

Learning to eat again.
The role of “good food” and
food habits in achieving
sustainable future

Wojciech Knieć

Social Ecology Department

Institute of Sociology

Nicolaus Copernicus University, Toruń, Poland



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UNIVERSITY
IN TORUŃ

*Learning to walk again
I believe I've waited
long enough
Where do I begin?*

Foo Fighters, Walk, 2011



Food and culture

- Food has always been a central part of human culture. It's a part of lifestyle, demonstrator of social status, social connector, bond creator.
- Dining (eating) is social activity.
- Nowadays people want to explore other cultures and heritages.
- Returning travellers want to re-experience the exotic flavours they enjoyed abroad
- Migrant groups want to access the authentic foods of their homelands.
- Internal exiles – discovering own culture, including food culture

Sustainable future – UN 17 sustainable goals

SUSTAINABLE DEVELOPMENT GOALS



Sustainable future – UN 17 sustainable goals

SUSTAINABLE DEVELOPMENT GOALS



Some facts

- 94% of Gen Z believe companies should help address social and environmental issues

Source: Cone Gen Z study 2017

- 71% aim to do good for the environment and realize they need to do more

Source: Tetra Pak Index 2019

- 55% prefer food & beverage products with clear health benefits

Source: Tetra Pak trend research 2019

- 54% think their health and wellbeing are strongly affected by environmental issues

Source: Tetra Pak Index 2019

- 25% of global chain retail is expected to be e-grocery by 2030

Source: Store Of Future 2.0, Edge by Ascential Retail Insight, 2019

- 24% of food products in direct chains is sold by the internet

Source: own research, Poland, 2023

- 46% of US adults agree plant-based proteins are better for you than animal-based proteins

Source: Lightspeed/Mintel 2018

- 68% prefer to buy food with no artificial colouring, no preservatives or 100% natural

Source: Kantar TNS, Food 360° 2018

- 64% of consumers want clean labelling of food; 69% can't properly read food labels

Source: Nielsen Global Health 2022 , own research, 2021



„Good food” – social definitions



HEALTHY	GREEN AND CLEAN	FAIR	AFFORDABLE	
Good for health	Good for environment	Good for jobs and community	Good for all	
<ul style="list-style-type: none"> • Vital nutrients • Safe to eat • For special diets • Immune-boosting • Fresh 	<ul style="list-style-type: none"> • Carbon footprint • Animal welfare • Sustainable packaging • Long lasting • Reduced food waste • Food that uses waste and unlock circular economy 	<ul style="list-style-type: none"> • Ethical food • Community supported agriculture • Short food chains • Buy local • Fair work conditions • Fair labelling 	<ul style="list-style-type: none"> • Food justice • Public support for producers and consumers • Good food accesible • Good food in public schools • Democratic shopping (online) 	

Social changes shaping consumers' habits related with food: shopping, consumption, recycling etc

- Glocalisation
- Plant-based diets
- Rural idyll
- Peer pressure for sustainable consumption

Glocalisation

- Globalization + localism
- Version A: when global trends adopt local values, resources etc.
- Version B: when local development utilises global ideas, techniques, networks etc.

Version A



Version B - Global technique for local products – parcel locker for direct sale from the farm (Poland)



Asparagus-mat, Torun PL



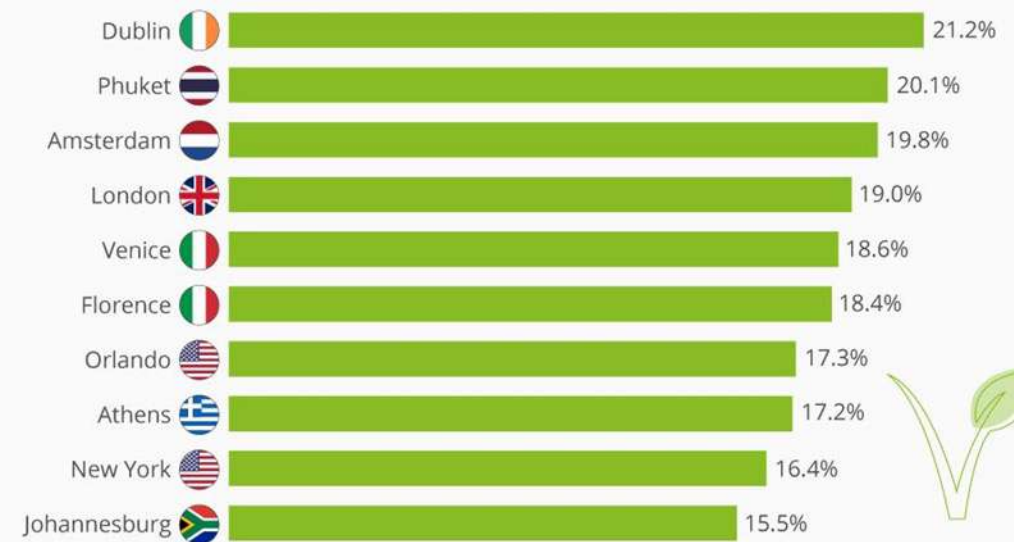
Plant-based diets

- One of the most significant consumer trends in the healthy food domain is the increasing popularity of plant-based diets.
- Consumers are making the shift to plant-based diets **due to concerns about animal welfare, environmental sustainability, and personal health benefits**. Plant-based foods offer lower cholesterol levels, reduced risk of heart disease, and a decreased likelihood of certain cancers (*Prepped Inc.*)
- Data from market research (*Mintel Corporation*) reveals that between 2015 and 2020, the number of vegans in the United States alone quadrupled, and vegetarians nearly doubled.
- The global plant-based food market is projected to reach \$74.2 billion by 2027, according to *Grand View Research*

