

**Progress Report 2008 and
Application for Continuation in 2009**
for research funding under the research programme:

Research in Organic Food and Farming
International Research Co-operation and Organic Integrity
(DARCOF III 2005-2010)
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1. Project title and acronym

**The Viability and Stability of Demand: The Future Outlook for the Organic Market in Denmark
(CONCEPTS)**

2. Project journal number

3304-FOJO-05-15-02

3. Project period (month, year)

Start of project: March 2006
End of project: December 2009

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Thomas Bøker Lund was appointed PhD student on a different project as from March 1st 2008.
Sigrid Denver is employed as a PhD student in the project and is involved in all three work packages. Sigrid has maternity leave from 26. May 2008 - 1. February 2009
Karsten Klint Jensen is involved in WP2.
As Pernille Kaltoft no longer works at the National Environmental Research Institute, Mette Jensen now undertakes Pernille's tasks as responsible scientist in WP3.
Anne Holst Andersen will be involved in WP3 instead of Pernille Kaltoft.
Olaf Rieper is involved in WP3 due to a transfer of tasks from IHE to AKF.
Signe Krarup has left AKF for another appointment by 1. April 2008.
Hanne Warming is involved in WP3 from 1. September 2008
Lars Gårn Hansen has left AKF for another appointment by 1. September 2008

7. Midterm description of the project, its results and progress, and application for continuation in 2009

A. Project summary

The summary contains a shortened version of the text in the progress report 2007 to set the context for the 2008 activities.

In **Work Package 1** we study how consumers categorise organic food products in the context of everyday shopping and meal preparation. It is usually assumed that the demand for organic products is due to people's concern with health, animal welfare or the environmental impact of food production. However, recent research shows that consumers tend to conceive these and other attributes of organic products as an *integrated* whole. Another type of conception is the *diffuse* way, where consumers conceive that the attributes of organic products are separate and distinct. The purpose of this work package as originally formulated was to identify demographic and social characteristics of consumers who categorise organic products in these two ways and investigate the relationship between consumer characteristics and attitudes towards food products, producers and production methods, as well as willingness to pay a premium price for organic food products. As noted in an earlier report (Progress Report 2007), these objectives were expanded by CONCEPTS partners in the course of 2006, a main focus of the qualitative work undertaken becoming that of identifying differences between consumers in a manner that could later be exploited for the purpose of identifying consumer segments on the basis of quantitative data.

We use a choice experiment to investigate how preferences for food attributes (such as food safety, animal welfare, environmental impact, convenience, etc.) depend on whether the attributes are provided as part of an organic product or provided individually. In this way, we can test whether preferences for individual attributes are *context dependent*. More over, this method is used to determine the extent to which willingness to pay a premium price for organic food products is dependent upon the criteria employed in consumers' mode of categorising organic products.

In 2008 we have

- Worked on designing the choice experiment.
- Made preliminary analyses on organic consumers and healthy diet
- Sent out a questionnaire to the GfK panel in the spring 2007.

In 2008-9 we will

- merge the GfK data set with the data from the questionnaire in order to classify and group panel members according to purchasing behaviour, perceptions of the organic products and consumer characteristics. In light of earlier qualitative results, we will attempt to identify the character of consumer segments based on quantitative analysis.
- Complete design of the choice experiment and carry out the survey. The experiment will be conducted in conjunction with the experiment in Work Package 2.
- write five working papers documenting the methods used and the achieved results.
- write and submit three articles to international journals.

In order to assess the stability of the demand for organic food, the purpose with **Work Package 2** is to study how information about various key issues with regard to organic food products influences consumer risk perception and food choice behaviour. In particular, we hope to identify different groups of consumers according to the characteristics of organic products and production they find most important, why they do so, and how robust these groupings are with respect to changes in information

Our main hypothesis is that consumer preferences for different attributes are context dependent. Hence, statements such as 'willingness to pay for food safety' are too simplistic and do not capture the true demand behaviour. In this work package, we will test the following hypotheses: First, the 'convenience' attribute might be relatively more important in conventional food than in organic food, second, zoonoses might be considered more acceptable in animal products from organic than from conventional production, third, major profits to processors rather than to farmers and growers might be less tolerated in organic production, and finally, high degrees of import, foreign control schemes and

processing may be less accepted for organic products.

