

# **RESULTS**

## **„Organic youth survey“**

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

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Priv.-Doz. Dr. Andreas Steinwider (Bio-Institut, HBLFA Raumberg-Gumpenstein)  
Raphael Grünberger (HLBLA St. Florian), Julia Schmidinger (HLBLA St. Florian),  
Sabrina Stangl, Lisa-Marie Walcher (HBLFA Raumberg-Gumpenstein),  
Dipl.-Ing. Michaela Fröhlich (HLBLA St. Florian),

Ing. Kurt Krimberger (HBLFA Raumberg-Gumpenstein) and DI Walter Starz (Bio-Institut, HBLFA Raumberg-Gumpenstein)



# 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

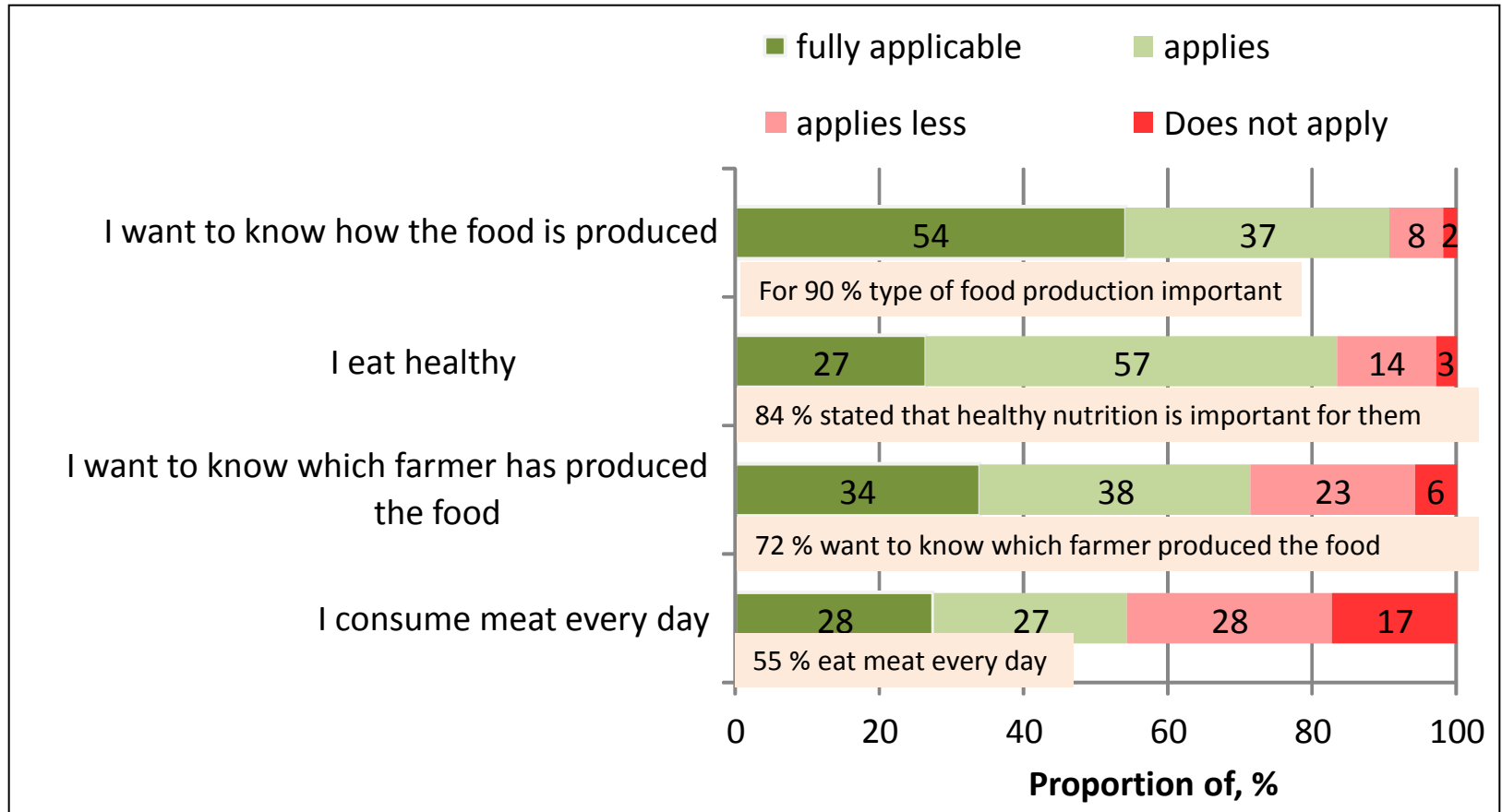


## **Data processing:**

- ✓ 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  
**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 nit agree (1)

**Food origin and healthy nutrition - important**

# Nutrition and cooking behavior

	Number, N	Proportion of, %	Average
I am vegetarian	83	8	1,09
I am vegan	28	3	1,03
I like fast food	375	37	1,37
I like cooking	781	78	1,77

**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

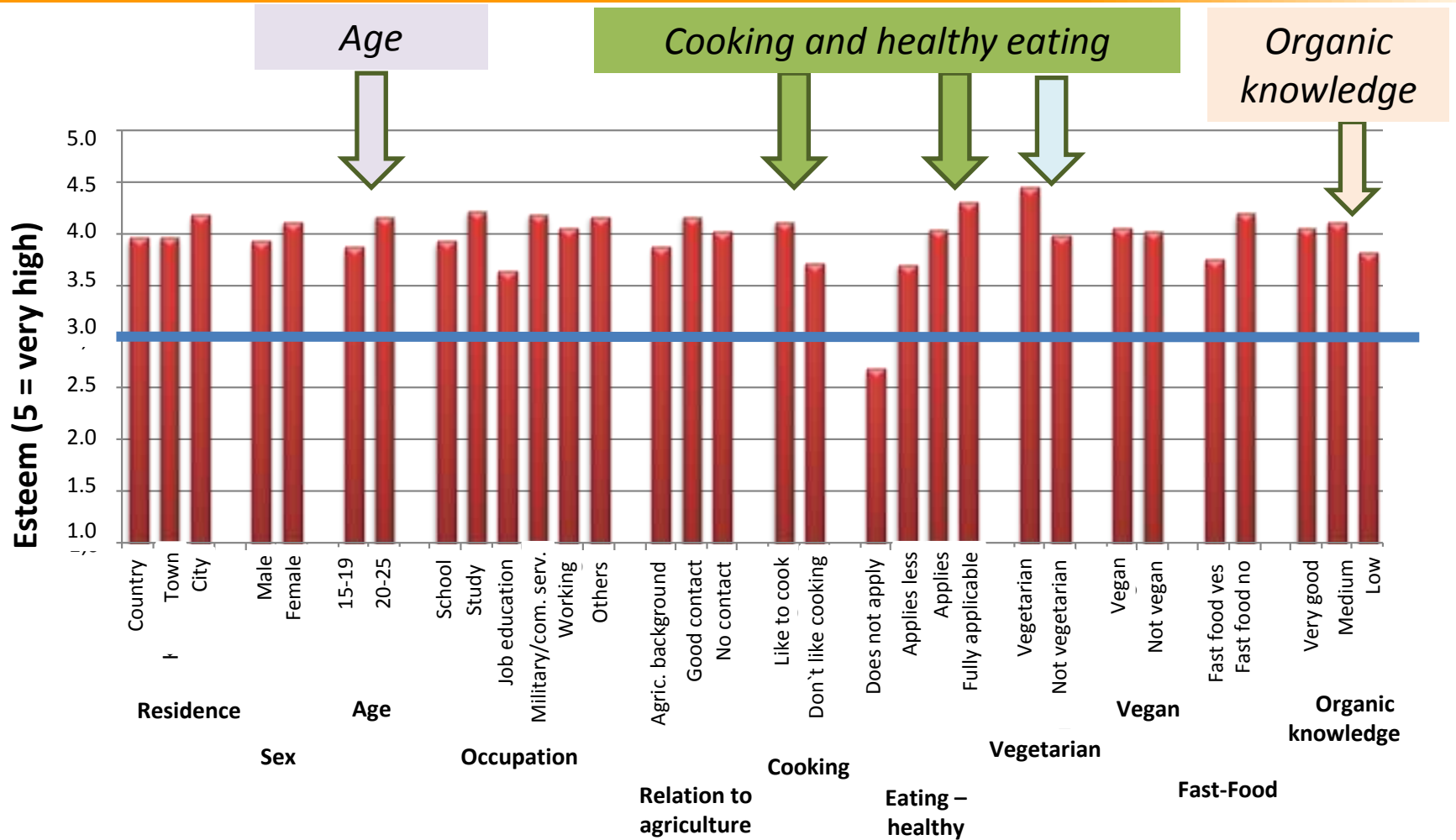
(Font size represents response frequency)