Percent of Vegans	
Israel	5.0%
Sweden	4.0%
Japan	2.7%
Poland	1.6%
United States	1.5%
United Kingdom	1.1%
Germany	1.0%
Italy	0.6%
Finland	0.5%
Spain	0.1%

The Cities With The Most Vegan Options Worldwide

Share of restaurants classified as vegan-friendly in 2019



Based on restaurants listed on Tripadvisor
 Source: Hayes & Jarvis

The Rise (or Fall?) of Vegetarianism



Share of respondents in selected countries who said they followed a vegetarian diet (in percent)



2,000-9,200 respondents per country (18-64 y/o) surveyed

Apr 2018-Mar 2019/Oct 2021-Sep 2022

Source: Statista Global Consumer Survey



statista

Political Orientation

Conservative	14%
Neutral	34%
Liberal	52%

Religious Affiliation

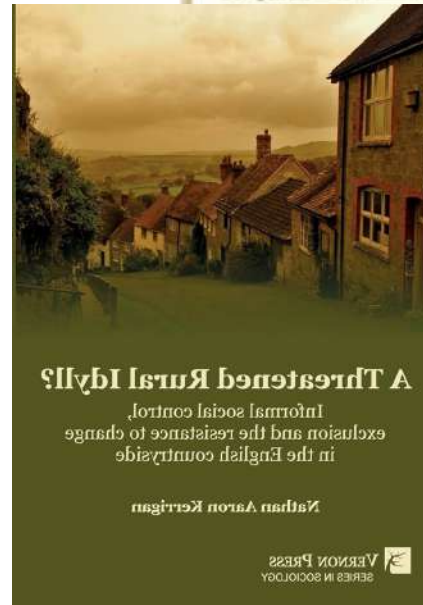
Christian	34%
Jewish	3%
Buddhist or Hindu	9%
Other religion	7%
Do not actively practice religion	47%

Rural idyll

- Rurality perceived as living utopia, paradise lost syndrome
- While the living reality of the 'rural' typically involves hard living conditions for local people, for urban people rural areas are often seen as **nostalgic, idyllic places** (Pato & Teixeira, 2016). The rural idyll is a product of the social imaginary (Appadurai, 1996), in opposition to urban reality (Bell, 2006). The countryside and country life is thought to be 'real', 'authentic' and romantic (Urry, 1990)
- Local rural food is a part of paradise lost: food from old good days or food of happy people
- *The story of what rural is not, but people believe it is. It's a powerful merch.*



NOVEMBER FIELD WORK. In the first field mangolds are being lifted, topped and carted to a clamp, to be well covered in straw against the frost. Beyond, kale is being cut and carted for cattle food. Beyond that a machine lifts the last of the potatoes for burning.