The work in this work package consists of two parts. Firstly, to give a more nuanced understanding of the values underlying organic production and consumption through a philosophical reflection. The organic properties are meant to realise a set of values: health, ecology, fairness and care. Secondly, we aim to reveal consumer preferences by using methods based on observed as well as revealed preferences. We apply *choice experiments* to reveal the effects of information about documented differences between organic and conventional products with special attention to differences in extent of import, control and processing and allocation of profits through the organic food chain. By using choice experiments to elicit consumer preferences, it is possible to identify the perception and valuation of specific attributes and how they vary across socio-demographic characteristics and other background variables. Beyond using a choice experiment we apply a *panel data analysis* in combination with media data to assess the effects of food scares and other types of information on the actual purchasing patterns of various types of households. The strength of our approach lies in utilising new possibilities for linking media information flows to household media habits and again to actual purchasing behaviour (through the GfK household panel data set) by using a panel model approach.

In 2008 we have

Collected information about media coverage of organic as well as conventional fruit and vegetables. The media included covers articles in Danish newspapers that can be bought from Danish Media, a database covering twelve newspapers (Berlingske Tidende, B.T., Ekstra Bladet, ErhvervsBladet, Fyens Stiftstidende, Information, Jyllands-Posten, Politiken, Vejle Amts Folkeblad/Fredericia Dagblad, Aktuelt, Weekendavisen and Flensborg Avis).

In 2008-09 we will

- based on the experience from observed data and the literature review design and carry out the choice experiment. The experiment will be conducted in conjunction with the choice experiment in Work Package 1.
- link media coverage with the weekly GfK data household in order to show the impact of new information on demand.
- based on the philosophical reflection in the project, an international paper on organic farming and the care for nature is in progress and planned to be completed by the end of 2008.

Work Package 3 studies changes as well as underlying tensions and dynamics in the demand for organic food at the household level. The aim is to analyse the mechanisms underlying levels and changes in levels of demand at the household level, with particular regard to socio-demographic changes, changes in consumer conceptions of products and tensions between consumer and citizen perspectives on organic food. The work package comprises both qualitative and quantitative studies.

The qualitative part of work package 3 consists of two studies, both focusing on different aspects of the interplay between consumer and citizen perspectives on organic food. The point of departure for these studies is, on the one hand, the ongoing debate about consumption of organic food as a political statement or even as a form of political participation and, on the other hand, the apparently paradoxical gap pointed out by previous research between citizens' positive attitudes towards organic food production and their more modest consumption of organic food. The studies ask how and to what extent political attitudes and values in relation to organic food production are manifested in everyday life consumption practices, how politically oriented and private motives and rationales interact in food consumption practices, and based on this whether or not consumption of organic food can be understood as a form of political participation. Each parallel study will be based on interviews and in some cases observation of shopping trips with respondents from a minimum of 15 households with varying demographic characteristics. Respondents will be chosen on the basis of preliminary telephone screenings identifying basic demographic characteristics as well as attitudes towards organic food production and reported habits regarding consumption of organic products. The two qualitative studies will be undertaken sequentially in time, the first study identifying and exploring a number of broader themes, some of which will be investigated in further detail in the second study.

Hypotheses yielded by the foregoing qualitative studies, as well as the results yielded by work undertaken in WP1 and WP2, will be tested by means of quantitative data collected from the households in the GfK panel through three postal questionnaires (one already carried out in 2002, one undertaken in 2007 in conjunction with WP1, and one administered in 2008 as part of WP3). We expect to be able to follow changes for most of the household panel, since a significant number of panel members stay in the panel during more than a few years. Thus, 943 households in the panel have both completed the

questionnaire in 2002 and again in 2007. Using the three questionnaires enables us to track changes over time in attitudes and orientation driving organic preferences, the underlying perceptions and conceptions and link these to changes in lifecycle and social situation. Using the extensive food purchase diary data available for the panel we will also estimate how organic food demand are affected by these changes as well as prices and information loadings (see WP2). Identification of dimensions of orientation (so-called lifestyles) will be done using factor analysis or latent class analysis. Dimension values for households will in turn be used as conditioning variables when food demand is estimated using panel data techniques. Moreover, an analysis of the GfK data set in the same time period will be carried out in order to track dynamic changes in purchasing patterns of households with respect to organic foods, identifying relationships between household types, changes in the socio-demographic characteristics of the household, level of consumption and frequency with which specific product types were purchased, and differences across sales channels (store choice).

In 2008 we have

- sent a questionnaire to the GfK panel in spring 2008.
- made preparations for the qualitative studies, planning qualitative interviews and observations to be undertaken during the course of winter/spring 2008-09

In 2008-09 we will

- undertake qualitative studies by means of personal interviews and in some cases observation of shopping trips in order to examine the interplay between citizen and consumer perspectives on organic food.
- examine the relationship between changes in socio-demographic characteristics, purchasing pattern and changing perceptions of organic products, producers and production methods in the time period 2001-08.
- write four working papers documenting the used methods and achieved results.
- write and submit at least four articles to international journals.