**Positive organic-associations dominate with 96% !!**

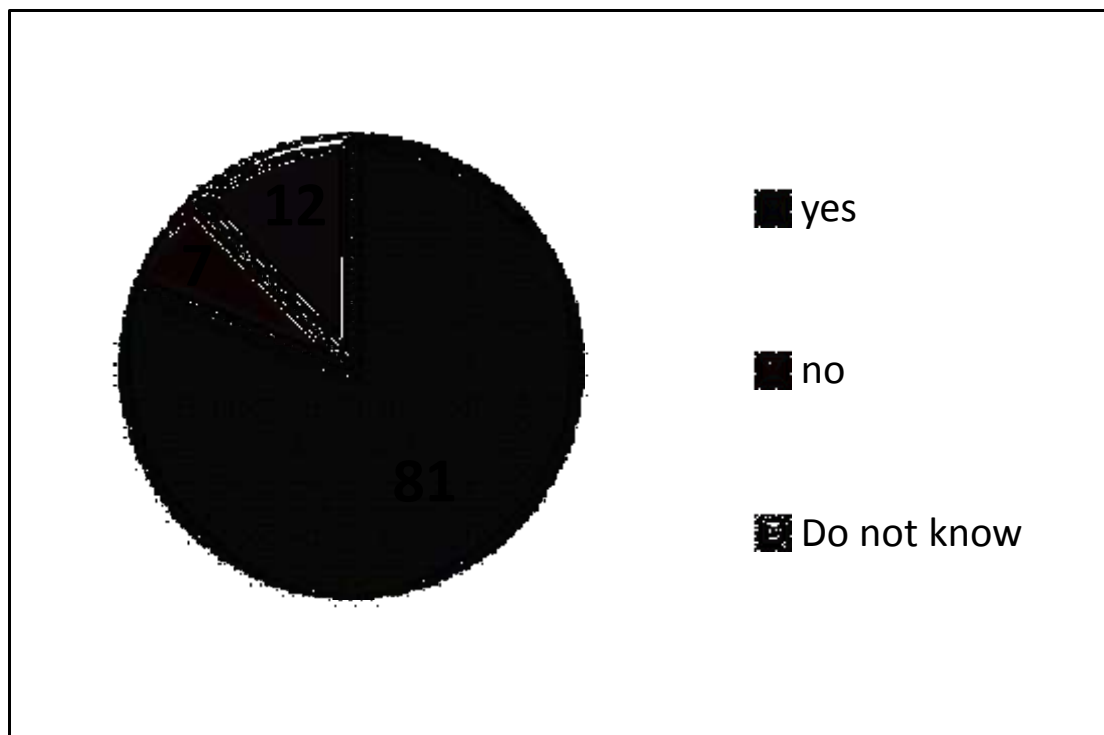
Only 4% of the keywords mentioned express rather **negative organic-attitudes**