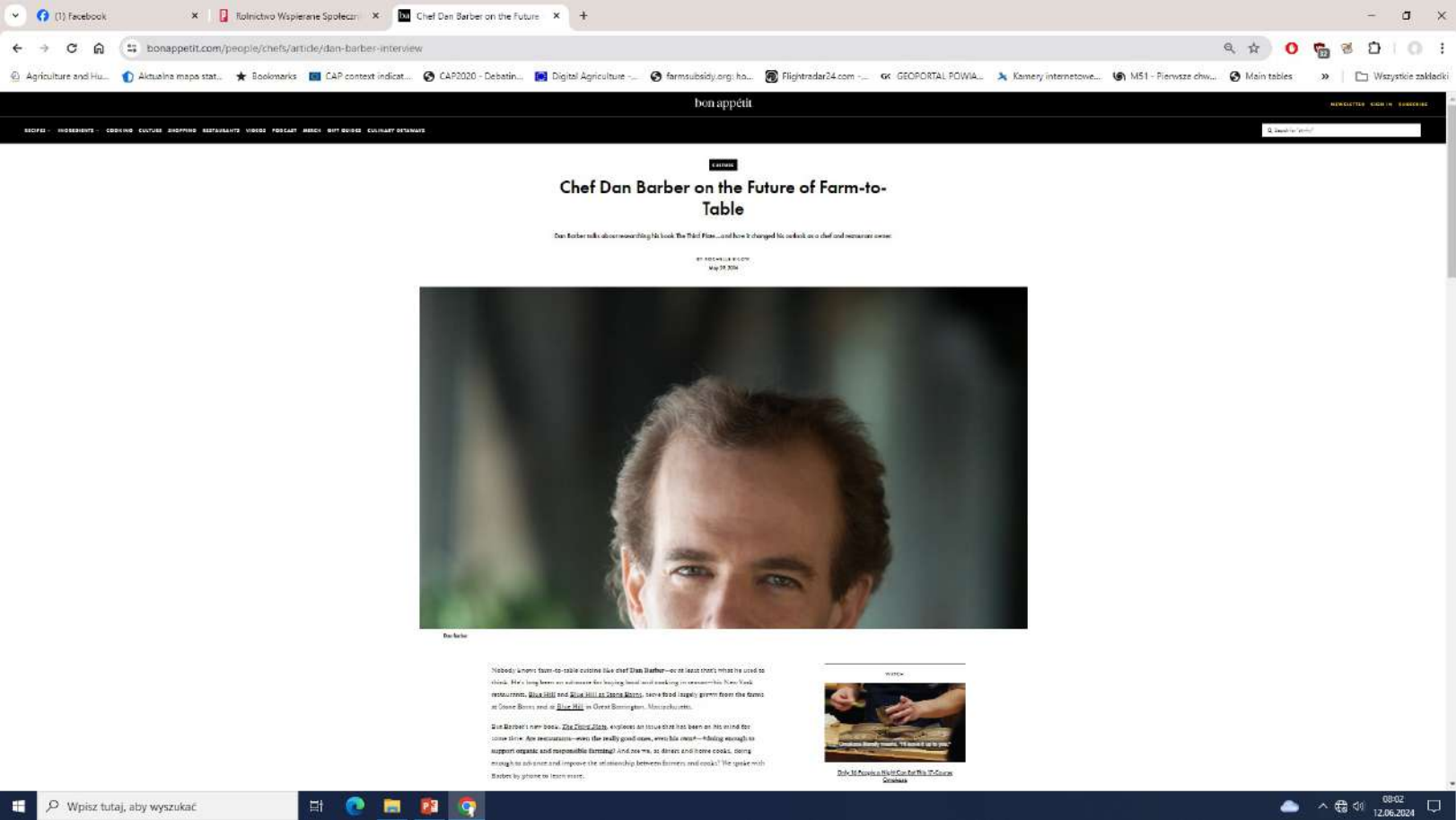


Rural idylla – food and eating as a part of good life celebration

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** Facebook, Tolnicwo Wspierane Społeczn..., An Interview with Julius Roberts.
- Address Bar:** tablemagazine.co.uk/blog/juliusroberts
- Navigation Menu:** Food, People, Travel, Sustainability, Workshops, Shop, Search.
- Category Breadcrumbs:** Interviews · People · Sustainability · Recipes
- Article Title:** An Interview with Julius Roberts
- Text Credits:** Words by [Olivia Williamson](#), Photography by [Ariana Ruth](#), Recipe by [Julius Roberts](#)
- Image Row:** Three photographs: a person crouching in a field with vegetables, a sheep in a field, and a greenhouse.
- Taskbar:** Search bar with text 'Wpisz tutaj, aby wyszukać', system tray showing time 09:03 and date 12.06.2024.

