

## Organic vs. Conventional Groceries – Discovering Organic Being Worth the Cost



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Organic food is generally more expensive than intensively-farmed food. Our objective was to gather material about organic food prices from different sources and to communicate these to the consumers.

The project aim was to provide information material that raises awareness and convinces the consumers to go for the ecological and sustainable options instead just looking at the cheap prices. We aimed to demonstrate that the price difference is worth the environmental benefits.

The project was run in Romania, Greece, Finland and Sweden and it provided interesting comparisons about the European organic food prices and consumer habits. Through the answers to the survey we could analyze roughly the level of general awareness and see what seemed to be the biggest constraints in the consumption of organic products.

We prepared an information material called “Seeing beyond the price – why it is worth to pay a little more for organic food” and distributed it to the people who took part in our survey. By this we spread the word and raised awareness about the organic products. In addition to spreading the word through our survey group of forty people in four different countries we will publish the project with all the results and information in an internal magazine in a multinational company in Romania, as well as possibly even Lundian student magazine in the autumn 2011. We are also more than excited to present and share the benefits of organic products as well as the whole project with all the people joining the webinar on the June 15<sup>th</sup>!

