

# Final text document

## Station A – A Taste of Europe

### A Taste of Europe

This is a story about the fascinating, long and winding journey that our food makes from the oceans and the fields to our tables. It is a story of production and consumption. Of similarities, differences, changes and trends. About why we eat what we eat and how we can contribute to a better environment.

Nine museums, from across Europe, are collaborating on this project and the same exhibition can currently be seen in nine different countries. In every country there is also an exhibition about a particular product which is important for that country.

### Description of exhibition project

#### Nine Museums in Cooperation

A taste of Europe is a joint project supported by the EU.

The project is under the leadership of the Museum of Work, Sweden

Nine European countries are involved in the project:

Museum of Work, Sweden

Technical Museum of Slovenia, Slovenia

National Museum of Agriculture, Czech Republic

Estonian National Museum, Estonia

Finnish Labour Museum Werstas, Finland

Museum of Hungarian Agriculture, Hungary

Museum of Portimão, Portugal

Scottish Fisheries Museum, Scotland

The Workers' Museum, Denmark

The idea is to create an exhibition about food production and consumption. With the help of this exhibition, we would like to encourage a discussion about the way we eat. We aim to discover national differences and similarities, trends over time and how our consumption affects the environment and climate. Every museum has chosen a food item that has particular significance to their country. The museums have documented how these foods are produced, as well as the role they play in everyday life.

Over a three year period, staff from the museums, in the nine countries involved, have met in Sweden, Slovenia and Scotland in order to exchange ideas and plans. All of the museums have contributed exhibits, interviews, photographs and films. The results have been compiled into an exhibition coordinated and produced in nine copies by the Museum of Work in Sweden. The exhibition will be on display in all nine countries simultaneously during the spring of 2011. Additionally, each individual museum has created a more detailed exhibition about the food item chosen from their own country.

The project is supported by the Culture Programme of the European Union, the Nordic Culture Fund the Swedish-Finnish Cultural Foundation and the Swedish Research Council Formas.

### **Production:**

#### **Museum of Work, Sweden**

Sofia Seifarth, project coordinator  
Niklas Cserhalmi, project leader  
Kerstin Harris, project leader  
Maud Fjellman, finances/administration  
Kristina Berg, producer/research  
Johanna Övling, researcher  
Maria Planefors, exhibition and graphic design  
Annelie Egelin Tärning, educator  
Mia Sas, texts  
Magnus Lagher, technician  
Anders Eriksson, technician  
Freddy Forsmar, technician  
Kostas Katsinas, technician  
Martin Cleland, technician  
Stefan Johansson, technician  
Felicia Eriksson, information  
Erik Månsson, illustrations

#### **Technical Museum of Slovenia, Slovenia**

Irena Marusic, project leader  
Romana Erhatic Sirnik, researcher  
Ana Katarina Zihlerl, educator

#### **National Museum of Agriculture, Czech Republic**

Roman Bortel, project leader/producer/researcher  
Michaela Cevalova, educator  
Eva Winkelhöferová, educator

#### **Estonian National Museum, Estonia**

Terje Anepaio, project leader

Ellen Värvi, producer  
Reet Piiri, researcher  
Jaanus Sillavere, educator

#### **Finnish Labour Museum Werstas, Finland**

Kalle Kallio, project leader  
Ulla Jaskari, producer  
Tiina Saari, researcher  
Hanna Yli-Hinkkala, educator

#### **Museum of Hungarian Agriculture, Hungary**

Ágota Nagy, project leader/researcher  
Gabriella Juhász, educator  
Maya Wellisch, educator  
Ágnes Bálint, information

#### **Museum of Portimão, Portugal**

José Gameiro, project leader  
Ana Ramos, researcher  
Pedro Branco, educator  
Rui Nicolau, film producer/designer

#### **Scottish Fisheries Museum, Scotland**

Simon Hayhow, project leader  
Linda Fitzpatrick, producer  
Jennifer Gordon, researcher  
Andrea Sayers, educator

#### **The Workers' Museum, Denmark**

Jacob Bjerring-Hansen, project leader  
Margit Bech Larsen, project leader  
Charlotte Lønstrup, researcher/producer  
Linda Nørgaard Andersen, educator

*For more information visit: [www.atasteofeurope.eu](http://www.atasteofeurope.eu)*

### **The choice of product**

All the countries have chosen a food item that is important to them.