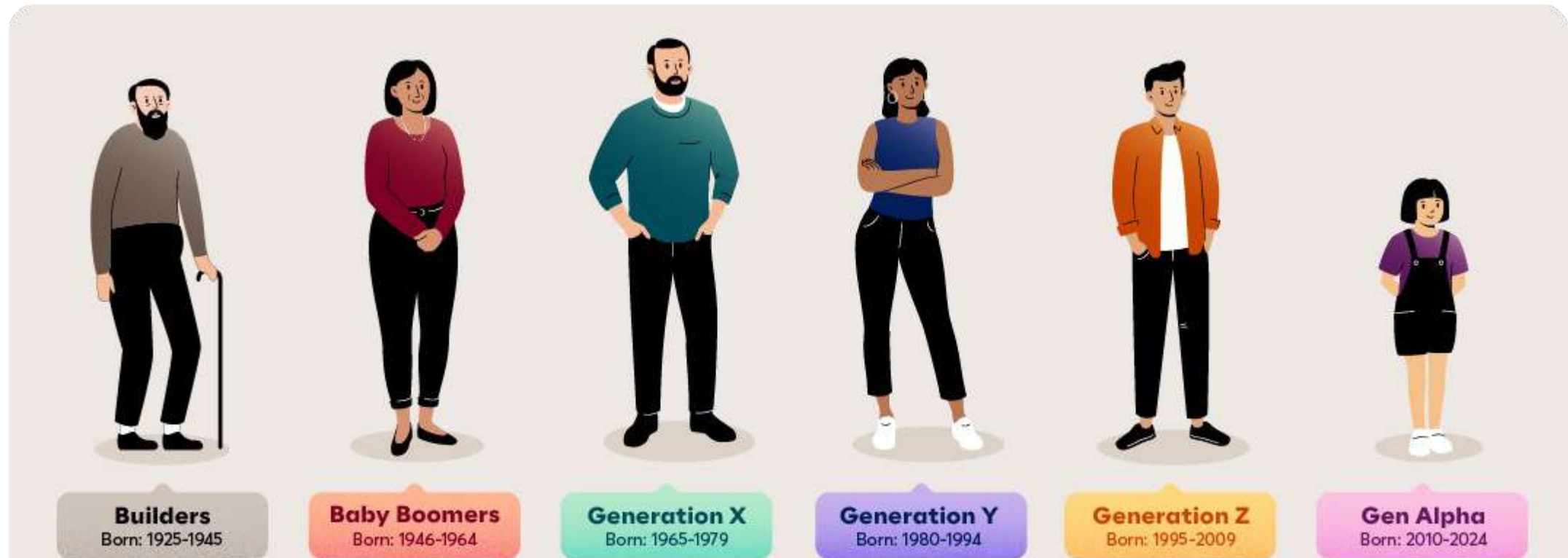
The Chef Connection



Peer pressure for sustainable consumption

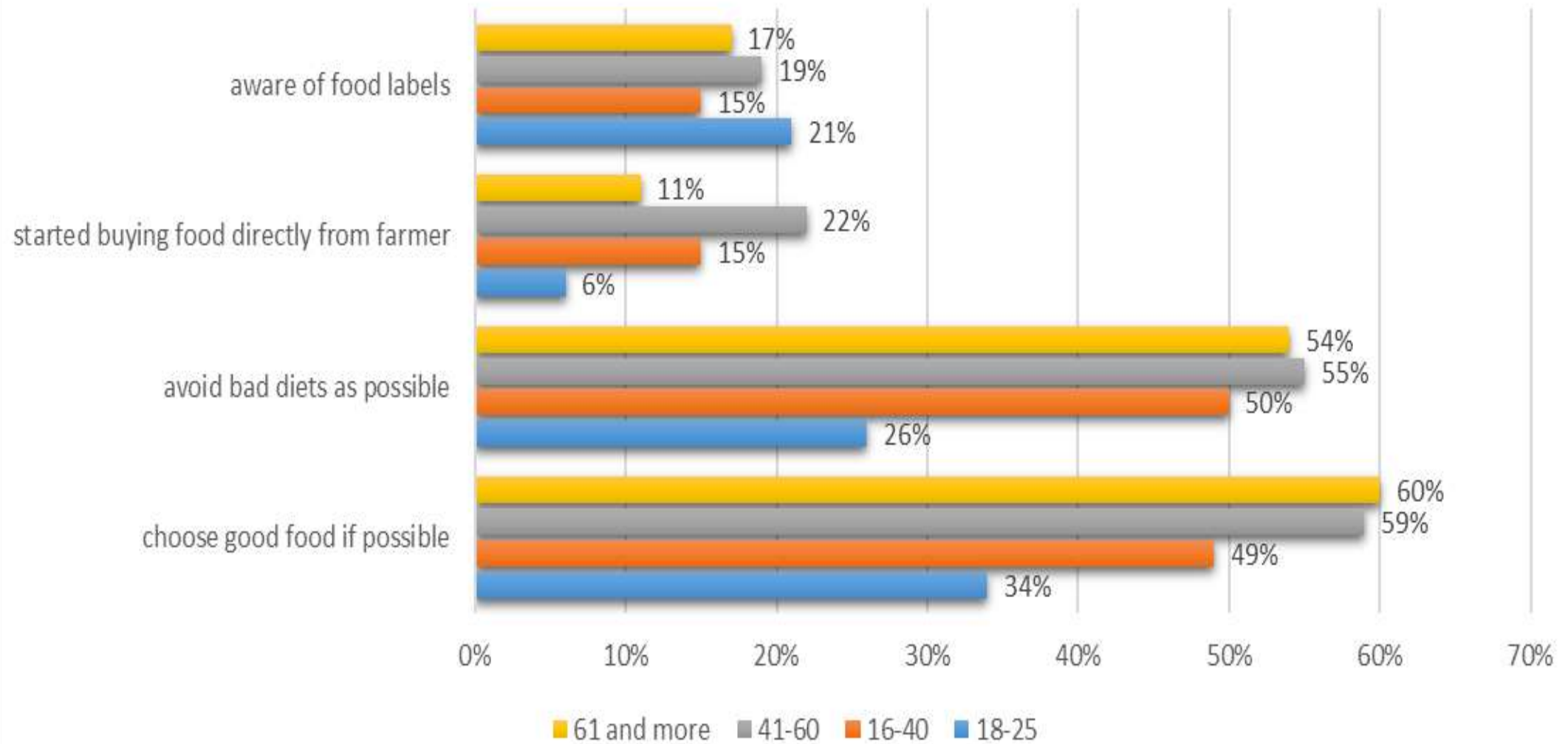
- 77% of women say they enjoy the social aspect of dining out, compared to 69% of men. (EU, 2019)
- The more often consumers use restaurants, the more likely they are to enjoy the social aspect. And the higher their income, the more likely they are to agree.
- **Sustainable eating and sustainable food practices are subject for peer pressure in order to built individual's position in peer group.**

