



REGIONAAL- JA
PÕLLUMAJANDUSMINISTEERIUM



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Põllumajandusfond:
Euroopa investeeringud
maapiirkondadesse

Kuidas mõistetakse toidu jätkusuutlikkust Põhja- ja Baltimaades?

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Toidu jätkusuutlikkuse mõistmine Põhja-ja Baltimaades- videotutvustus



Nordic Council
of Ministers

**Food Sustainability
Understanding in the
Nordic-Baltic countries**



Uuringu taust ja eesmärk

- Teadmised tarbijate jätkusuutlikkuse arusaamisest on piiratud
 - Jätkusuutlike toidusüsteemide õigusraamistiku (sh märgistuse) väljatöötamine EL tasandil
- 1) Kuidas mõistavad Põhja- ja Baltimaade tarbijad-kodanikud toidu jätkusuutlikkust?
 - 2) Millised on Põhja- ja Baltimaade erinevused ja sarnasused toidu jätkusuutlikkuse mõistmise osas?

Uuringu läbiviimine

- Aarhushi Ülikooli projekt (Taani)
- 8 riiki: Eesti, Läti, Leedu, Soome, Rootsi, Taani, Norra, Island
- Veebiküsitlus augustis-septembris 2022
- Küsimustik oli suunatud 18–75-aastastele inimestele
- Umbes 600 vastajat igast riigist, v.a Island

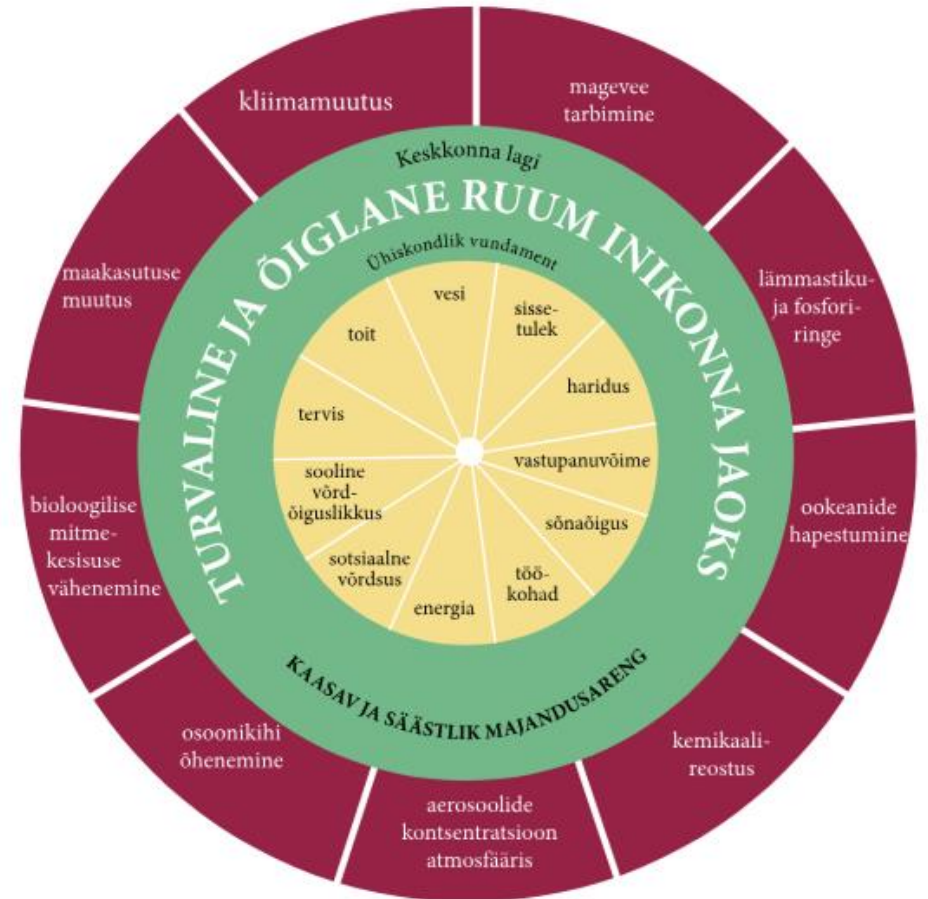


Jätkusuuutlikkus üldiselt



Jätkusuutlik areng

- Areng, mis vastab oleviku vajadustele, ilma et see kahjustaks tulevaste põlvkondade võimet rahuldada oma vajadusi (Brundtland, 1987)
- Toit avaldab jätkusuutlikule arengule olulist mõju



Planeedi piire arvestava ühiskonna ja majanduse arengu mudel (Rockström ja Klum, 2016)

Uuringu tulemused



Mida seostatakse jätkusuutlikkusega?