All chose differently but the motivation behind each choice was similar.

Tradition, symbolism, pride, knowledge and exports were often the basis for each choice.

Often it was something that was significant as a food product and also to the economy of the country.

It may have been something that saved the country from crisis and starvation.

In some cases it may be something that is under threat because of damage to the environment or it may fall victim to the hunt for lower prices.

Several countries tell us of a difference between now and then.

Of the change in production and consumption.

Of globalisation and technical developments.

Of the effect and consequences of politics.

Of health, the environment and the struggle against hunger.

### **Nine countries:**

#### **Czech Republic**

**EU-membership:** 2004

**System of government:** Republic

**Capital City:** Prague

**Area:** 78 866 km<sup>2</sup>

**Population:** 10.5 million

**Currency:** Czech koruna

**Language:** Czech, Slovak

#### **Denmark**

**EU-membership:** 1973

**System of government:** Constitutional monarchy

**Capital City:** Copenhagen

**Area:** 43 094 km<sup>2</sup>

**Population:** 5.5 million

**Currency:** Danish krone

**Language:** Danish

#### **Hungary**

**EU-membership:** 2004

**System of government:** Republic

**Capital City:** Budapest

**Area:** 93 000 km<sup>2</sup>

**Population:** 10 million

**Currency:** Forint

**Language:** Hungarian

#### **Finland**

**EU-membership:** 1995  
**System of government:** Republic  
**Capital City:** Helsinki  
**Area:** 338 000 km<sup>2</sup>  
**Population:** 5.3 million  
**Currency:** Euro  
**Languages:** Finnish, Swedish

### **Estonia**

**EU-membership:** 2004  
**System of government:** Republic  
**Capital City:** Tallinn  
**Area:** 45 000 km<sup>2</sup>  
**Population:** 1.3 million  
**Currency:** Euro  
**Language:** Estonian

### **Slovenia**

**EU-membership:** 2004  
**System of government:** Republic  
**Capital City:** Ljubljana  
**Area:** 20 273 km<sup>2</sup>  
**Population:** 2 million  
**Currency:** Euro  
**Language:** Slovenian

### **Portugal**

**EU-membership:** 1986  
**System of government:** Republic  
**Capital City:** Lisbon  
**Area:** 92 072 km<sup>2</sup>  
**Population:** 10.6 million  
**Currency:** Euro  
**Language:** Portuguese

### **Scotland**

**EU-membership:** 1973  
**System of government:** Constitutional monarchy  
**Capital City:** Edinburgh  
**Area:** 78,722 km<sup>2</sup>  
**Population:** 5.2 million  
**Currency:** British pound  
**Language:** English, Scottish Gaelic, Scots

**Sweden****EU-membership:** 1995**System of government:** Constitutional monarchy**Capital City:** Stockholm**Area:** 449 964 km<sup>2</sup>**Population:** 9.2 million**Currency:** Swedish krona**Language:** Swedish

## **Station B –The omnipresent food**

### **The omnipresent food**

Food smells and it makes sounds.  
It influences language and our way of thinking.  
It has an important role in most religions,  
in politics and in the economy.  
Food is present everywhere in society,  
in the landscape and in our homes.  
Today we spend less and less money and time on our food.  
It is normally prepared and packaged  
by someone else.  
Yet food is always present everywhere and all the time.

### **Less time, less money**

It takes time to get home-cooked food on the table.  
It has to be planned, bought, prepared and cooked.  
In Europe, most meals are eaten in the home.  
More and more people choose ready-made food,  
manufactured by industry, in large kitchens  
or at restaurants.  
More and more ready-to-eat or semi-prepared products  
fill refrigerators and freezers.  
For every year that passes we spend less time on our food.

