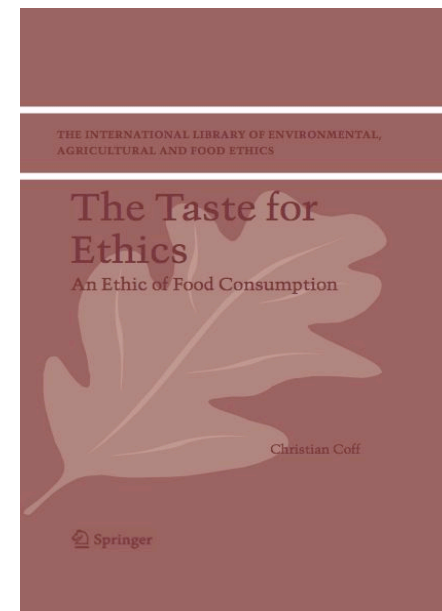


Christian Coff

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Fødevarer og kvalitet

- Fysiske kvaliteter (smag, konsistens, duft etc.).
- Pris
- Etik
- Information
- Prestige
- Kultur
- Identitet
- Tilgængelighed
- Convenience

Kløft mellem holdning og handling

Nordisk Ministerråd: Forbrugernes krav til fødevaremærkning og vareinformation (TemaNord 2001:501)		
Udsagn	Svar/ holdning	
Jeg synes det er vigtigt at vise sine holdninger som forbruger – fx ved at boycotte varer.	70% er enige.	<ul style="list-style-type: none"> • Salget af Fair Trade kaffe i Danmark er på mellem 1 og 2%. • Salget af økologiske produkter er på ca. 5,6% i Danmark. • Salget af økologisk mælk er på ca. 1/3 af markedet.
Jeg vil gerne betale mere for fødevarer, hvor der tages hensyn til dyrevelfærd og miljø.	Knap 75% er enig	
Jeg foretrækker at købe økologiske madvarer selv om de ofte er lidt dyrere.	48% er enige.	

Borger og forbruger

Holdning

Borgeren

Etik: visionen om det gode liv

Det offentlige liv, fx politik, foreninger

Handling

Forbrugeren

Etik: egen nytten

Privatsfæren

Fødevarer og etik

Kan man krænke en fødevare?

Etikken ligger i *produktionshistorien*

Etikken vedrører

- Mennesket
- Samfundet
- Naturen/miljøet

Fødevareetik

*Visionen om det gode liv
med og for andre
i retfærdige fødevareproduktioner*

Food Ethics

1. Food security deals with the supply of food to human beings. With more than 800 million starving people in the world this is probably the most pressing ethical question.

2. Food safety deals with the safety of the food, that the food does not endanger the health of the consumer due to pathogens or pollutions present in the food.

3. Nutritional research deals with the values of food for human nutrition. Ethical questions raised address among others emergent developments within food science like functional food. From a sociological point it is also concerned with food related diseases like obesity, cardiovascular diseases and cancer and their relatedness to food culture.

4. Ethical questions raised by specific production practices and conditions in the food chain. This concerns animal welfare, environmental sustainability, working conditions, use of new (bio- and nano-)technology, research ethics and so forth. These ethics relate to the production history of the food, that is how and under what conditions it has been produced.

Forbrugernes fødevareetik

- **Konkrete bekymringer**

Dyrevelfærd, sundhed, arbejdsforhold, miljø, oprindelse, transport

- **Information**

Troværdighed, gennemskuelighed, relevans, tovejs kommunikation . . .

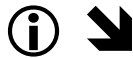
Sporbarhed

ISO 8402: Muligheden for at følge et produkts historie, anvendelse og lokalitet via systematiske registreringer

Etisk sporbarhed: muligheden for at følge og kortlægge etiske aspekter i fødevarekæden ved hjælp af systematiske registreringer

Actors involved in Traceability

Producers, shippers, wholesalers, processors,
repackers, brokers, importers, retailers . . .
What about consumers??



"Red thread" in COOP Norway



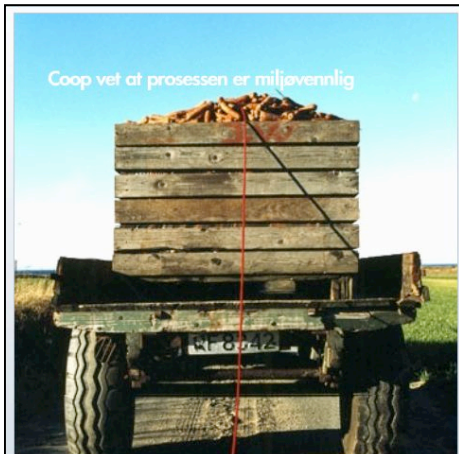
Coop knows where the vegetables come from



Coop knows how it is grown



Coop knows the farmer



Coop knows that the producer is environmental friendly



Coop shares the knowledge with you



Now you can follow the history of the product.

Coop gives you a traceability and product guarantee

www.coop.no



Filière Qualité Carrefour



The five founding principles of the Carrefour Filière Quality:

- A commitment to the original taste and authenticity
- A sustainable partnership
- A price that's fair to all
- Unvarying quality, from field to table
- Environmental preservation

Meat in supermarket chain Aeon



Information about:

- When and where the animal was born
- Its sex
- where it was slaughtered
- when it was slaughtered
- the type of feed and chemicals given
- Government certificate of BSE testing
- A picture of the producer

Organic bananas and GPS



You send a picture of the label to a computer.

The product history and information is downloaded to the cell phone's screen including pictures and farm maps.

Welcome to the Nature & More Forum!



Enter the code from your product sticker right here

ENTER
412 at:
www.natureandmore.com
HEALTHY ✓
ORGANIC ✓
FAIR ✓

You are seconds away from learning about the product you have just purchased.

enter with code

no product code?



Winner of the Corporate Social Responsibility award



We make values sensible




Search

- Products**
- Growers**
- About Us**
- Our Quality**



Let's go !
Enter the Nature & More code here and start your virtual journey into the real world of our individual growers.

Nature & More is about relationships - with you, too. So, go ahead: Meet the growers who cultivate your food.

Good for me

Select Foods, which contain all of Nature's goodness, make me fit for life. They are my source for sustained wellness and continuous enjoyment.
Every day.



Keitt

The Keitt is the heftiest, plumpest and largest commercial mango variety which is available, remaining green when ripe, with only a very faint yellow or rose blush.

Better for people

Being able to live in dignity is important to everybody - growers, too. You can make a difference: By purchasing products with the Nature & More quality seal.
Every time.



Since 1977, Fazenda Tamanduá has worked to find solutions to hardships this particular region faces They have put in place various programs for economic

Best for the World

The future of our planet: Check out our growers to convince yourself how much they care for the planet and the people with whom they interact.
Always.

- Product Quality ★★★★★☆
- Ecological Quality ★★★★★☆
- Social Quality ★★★★★☆

Thank you for buying our

Keitt Mango
It was grown on our farm Fazenda Tamanduá in Brazil.

Our Partners



Awards



System block diagram of our plan

