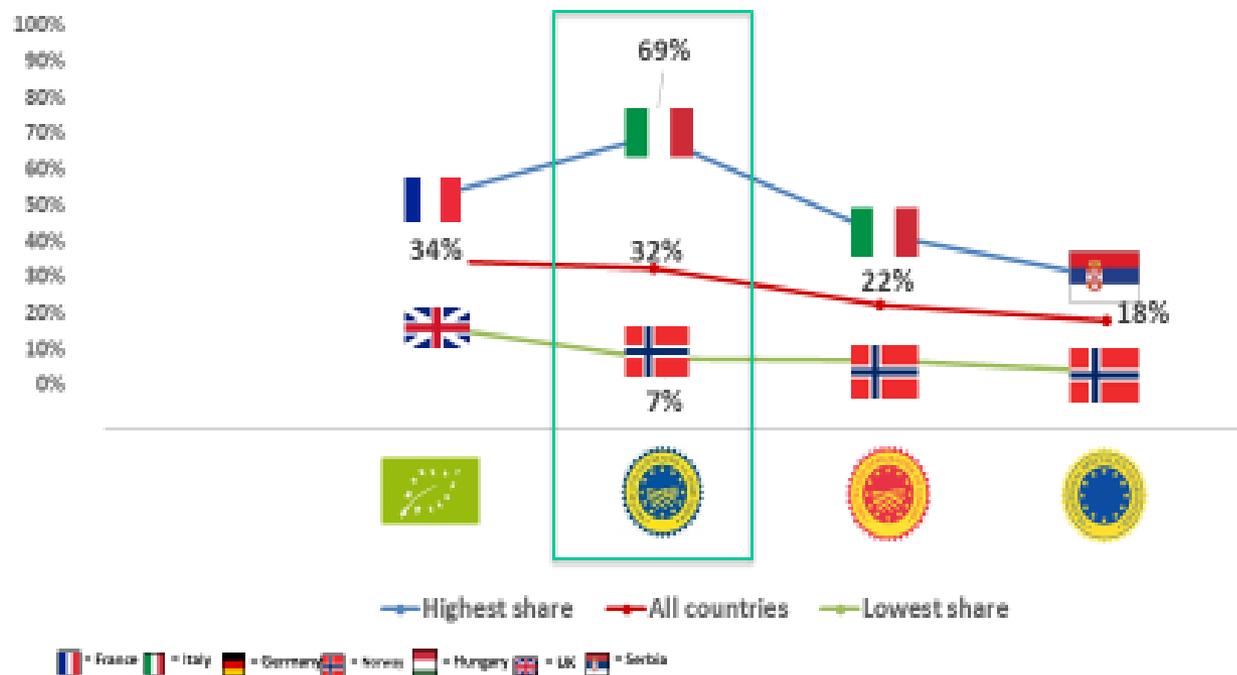
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Considerable Differences in Recognition of EU Labels by Country



Source: [Hartmann et al. 2019a](#)

6

Concepts

The Farm to Fork strategy aims “to empower consumers to make informed, healthy and sustainable food choices”.

Sustainable Healthy Diets = dietary patterns that promote all dimensions of individuals’ health and wellbeing.

ALSO includes **sustainable consumption** , “dietary patterns that have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable”.
(FAO-WHO, 2019)



GIs - Everyday eating

Consumers in our fieldwork know very little about GIs and seldom associate them to health.

- Difference between everyday food and special occasions.
- GIs = a labelling system that has mainly been made to support local agriculture and protect traditional food (Consumption and health are not a central issues).



Nutrition labelling - The Keyhole

The Keyhole symbol has been used as a common Nordic labelling scheme on food products in Norway, Denmark and Sweden since 2009.



Conclusions

Everyday eating

- GIs are not a visible part of everyday food practices.
- Close relationship central for the appreciation of the product and for trust.

Consumer approach shows

- A great interest in health but no special recognition of GIs as healthier.
- Focus on pesticides and chemicals in food products, but not much recognition of GIs as better in this field.

How to promote GI and health?

Two main issues:

- The cultural understanding of health or sustainability
- Communication about GIs and health



References

More information about S2F: Strength2Food website: www.strength2food.eu

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Facebook: [@Strength2Food](https://www.facebook.com/Strength2Food)

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