### **Example**

15 European countries participated in a time study that  
revealed the average amount of time Europeans spend on food.  
Cooking took between 33 and 59 minutes.  
Eating took between 75 and 135 minutes.  
Washing the dishes took between 10 and 21 minutes.

We can only spend our money on other things  
once we have eaten to the point where we are satisfied.  
Most people in the world  
spend more than half of their income on food.  
In Europe it is significantly less.  
Most Europeans can spend between  
75 and 90 percent on other things.  
Even with more money available,  
we still spend less on food.

### **Proverbs and sayings**

A proverb or saying normally has a long history behind it.  
It is used to share a message, a value  
or a word of wisdom in a simple way.  
Food is always present in our sayings.

### **Czech Republic**

Vaše podlomené zdraví pivo upevní a spraví.  
If you're worried, sad or sick, a pint of beer will do the trick.

### **Portugal**

Diz-me o que comes, dir-te-ei quem és.  
Tell me what you eat, I'll tell you who you are.

### **Finland**

Mitä useampi kokki, sen huonompi soppa.  
Too many cooks spoil the broth.

### **Denmark**

Vejen til en mands hjerte går gennem maven  
The way to a man's heart is through his stomach

### **Scotland**

Sma' fish are better than nae fish.  
Small fish are better than no fish

### **Sverige / Sweden**

Gråt inte över spilld mjölk.  
Don't cry over spilt milk.

### **Slovenia**

Lakota je najboljši kuhar.  
Hunger is the best sauce.

### **Estonia**

Ühe surm, teise leib  
One's death is the other's bread

### **Hungary**

Ki előbb ér a malomba, hamarabb őröl.

The sooner you arrive at the mill the sooner you grind.

## Unexpected images of food

### The Czech Republic

Hops are known as the green gold of this country and they are used as a spice and for aromatic purposes, particularly when brewing beer. Most hop plantations were built up during the 1930s. Workers, students and whole families worked on such farms in order to support themselves.

### Denmark

What we eat is dependent of the people who produce it. While working as a farming apprentice, Olha Otenko forgot to change her shoes when she was walking between the stables. The farmer forced her to carry a sign saying "I must change shoes evry K" (K means climate controlled stable) "Why did he do this?", Olha thought to herself, "I'm not an animal. I'm a human being."

### Finland

In 1915, 107 men and 50 women worked at the Elanto Bakery. Only the male bakers were allowed to appear on the photograph. It is however possible to see some of the women behind the wagons and in the factory windows.

### Hungary

Wheat is an important base product in Hungary which symbolises life, prosperity and fertility. According to deeply-rooted folklore, every grain carries a picture of Jesus Christ. In the town of Szeged a statue has been erected in honour of what is looked upon as the country's most important base product.

### Scotland

Fishermen's weddings were often held between Christmas and New Year while the boats were being repaired. The better the catch, the more the weddings. A good fishing season meant more money for the ceremony, entertainment, food and furniture for the couple's new home.

### Portugal

The first activity, that makes the transition from harvesting olives to the olive oil press, is the olives unloading. From this point, the olives are sent directly to be weighed, washed and crushed in the olive oil press. This part of the process represents a male territory, because usually only men work there, marking the transition between the harvesting, a work done both by men and women.

### Sweden

During the early 20<sup>th</sup> century, several attempts were made to improve the health of the population. The decision was taken that milk could only be sold in special shops. Soon there was a milk shop in almost every neighbourhood. Milk shops disappeared when supermarkets were granted permission to sell milk in the 1950s.

### Slovenia

Without bees, no pollination, no plants, no animals, no people!

### Estonia

Fewer and fewer Europeans show interest in agricultural issues. Here we see grandparents and grandchildren visiting their relatives in the country to plant potatoes. To work in such a traditional way is both educational and exciting. It is also a nice way to spend time together.