LÄTI

Future
Longevity
Balance Reuse&Recycling Quality
Resources
Durable
Environment
Security
Social

EESTI

Durable
Reuse&Recycling
Frugality Development
Environment
Energy
Economy
Future Consumption
Continuity

LEEDU

Longevity **Durable**
Balance Security
Economy
Environment
Clean Energy
Reliability
Reuse&Recycling

SOOME

Coping
Sport Determination
Reuse&Recycling
Durable
Healthy Time Strong
Environment
Quality

ROOTSI

Durable Future
Quality Consideration
Environment
Social Resources
Economy Energy
Reuse&Recycling

TAANI

Social Future
Emissions Consideration
Resources Organic
Reuse&Recycling
Climate
Energy
Environment

NORRA

Reuse&Recycling
Energy
Economy
Social Durable
Environment
Renewable Climate
Future
Resources

Jätkusuutlikkuse arusaamisest üldiselt 1

Q2.1. If someone would tell you what sustainability means ... to which of these explanations do you agree most?							
	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
<i>Sustainability is about the fair share of resources between us, other people, and the people after us</i>	46% a	50% a	61% b	61% b	67% b	68% b	63% b
Sustainability is about achieving the circular green transition and innovating new technologies	50% a	45% a, b	37% b, c	35% c	32% c	29% c	36% c
Sustainability is about treating animals with respect	4% a, b, c, d	5% c, d	2% a, b, c, d, e	5% b, d	2% a, e	3% a, b, c, d, e	1% e

Jätkusutlikkuse arusaamisest üldiselt 2

Q2.4 Which of these sayings best expresses sustainability for you?							
	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
The true secret of happiness lies in taking a genuine interest in all the details of daily life	8% a, b, c	13% c, d	5% b	8% a, b, c	18% d	11% a, c	13% a, c, d
<i>Make every decision that we make relate to the welfare and well-being of the future generation to come</i>	43% a	48% a	51% a	50% a	73% b	68% b	70% b
We cannot solve our problems with the same thinking we used when we created them	49% a	40% b	44% a, b	42% a, b	9% c	21% d	17% d

Toidu jätkusuutlikkus



Toidu jätkusuutlikkus

Q3. Thinking about food sustainability, please rank order the following dimensions based on how important you think they are, starting from the most important (1) to the least important (10).

	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
Climate change prevention	3.2 (1) (a)	4.0 (1) (b)	3.5 (1) (a)	3.9 (2) (b)	4.6 (2) (c)	5.1 (3) (c)	5.2 (3) (c)
Pollution reduction	3.3 (1, 2) (a)	4.1 (1) (c)	3.2 (1) (a)	3.9 (1, 2) (c)	3.5 (1) (a, b)	4.0 (2) (c)	3.8 (2) (b, c)
Nature preservation	3.8 (2) (b)	4.7 (2) (d)	4.3 (2) (c)	3.3 (1) (a)	3.9 (1) (b)	3.7 (2) (b)	3.8 (2) (b)
Biodiversity	4.6 (3) (a)	5.7 (3) (c)	4.4 (2) (a)	4.7 (3) (a, b)	6.0 (3) (c)	5.9 (4) (c)	5.1 (3) (b)
Health	4.8 (3) (c)	3.6 (1) (b)	5.1 (3) (c)	4.7 (3) (c)	3.4 (1) (a, b)	3.2 (1) (a)	3.2 (1) (a)
Animal welfare	4.9 (3) (a)	4.9 (2) (a)	5.0 (3) (a)	5.3 (4) (a)	6.1 (3, 4) (b)	6.5 (5) (b)	6.2 (4) (b)
Equality	7.2 (4) (c, d)	5.9 (3) (a)	7.2 (4, 5) (d)	6.4 (5) (b)	7.0 (5, 6) (c, d)	6.7 (5) (b, c)	7.0 (5) (c, d)
Fair wages	7.4 (4) (c)	6.2 (3) (a)	6.8 (4) (b)	6.8 (5, 6) (b)	6.6 (4, 5) (b)	6.8 (5) (b)	6.1 (4) (a)
Economic growth	7.6 (4) (d, e)	7.7 (4) (e)	7.4 (5) (c, e)	7.2 (6) (c, d)	6.4 (3, 5) (b)	5.3 (3, 4) (a)	7.0 (5) (c)
Culture	8.3 (5) (c)	8.1 (4) (b, c)	8.2 (6) (c)	8.8 (7) (d)	7.5 (6) (a)	7.8 (6) (a, b)	7.6 (6) (a)