Generations and food habits

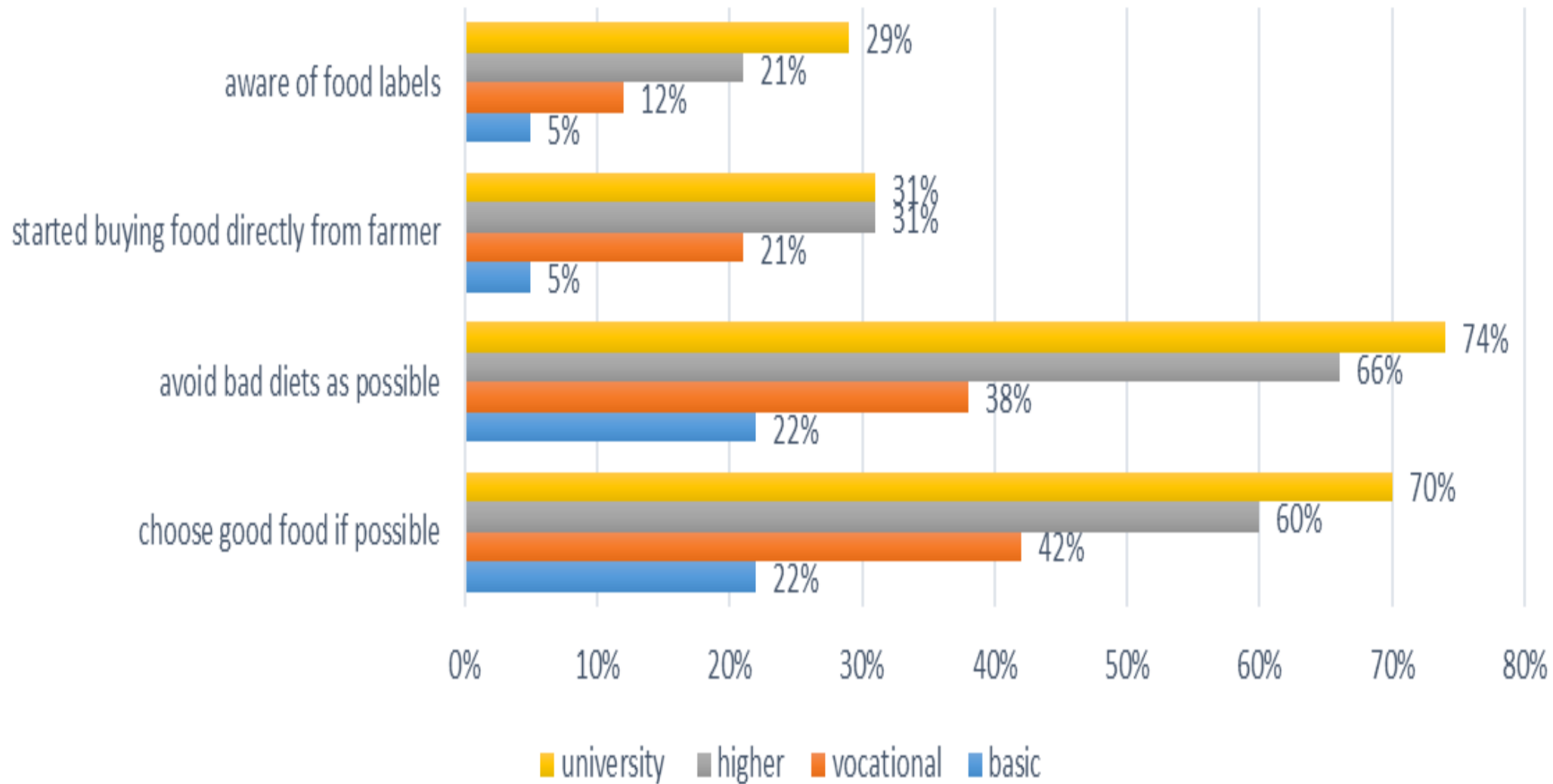


Type of habit	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Low- or no-carb diet	1%	8%	14%	12%	15%	No data
Organic food – more than 2 times a month	9%	6%	9%	10%	8%	No data
Read food labels	16%	29%	56%	60%	56%	No data
When ordering food seek for healthy option	8%	28%	52%	61%	62%	No data

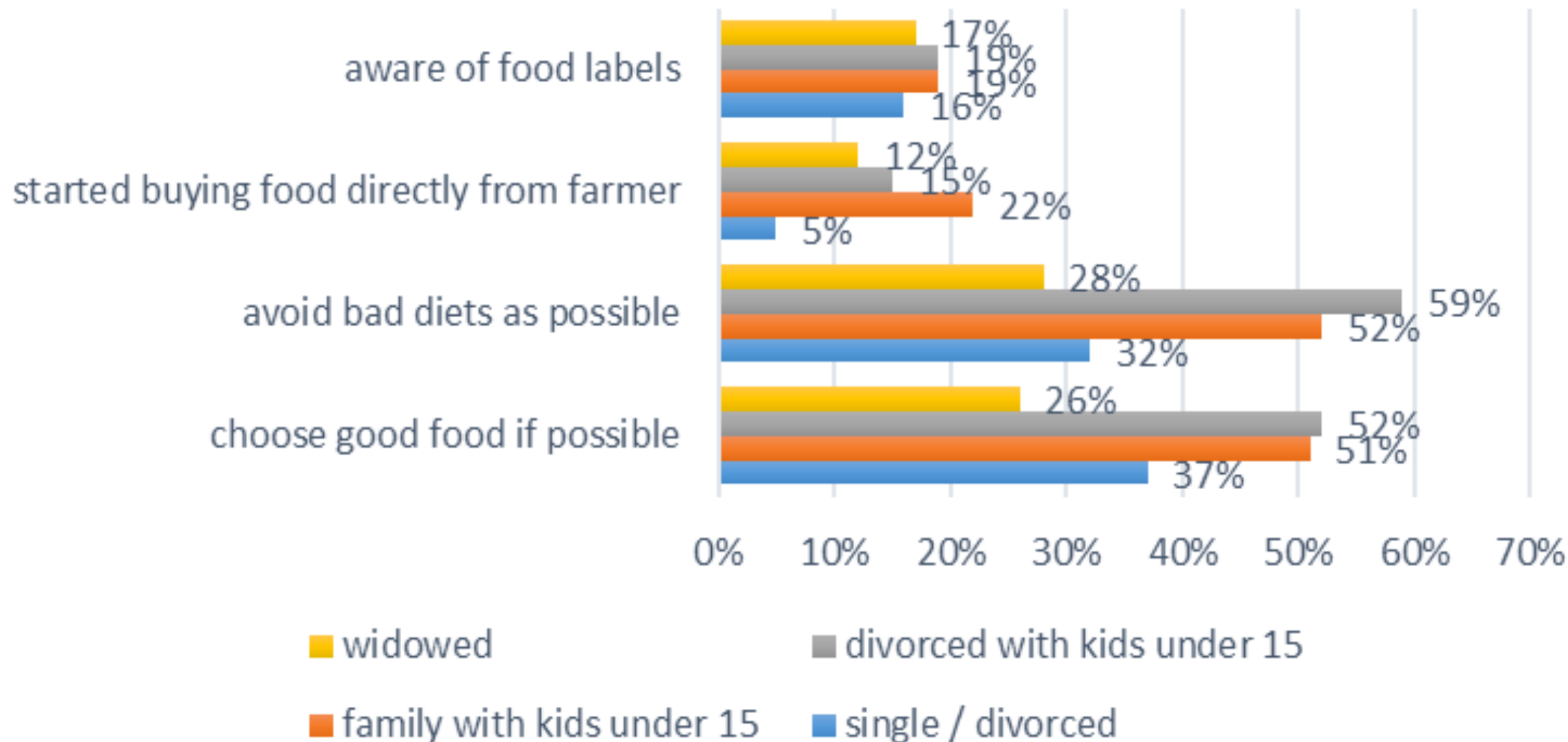
Changing food habits connected with age groups