## Station C – Many hands

### Many hands

There is food from all over the world on our dining tables.

With increasing imports and exports, our eating habits have become independent of time and place.

We can buy most things, regardless of season.

Cucumbers, beef or fish may have travelled a long way before ending up on our plates.

A long journey means many hands being involved.

People who produce, pick or pack or slaughter, cleanse, load, drive, sell and prepare.

The journey that food takes from the seas or the land to our tables is known as the food-supply chain.

With ever-growing distances and longer production chains it becomes more difficult to see where the environmental impact hits hardest.

### Food and the environment

There is virtually no food that can be produced without any effect on the environment.

Traditional production strives to keep costs down.

Sustainable production strives to have lower energy usage and minimal environmental impact.

Global trade makes it difficult to measure consequences.

Food is produced in one place and eaten in another not affected by the environmental impact of the production process.

It is not easy for the consumer to know which product is least harmful for the environment.

It is not enough to simply make sure that a product is produced locally or ecologically.

To make a good choice for the climate, one has to look at the entire supply chain.

In order to build up a sustainable society, everyone within the food-supply chain must make an effort.

Our choice of products can affect the location and size of any environmental impact.

### Our choice of food products affect:

- The possibilities of development for people in other parts of the world
- The quality of life for future generations
- The well being of other creatures
- The survival and strength of various species and ecosystems

## **Environmental impact from Source to Disposal**

With a life-cycle analysis one can calculate the total environmental impact of a given product.

For food items, it is the production phase that causes most environmental effects.

Transportation, refinement, packaging and consumption often have less of an impact on the environment.

However, waste disposal can have a significant impact.

**Production:** The production of basic produce often comprises the greater portion of the total effect on the climate of the end product. This all depends upon how much energy is consumed, which base food material is used and how much waste and loss there is.

**Transportation:** Transportation causes about a third of the food-supply chain's total emission of greenhouse gases. The biggest effect per product is the result of consumer transportation between the shop and the home. This represents about a third of all transportation in the food-supply chain. For this reason it is significant if the consumer travels by car, by public transport or cycles to the shop.

**Waste and loss:** Every day, thousands of tons of edible food are thrown away in Europe. The stronger the economy, the more waste there is. It is important which stage in the chain the food is thrown away. The later in the chain, the greater the losses of resources, energy, labour and money. With new methods and areas of usage, the negative effects of waste disposal on the climate can be reduced.

## **5 tips for environmentally friendly food consumption**

- **Minimise waste**  
The biggest amount of waste occurs among consumers. To be more environmentally friendly, think about buying just the right amount and eat what you have at home before it goes off. Store your food correctly so it lasts longer and only take as much food as you can manage to eat. Make sure you empty packaging thoroughly and use household waste to make compost.
- **Sensible meat consumption**  
The world's meat consumption has increased dramatically. This production demands a lot of resources and energy. Think about the kind of meat you choose, how much you eat and how it is produced.
- **Avoid food transported by air**  
Aviation affects the environment more significantly than other forms of transport. Watch out for fresh fish and meat, from the other side of the world, and for fruit and vegetables that are available out of season.
- **Cycle or walk to the shop**
- **Eat food in accordance with the seasons**

Long distance transportation can be avoided by eating fruit and vegetables that are in season. At the same time, the product in itself may demand a lot of energy. A locally produced tomato, in a fuel-heated greenhouse, normally puts as much pressure on the climate as a naturally produced tomato that has travelled a long distance by road. Sometimes it is not enough to compare the same product; the best option may be to choose a completely different kind of produce.

### **Long-distance fish**

A fish may have travelled around the world before it lands on the plate.

It was maybe caught in one country, filleted in another and sold in a third.

Fish and shellfish have a highly globalized market.

The fishing industry has a great deal of impact on the environment, in several ways.

Small catches of fish over long periods of time can have a great effect.

The choice of feed for fish farms can also be significant.

Transportation is not always the biggest problem.