Table A.1: Work package list (from application)

WP No.	WP title	Responsible scientist	Budget DKK	Start	End	Deliverable No.
1	Categorisation of organic products	KOJ	2,678,614	01-2006	12-2009	D1.1-D1.8
2	The effects of information about key issues	TC	3,379,646	01-2006	12-2008	D2.1-D2.4
3	Explaining changes in demand for organic foods at household level	MW	3,941,740	01-2008	12-2009	D3.1-D3.8
Total			10,000,000			

B. Objectives and expected achievements

The project seeks to address the challenges presented by the production, processing and distribution of organic foods in Denmark with regard to the maintenance and development of consumption by:

- analysing the extent to which consumer confidence in organic foods is based upon a conception of 'organic' as constituting an *integrated whole* such that any particular benefit, seen in isolation, is valued less than the same attributes seen as a whole,
- analysing apparent paradoxes and contradictory trends in consumer conceptions of organic products, with particular regard to the effects on product preferences of new information concerning the character or consequences of organic production, processing, international distribution, certification and labelling of products,
- analysing the mechanisms' underlying changes in levels of demand at the household level, with particular regard to socio-demographic changes, changes in consumer conceptions of products and tensions between the roles of *consumer* and that of *citizen*,

- providing a consolidated assessment of recent, current and future trends regarding the consumption of organic food products with particular regard to the viability and stability of demand, as well as concrete recommendations to other stakeholders involved in the organic food market in Denmark.

C. Midterm results and progress

C.1 Description (summary) of main results and conclusions for each year

Results and conclusions achieved in 2008

Results and conclusions achieved in 2006 and 2007 are presented in progress report 2007 and are not repeated here. This section contains therefore mainly new results achieved in 2008 (until 1. October 2008).

The questionnaire

Based on an evaluation of the answers from 2007, the survey questionnaire from 2007 was reduced and new questions were added, mainly to improve our understanding of the general lifestyle of the individual households. Questions used to define segments for the 'videnssyntese' in 2007 were maintained. Tree out of five questions in the 2007 version has been maintained in the 2008 version. The questionnaire was sent to all 2,325 households in the GfK panel and completed by 1,821 households in the time period from 30 April to 18 May 2008 yielding a response rate of 78%. Data were not received at AKF until the end of August, and an initial analysis of survey data has been therefore not been undertaken yet.

Preliminary analyses of organic consumers and healthy diet

Using GfK data from 2006, we looked at the product-specific organic consumption by the four consumer groups. We found that heavy users hold the highest organic budget share for all product categories whereas medium and light users can be heavy, medium or light users of the different product groups. Heavy and medium users have a remarkably high demand for organic milk and eggs – 80% of the milk purchased by heavy users is organic and 40% of the milk bought by medium users is organic. Similar, 65% of the eggs demanded by heavy users are organically produced against 30% for the medium users. The organic share for the product group *other* is below 5% indicating that the most frequently purchased organic products are captured by the ten product categories included. In particular, it is worth noticing that medium and light users have much higher organic budget shares in vegetables than in fruits despite the fact that those categories often are recommended jointly in public health campaigns etc. An analysis of the price premiums indicates that the price premiums for fruits are 35-70% while for vegetables 20-45% (Denver et al. 2007) which might indicate that medium and light users are more sensitive to price premiums than heavy users are, but further research is necessary to validate this interpretation.

Knowing that organic food varieties are more expensive, it was surprising to see that while differences in organic expenditures exist across user groups the overall food budget is approximately the same for all consumers. This raises the question of whether the four user groups differ with respect to their general diet.

We found a positive relationship between the organic budget share and the consumption of fruits and vegetables. This indicates that heavy users consume more fruit and vegetables than other types of consumers. In addition, a negative relationship between the organic budget share and the consumption of meat, coffee and butter can be seen. The data therefore indicate that heavy users have a healthier diet than other consumers.

By linking the purchase data with questionnaire data, we found many signs of heavy users being more concerned and aware of a healthy life style. Firstly, we found that own and children's health is a major argument for heavy users for buying organic food and it is perceived much more important than for other organic buyers. Secondly, for two thirds of the heavy users as opposed to only one third of non-users, it is vital that their diet is healthy. Besides, more than half of the heavy users answered that they do not prefer tasty food to healthy food (if they had to trade off). Thirdly, it is significant that heavy

users know what to eat to have a healthy diet as opposed to only one third of non-users. This shows, that many consumers think that healthy eating is important – and in particular heavy users. More than 80% of heavy users relate healthy eating to organic food as opposed to only 20% of non-users.