Changing food habits connected with education degree



Changing food habits and personal status



Aware consumption

- Sustainability is an integral part of the modern consumer's decision-making process.
- Consumers are increasingly drawn to brands that prioritize eco-friendly practices, including sustainable packaging.
- According to a survey by CGS, 68% of consumers are willing to pay more for products with sustainable packaging.

Food provenance and mutual loyalty of producers and consumers

- Mutual trust

Farmers' side: trust in

- consumers' loyalty,
- in consumers' attachment to vision of food (and broader lifestyle)

Consumers' side: trust in

- quality, fairness,
 - stories behind products,
- Food provenance

Enhancing mutual trust

For consumers

- Labeling and quality recognition
- Avoiding anonymity
- Any kind of certification

For farmers:

- Formal or informal contracts
- Formation of social organization around the farm / farms / coop



SZUKAJ...

Kategorie

- Mąki, kasze i wypieki (19)
- Warzywa i owoce (2)
- Warzywa (5)
- Ryby (27)
- Nabiał (10)
- Twarogi (13)
- Pozostały nabiał (3)
- Sery krowie (39)
- Sery kozie i owcze (20)
- Sery (10)
- Napoje i przetwory (76)
- Przetwory owocowe (48)
- Przetwory warzywne (14)
- Napoje (27)
- Miody, oleje i zioła (64)
- Miody i pyłki (39)
- Oleje (16)
- Zioła (9)
- Wędliny i garmatzerie (125)
- Produkty w słoiku (22)
- Smaki (5)
- Garmatzerie (5)
- Paszety i paszetyowe (14)
- Kiełbasy i kabanasy (62)
- Produkty z gęsi (5)
- Wędzone i długodojrzewające (46)

Filtruj Po Cenie

Cena: 0zł - 150zł

FILTRUJ

WYŚWIETLANE 1-30 Z 336 WYNIKÓW



Polędwica wędzona (300 g) -
Monika i Marcin Blaszczyk
29,00zł



Kiełbasa polska wędzona (ok.
500 g) - „J Doroty” - Doreta
Słonkowska
35,00zł



Powidła Śliwka Węgierka bez
cukru (330 ml) - Gospodarstwo
Sadownicze E.M. Chabowsky
15,00zł



Kiełbasa swojska (ok. 1 kg) -
Stanisław Wzorek
54,00zł



Metka Bawarska (400 g) -
Monika i Marcin Blaszczyk
23,00zł



Syrup z Czarnego Bzu (300 ml) -
Kraina Skrzy Manufaktura
Zdrowia
11,00zł



Szynka wędzona (ok. 1 kg) -
Stanisław Wzorek



Masło 83% (250 g) - Serownia
Jasiurkowsy



Polędwiczka wędzona (ok. 400 g)
- Stanisław Wzorek

Nasi Dostawcy



Kraina Skrzy Manufaktura Zdrowia

Kraina Skrzy Manufaktura Zdrowia to przedsiębiorstwo ekonomicznej działalności non-profit. Aktywnie angażujemy się w przedsięwzięcia społeczne, między innymi wspierając lokalne aktywności. Zatrudniamy osoby, które trudno mieliby znaleźć pracę oraz aktywnie rozwijamy ich potencjał zawodowy. Zakładając przedsiębiorstwo ten szczerzy cel był naszym motywatorem do działania. Poza tym, chcieliśmy dostarczać na rynek produkty dobrej jakości, bez konserwantów, produkowane w tradycyjny sposób - tak jak kiedyś robili to nasze babine.

Przedsiębiorstwo zajmuje się produkcją tradycyjnych syropów z owoców takich jak czarna porzeczka, czerwona porzeczka, aronia, czarna bazylika, pigwowiec japoński. Nasze syropy uzyskały certyfikat EKO przyznany przez akredytowaną jednostkę certyfikującą z upoważnieniem Ministerstwa Rolnictwa i Rozwoju Wsi Centrum Jakości AgreEko sp. z o.o. Fot. Mikolaj Kurat UMWK-P.