Larger consignments of fish, that come by ship from the other side of the world, and have been properly filleted with minimal waste,

can often be better for the environment than smaller consignments that come by road from a neighbouring country.

A fish caught from a jetty but ultimately not eaten result in very little energy loss or environmental impact.

If on the other hand it was caught from a fishing vessel, transported by lorry, packaged, put into a cold storage room, transported to a wholesaler and then onwards to a shop, then this would demand a lot of resources.

The impact is greater still if the fish is sold and then transported by car to the home, cooked, saved in the fridge for a few days and then thrown away.

### **Questions to ponder when making an environmentally friendly choice at the fish counter:**

- Is the exploitation of fishing stocks sustainable?
- Has the fish been caught within the legal quota?
- Does the fishing method damage the sea bed and result in large wastage resulting from undesired catches?
- Does the fish feed for farmed fish come from a sustainable fishing source?

## **Station D – To buy or not to buy**

### **To buy or not to buy:**

Many people try to influence what we buy.

By choosing to buy or not

you can influence those who try to influence you.

Food represents about a third of your total impact

on our climate. When you leave the shop,

you take command of the life-cycle of a product.

Here you can use your power as a consumer.

Information on the packaging

makes it easier to make an informed choice.

This is an important link

between the producer and the consumer.

### **To be influenced**

Many have influence over the things we buy.

Sometimes we are affected without realising it.

Products, salesmen, advertisements, politicians,

the media and researchers...all of them try to make us

eat more of certain things and less of others.

Shops are planned in such a way so that we buy more.

Products in huge stacks, on signs and in leaflets.

Short cuts to the checkout are few.

We often put more products in our trolleys than we had planned to.

### **To choose and have influence**

Opinions, feelings, economics, experience

and time affect our choice of product.

Some consumers choose according to price,

others according to taste, content, environmental impact,

appearance or working conditions.

These choices affect the climate

and where the environmental burden has its consequences.

By choosing to buy, or not buy,

you have influence over those who influence you.

It is not easy to make the right choice.

The consumer's knowledge of a product

is often governed by what the producers,

food industry and salesmen choose to tell us.

It is often the case that there are several products

of the same kind. Awareness is needed in order to make an informed choice.

Which product affects the environment the most, what were the working conditions and what is good for us?

Sometimes it is has to be our wallets that decide.

#### **Informed choices demand the following:**

- Credible marking and marketing.
- That the consumer is offered a choice.
- Awareness among consumers.

#### **Packaging – a source of knowledge**

It is not always easy to understand how a product has been prepared, the additives it contains and what things like e-numbers mean.

The packaging is often the only communication between the producer and the consumer.

Within the EU there are common regulations concerning what information must be present on the packet.

Clear information and recognised symbols are used to protect the consumer and assist consumer awareness.

#### **Information on the packaging**

**1. Quantity:** The weight of the product

**2. Name of the product:** If there is a risk of the name misleading the consumer then information must be given regarding how the product has been treated, for example if it has been deep frozen, smoked or ground into powder.

**3. List of ingredients:** All ingredients must be stated on the packaging, particularly if an ingredient is known for causing allergic reactions, e.g. peanuts, milk, eggs and fish. If the product has genetically modified contents then this must also be stated. E numbers show that a given additive has been approved for use in Europe. Examples of additives are preservatives, colourings and flavour enhancers. If a product is described as being rich in fibre then the amount of fibre must be shown.

**4. Shelf life:** The “Best before date” shows how long the food remains fresh and suitable for consumption. Products that deteriorate quickly, such as meat, eggs and milk should be treated with special care. Food with longer shelf life such as rice, spices and cereals can still be eaten after the date has expired.

5. **Manufacturer / importer:** The name and address of the manufacturer, packaging company or importer must be visible on the packaging.

6. **Origin:** Some products must be marked with the country or region of origin; this is the case with beef, eggs, fish, honey, fruit and vegetables. This is also the case if the product name or packaging is misleading for the consumer.

