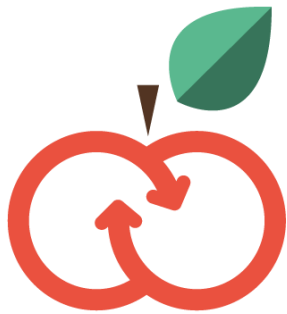


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Everyday eating and GIs – tradition and health

Virginie Amilien and Gun Roos

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.

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Aim of GIs

- Support local agriculture
- Celebrate regional traditions and know how
- Preserve local identities - culture and nature - and enhance cultural heritage
- Protect the intellectual property and rights of local producers
- Protect traditional food from imitation and unfair competition



Consumers and GIs

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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Shopping



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

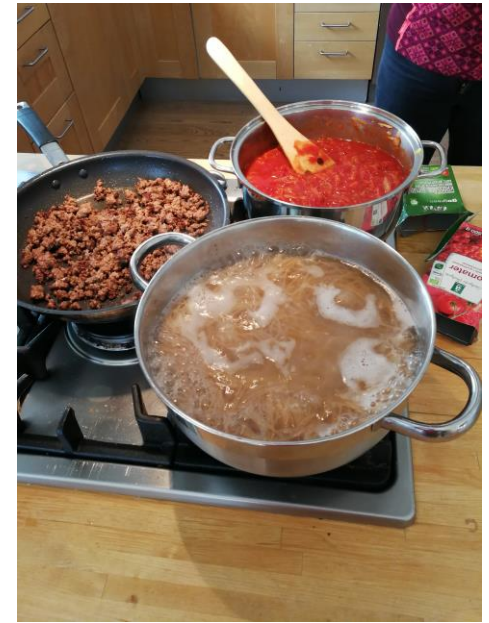


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Cooking



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



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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/>

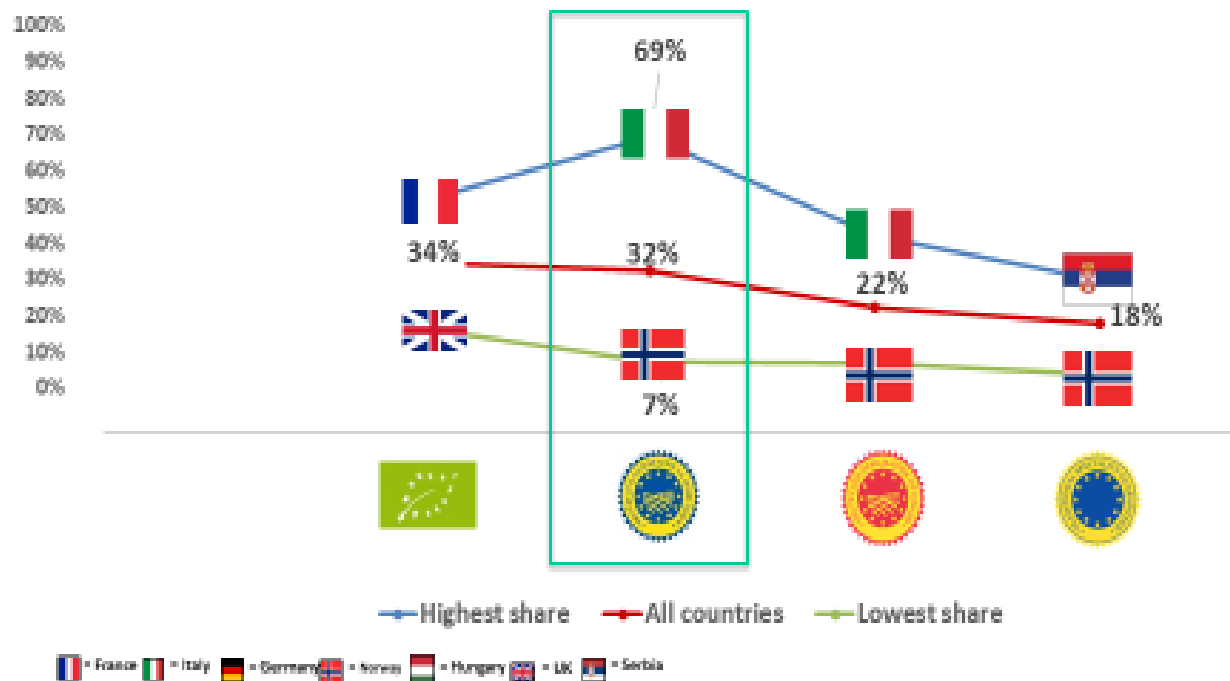


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Considerable Differences in Recognition of EU Labels by Country



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

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Consumers **do not know much about GI specifications** that producers follow and respect. But they were concerned about health and nutrition, during all the studied phases of food consumption.

Potential:

More information about GI specifications may contribute to a more diversified and healthy diet.



The way GIs are produced

S2F fieldwork observation: Ambivalent relationship/perceptions. Consumers often associate GIs with “better”, “greener” and “healthier”. But on the contrary they can also associate GIs with traditional food based on older recipes/conservation methods with too much salt or sugar.

Fresh food products: GIs and traditional products are often perceived as closer to organic production (less chemicals and pesticides etc.)

Processed food products: GIs and traditionally produced products vs. ultra-processed products. It is for health reasons recommended to avoid or limit ultra-processed food products.



GIs - traditional products anchored in local culture

- a potential through the close relationship between people and food/consumers and producers.
- Close relationship central for the appreciation of the product as well as a pillar for trust.
- Know-how and local culture: It could potentially be a healthier value in small scale production, BUT all GIs are not small scale.
- Small scale produced GIs can emphasize the closeness between local place and local people who consumers can meet
- Large scale produced GIs can find a similar relationship, but has to virtual – hyperreal



GIs - Everyday eating, tradition and health

“Health” and “healthy diet “ – definitions vary from culture to culture. GIs are different from product to product/country to country/etc.

Need to explore how cultural references may have impact on consumer behavior and see how this could be a mechanism to encourage healthy diets (or not).

Experts who recommend raw food/vegan food/home made food, advise to choose organic food and fresh food. In southern Europe they recommend “terroir food” .



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?

- Information flyers and traditional marketing methods have not worked - maybe better with educational programs, workshop and interactivity with food shoppers and eaters.

What type of research would we need on this issue?



References

More information about S2F:

Strength2Food website: www.strength2food.eu

Twitter: [#Strength2Food](https://twitter.com/Strength2Food)

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

Amilien, V., et al. (2018). Ethnographic Study: Qualitative Research Findings on European Consumers' Food Practices Linked to Sustainable Food Chains and Food Quality Schemes, Strength2Food Project Deliverable 8.2. <https://www.strength2food.eu/2018/09/27/qualitative-research-findings-on-european-consumers-food-practices-linked-to-sustainable-food-chains-and-food-quality-schemes/>

Arfini, F., Bellassen, V. (Eds.) (2019). Sustainability of European Food Quality Schemes. Multi-Performance, Structure, and Governance of PDO, PGI, and Organic Agri-Food Systems, Springer. DOI: 10.1007/978-3-030-27508-2

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