Toidu jätkusuutlikkusega seotud aspektid

Q4. From this list, which of the following issues do you think have something to do with food sustainability? Please select any that you think apply.

	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
Less food waste	79% a, b	84% b	76% a, c	71% c	75% a, c	62% d	79% a, b
Recyclable packaging	67% a, b	75% b	65% a	71% a, b	67% a, b	55% c	68% a, b
Local or short supply chain	57% a	71% b	63% a, b	70% b	37% c	31% c	65% a, b
Less packaging	59% a	69% b	63% a, b	60% a, b	65% a, b	40% c	68% b
Biodiversity preservation (richness and variety of animal and plant species and agro-ecosystems)	63% a	64% a	63% a	65% a	46% b	46% b	63% a
Reducing deforestation of the rain forest	60% a	64% a	64% a	63% a	46% b	37% b	59% a
Improving welfare/conditions for animals	47% a	63% b	55% a, b	56% a, b	31% c	28% c	48% a
Minimising carbon emissions when producing goods	77% a	59% b	62% b	67% b	47% c	32% d	45% c
Less energy use when cooking products	62% a	59% a	55% a	56% a	46% b	36% c	59% a
Reducing the amount of pesticides used in food production	62% a, b, c, d	58% c, d, e	56% b, d, e	67% a	53% e	52% e	62% a, b, c, d
Less energy used to transport products	70% a	57% b	64% a, b	64% a, b	40% c	35% c	57% b
Ensuring fair prices and working conditions for producers	24% a	57% b	40% c, d	38% d	27% a, e	33% d, e	48% c
Minimal processing	35% a, b	53% c	19% d	31% b, e	26% d, e	20% d	43% a
Food and drink safety	27% a	49% b	36% c	37% c	23% a	24% a	50% b
Healthier food and drink products	34% a, b	46% c	28% b	36% a, b	49% c, d	41% a, c	57% d

