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INVESTING IN YOUR FUTURE



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FOODWEB



**LATVIJAS
UNIVERSITATE**

ANNO 1919
UNIVERSITY OF LATVIA

International seminar „Footprints of Food: from data to awareness“ Summary by Sirpa Kurppa

10.10.2012 Tallinn, Estonia

What do we know about environmental impacts of food?

1. How not to eat away our planet's future - *Tuomas Mattila*

- Climate change is not the biggest problem – that is **land use**
- After 2025 more than 50% of the land area **globally** taken to cultivation
- Land use – biodiversity; different scales of land use impact to biodiversity
- *Pasture fed meat*

What kind of public data is available?

2. Data sources on environmental impact of food – *Virpi Vorne*

- Climate change is global
- Eutrophication important in Baltic Food shed context
- **Look at your own lunch plate**
- Farmed fish – major amount of eutrophication from raw material production
- Missing data: organic, local-global, packing, import countries
- Do not waste food!
- *Milk – beef ...allocation of impacts*
- *Transportation – which vehicles cost most impact*

2. Web-based nutritional data sources in Estonia - *Ann Joeleht & Tagli Pitsi*

- NutriData information system
- **Data base** - Finnish Micronutrica
- kama – talkkuna...
- Sea buck thorn - rye bread
- **Dietary analysis**, 1-3 levels from basic user to professional users – exemplary recepies or own made
- **DMI calculations – comparisons – recommendations**
- **Minerals, vitamin % of recommended level**
- *Comparison to other countries*
- *Vitamin D in fish*
- *Funding is a slight problem*

How to make sense of all that data?

3. Risks and benefits on our lunch plate – *Tuomas Mattila & Veljo Runnel*

- Demonstration of the calculator
- **Difficult to meet the requirements and risks at daily bases – you need the weekly approach**
- *Where does the data come – EFSA database?*
- *How representative the data is?*
- *How should we express the quantities*
- *Careful with fatty acids – calculation and interpretation*

3. Life cycle thinking on examples of ketchup and fish - *Siret Talve & Juha Grönroos*

- Ecolabelling – reliability? – LCA a good base for this
- Avoid burden shifting! **Help of directing improvements**, or make a choice between input or commodity alternatives
- Ketchup example – origin of tomatoes – processing – packaging - transportation - retailing – home activities – day to day operations
- Consumers – refrigerator – wasting of food – how you go to shop, if by car buy more -season
- Demonstration from web page foodweb.ut.ee
- *Help you to direct your behaviour change*

From data to awareness

4. Finnish-Estonian-Latvian study: awareness about food and environment – *Triin Esko*

- Contextual position of the awareness study
- Target group children (and parents)
- Dietary habits, food related risks, BS region
- Shopping: Delicious, good for health
- Shopping/adults: national/local production, own, organic, not genetically modified
- Shopping/students: animal rights
- Clearer distinction about conventional and environmentally good products
- **Awareness is important**
- **Further follow up in form of more deeper analysis is needed**

4. How food companies lower their footprint? - *Aki Finer*

- Raisio Group: Plant based food and feed
- Raisioagro and Raisio Brands: Elovena, Benecol
- Healthy and ecological snacks; **Healthy Ecological and Mobile**
- Carbon footprint scale in products
- Operations to lower carbon footprint – through contract cultivation EcoPlus (energy), CarbonPlus (CO₂ eq), WaterPlus (eutrophication) - **CarbonPlus tool**
- Collaboration with other stakeholders (Yara)
- *Soya production*
- *Collection of information – use of default values >< original data*

4. How much goes to waste? - *Peter Boerefijn* (*Estonian Foodbank*)

- Estonians throw away food as much as a load of 15 000 trucks – 350 000 tons of food
- 275 kg per person in EU
- First foodbank in USA 40 years ago
- Where to get food
- **How to certify food safety when avoiding waste – interpretation 'best before' date**
- Importance of social pressure
- Good guidelines important!
- *Definition of 'food' and 'thrown away' – edible food – frown away may be frown to animals*

4. How to present the environmental impacts of food interactively? - *Helin Haga*

- Expectations of science centre visitors – touchable things – linkable to everyday life or imitation of real life situations - concrete – exciting – appealing a wide group
- Information should not offend anyone
- Who should build exhibition?
- Examples of coming exhibition
- *Do you want influence behaviour of the visitors?*
- *Help them to see what kind of information is out there*
- *Not everybody relies on the fridge and ketchup example*

4. Food communication models in practice - *Raimonds Ernsteins*

- Three audiences: teachers, food cycle organisations, communicators
- Coastal framework – 4 pilot regions
- Surveying particularities of coastal areas – experiences in order to build up package of communication tools
- Not just information <> values, attitudes, motivation
- Collaboration communication model: public, business, municipalities, administration + media in the centre
- Complementary elements: information, education, participation, behavior
- Self-experience communication – shared experience – personal level
- Governance + communication problem orientation – municipality l.
- In addition to young families also elderly important group
- Joint puzzle approaches not so common
- **COLLABORATION IS THE KEYWORD**

Open discussion –
Alex Lotman & Sampsa Kiianmaa

- **Are we discussing about UTOPIA – NO – food waste – overconsumption – values – competition (does not go anywhere) – relatively poor rich countries – land use for meat production – agriculture is policy driven – CAP money waster – European farming model – CA undermining sustainability – how much is CAP locked to market orientation – who can make rapid change? – not consumers! – sustainable food should be a default and easy to buy**

Open discussion –

Alex Lotman & Sampsa Kiianmaa (2)

- Top-down approach – ultimate change have to come bottom up – but not **only** from consumers – how we behave as citizens – big companies account
- Why are we not protesting – it is not encouraged – important to have easy access to sustainable food products – eco idles
- Remember where we are just now – this is funded by EU – we need decisions, recommendations etc. – awareness helps – EU hopefully will act – awareness do not necessary cause actions – there are some actions, but again where is the progress – one good thing in consumer behaviour – **you can do something immediately** - sometimes you just do not have the choice

Open discussion – *Alex Lotman & Sampsa Kiianmaa (3)*

- **Regulations too complicated – CAP for next period: basic payment that has no objective – this is environmentally negative as it is used for extra input**
- **Do we have attention in regional level? – regional environmental measure – one submeasure that is for all of us – a lot of networking for coordination – difference between countries on how active the companies are in listening society – they call WWF – in Finland companies very conservative – what is the logic in the behaviour of companies**

Open discussion – *Alex Lotman & Sampsa Kiianmaa (4)*

- **Where are the producers and entrepreneurs- what is main limiting factor why only one foodbank – what kind of grass root initiatives used – one cannot compare Finland and Estonia (some elements we are not in same time) – what would it require for you to put up an initiative – break down the roles limiting different stakeholders – now it is young that are active – but still very important what supermarket do**
- **We do not need always more regulation – EU regulations – some countries implement those in a flexible way concerning small enterprises – we need deregulation**

Sincere thanks for your interest!

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