KozieŁawy Emilia i Krzysztof Witkowsky

Od dziesięciu lat prowadzimy niewielkie dwunastohektarowe gospodarstwo rolne w miejscowości Ławy (gmina Rypin). Zajmujemy się produkcją i przetwarzaniem mleka krowiego. Pomysł na życie przyszedł w nas z zakupem dwóch pierwszych kózek Rasy i Łus, od których wszystko się zaczęło. Popiliśmy się pierwszymi krowim mlekiem (są z nami do dziś) a potem na przetwory mleczne. W chwili obecnej posiadamy stado kilkunastu sztuk matek dojnych. Część ich mleka przetwarzamy we własne, małe, przydomowe przetwory.

Produkujemy min. sery półtwardo dojrzewające o/a Gouda, sery miękkie o/a kazyim i smerytydzkie, jogurty, twarogi, paszety twarogowe. U nas znajdziesz wyroby tak nietypowe jak sery pochodzenia gęsiobiegłego. Cieszymy się z wytworzeniem wyroby z dodatkiem orzechów włoskiego. Cieszymy się w piwie porter czy Halloumi. Sery produkujemy od 2011 roku, dla nas i dla Was ciągle się rozwijamy. Fot. Mikolaj Kurat UMWK-P.



Gospodarstwo Sadownicze E.M. Chabowsky

Nasze gospodarstwo położone jest niedaleko Bydgoszczy, na urokliwych terenach Doliny Wisły. Strzeżąc Gamę to zagłębie śliwek, wini i porzeczek. Tradycje sadownictwa naszej rodziny sięgają lat powojennych. Owoce to nasz sposób na życie przepalające paszę i smakiem. Obecnie mamy 6 ha porzeczek czarnej, 2 ha wini Lubiński i 2 ha śliwek węgierski (liwiońskie, dębrawickie, węgierski zwykły) oraz amatorskie nasadzenia czereśni, moreli, nektaryni, winogron i malin. Fot. Mikolaj Kurat UMWK-P.

EKO-MŁYN Kazimierz Jachymski

Nasza rodzinna firma pod nazwą „Eko Młyn Kazimierz Jachymski” prowadzi przetwórstwo zbóż ekologicznych certyfikowanych na mąki i kasze BIO. Przetwarzamy wyłącznie zboża pochodzące z naszego rodzinnego certyfikowanego gospodarstwa. Gospodarstwo w robocii prowadzi produkcję ekologiczną od 2005 roku. Od roku 2015 zdecydowaliśmy się na samodzielne przetwarzanie własnych zbóż, a tym samym na skrócenie drogi od pola do stołu. W 2020 roku nasze mąki oznaczyliśmy dodatkowym określeniem “Mąki Kazimierski”.

Ciekawy film o Eko Młynie można obejrzeć pod wskazany linkiem:

https://www.youtube.com/watch?list=PLAR2pe2vOG-2K2NNy6Tbun3vV7oL-3JNKxKhYIhznqB8_PqmbAsOdUc4&v=H0_NwPn066&feature=youtu.be

Nasze mąki doskonale nadają się do wypieków chleba, ciast, omletów, galarek a także do wytworzenia makaronów, pierogów, bluszek oraz różnorodnych smaczków, w tym bezglutenowych (mąka gryczana).



Trusted storage and delivery



Mutual learning between food producers and consumers.

Consumers

- Definition of what good food is
- Food and health
- „Socially good” food
- „Farmers’ struggle stories”

Farmers

- Learning of how the world’s changing
- Food fashion
- New target groups



What is with this world?

Food as **class issue**

The food and **the community**

Recipes and cooking tips

Food and **health**

Food fashions

Definition of **what good food is**

Climate change and food

Farmers' life and **struggle stories**

Trusted food

Mutual learning between food producers and consumers.

- Open farm day for consumers
- Social media
- Short films, live streams, reels, YT channels
- Free picking (free picking of leftovers on the field)
- Webinars



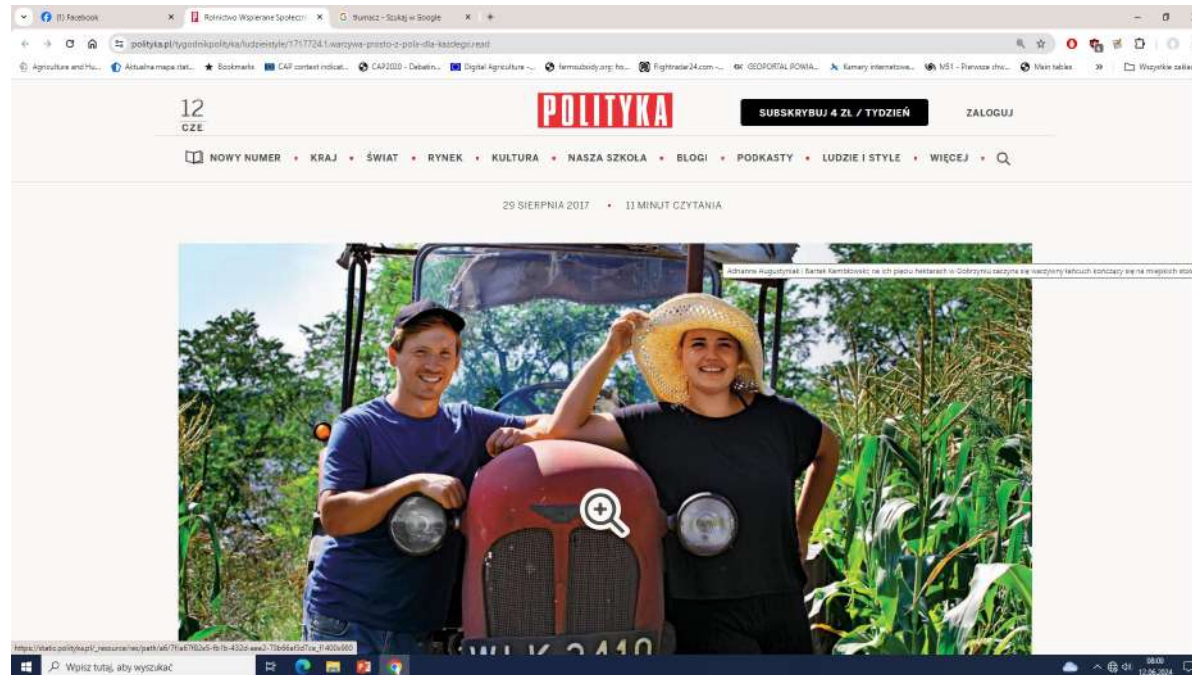
Free picking – fun, social bonding, networking