# 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***

# Should organic production be further expanded in Austria? (% of answers)

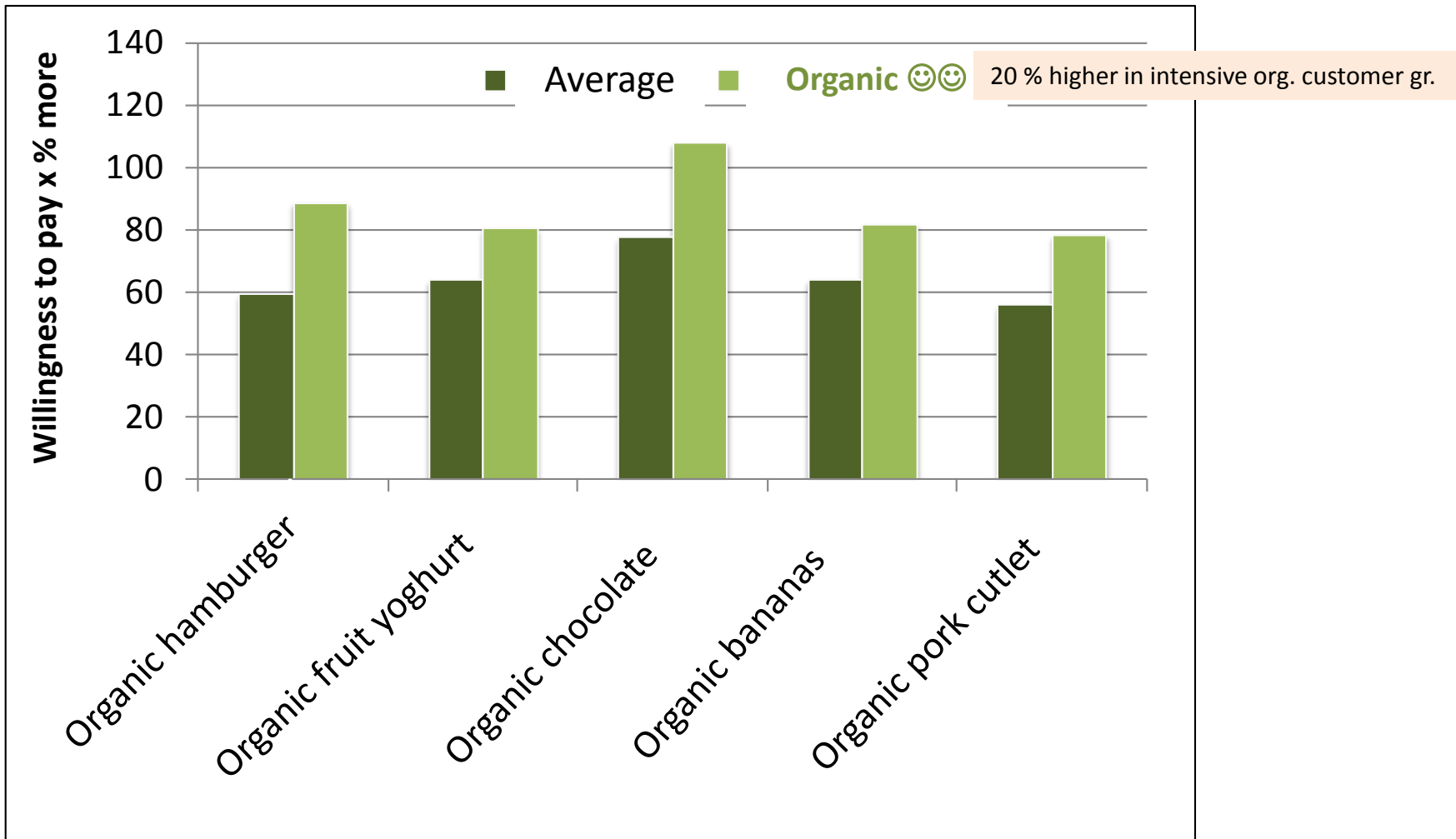


Grading: yes, no, do not know

**81%** want the organic sector to be further expanded in Austria

# Acceptable higher prices for organic products

(Average or organic buyer segment group Bio-- and Bio ++, mark-up in% on conventional product)

