



# Using nudging to promote organic

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Organic  
Sweden

**Organic Sweden** is a platform for everyone who wants to collaborate on growing sales and export of organic foods



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## **Our vision**

In Sweden organic is an important tool for promoting food production that is sustainable in the long term - both for humans, animals and the planet.

# Members



Farmers



Processors



Retailers and  
wholesalers



Restaurants,  
chefs and food  
consultants

100 members across the food chain.

# Our business areas



Communication &  
intelligence

Sales and export

Policy

## Nudging Organic - A collaborative project

- An international collaborative three-year project involving organic associations in Finland, Sweden, Belgium and the Netherlands.
- Common challenges and common solutions.
- The purpose of the project is to increase sales of EU organic food through nudging.
- Funded by the EU and part of the Promotion of Agricultural Products (AGRIP) programme



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# Our Strategy

## 1. Nudging experiments

Various "nudging tools" are tested for products in six ICA stores. The experiments are then documented and evaluated.

## 2. Campaign

POS campaign in 120 grocery shops and 20 tasting events. In parallel, campaign on social media.

## 3. Report, PR & event

A Sustainable Nudging Report is produced on a yearly basis (2022-2024) and launched during a digital event.



An **iterative** approach focused on yearly learning!



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## What is nudging?

- Nudging is about designing a **decision-environment** in which it is easy to make the right choice.
- Nudging does not remove **free will**.
- Nudging primarily focuses on **changing behaviors**, not attitudes.
- Nudging does not involve **price-adjustments**.



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## How is nudging different from traditional marketing in shops?

Creates value for...	Nudging in shops	Marketing in shops
<u>Grocery shops</u> Increase in sales through interventions in the physical environment based on consumer behavior.	Yes!	Yes!
<u>Customer</u> Solves the customer's problem on the short and <b>long-term</b> , for example willingness to eat healthy and sustainable.	Yes!	No
<u>Society</u> Solves challenges in society such public health, environmental concerns and the climate.	Yes	No
<u>Price regulation</u>	No	Often

An **effective nudge** can create value for;

- Individuals
- Organisations
- Society & planet



## Consumer insights

1. There is a weak link between organic and what consumers look for / prioritize when choosing food.
2. Many alternatives leads to "choice overload" - a situation in which the consumer is faced with too many choices and as a result stick to their routine choice.
3. The current price increases are nudging consumers away from organic.



