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## Discussion on Lecture 8

[Susanne Gjedsted Bügel](#)


18 Jun at 15:27

11

Discuss how we can increase the ecological awareness among the consumers?

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Pierre Poiran

19 Jun 2017

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Hi everyone,

I think that it's possible to increase the ecological awareness among the consumer by education and information.


Therefore, we have to create special course in our school in the aim of improve the knowledge of our child about nature. Indeed, in France there is a huge lack of how we produce our food. It's the reason why, people don't take care about our planet because very a big disconnection between people and earth. We can imagine a little farm in every school run by the students.

Moreover, we can imagine lot of advertisement on TV which provide informations about the right and the bad behaviour.

It's also possible by a government action. Indeed, I think government have to be more strict with incivility, and the polluters.

Pierre

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Bernhard Johannes Kahl

20 Jun 2017


⚙️

Hello all,

my question is how you personally percieve, understand and practically deal with food quality, specially in the context of how it would bring you to a personal relation to the food and through this maybe to how the food is produced? What are your criteria, when buying the food?

Johannes

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Diana Ismael

24 Jun 2017

⚙️

Hallo,

For me, food quality is related to food origin, food attributes.

A good food quality, in the past, meant to me good attributes: appearance, smell, taste and price. But after getting more knowledge about sustainability, food quality is more related now to sustainable food system. I concenter now that one of the most important criteria for food quality is environmentally friendly food.

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<https://absalon.ku.dk/courses/21676/users/157309>



[Hang Vu Thi Thu](#)

<https://absalon.ku.dk/courses/21676/users/157309>

23 Jun 2017

Hi everyone,

I would like to give my ideas on how to increase ecological awareness among consumers:

- I am really interested in incorporate ecological awareness agricultural tourism in which we will bring consumers to a farm. In the busy society, many families in the big city would like to spend their holiday in the rural area where they could enjoy the fresh atmosphere. Agritourism is an effective way to combine leisure and education, especially for those family having small children. Family members will be very relaxed while they get to know more about how farmers do organic agriculture. They will have an opportunity to engage in agricultural activities and also enjoy the vegetables/ food that they just water/ work. This would be a very interactive way to learn and children would love the lesson on a farm much more than the one in the classroom. People might be bombarded with the huge amount of information about environment or ecology via media but they will not really understand unless they are really engaged in one particular activity. So I think learning by relaxing is a good way to educate people

- Organize some contest or reality show which is engaged the concept of ecological farming. Influencers or key opinion leaders (movie stars, singer) are invited join to attract more attention from the audience.

Hope to get more comment and contribution from everyone for this issue

*Edited by [Hang Vu Thi Thu](#) (<https://absalon.ku.dk/courses/21676/users/157309>) on 27 Jun at 11:26*

<https://absalon.ku.dk/courses/21676/users/157246>



[Gloria Passuello](#)

<https://absalon.ku.dk/courses/21676/users/157246>

25 Jun 2017

I totally agree wit you! Recently I have been in Trentino (Northern region of Italy) and I have seen some small tourism/travel agencies engaging with farmers of the area in order to organise tours and special events for tourists interested in experiencing the processing on-farm of some products, partecipate to fruit harvest followed by processing workshops, bike tours in the farmland areas, tasting on-farm of traditional products, visit of the farm...

This can indeed be a great push to make people aware that the preservation of certain less intensive farm types which deliver certain benefit to the environment is very important and without those the landscape would probably change dramatically and such interesting activities could not be performed anymore.

Regarding the second question, my criteria when buying food are:

-ingredients list (I try to buy products with very low processing and I check that there are no additives or other added substances to the product)

-the sense of smell and touch plays also a role in my buying decisions

-regionality (for fruit and vegetable I mostly buy in farmers markets) and type of agriculture (organic vs conventional)

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Saturday

I agree that hands on experience have a much stronger learning impact. Another consequence of this could be gardening classes and school gardens incorporated into daily kindergarden and school life, in order to create awareness of weather, seasons, time and consistency in practice.

Furthermore, I think we need to teach to children to build a taste for the variety, for vegetables, for freshness, for quality. This could lead back to one of the previous classes talking about public catering.

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26 Jun 2017

Hello,

you´ve already had really good ideas (Education and agricultural tourism) to increase ecological awarness among the consumers. In addition i think it would also be helpful to create our food system more transparent. It should be much easier to get productinformations about production methods, animal husbandry, use of pesticides/other chemicals, fairness of the production..the most important aspects could be f.e. printed on the packaging or on posters next to the product.

A lot of people don´t even know how and under which conditions food ist produced. I think it is important, that aspects like productions methos, fairness, animal husbandry, etc. become more present again. People should get a link between the food they are eating and how it is produced.