C.2 Fulfilment of deliverables and milestones

Deliverables list

Work package 1						
Deliverable No	Deliverable title	Lead scientist	Delivery date	Allocated scientific person moths	Type of deliverable	Fulfilled (ok) or deviations (d)*
D1.1	Working paper documenting focus groups interviews	KOJ	01-08	10	O	ok
D1.2	Working paper documenting questionnaire and survey results	LMA	12-08	4	O	d
D1.3	Working paper documenting panel data set and methods	LMA	12-09	7 (7½)	O	
D1.4	Working paper documenting choice experiments	TC	12-09	2	O	d
D1.5	Working paper regarding categorisation of organic food products	KOJ TC KKJ	01-09	2	O	
D1.6	International paper regarding analysis of relationships between main categorisation principles and household characteristics such as socio-demographic situation, values and attitudes	KOJ	12-09	5	S	
D1.7	International paper regarding analysis of relationships between main categorisation principles, household characteristics and purchase pattern	LMA KOJ SIS LGH	12-09	3	S	
D1.8	International paper regarding the relationships between main categorisation principles and consumer valuations	LMA	06-09	2½	S	

* Deviations are to be further discussed in D.

Milestones list

Work package 1			
Milestone No	Milestone title	Delivery date	Fulfilled (ok) or deviations (d)*
M1.1	Focus groups interviews	12-07	Ok
M1.2	Questionnaire survey among panel members	12-07	Ok
M1.3	Choice experiments	12-09	d
M1.4	D1.6 submitted	06-09	
M1.5	D1.7 submitted	12-09	
M1.6	D1.8 submitted	06-09	

* Deviations are to be further discussed in D

Deliverables list

Work package 2						
Deliverable No	Deliverable title	Lead scientist	Delivery date	Allocated scientific person moths	Type of deliverable	Fulfilled (ok) or deviations (d)*
D2.1	International paper on the effects of foods scares on purchase pattern	SIS	06-09	7½ (8)	S	
D2.2	International paper on the importance of key elements regarding human health and animal welfare	PS KKJ	12-09	5 (7)	S	
D2.3	International paper on the importance of key elements regarding import, processing and control	TC	12-09	8	S	
D2.4	International paper on the importance of key elements regarding food safety (zoonosis) and profit allocation/direct sales	TC	12-09	8	S	

* Deviations are to be further discussed in D.

Milestones list

Work package 2			
Milestone No	Milestone title	Delivery date	Fulfilled (ok) or deviations (d)*
M2.1	Choice experiments	08-09	d
M2.2	Panel data analysis of the effects of food scares	01-09	
M2.3	Econometric estimations of consumer ranking	12-09	d
M2.4	D2.1 submitted	06-09	
M2.5	D2.2 submitted	12-09	
M2.6	D2.3 submitted	12-09	
M2.7	D2.4 submitted	12-09	

* Deviations are to be further discussed in D.

Deliverables list

Work package 3						
Deliverable No	Deliverable title	Lead scientist	Delivery date	Allocated scientific person months	Type of deliverable	Fulfilled (ok) or deviations (d)*
D3.1	Working paper documenting first round of personal interviews with consumers/citizens	OR*	12-09	10	O	
D3.2	Working paper documenting second round of personal interviews with consumers/citizens	MJ	12-09	7	O	
D3.3	Working paper documenting first and second questionnaire surveys	SK	12-09	4,5 (5)	O	
D3.4	Working paper documenting panel data analysis	LMA SIS	12-09	12 (12½)	O	
D3.5	International paper on the role of modes of categorising organic products regarding changes in purchase pattern	OR KOJ MJ AHA	12-09	5	S	
D3.6	International paper on the role of social/life cycle situation regarding changes in purchase pattern	LMA SIS	12-09	12½	S	
D3.7	International paper on the role of changes in underlying values and attitudes regarding changes in purchase pattern	MW LMA SIS	12-09	3,5 (5)	S	
D3.8	International paper regarding the importance of households acting as citizens versus consumers	MJ	12-09	7	S	

* Deviations are to be further discussed in D.