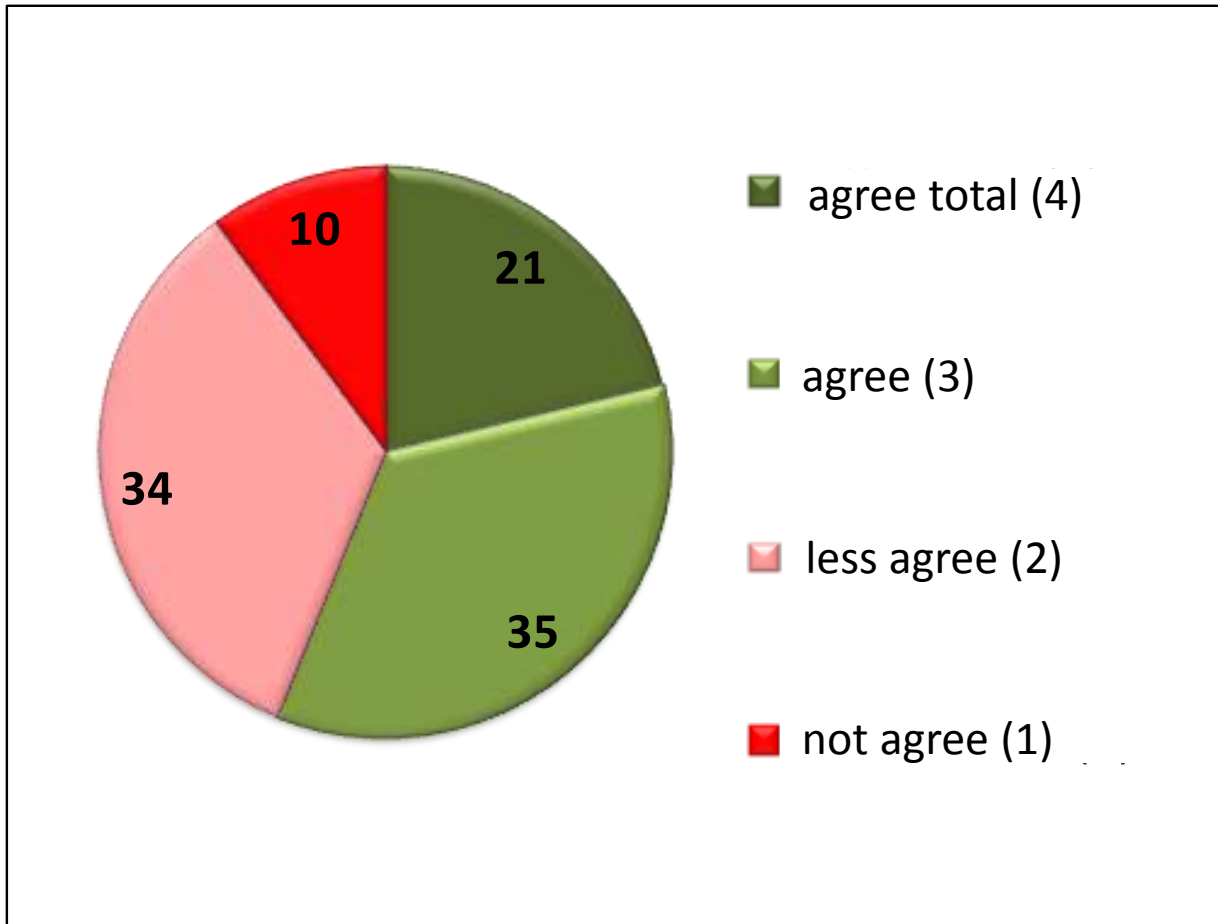


**Question:** You stand in front of a shelf and can choose between an organic product and a conventional product. How much can the organic product maximally cost so you still buy it?