Maybe this could help to increase the awarness of buying ecological and fair food.

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27 Jun 2017

Hello,

What you said Magdalena about transparency let me think about dematerialized datas for wine from great vintage -because of the price of the solution-. It consists on a bottle linked to an application thanks to an unique RFID chip, showing where the bottle is coming from (<https://www.wid.fr/technology> <https://www.wid.fr/technology>). A lot more information are also mad available to the consumer (origin, grape variety, associations ideas...). It currently seems expensive (more than 2 euros the RFID with digressive price) but there is a lot of very interesting innovations in the technologic sector applied to food sector to better transparency all along the food chain value. And it is a great solution facing the space available for this type of information on the packaging and point of sale advertising is very ponctual and require place ...

But promotion of sustainable products may also be done through a reorganization of the sailing point (It is also a way of promoting awarness to large population I think, and making it applicable easily for the consumer). For example, in the supermarket where I buy supplies, they reorganized the fruit and vegetable section with a new stall dedicated to seasonal (French I assume) vegetables (I go there now), (there is also a biological section like in most supermarkets).

About informations to the consumer I think it must not be time consuming for him to do the "good choice" between two

similar products (I personally chose the one which seems the more natural thanks to a quick check (labelling or packaging (this may be debatable because of green marketing) ... weighted with the price). Maybe (after education to explain how to read and understand it) a standardized presentation dedicated to environmental values could be required for packaged products (like the nutritional value score).

Edited by [Clarisse Emeline Oceane Loaec](https://absalon.ku.dk/courses/21676/users/157254) (https://absalon.ku.dk/courses/21676/users/157254) on 27 Jun at 20:26

[Sofia Elisabeth Berlinghof](https://absalon.ku.dk/courses/21676/users/157257)



<https://absalon.ku.dk/courses/21676/users/157257>

Saturday

I agree completely about the transparency, but I am sure the lobby will have some problems with the idea of marking characteristics of their product that discourage the consumer to buy it. One reason more to fight for it, for consumers to require clear information about their products. One holistic approach to this is the "Gemeinwohlökonomie" from Austria, a complex evaluating system for product quality based on their value for the common wellbeing (incl. social, environmental,...wellbeing). They suggest a traffic light colour marking system, according to which in the end taxes and customs should be redistributed

<https://old.ecogood.org/en> <https://old.ecogood.org/en>

I think, problems with this can be lack of information provided by the companies to evaluate their product, lobbyism, and the difficulty to measure and compare some of the included criteria. Anyways, it's been discussed in the EU, I'm not up to date on its current development.

I think the reorganization of supermarkets display for now is a good first step to lead consumer attention in a positive way to the "right" choice, which we seem to agree on could be seasonality and regionality.

◀ Write a reply...

[Mariana Maante](https://absalon.ku.dk/courses/21676/users/157252)



<https://absalon.ku.dk/courses/21676/users/157252>

27 Jun 2017

There is an example how people don't know where the food comes from: "A survey conducted by the Innovation Center for U.S. Dairy found that some American adults (7%) believe that chocolate milk comes from brown cows.

" (<http://www.fox32chicago.com/health/261896501-story> <http://www.fox32chicago.com/health/261896501-story>)

It means that we need to educate our children early on. Children also teach their parents. Textbooks are not enough. Hang Vu Thi Thu mentioned Agritourism which is a very good idea. I think that school gardens are also very good learning places.

◀ Write a reply...

[William de Montmolin](https://absalon.ku.dk/courses/21676/users/79790)



<https://absalon.ku.dk/courses/21676/users/79790>

Yesterday

Hey!

Lots of good ideas already, and I can't think of much else to add.

One thing that came to mind is urban gardening/urban farming initiatives which are generally volunteer-run spaces in urban areas for growing fruits and vegetables or keeping animals. Some examples in Copenhagen are [Byoasen](http://www.kobenhavnergron.dk/place/byoasen-i-de-gamles-by/?lang=en) (<http://www.kobenhavnergron.dk/place/byoasen-i-de-gamles-by/?lang=en>) and [Østergro](http://oestergro.dk/) (<http://oestergro.dk/>). Like many others here, I think that one method of increasing ecological awareness is to expose consumers to how their food is produced. These initiatives offer an opportunity to learn about things like seasonality, alternative farming methods, biodiversity, and more. They are accessible alternatives for people who don't have the time, means, or motivation to leave the city and visit a farm. They are also more accessible for families and schools. While these initiatives can be difficult to initiate and maintain, I think they are a great way to increase ecological awareness among consumers, especially those that are harder to target.

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