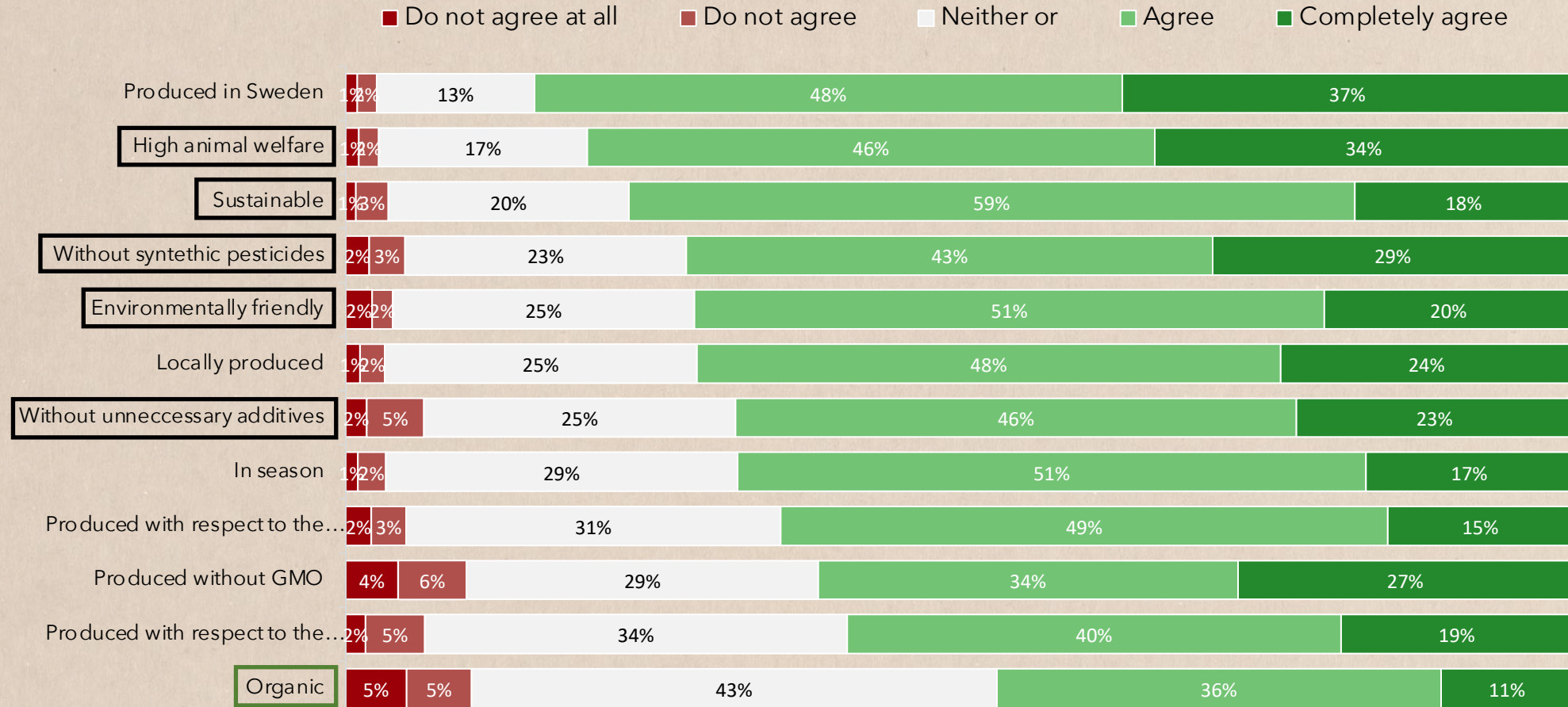
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# When I choose food, I prioritize...



- Respondents: A representative sample of the 50 percent of consumers who purchase the most organic.
- Base = 681
- The survey was conducted during the autumn of 2023