Jätksuutlikkus ja toidukategooriad



Lihatooted

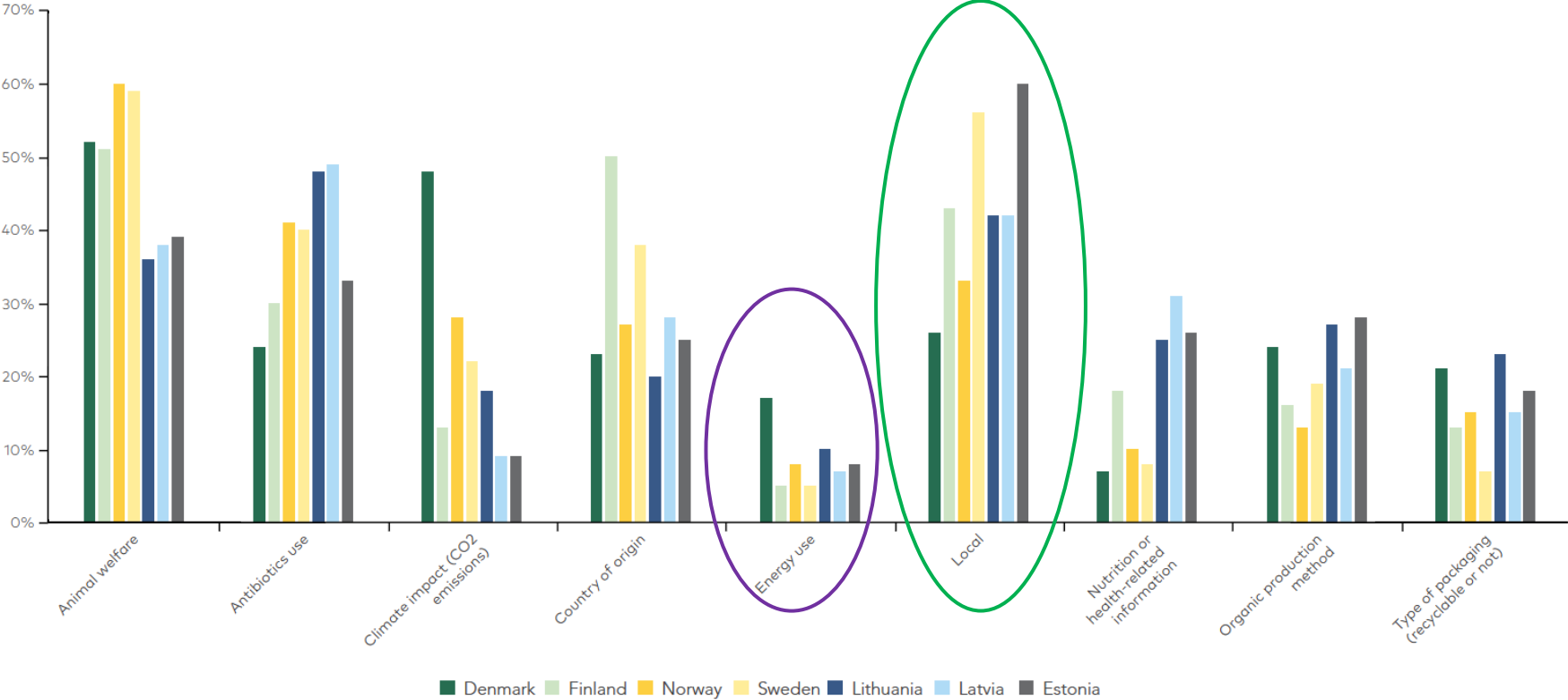


Figure 1. Most important attributes in the meat product category.