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



## Knowledge of organic regulations (% of answers)



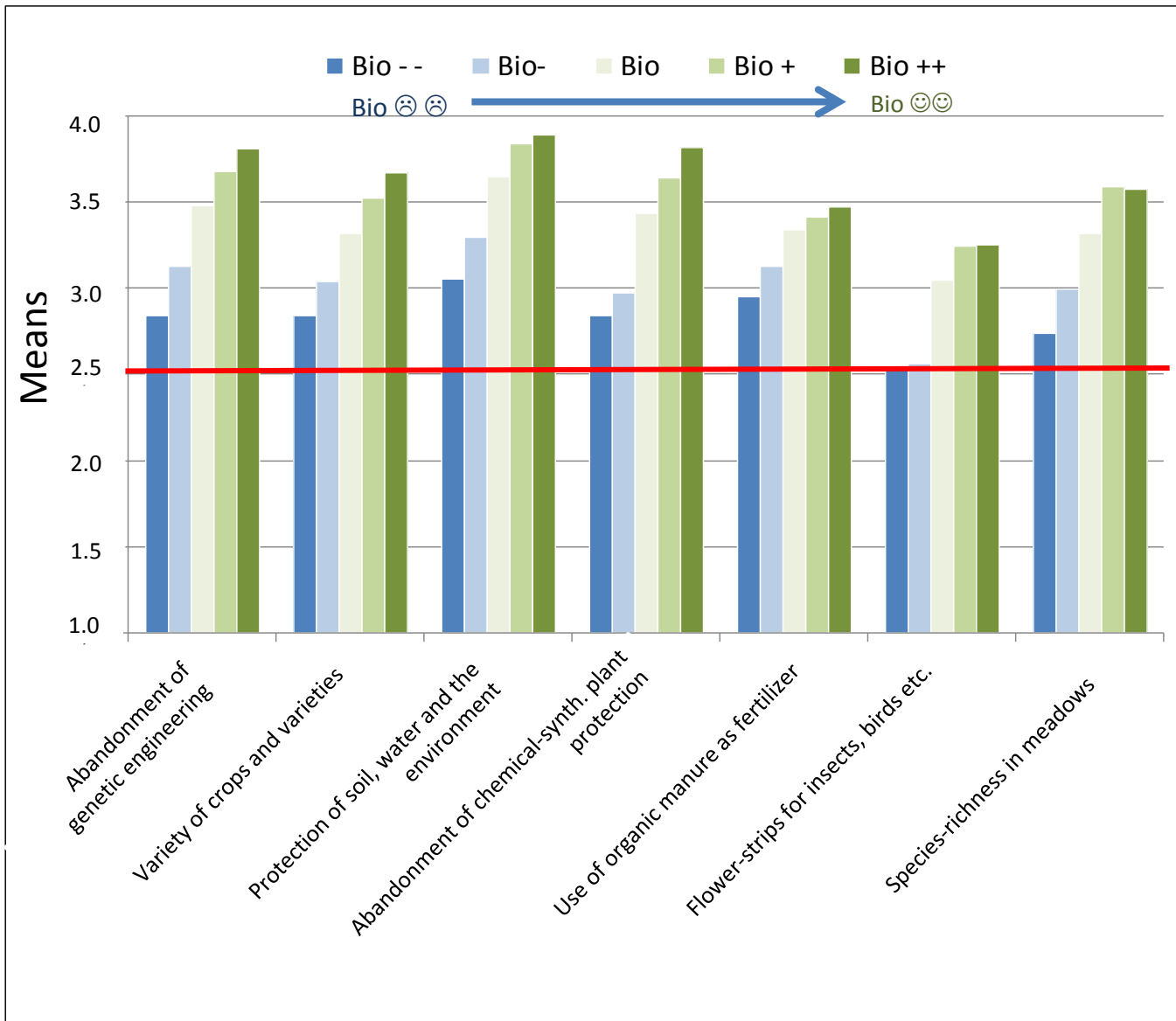
**Question:** I am good informed about the organic regulations

