

## Events

**August 25-27, 2009**

International Organic Conference with focus on Nordic-Baltic Region  
Tartu, Estonia

**September 15-16, 2009**

Seminar on Organic Food in the Norwegian Defence  
Trondheim, Norway

**November 26-27, 2009**

iPOPY International Seminar, Copenhagen Pre-Climate Summit Event  
Copenhagen, Denmark

*The iPOPY group wish you a warm and nice summer.*

*Gorge yourself on the season's best organic fruits and vegetables!*

# Newsletter

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innovative Public Organic food Procurement for Youth

## From grandmothers tortellini to public food courses for parents

### - Is the survival of Italian food culture getting institutionalised?

As a part of the iPOPY project, policies on school meals are studied in all countries.

The rich Italian cuisine is deeply rooted in a popular food culture which is highly valued by almost any Italian. However, cultural practices that have developed and reproduced this culture over generations have changed profoundly. The images that many adults from Emilia-Romagna carry of grandmother preparing the tortellini or the whole production of olive oil from the oliveto to the table, might not mean very much to the next generation except from what they have seen on advertisements on TV.

In the Italian policies for school meals it is a central concern how to pass Italian food culture to the next generation as well as to parents. The reproduction and development of Italian food culture has moved over time from being almost entirely an indigenous process within the popular culture of families and communities to being considered more and more a task for institutions. The efforts of the system ranges from websites and courses to educate children and parents, to farm visits and arrangements with eldercare institutions where children, parents and the elderly prepare traditional meals together.

The institutionalisation of the Italian food culture raises a lot of questions. Can food culture really be reproduced in this way? The valuable child memory of grandmothers' tortellini can hardly be reduced to a small tasty piece of pasta, but is likely to be connected to a much broader set of cultural



School lunch in Italy. Institutionalisation of food culture?

values. The intention of the public institutions is to assist and empower the popular reproduction and development of food culture. However there might be a risk, that the institutions actually undermine the capacity of indigenous reproduction and development of the food culture by taking away ownership or pulling the food culture out of its contexts. In a Habermasian terminology it could be described as a risk of colonisation of the Lebenswelt by the system. On the other hand, the initiatives of the institutions could also be seen as a way to protect popular food culture from the impacts of market forces.

There are many more important aspects and questions to be added to this discussion which can not be treated here, not mentioning the attempt to give possible answers. But we have given a taste on one of the discussions which are going to be treated in policy studies.

*Sune Netterstram and Niels Heine Kristensen*



## innovative Public Organic food Procurement for Youth

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In iPOPY we study drivers and constraints for public organic food procurement (POP) in practical cases in Denmark, Finland, Italy and Norway.

iPOPY is a co-operation between Denmark, Finland, Italy and Norway. German researchers also participate, funded by the Research Council of Norway.

The project is funded by the CORE Organic Funding Body Network, which is a cooperation between 11 European countries resulting from the EU-supported ERA net CORE Organic.

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## Certification authorities in Europe - intermediate result

### Heterogeneous situation in Europe - "The only constant is change"

During the last few months the University of Applied Science in Muenster, Germany, represented by Carola Strassner and Melanie Lukas assessed the work of the organic certification bodies in the iPOPY-countries. The main focus was on the certification of public mass catering, commercial catering and restaurants. The study will provide an insight into the work of the certification authorities and represent the current situation.

Every certification body in the iPOPY countries is questioned about their work and asked about the out-of-home market and the future development in this field. We used the newest list of bodies or public authorities in charge of inspection. Additionally we interviewed some experts for their individual statements.

The work is still in progress: we have finished the fieldwork in Norway and are continuing with interviews in Finland, Italy and Denmark.

It is foreseeable that the result will reflect the very heterogeneous situation in the included countries. Denmark and Finland have designated public inspection bodies while Italy and Norway have approved private inspection bodies, hence the way certification in mass catering is dealt with is very different, even if all act conform to the EU

Council Regulation.

The certification process has to be changed because of the new Council Regulation (EC) No 834/2007, which affects all iPOPY countries. It is only possible to analyse today's situation in detail and to follow the development in the participating countries.

For example looking at the Danish system, the so-called "Smiley-system" is widespread throughout the country. It is common and the customer appreciates this system. Since January 1st 2009 an additional and newly established system, the "Gold, Silver, Bronze" - labels to advertise and promote organic food were created. Customers now have to deal with a new label and a new standard.

With our present knowledge we can conclude that the situation in Norway is very clear because of the given structures. Every certification activity is regulated by Debio and this organisation is the main actor in every organic certification activity in Norway.

The fieldwork is continued to get a detailed reflection of the situations in the iPOPY countries and to compare the systems with each other. This way, we should be able to identify strengths and ascertain room for improvement.



*Melanie Lukas and Carola Strassner*

The Danish "Gold, Silver, Bronze"-labels for organic food in the restaurant and catering businesses.