

Questions in the shop

We share a sea. Diet for a clean Baltic

Visit a local supermarket or grocery store to check the availability of organic products and consumer attitudes.

Before you go you should discuss in class what you want to learn from your visit. Your teacher should make an appointment with the shop manager in advance, because you need permission to examine the products, register prices and maybe interview some of the customers.

Before you go

- Find out how you can tell if a product is organic
- Find pictures on-line of the EU logo and at least of one national eco-label
- Check the rules for labeling

In the shop:

- Determine whether there are organic products available. Are they stored together or in special departments?
- Make a list of organic products available in the shop: For instance different milk products, vegetables, meat and grocery products like flour, cereals, raisins, etc.

Compare prices of organic and non-organic products

- Note the prices and quantities of the goods on your list
- Bring your list with you around the shop and find the corresponding non-organic products and note the prices. You must make sure that the products you compare are similar in terms of weight, amount, type and quality.

Make interviews with customers who buy organic food. You may ask them:

- Why do you buy organic products?
- Do you buy all food organic or only some?
- What do you buy organic?
- The organic products are usually more expensive than other products.
- What do you think about that?
- How much are you willing to pay extra - and why

Also ask some of the customers who do not buy organic, what they think about organic products and why they don't buy them.