**Grading:** Agree (4) ... Not true (1)

**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)



Organic 😊😊

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

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

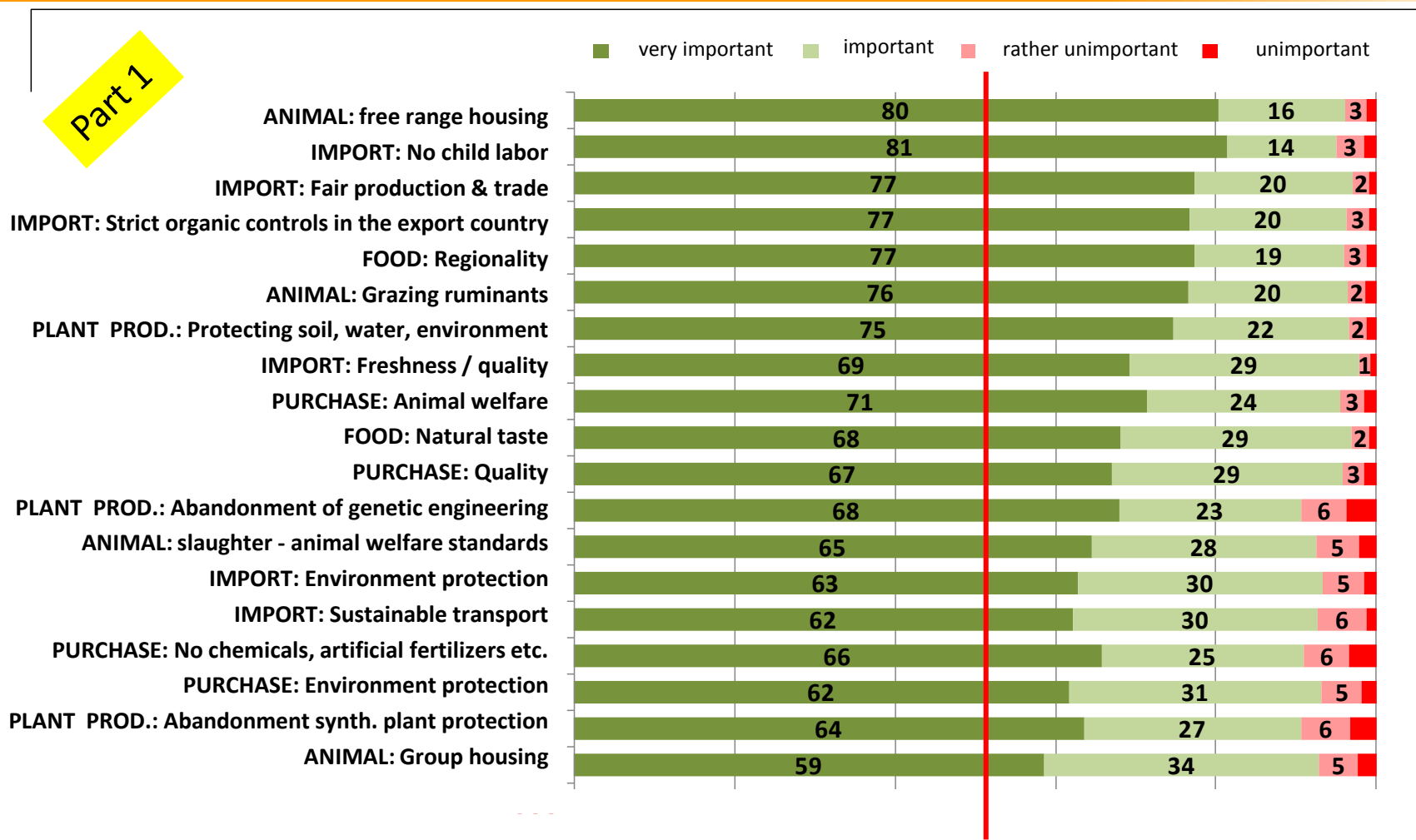
**Question:** How important are the following aspects for you in terms of organic plant production?

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

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

# Expectations and wishes of young people and young adults for organic farming and food supply (overview)

Part 1



Question: How important are the following aspects to you ...?  
 Grading: grades of very important (4) ... unimportant (1)

50 %

# Conclusiones & Summary



- ✓ 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”

1.)



- **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”

2.)



- 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”!***

**Health - Ecology - Fairness – Care**  
*Organic principles - a strict basis!*



## Organic Youth Study

### Further informations

[www.raumberg-gumpenstein.at/bio-news](http://www.raumberg-gumpenstein.at/bio-news)

...summary report  
...final report

***Thank you for your attention!***