RESULTS

„Organic youth survey“

"Organic Agriculture and Food Industry in Austria – attitudes, wishes, expectations and knowledge of young people and young adults"

2018

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Organic youth survey
Two “age groups”: 15-19 years and 20-25 years

**Online Youth Survey:**
- 20 questionnaires → attitudes towards agriculture and food production; consumption and purchasing behaviour; wishes and expectations; knowledge on organic farming → mostly closed questions
- 6 socio-demographic questions
- Survey period 15.02.2017-30.04.2017

**Data processing:**
- 2,993 questionnaires in total
- Filling time 6-14 (Ø 10) minutes
- Proportional stratified data set with 1,008 questionnaires
  → "Gender", "Age group": "Place" and "Employment"
- Kruskal-Wallis-Test (H-Test) with the SAS program package 9.4 as well as descriptive evaluations (frequency distributions, cross tables etc. with Excel 2010)
  → p-values, means, group means and standard deviations
  → Factors with a p-value <0.05 are addressed as significant influencing factors

Sample size and data quality very good
Importance of food origin as well as nutritional behavior

Question: How much do the following statements apply to you?

Grading: totally agree (4); agree (3); agree less (2); do not agree (1)

- I want to know how the food is produced
  - For 90% type of food production important
  - 84% stated that healthy nutrition is important for them

- I eat healthy
  - 72% want to know which farmer produced the food
  - I want to know how the food is produced

- I want to know which farmer has produced the food
  - 55% eat meat every day

- I consume meat every day

Food origin and healthy nutrition - important
# Nutrition and cooking behavior

<table>
<thead>
<tr>
<th></th>
<th>Number, N</th>
<th>Proportion of, %</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am vegetarian</td>
<td>83</td>
<td>8</td>
<td>1.09</td>
</tr>
<tr>
<td>I am vegan</td>
<td>28</td>
<td>3</td>
<td>1.03</td>
</tr>
<tr>
<td>I like fast food</td>
<td>375</td>
<td>37</td>
<td>1.37</td>
</tr>
<tr>
<td>I like cooking</td>
<td>781</td>
<td>78</td>
<td>1.77</td>
</tr>
</tbody>
</table>

**Question:** How much do the following statements apply to you?  
**Grading:** yes (2); no (1)

Vegetarian and vegan nutritional style - with 8% and 3% respectively above the population average

78% of teenagers and young adults like to cook  
Note: no statement about regular cooking - but *cooking seems to be positively associated*!
Keywords of the survey participants
(Font size represents response frequency)

Positive organic-associations dominate with 96% !!

Only 4% of the keywords mentioned express rather negative organic-attitudes
Valuation of organic farming (means – only significant effects shown)

Typical organic consumer: pays attention to healthy nutrition, likes to cook, is vegetarian, has good organic knowledge, lives in the city, is female, is 20-25 years old, is studying

A. Steinwidder et al. 2017 | Organic Youth Survey | Results extract
Acceptable higher prices for organic products
(Average or organic buyer segment group Bio-- and Bio ++, mark-up in% on conventional product)

**Question:** You stand in front of a shelf and can choose between an organic product and a conventional product. How much can the organic product maximally cost so you still buy it?

**Example:** Conventional Hamburger (1.80 €) - Organic Hamburger - xx, xx Euro

**Graph:**
- **Y-axis:** Willingness to pay x% more
- **X-axis:** Organic products
  - Organic hamburger
  - Organic fruit yoghurt
  - Organic chocolate
  - Organic bananas
  - Organic pork cutlet
- **Legend:**
  - **Green Bar:** Organic (😊😊)
  - **Dark Bar:** Average

**Note:** 20% higher in intensive org. customer gr.
**Knowledge of organic regulations (%) of answers**

**Question:** I am good informed about the organic regulations  
**Grading:** Agree (4) ... Not true (1)

- Agree total (4): 21
- Agree (3): 35
- Less agree (2): 34
- Not agree (1): 10

56% indicated to be good informed about organic regulations  
44% indicated to have bad knowledge ⇒ Need for action!!
Important aspects regarding organic crop cultivation according to organic buyer segment groups (comparison of means)