7. **Nutritional information:** The nutritional substances and energy values in the product must be displayed on the packaging if the product is described as being particularly rich in nutritional value or if minerals and vitamins have been added.

8. **Nutrition and health claims:** Claims of any health effects and nutritional value must always be proved scientifically. For example, the EU has a common definition for what is meant by “low fat content”. A food product with high salt, fat or sugar content may not be described as giving positive health effects. The following health claims are forbidden:

- That a product can prevent, treat or cure diseases.
- That a product can guarantee a given reduction in weight.
- That a product is approved by an individual doctor.
- That health can be affected if the product is not consumed.

### **Markings and Symbols:**

#### **Protection of origin, place and tradition:**

The following three symbols promote and protect the names of agricultural products and food items of a particularly high quality.



**Protected Designation of Origin (PDO)** covers agricultural and food products that are produced, refined and prepared in a particular geographical area with recognized expertise.



**Protected Geographical Indication (PGI)** protects agricultural and food products that have a connection to a given geographical area. This symbol guarantees that either the production, refinement or preparation takes place in the area.



**Traditional Speciality Guaranteed (TSG)** assures that the product has traditional characteristics in its composition or production.

### Ecological products:



*A product that is ecologically marked is produced with low environmental impact and complies with EU regulations for the protection of animals and the environment. Certification can be withdrawn if the demands are not met. A genetically modified product can not be marked as ecological.*

### Sustainable Fisheries:



**Marine Stewardship Council**  
Certifierat hållbart fiske

The **Marine Stewardship Council (MSC)** works together with organisations and business to promote sustainable fishing methods.

### Fair production, fair products:



When a product carries the FAIRTRADE symbol it means that both the producer and the corporate buyer have fulfilled demands and criteria for fair working and living conditions.

## Consumers

### Denmark

These two sisters are eating ecologically produced hot dogs from a popular stand in Copenhagen, recently voted the best place to eat in an annual survey.

### Finland

Nicolas, a 23 year-old computer consultant, prioritizes nutritious, high-protein food because he exercises a lot.

### **Hungary**

Ákos and Henrik are twins and bricklayers. They can not imagine a single day without bread. Best of all is traditional Hungarian bread.

### **Portugal**

18 year-old student Ana Patricia prefers to prepare food with olive oil as it is healthier than other forms of cooking fat.

### **Scotland**

George is an 85 year-old retired carpenter who has fished for mackerel, crab and lobster during his lifetime – to sell to others and to feed his family.

### **Slovenia**

31 year-old Ajda thinks that honey is a typical Slovenian product. She often gets her honey directly from friends who are beekeepers.

### **Estonia**

Jaanus is a 49 year-old teacher with a passion for cooking. He prefers good-quality Estonian food but sees no danger with genetically modified produce.

### **Czech Republic**

37 year-old Marek prefers to drink beer from smaller breweries that use more traditional brewing methods.

### **Sweden**

24 year-old art student Ingela is a vegan. She believes that nature and animals are of value and deserve protection.

## **Station E – Preparation and eating**

### **Preparation and eating**

Most of the time we eat and prepare our food at home and it is still mostly women who do the cooking. Our knowledge of food decreases because of ever-growing distances between the producer and consumer. We often only learn to cook when it becomes a necessity.

It is normally the case that people who can not eat everything, for any reason, know the most about food. This could be because of an allergy, or because of an ethical or religious reason. It could, however, also be a matter of what one can afford. What we eat, as well as how and where we prepare and eat it changes over time and depends very much on our life situation.

### **Text for food slideshow:**

Young people from the nine countries give their view of their food situations. Is it possible to discern in which country the pictures are taken? Denmark, Finland, Sweden, Hungary, Estonia, the Czech Republic, Portugal, Scotland or Slovenia?

### **What's for dinner?**

You are going to invite a guest for dinner. What you decide to serve depends on who the guest is. Is there anything the guest doesn't eat?

### **Who is sitting at your table?**

Who do you eat with? How does this affect the food situation? Try to imagine what it would mean if there were more or fewer people at your table than there are today.