Piimatooted

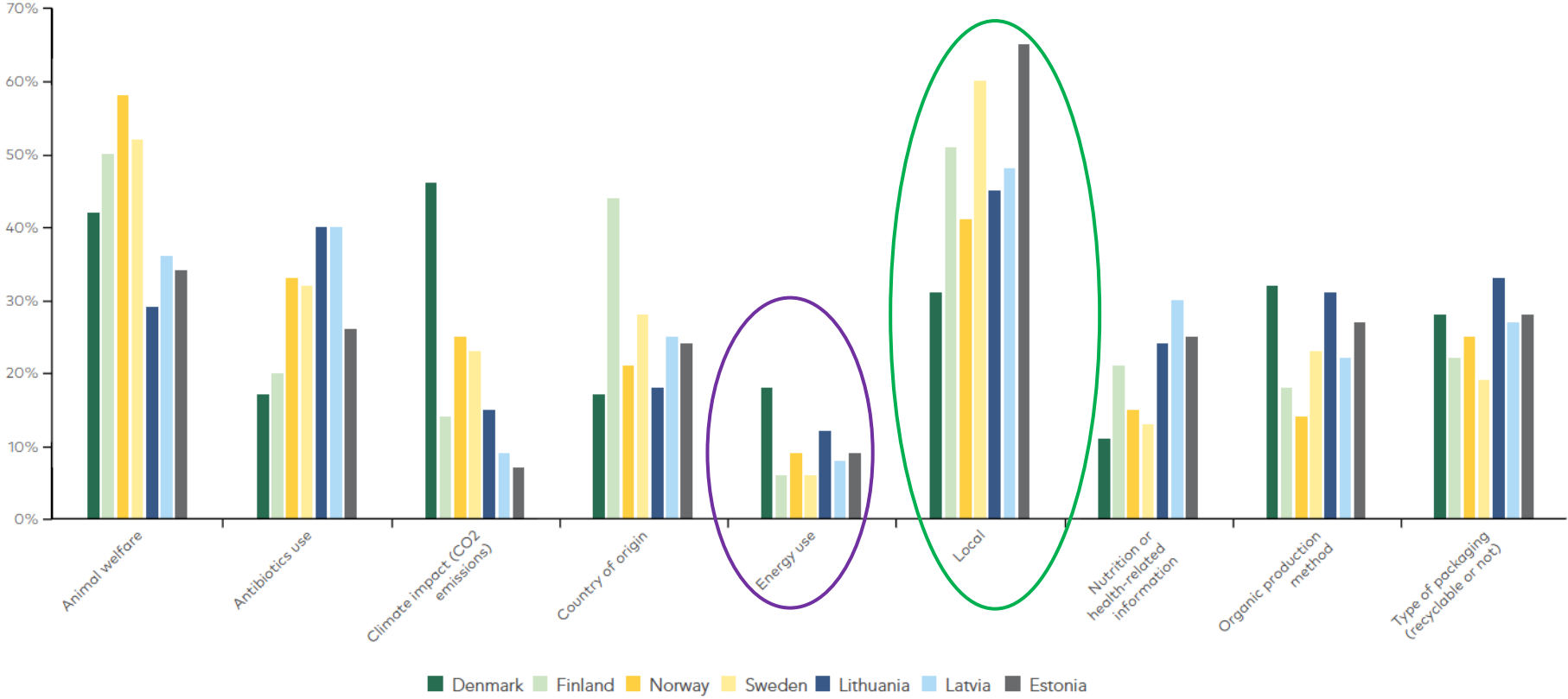


Figure 2. Most important attributes in the dairy product category.

Puu- ja köögiviljad

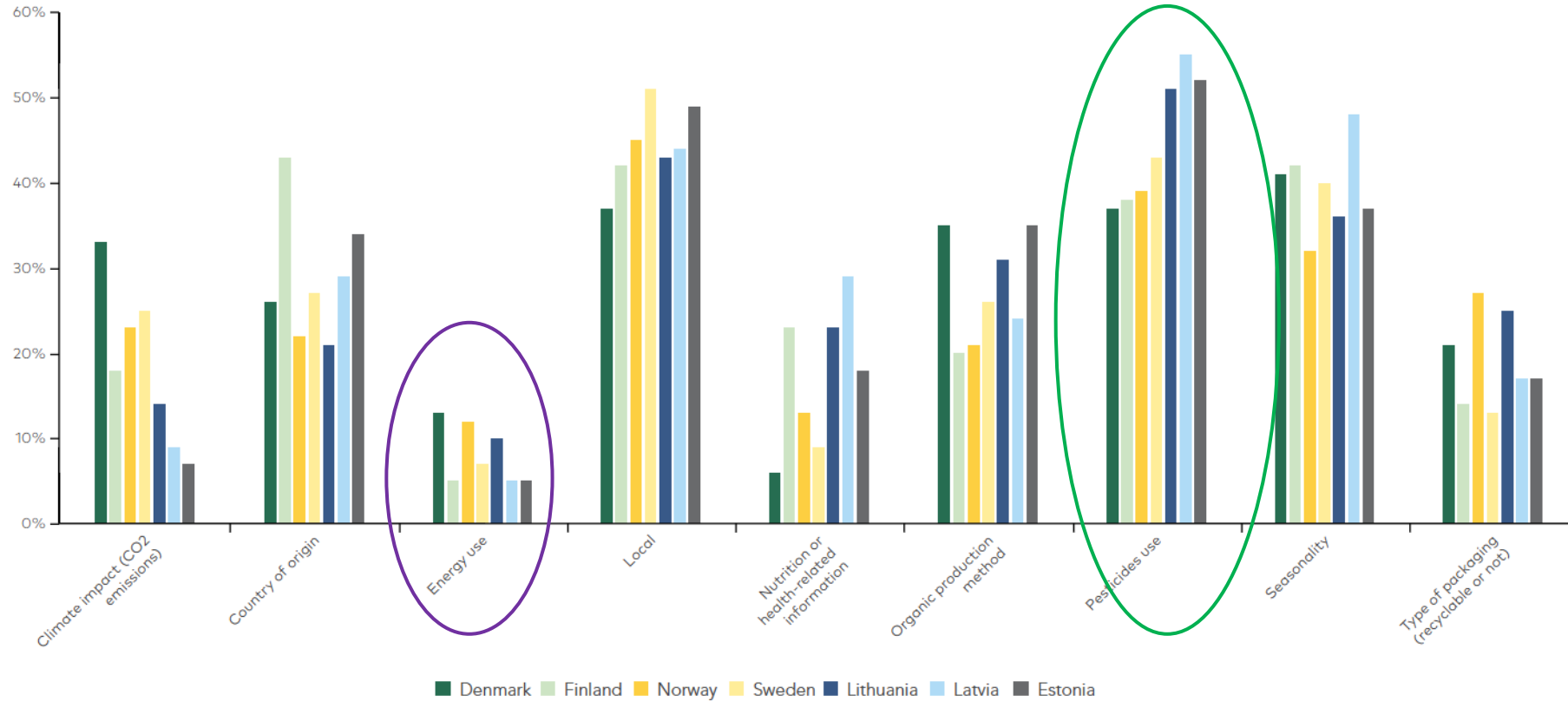


Figure 3. Most important attributes in the fresh fruits and vegetables product category.

