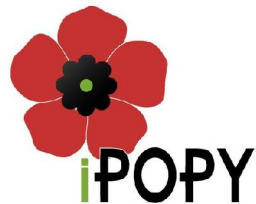


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Organic food and youth at a Norwegian music festival



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How may experiences with organic food at a festival be transmitted from the festival context to the everyday context?

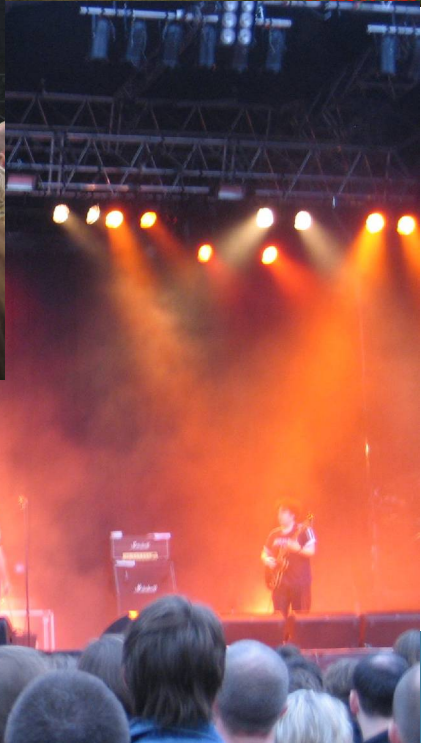
1. Introduction – Øya festival
2. Appropriation
3. Material and methods
4. Food at Øya
5. Perceptions of organic food
6. Learning and transmission of experiences

Øya festival

- largest music festival in Norway
- arranged annually in Oslo from 1999
- target group = young people (15-35)
- 2002 Øya special focus on environment (recycling – volunteers Natur & Ungdom)
- 2003 organic food
- 2004 Miljøfyrtårn certified – first Norwegian festival



www.oyafestivalen.com



Organic food at Øya

- **“ØkoRock” project** (funded by the Norwegian Agricultural Authority 2003-2007): objective was to develop the Øya festival as an innovative arena for increasing consumption of organic food and for promoting organic food produced in Norway.
- Organic food served to “everybody” (artists, volunteers, guests and audience).
- **Goal 100% organic food** (approx. 90%). In 2008, 25 tons of organic food was served in five days.
- “Organic gourmet festival food”: local restaurants selected to provide a variety of mainly finger foods.
- From 2003 certified by Debio, the Norwegian certifying body (www.debio.no), and marked with the organic label (Ø – økologisk).

Material and methods



The Øya festival is one of the Norwegian cases in the 2007-2010 iPOPY “innovative Public Organic food Procurement for Youth” project (<http://www.ipopy.coreportal.org/>).

The project has 4 explorative work packages studying policies, supply chains and certification, young consumers’ perceptions and learning about organic food and sustainability, and health effects of organic menus in Denmark, Finland, Italy and Norway.

Qualitative methods:

- Focus group discussions two-three weeks after the festival.
Participants recruited at the Øya festival in August 2008.
Group I: 4 girls and 2 boys; Group II: 3 girls and 1 boy.
Age: 16-23. Living in the Oslo area. Five girls volunteers.
The focus group discussions lasted 2 hours and focused on festival food, organic food and sustainability.
- Observations at the festival
- Interviews with organisers



Food at Øya

Main focus is the **music**: *“It is the bands that people come to see”*.

The **organisers** were very motivated and committed to providing a good experience and good quality local organic gourmet food.

In the focus group discussions the food was mainly linked to the notion of **“fuelling the body”**. The young participants had mainly bought pizza and nacho chips. They discussed the price and amount of food and felt that pizza had been the best deal, cheapest and most filling.

Compared to other festivals Øya was by the focus group participants said to have a **wider selection** of foods and have a special focus on **organic food**.





Perceptions of organic food

The participants in the focus groups tended to view organic food as **different** from conventional food, and there seemed to be an expectation that it would be **better** in some way (for themselves, animals, environment or tasting better). But not all were sure about what made organic food different and why.

Price and availability were described as constraining factors.

The perceptions (price, taste, quality) were different based on **food** group.

When asked **who** they associate with organic food, the first response was left wing people. They also said that younger people know more about and buy more organic food than older people. Especially in some groups of university students organic food is politically correct.

Learning and transmission of experiences

Being at the Øya festival was described as a **positive** experience - organic food associated with something positive.

First hand **experience** with organic food at the festival. They tasted a variety of organic foods and were exposed to **information** (although not all had read it).

Some said that they buy some organic foods, but they did not describe it as a new development after being at the festival.

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- Næringsrikt og smakfullt!





Transmission of experiences

Mixed views on the transmission of organic food from festival context to the everyday context.

“I think that the more places you see recycling the more normal it becomes for people.”

“I don’t know because festivals are like a separate little society and there is a lot of garbage so I don’t know, firstly you do get money for collecting glasses and that’s a really good way to earn money for beer for example... I think that most people think it’s good that they recycle at the festival but I don’t think or I don’t know if it makes people recycle garbage at home and such because then it’s only you and you think ‘little me what can I do’ and I think many think like that.”

If organic food becomes closely associated with festivals, convenience and eating out of home, this may constrain transmission to the everyday context.



Thank you!