## **Station F – Changes and Trends**

### **Changes and Trends**

In the past almost everyone had to produce food in order to survive. Today, a decreasing number of people produce more and more. Produce, routines and labour often have their origins on the other side of the world. The surrounding world has come closer. It is often the case that cheap production and consumption is the goal. At the same time, more and more people are showing concern about how and what they consume.

### **Fewer and fewer feed more and more**

In the past, nearly everyone had to produce in order to survive. The surplus was limited and it was only possible to sell food if there was some left over. Only then could people use their time and money for other things. With bigger farms, towns and cities, industry, transportation, research and technical development, society was changed in its entirety. Modern society developed. Never before have so few produced so much food for so many.

### **From producer to consumer**

Most countries in Europe have experienced a similar development. A couple of hundred years ago, more than 70 percent of the population worked the land. Today it is fewer than 10 percent, in some countries as few as one or two percent. Today's European has become more and more of a consumer, and less and less of a producer. At the same time as the world seems to be smaller and closer, the distance between the consumer and several parts of the food-production chain becomes greater.

### **Increasing imports**

Food from other countries was once a luxury.

Today it is a part of every day life.  
During the past 20 – 30 years,  
international trade has grown.  
It is easier to obtain basic produce and countries  
are no longer solely dependent upon their own production.  
But it is not only food that comes from across the globe.  
It has become more and more common  
for people to travel overseas in search of work.  
Fishermen from the Philippines off the coast of Scotland,  
farm workers from the Ukraine in Denmark,  
Brazilian fruit pickers in Portugal  
and Thai berry pickers in Swedish Forests.  
All of them are a part of European food production.  
Bad working conditions and low wages are common.  
With cheap production, transport and labour  
we can buy cheap food. But what is the cost of this?

### **Traditions and trends**

It has become less and less common that we eat traditional food  
with roots in our country's history, culture and geography.  
With increased imports, mobility and communication,  
many consumer and production trends have become common  
for all of Europe.  
At the same time as the scope of supply has become greater  
and more varied, more and more people in a growing number of countries  
eat more and more like each other.  
The exotic and exciting food has become a part of everyday life.  
Another trend is the mass production of food.  
It offers profitability, convenience, speed,  
greater availability and long shelf-life.  
Produce that was once exclusive is today a cheap alternative.

Old trends are replaced by new ones, often as a counter reaction.  
Today, more and more producers and consumers  
are concerned about how food is produced and what it contains.  
It is small scale production that is considered the more exclusive  
and local produce is marketed for tourists.

### **Some consumer trends common throughout Europe:**

**Health**

**Environmental issues**

**Fair trade;** production with fair working conditions

**Small scale**

**Contact /relationship-creating products;** often locally produced with more information about the producer

**Seasonal food;** a way to achieve a varied diet and reduce the transportation of food

## The End

There are many reasons as to why we eat what we eat. These reasons may have their roots in tradition, trends, religion, knowledge, economics and politics. Other factors such as advertising, research, allergies, ethical issues and our life situation are also significant. Various products are of importance for different countries. Take this opportunity to learn more about the story behind a particular product.

## Quiz Questions

### Denmark

Denmark is the country that has most pigs per person in the whole world.

Yes

### Czech Republic

Czech beer can be brewed in any country.

No

### Scotland

Antarctic ice fish have anti-freeze protection which prevents their blood from freezing.

Yes

### Finland

Industrialisation in Finland was accelerated with the help of cheaply imported cereals.

Yes

### Portugal

Is it possible to produce cosmetics from olive oil?

Yes

### Sweden

Are there bras for cows in Sweden?

Yes

### Estonia

Estonia produced the most potatoes per person after the First World War

Yes

### Hungary

The flour-milling industry underwent radical renewal with the help of Hungarian inventors towards the end of the 19<sup>th</sup> century.

Yes

**Slovenia**

A bee can visit 3000 flowers during one working day.

Yes