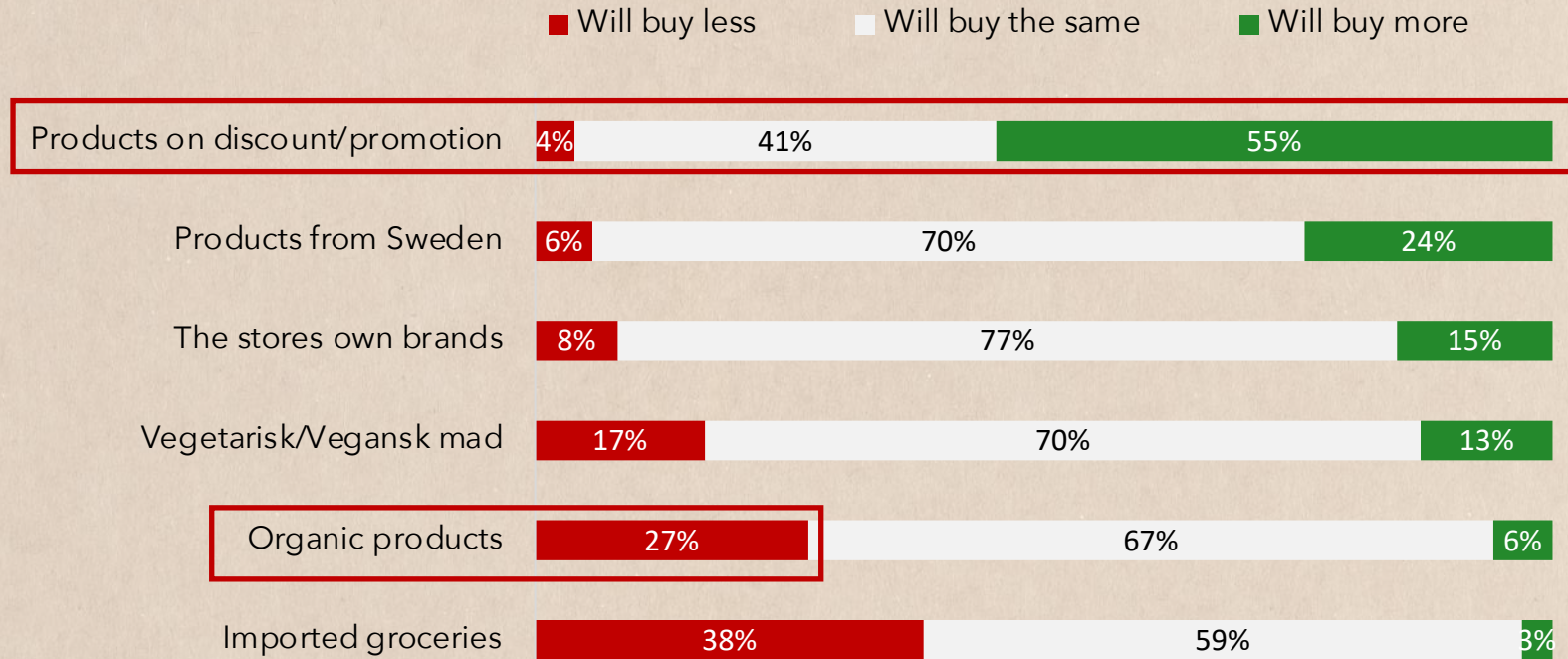
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## Have you or will you change your food consumption due to the recent price increases?



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# Our nudging tools



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## Visualize the effect

Our key messages during 2023 were;

- Organic milk makes room for more **flowers and bees**.
- Organic hens get to go **outside** and live natural lives.
- Organic pigs are free to roam around outside under **clear skies**.
- With organic you skip over **160 chemical pesticides**.



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## Positive reinforcement

“Thank you, all organic heroes,“. By this message we wanted to:

- Show **gratitude** to the consumers who despite the price increases choose organic.
- **Assume conscious behaviour** rather than pointing fingers.
- Create **identification** with sustainable behaviour for long-term impact.



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## Methodology

- Randomized controlled experiment
- Six "experiment stores" were recruited and participated
- Nudging tools and control period were implemented and rotated systematically
- Behavioural variable: Average sales units per day/100 customers
- Control variable: Variation over time
- Behaviour variable is compared against a fictitious trend based on control variables and control periods in stores.





## Nudging intervention for organic carrots



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## Nudging intervention for organic eggs



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## Nudging intervention for organic oats



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## Nudging intervention for organic milk.



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## Nudging intervention for organic plant-based.



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## Nudging intervention for organic charcuterie



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## Results for nudging experiments

Units sold/ 100 customer	Lantägg Organic Eggs	Scan Organic Charceturie	I Love Eco Organic Carrots	Bärta Plant- Based Burger	Arla Organic Milk	Saltå Kvarn Organic Oats
Control phase	0,46	0,03	1,51	0,01	1,52	0,06
Nudging phase	0,33	0,03	1,63	0,01	2,43	0,11
Without nudging	X	-	Difference is not due to nudging	-	0,82	0,06
<b>Estimated nudging effect</b>	Not significant	Not significant	Not significant	Not significant	<b>27%</b>	<b>83%</b>





## Lessons learned

- Easier to nudge consumers to choose organic when the **price gap** between organic and the conventional alternatives are smaller
- **Clear** and **bold messaging** such as the message regarding pesticides are effective.
- Product-specific challenges must be investigated further.
- We can assume that positive reinforcement together with visualizing the effect of choosing organic can be an effective approach for some products.



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# Thank you!

## Questions?



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