Suupisted

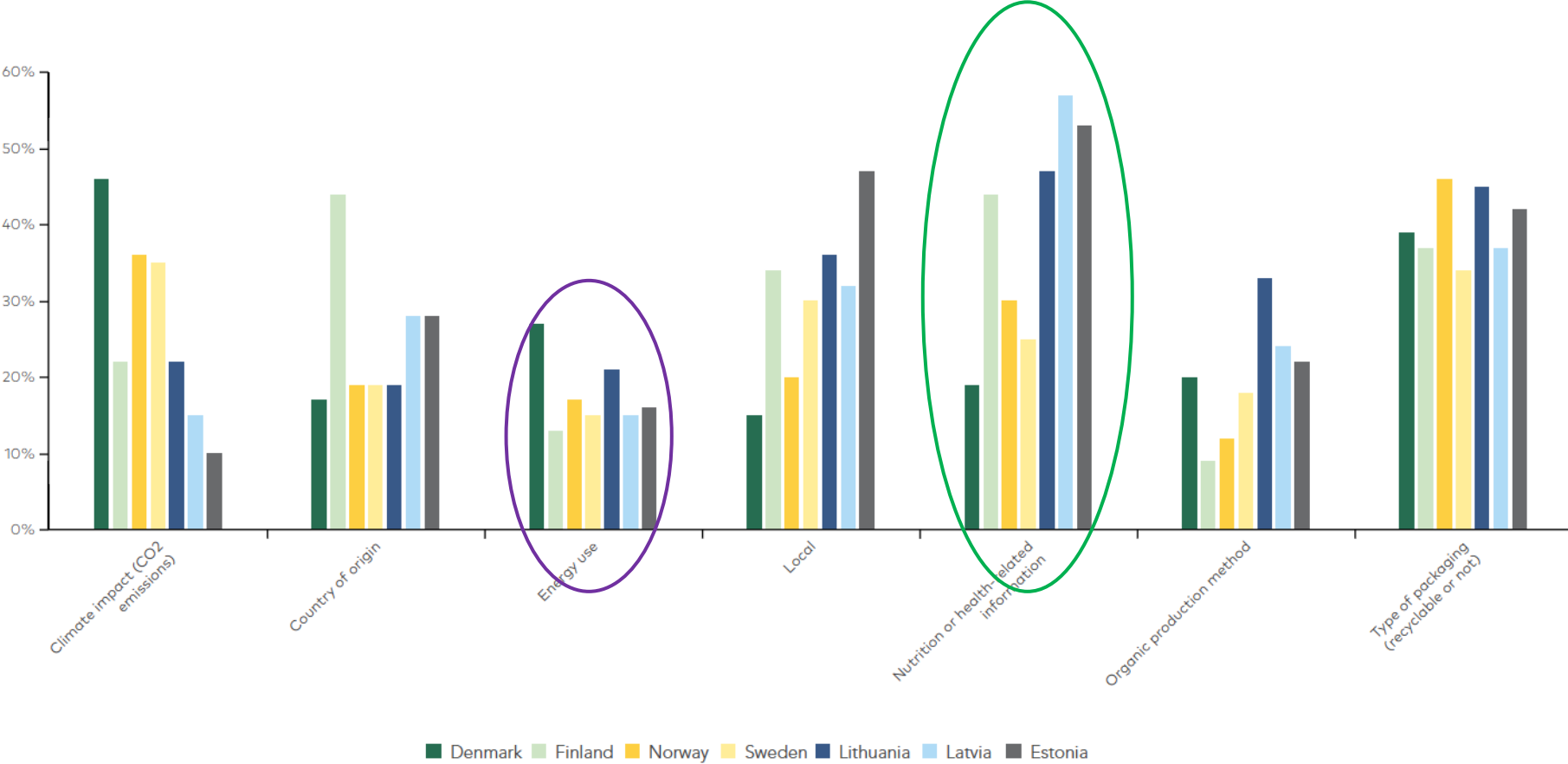


Figure 4. Most important attributes in the sweet and savoury snacks product category.

