

A Successful Method for Increasing Purchase of Organic Food in Public Catering—Examples from Scania, Sweden

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Abstract

Organic Marketing Centre has actively worked for an increase in the purchase of organic food by the public catering sector in Scania, Sweden, since 2001. During this period, the percentage of organic food purchased by the public sector has increased from less than 1% in 2001 to 6% in 2006. The share of organic milk (1.5% fat) sold to the public sector in Scania increased from 23% in 2001 to 49% in 2006.

The method used in our work is the following: First we initiate the formation of a team of decision makers among the local authorities. They then suggest an objective for the purchase of organic food, to be politically decided. The objective has to gain approval from all parts of the organization. After that a strategy for implementation must be formulated. The public procurement process must be adjusted and purchase routines changed. Usually, education of staff is needed to increase the understanding of why and how they are going to buy more organic food. After that the strategy can be realized. The last but not least important step in the process is the follow-up of the results that should be a part of the strategy. When the objectives are fulfilled, it is time to formulate new and more ambitious ones.

The local authorities, which have formulated clear objectives for the purchase of organic food, are also those that consume the highest proportion of organic food.

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