Milestones list

Work package 3			
Milestone No	Milestone title	Delivery date	Fulfilled (ok) or deviations (d)*
M3.1	Personal interviews with consumers/citizens (1 st round)	12-09	
M3.2	Personal interviews with consumers/citizens (2 nd round)	12-09	
M3.3	First questionnaire survey	12-07	ok
M3.4	Second questionnaire survey	12-09	ok
M3.5	Panel data analysis	12-09	
M3.6	D3.5 submitted	12-09	
M3.7	D3.6 submitted	12-09	
M3.8	D3.7 submitted	12-09	
M3.9	D3.8 submitted	12-09	

* Deviations are to be further discussed in D.

D. Description of deviations and subsequent adjustments of plans

During 2008 there has been minor changes in the project staff.

Signe Krarup, Lars Gårn Hansen and Thomas Bøker Lund have left for other appointments. Olaf Rieper (research director AKF) replaces Signe Krarup in her function as a project coordinator. Laura Mørch Andersen and Tove Christensen has replaced Signe Krarup as a lead scientist of some of the

deliverables.

NERI's part of WP3 has been converted into a PhD for Anne Holst Andersen, with Mette Jensen (NERI) as supervisor. This does not affect any milestones and deliverables, as these are fully incorporated in the PhD project.

Olaf Rieper and Hanne Warming (AKF) and Anne Holst Andersen (NERI) conduct the interviews mentioned in WP3.

The maternity leave of Sigrid Denver implies that milestones M1.3, M2.1 and M2.3 have been postponed within the project period, or shortly after.

D1.2 has not been delivered in time partly because of late delivery of data and partly because of finalizing a ph.d. project (Laura Mørch Andersen). D1.2 will be integrated in D3.3 and will be published April 2009, that is before D3.3 was planned to be delivered.

D1.4 is postponed due to the maternity leave of Sigrid Denver.

E. Project publications and other products

1. Products from Organic Eprints archive

Publications

- Christensen, Tove; Denver, Sigrid and Krarup, Signe (2007) [Forbruget af økologiske varer og ernæringsrigtig kost](#). [Consumption of organic products and a healthy diet.]. Samfundsøkonomen.*
- Christensen, Tove; Denver, Sigrid and Krarup, Signe (2007) [How vulnerable is organic consumption to information?](#). Paper presented at Nordic Consumer Policy Research Conference, Helsinki, Finland, 3 -5 October 2007.*
- Christensen, Tove; Denver, Sigrid and Mørkbak, Morten Raun (2007) [Food safety and the reversed political consumer](#). Paper presented at Nordic Consumer Policy Research, Helsinki, Finland, 3 -5 October 2007.*
- Christensen, Tove; Denver, Sigrid and Mørkbak, Morten Raun (2007) [Forbrugere er villige til merpris for kyllinger med høj dyrevelfærd og fødevarerikkerhed](#). In FOJOenyt.*
- Jensen, Karsten Klint (2007) [Sustainability and Precaution](#). Animal.*
- Jensen, Karsten Klint (2007) [Sustainability and Uncertainty: Bottom-Up and Top-Down Approaches](#). Italian Journal of Animal Science 6(Supplement 1):pp. 853-855.*
- Jensen, Karsten Klint (2006) [Corporate responsibility](#). Paper presented at The 6th Congress of the European Society for Agricultural and Food Ethics, Wageningen, page pp. 413-417.*
- Jensen, Karsten Klint (2007) [Corporate Responsibility: The Stakeholder Paradox Reconsidered](#). Journal of Agricultural and Environmental Ethics.*
- Krarup, Signe (2007) [Det økologiske forbrug i 2006](#). [The organic consumption in 2006]. In Økologisk Jordbrug, October.

Additional products by September 2008:

- Sandøe, Peter (2007): Dyreetik i økologisk husdyrhold, Økologisk Jordbrug nr. 398, 14. december 2007
- Sandøe, Peter (2007): Kan vi med god samvittighed spise økologisk flæskesteg? Kristeligt Dagblad, 15. december 2007
- O'Doherty Jensen, Katherine (2008): Nye forbruger-segmenter. Økologisk Jordbrug nr. 406, 4. april 2008
- Andersen, Laura Mørch (2008): Er det godt for miljøet, er det også godt for mig. Landbrugsavisen 13. juni 2008
- Andersen, Laura Mørch (2008): Hønen eller ægget? Økologisk Jordbrug nr. 413, 8. august 2008
- Søndøe, Peter; Christiansen, Stine B. and Boesen, Kim Holm (2008): Dyreetik i økologisk husdyrhold, ICROFS nyt 1/2008
- Denver, S., Christensen, T. & Krarup, S. (2007). *Får økologiske forbrugere oftere seks om dagen? Tidsskrift for Landøkonomi, nr. 2, December 2007.**
- Krarup, S., Christensen, T. & Denver, S. (2008). *Are Organic Consumers Healthier than Others? Paper presented ISOFAR Conference, Modena, 18-20 June 2008.**