- **Bio --**
- **Bio -**
- **Bio**
- **Bio +**
- **Bio ++**

**Means**

**Question:** How important are the following aspects for you in terms of organic plant production?

**Grading:** grades of: very important (4) ... unimportant (1)

**Intensive organic customer group:**
higher expectations on production

... but also higher willingness to pay more for organic products

**Organic Buyer Group Groups:**
Bio ++ = Intensive Bio Customer
... Organic - = no-organic customer

*A. Steinwidder et al. 2017 | Organic Youth Survey | Results extract*
### Expectations and wishes of young people and young adults for organic farming and food supply

(overview)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Important</th>
<th>Important</th>
<th>Rather Unimportant</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANIMAL: free range housing</td>
<td>80</td>
<td>16</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMPORT: No child labor</td>
<td>81</td>
<td>14</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>IMPORT: Fair production &amp; trade</td>
<td>77</td>
<td>20</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>IMPORT: Strict organic controls in the export country</td>
<td>77</td>
<td>19</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>FOOD: Regionality</td>
<td>77</td>
<td>20</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ANIMAL: Grazing ruminants</td>
<td>76</td>
<td>22</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>PLANT PROD.: Protecting soil, water, environment</td>
<td>75</td>
<td>22</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>IMPORT: Freshness / quality</td>
<td>69</td>
<td>29</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>PURCHASE: Animal welfare</td>
<td>71</td>
<td>24</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>FOOD: Natural taste</td>
<td>68</td>
<td>29</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>PURCHASE: Quality</td>
<td>67</td>
<td>29</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>PLANT PROD.: Abandonment of genetic engineering</td>
<td>68</td>
<td>23</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ANIMAL: slaughter - animal welfare standards</td>
<td>65</td>
<td>28</td>
<td>5</td>
<td></td>
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<tr>
<td>IMPORT: Environment protection</td>
<td>63</td>
<td>30</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>IMPORT: Sustainable transport</td>
<td>62</td>
<td>30</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>PURCHASE: No chemicals, artificial fertilizers etc.</td>
<td>66</td>
<td>25</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>PURCHASE: Environment protection</td>
<td>62</td>
<td>31</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>PLANT PROD.: Abandonment synth. plant protection</td>
<td>64</td>
<td>27</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ANIMAL: Group housing</td>
<td>59</td>
<td>34</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Question:** How important are the following aspects to you ...?

**Grading:** grades of very important (4) ... unimportant (1)

50%
Young Austrians show a high appreciation for organic agric. and products.

"Intensive organic customers" are well informed about "organic", have the highest demands on the organic food industry, show at the same time also the highest willingness to buy higher prices for organic products.

Referring to the results of the survey the organic market should continue to grow. 60% of the youth expect to consume more organic products in the future.

81% of the youth stated, that the organic agriculture and food industry in Austria should be further expanded.
Address young people with the “organic spirit”

- Recognize the value of organic food ⇒ Education, modern communication ....
- Positive experiences with/and organic lifestyle ⇒ tastings, cooking, organic events etc.
- Increase / contact with organic agriculture
  ✓ Tourism & agriculture; media reports; education; modern technologies ...
  ✓ New cooperation's - agriculture & consumers (Food funding ....)
- ? Does the food trade sector (and we) sufficiently account for the expectations of youth?
  – Products / market presence / info's ...
  – Linking of modern brands with organic ...
  – Young lifestyle (enjoyment, modernity, high tech) and organic
  – trendy organic products, organic convenience food, "organic youth cult products"
    ....

Health - Ecology - Fairness – Care

Organic principles - a strict basis!
Address young people with the “organic spirit”  

- Continue to increase the **trust into organic** production  
  - ✔ Contact creates trust  
  - ✔ **Education** to organic agriculture;  
  - ✔ **Advertising** with “more informational content” ...  
- Develop organic products also in **the middle price segment**  
- Further increasing the availability of organic products  
  - ✔ Gastronomy; “city-rural area gradient” ...  
- Promote rethinking  
  - ✔ "**Less - but with quality - is more** ... **makes sense** ... **is in** ...  
  - ... and also affordable"!

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**Health - Ecology - Fairness – Care**  
*Organic principles - a strict basis!*
Thank you for your attention!

Organic Youth Study

Further informations
www.raumberg-gumpenstein.at/bio-news
...summary report
...final report

Thank you for your attention!