Jätkusutlikkus ja toidutooted



Jätkusuutlikkuse mõistmine toote tasandil

Q7. Food products vary in the extent to which they can be seen as sustainable. Please compare the foods below in terms of how sustainable you think they are. In the next question you will be asked to specify which aspects did you consider when making the comparisons. (1 - much less sustainable, 2 - less sustainable, 3 - about the same, 4 - more sustainable, 5 - much more sustainable)

	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
How sustainable is 'Beef' versus 'Chicken' meat?	2.1 a	2.6 c	2.3 b	2.6 c	3.0 d	2.9 d	2.6 c
How sustainable is 'Milk' versus 'Soy drink'?	2.8 a	3.1 c, e	3.3 d	3.1 c, b	3.0 b, c	2.9 a, b	3.3 d, e
How sustainable is 'Tofu' versus 'Cheese'?	3.2 a	3.0 b	2.8 b	2.9 b	2.9 b	2.9 b	2.6 c
How sustainable are 'Plant-based alternatives to meat' versus 'Meat'?	3.7 a	3.3 b	3.4 b	3.5 a, b	2.9 c	2.9 c	2.7 d
How sustainable are 'Potatoes' versus 'Rice'?	3.6 b, c	3.9 a	3.7 b, c	3.7 b	3.3 d	2.9 e	3.5 c
How sustainable are 'Apples' versus 'Mangoes'?	3.9 b, c	4.1 a, b	4.0 a, b, c	4.1 a	3.7 d	3.5 e	3.9 c

Ühine jätkusuutlikkuse märgis



Toidu jätkusuutlikkuse märgistamine

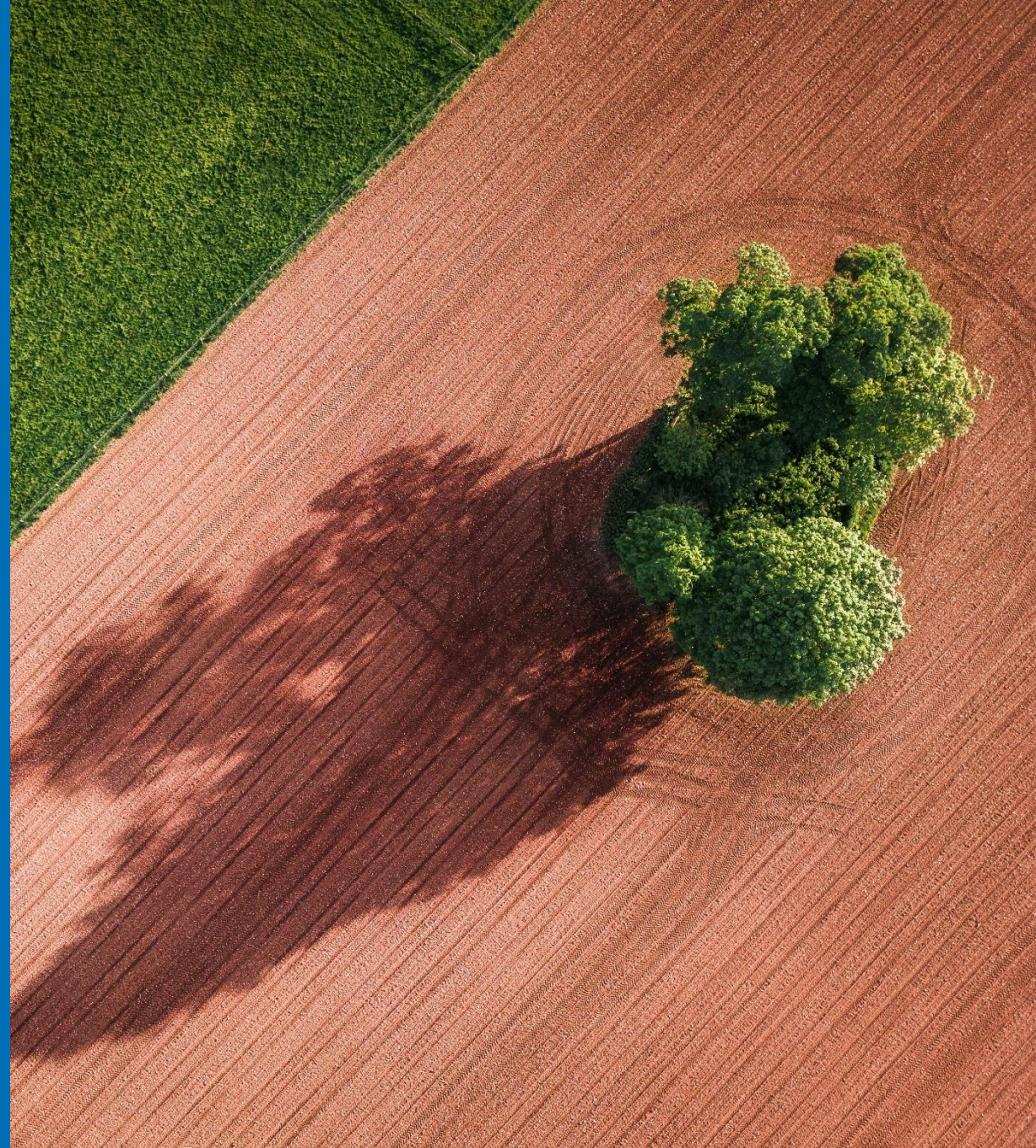
Table 18. Interest in sustainability and labels and self-perceived knowledge about sustainability labelling