- Denver, S. (2008). Ø-mærket skaber høj forventning. Økologisk Jordbrug, klumme nr. 402, 8. februar 2008.*
- Christensen, T. (2008). Ansvar for sikre fødevarer. Økologisk Jordbrug, klumme nr. 411, 13. juni 2008.*

2. Other products (oral presentations, public meetings, field days, etc.)

Conferences

- Denver S, Christensen T & Krarup S (2007) Hvad kan vi mere præcist sige om det danske marked ud fra GfK data? A presentation of preliminary results of the CONCEPTS WP1 study to a meeting of consumer researchers assembled to present and discuss possible contributions to a white paper on future development of the organic sector in Denmark. University of Copenhagen: Institute of Food and Resource Economics, May 30th, 2007. 100% financed by DARCOF.
- Karsten Klint Jensen: "Corporate Responsibility", EURSafe, Oslo 2006.*
- Karsten Klint Jensen: "Sustainability and Precaution" (Invited), 57th Annual Meeting of the EAAP, Antalya 2006.*
- Karsten Klint Jensen: "Sustainability and Uncertainty", ASPA 17th Congress, Alghero 2007.*
- Karsten Klint Jensen: "Organic Farming: For the Sake of Nature", accepted for EURSafe, Wien 2007.*
- O'Doherty Jensen K, Lund TB, Øllgaard G (2007): Hvorfor køber folk økologi? [Why people buy organic foods]. A presentation of results of the CONCEPTS WP1 qualitative study to a meeting of consumer researchers assembled to present and discuss possible contributions to a white paper on future development of the organic sector in Denmark. University of Copenhagen: Institute of Food and Resource Economics, May 30th, 2007. 100% financed by DARCOF.
- O'Doherty Jensen K., Lund T.B., Andersen L.M., Christensen V., Krarup S., Christensen T., Denver S., Hinborg H., Bossen H. & Øllgaard G. (2007) Hvorfor folk efterspørger økologi og hvad de efterspørger [Why the demand for organic foods and what is demanded]. A presentation of the results of a preliminary analysis of survey data, designed to test hypotheses arising from a foregoing qualitative study, presented to a joint meeting of the National Organic Association and DARCOF: Growth, Development and Integrity of the Organic Sector, School of Organic Agriculture, Kalø, Sept. 27th-28th. 100% financed by DARCOF.

Other

- Øllgaard G., Engberg N., Lund T.B., O'Doherty Jensen (2007): Mad og økologi – forbrugernes praktiske tænkemåder. Et internt notat: Foreløbige resultater [Organic Food – Consumers practical mind-sets. An internal report of preliminary results] pp. 28. 100% financed by DARCOF.

Additional products by September 2008:

- Christensen, T. (2008). Økologi – vare eller virkemiddel? Gæsteforelæsning i faget 'Indledende økonomi' for naturressource studerende på LIFE. 11. juni 2008 (faglærer: Niels Kærgård, FOI-LIFE-KU). *

* 25-75% financed by DARCOF

** 5-25% financed by DARCOF

F. Scientific education

Sigrid Denver enrolled as a ph.d. student at the University of Copenhagen January 1 2008. The supervisors are as follows: Main supervisor Peter Sandøe (KU), co-supervisors Jørgen Dejgård Jensen (FOI) and Jacob Nielsen Arendt (SDU).

A PhD project has been formulated for Anne Holst Andersen with enrolment as a PhD student at Aarhus University. The official starting time is May 2008. The supervisors are: Main supervisor Mette Jensen (NERI), co-supervisor Vibeke Asmussen Frank (AU).

Sinne Smed has obtained a ph.d. degree on Empirical studies on "Health, Information and Consumer Behaviour".

By September 2008 Laura Mørch Andersen has submitted her ph.d. thesis on Information Provision to Consumers as an Instrument of Environmental Regulation by June 2008.

G. National and international cooperation

In relation to the philosophical discussions on ethic and values related to organic consumption, Peter Sandøe and Karsten Klint Jensen do have continuous contact and discussions with several researchers, including Professor Paul B. Thompson, Michigan State University, Directeur de Recherche Annick Gibon, INRA Toulouse and Director of Research John E. Hermansen, DIAS.

The ongoing work in WP1 and preliminary results from the CONCEPTS project have informed the work undertaken by Thomas Bøker Lund, Katherine O'Doherty Jensen, Sigrid Denver and Tove Christensen, as partners in a concurrently undertaken qualitative and quantitative investigation of the development of demand for organic food on three European markets. The latter study is part of an EU-funded research project (Quality Low Input Food). These studies reciprocally inform each other, and results regarding the Danish market are regularly discussed with partners at the University of Aberystwyth and University of Newcastle, UK and University of Ancona, Italy.