Harvest feast – socialising, info-exchange



Media coverage – press meetings, interviews,



Academic connection

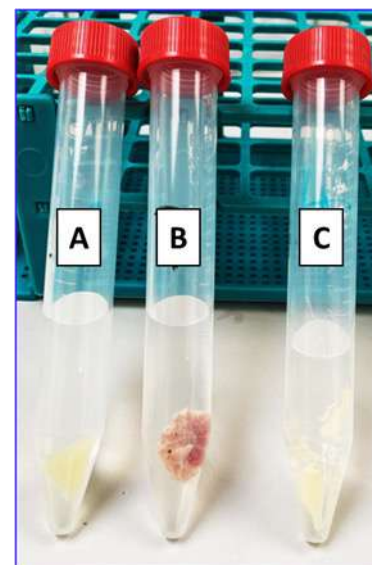
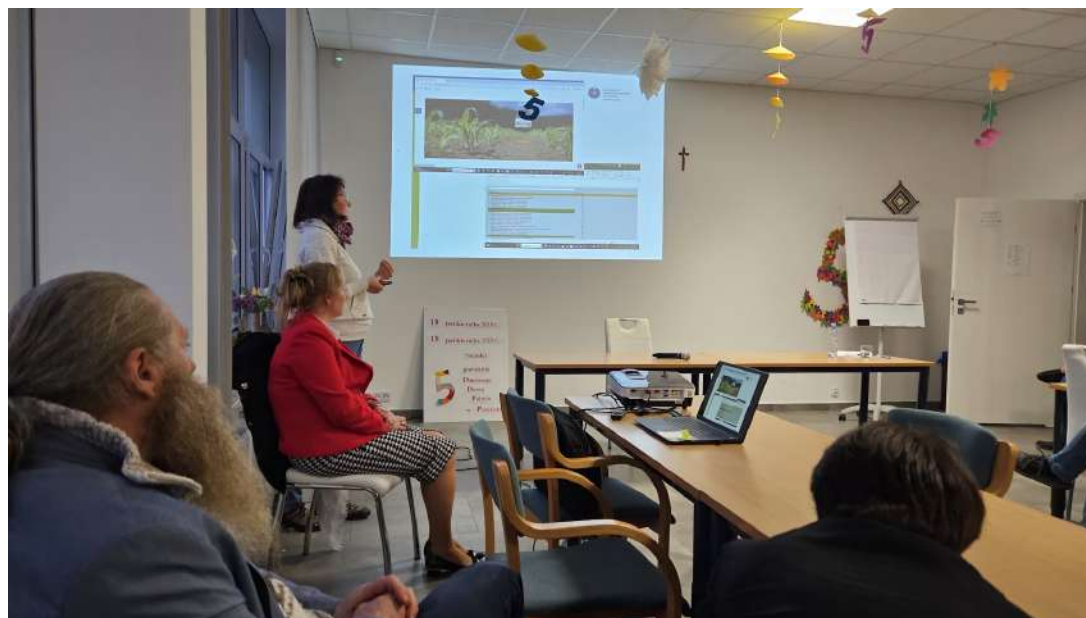
Historical reconstruction of ancient food products and receipts



Chemistry Dept of NCU - professional food testing and presentation to the farmers



Local certificates – trusted food testing



Unsustainable practices of “healthy people making unhealthy choices”.

- For many years, consumers said they wanted healthy food on menus but rarely ordered it.
- 51% of consumers say they actively seek out nutritious foods that are good for them, and 45% say they are very health-conscious. Consumers ages 25 to 34 are most likely to agree with both statements (51% say they're health-conscious; 58% seek nutritious foods). (USA)
- But respondents in that age group are also more likely than average to say that they do not look for healthy options when ordering out at restaurants (39% agree, versus 37% of consumers).
- **The more often consumers eat out, the more likely they are to say they don't look for healthy options at restaurants.**
- **The higher income on family's disposal is the more likely they are to say they're health-conscious and that they seek out nutritious foods.**
- 48% of those declaring systematic sport activities admit having bad habits in food consumption (Poland 2021)

*A million miles away
Your signal in the distance
To whom it may concern
I think I lost my way
Getting good at starting over
Every time that I return*

Learning to eat 😊 again!