	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
Interest in sustainability and labels in food	4.6 a	4.7 a	4.2 b	4.4 b, c	4.6 a, c	4.5 a, c	4.6 a, c
Subjective knowledge of sustainability labelling in food products	3.3 b	3.3 b	3.1 c	3.6 a	3.2 b, c	2.8 d	2.7 d

Table 19. Attitude and willingness to use a hypothetical common label

	Denmark	Finland	Norway	Sweden	Lithuania	Latvia	Estonia
Attitude towards hypothetical common label	5.3 a, b	5.3 a, b, c	5.2 b, c	5.3 a, b	5.6 a	5.3 a, b	5.0 c
Willingness to use hypothetical common label	4.9 b, c	5.0 a, b, c	4.9 c	5.0 a, b, c	5.2 a, b	5.2 a	4.8 c

Kokkuvõte, järelused



Üldine jätkusuutlikkus ja toidu jätkusuutlikkus

- Keskkond ja korduskasutamine/ringlussevõtt (*reuse/recycling*) näisid olevat peamised jätkusuutlikkusega seotud seosed.
- Keskkonnaga seotud jätkusuutlikkuse mõõtmed (saaste vähendamine, kliimamuutuste ennetamine, looduskaitse) olid Põhja- ja Baltimaades ühed olulisemad mõõtmed. Lisaks oli tervis kahe olulisema jätkusuutlikkuse mõõtme hulgas Soomes ja Balti riikides.
- Tarbijad (*consumer-citizens*) olid kõige paremini kursis toidu raiskamise vähendamise ja ringlussevõetavate pakendite probleemidega, mis on seotud toidu jätkusuutlikkusega.

Toidukategooriate ja toidu jätkusuutlikkuse hindamine

- Loomsete toodete puhul olid kõige olulisemad aspektid seotud loomade heaolu või antibiootikumide kasutamisega.
- Puu- ja köögiviljade puhul olid olulised aspektid hooajalisus ja pestitsiidide kasutamine.
- Magusad ja soolased näksid oli kategooria, mis erines teistest kõige enam – olulisteks aspektideks pakenditüüp ning toitumis- ja terviseinfo.
- Üldjuhul oli tarbijatel (*consumer-citizens*) raskusi toitude eristamisel nende jätkusuutlikkuse järgi.

Toidu jätkusuutlikkuse märgistus

- Tarbijad (*consumer-citizens*) erinevates riikides suhtusid sellesse positiivselt ja on valmis kasutama jätkusuutlikkuse märgistust, mis oleks ühine kogu ELis ja annaks teavet jätkusuutlikkuse erinevatest aspektidest.
- Selline märgistus võib aidata inimestel tooteid eristada ja võtta arvesse konkreetseid aspekte toidukategooriate kaupa.



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Stancu, V., Pedersen, S., Bech-Larsen, T., and Aschemann-Witzel, J. (2023).
Food sustainability understanding in the Nordic-Baltic countries. Report
of the Food sustainability understanding in the Nordic-Baltic region as a
basis for a labelling framework in Europe Project.

<https://pub.norden.org/temanord2023-530>

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