During the work with the new version of the GfK questionnaire we have been in contact with Professor Gert Tinggaard Svendsen, Dept of Political Science, University of Aarhus. As part of the DARCOF III project "Public policies and demand for organic food" he has issued a questionnaire about trust and organic production.

Critical reflection on the project

As mentioned in section D, p 10, there has been some changes in the project staff during 2008. This is to be expected in a project of this size and duration. The changes are due to shift of researchers to appointments in other organisations, and is not due to circumstances in the project. The level of relevant qualifications of the new researchers is assessed to be about at the same level in average and is not expected to have any negative impact on the quality and implementation of the project.

8. Budget

A. Account for any change in budgets

B. Budget for the whole project (1.000 DKK)

Total consumption of funds from DARCOF and expected consumption this year and coming years

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months	161.0	13.0	36.2	43.0	58.2	9.0	159.4
Scientific personnel	126.0	11.0	32.3	32.5	41.0	9.0	125.8
Technical personnel	35.0	2.0	3.9	10.5	17.2	0	33.6

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	6,887	551	1,587	1,667	2,341	416	6,562
Scientific personnel	5,961	512	1,439	1,445	1,881	416	5,693
Technical personnel	926	39	148	222	460	0	869
Other operational costs	1,197	388	548	80	188	0	1,204
Equipment	0	0	0	0	0	0	0
Others (please specify)	250	0	0	0	250	0	250
Direct costs	8,334	939	2,135	1,747	2,779	416	8,016
Indirect costs (20% of direct costs)	1,667	188	427	349	556	83	1,603
Total	10,001	1,127	2,562	2,096	3,335	499	9,619

Comments:

9. Signatures and stamps

Name	Institute	Date	Signature
Head of project Mette Wier			

Appendix I. Detailed budget

A. Budget for each participating institute (1,000 DKK)

Name of Institute and department:

AKF, Danish Institute of Governmental Research

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months	61.0	6.0	18.2	20.0	33.2	0	77.4
Scientific personnel	35.0	4.0	15.3	10.0	16.0	0	45.3
Technical personnel	26.0	2.0	2.9	10.0	17.2	0	32.1

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	2,510	244	819	694	1,305	0	3,062
Scientific personnel	1,755	205	674	480	845	0	2,204
Technical personnel	755	39	145	214	460	0	858
Other operational costs	548	334	205	20	19	0	578
Equipment	0	0	0	0	0	0	0
Others (please specify)	0	0	0	0	0	0	0
Direct costs	3,058	578	1,024	714	1,324	0	3,640
Indirect costs (20% of direct costs)	612	116	205	143	265	0	728
Total	3,670	694	1,229	857	1,589	0	4,368

Comments:

For 2008 and 2009, AKF's budget is 705,000 DKK higher than in the original budget. This is due to a transfer of tasks in WP3 (especially D3.1) from IHE to AKF. 705.000 DKK has been transferred from IHE to AKF in 2008.

C. Budget for co-financing from each participating institute (1,000 DKK)

Name of Institute and department:

AKF, Danish Institute of Governmental Research

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months	6.0	1.2	1.2	1.3	2.3		6.0
Scientific personnel	5.0	1.0	1.0	1.0	2.0		5.0
Technical personnel	1.0	0.2	0.2	0.3	0.3		1.0

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	452	75	91	130	156		452
Scientific personnel	411	68	83	118	142		411
Technical personnel	41	7	8	12	14		41
Other operational costs	0						0
Equipment	0						0
Others (please specify)	0			319	208		527
Direct costs	452	75	91	449	364		979
Indirect costs (20% of direct costs)	90	15	18	90	73		196
Total	542	90	109	539	437		1,175

Comments:

Due to the transfer of tasks, AKF will co-finance more administrative costs compared to the original budget for 2008 and 2009. This extra co-financing is placed under "Others" in order to track the additional co-financing due to transfer of tasks to AKF.

A. Budget for each participating institute (1,000 DKK)

Name of Institute and department:

Institute of Food and Resource Economics (FOI)

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months	40.0		10.0	8.0	13.0	9.0	40.0
Scientific personnel	40.0		10.0	8.0	13.0	9.0	40.0
Technical personnel							

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	1,822		438	373	595	416	1,822
Scientific personnel	1,822		438	373	595	416	1,822
Technical personnel							
Other operational costs	311		147	15	149		311
Equipment							
Others (please specify)	250				250		250
Direct costs	2,383		585	388	994	416	2,383
Indirect costs (20% of direct costs)	477		117	78	199	83	477
Total	2,860	0	702	466	1,193	499	2,860

Comments:

A. Budget for each participating institute (1,000 DKK)

Name of Institute and department:

CeBRA, Institute of Food and Resource Economics (FOI), Faculty of Life Sciences – University of Copenhagen

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months		2	3	0	0		5
Scientific personnel							
Technical personnel							

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	210	106	164				270
Scientific personnel	210	106	164				270
Technical personnel							
Other operational costs	41	17	18	5			40
Equipment							
Others (please specify)							
Direct costs	251	123	182	5	0	0	310
Indirect costs (20% of direct costs)	50	25	36	1	0	0	62
Total	301	148	218	6	0	0	372

Comments:

C. Budget for co-financing from each participating institute (1,000 DKK)

Name of Institute and department:

CeBRA, Institute of Food and Resource Economics (FOI), Faculty of Life Sciences – University of Copenhagen

Year:	Original budget	Consumption 2005/2006	Expected consumption 2007	2008	2009	2010	Total
Man-months							
Scientific personnel	2	1	1				2
Technical personnel							

Year:	Original budget	Consumption 2005/2006	Expected consumption 2007	2008	2009	2010	Total
Salaries							
Scientific personnel	149	70	79				149
Technical personnel							
Other operational costs							
Equipment							
Others (please specify)							
Direct costs	149	70	79				149
Indirect costs (20% of direct costs)	30	14	16				30
Total	179	84	95				179

Comments:

A. Budget for each participating institute (1,000 DKK)

Name of Institute and department:

Department of Human Nutrition (IHE), Faculty of Life Sciences - University of Copenhagen, Katherine O'Doherty Jensen.

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months							
Scientific personnel	32	5	4	5.5			14.5
Technical personnel	2	0	1	0.5			1.5

Year:	Original budget Total	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries							
Scientific personnel	1,517	201	163	274			638
Technical personnel	68	0	3	8			11
Other operational costs	257	37	178	20			235
Equipment							
Others (please specify)							
Direct costs	1,842	238	344	302			884
Indirect costs (20% of direct costs)	368	48	69	60			177
Total	2,210	286	413	362			1,061

705.000 DKK has been transferred from IHE to AKF due to transfer of tasks in WP3 to AKF.

C. Budget for co-financing from each participating institute (1,000 DKK)

Name of Institute and department:

Department of Human Nutrition (IHE), Faculty of Life Sciences, University of Copenhagen.

Year:	Original budget Total	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months							
Scientific personnel		3	6	3			12
Technical personnel							

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries							
Scientific personnel		123	252	138	196		788
Technical personnel					8		16
Other operational costs		6	3	3	23		43
Equipment							
Others (please specify)							
Direct costs		129	255	141	227		847
Indirect costs (20% of direct costs)		26	51	28	45	-	89
Total		155	306	169	272	-	936

Comments:

A. Budget for each participating institute (1,000 DKK)

Name of Institute and department:

Danish National Environmental Research Institute (NERI), Department for Policy Analysis (SYS)

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months							
Scientific personnel	14	0	0	9	12	0	21
Technical personnel	7	0	0	0	0	0	0

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Salaries	760	0	0	318	441		760
Scientific personnel	657	0	0	318	441		760
Technical personnel	103	0	0	0	0		0
Other operational costs	40	0	0	20	20		40
Equipment							
Others (please specify)							
Direct costs	800	0	0	338	461		800
Indirect costs (20% of direct costs)	160	0	0	68	92		160
Total	959	0	0	406	553		959

Comments:

NERI's part of the project was originally to be undertaken by a senior researcher with technical assistance from a student. It has now been converted into a PhD project to be undertaken by a PhD student supervised by a senior researcher.

C. Budget for co-financing from each participating institute (1,000 DKK)

Name of Institute and department:

Danish National Environmental Research Institute (NERI), Department for Policy Analysis (SYS)

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010	Total
Man-months							
Scientific personnel							
Technical personnel							

Year:	Original budget	Consumption 2005/2006	Consumption 2007	Expected consumption 2008	2009	2010/2011	Total
Salaries							
Scientific personnel				22	2	410	434
Technical personnel							
Other operational costs				50	85	70	205
Equipment							
Others (please specify)							
Direct costs				72	87	480	639
Indirect costs (20% of direct costs)				14	17	96	128
Total				86	104	576	777

Comments: