

Food retailing

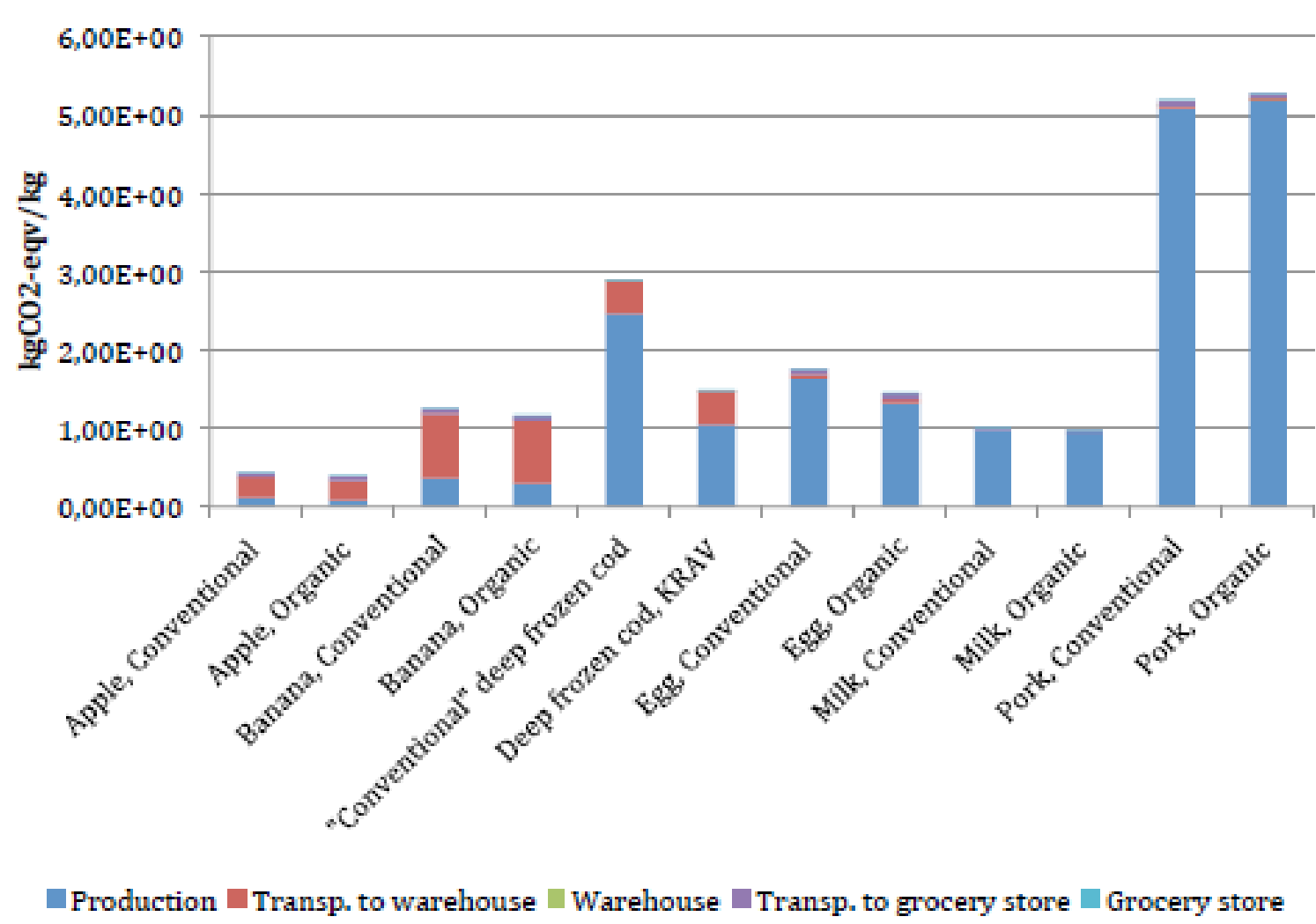
– a comparative analysis of handling organic and conventional food products

Exotiskt, ekologiskt och a

RETAILERS ARE THE GATEKEEPER OF ORGANIC FOOD:

The retailer is one the main actor handling product flows, the **gatekeeper** between producer and consumer. On the one hand, retailers are taking in more and more **organic** products and on the other hand facing the **climate** labelling, and need to think about their own contribution. What is the retailer's environmental contribution? Is there a difference between retailer's handling organic and conventional food products?

GWP - The entire food chain



Purchasing

Delivery

Storage

Sales

	Conventional	Organic
Apple	Italy	Italy
Banana	Costa Rica	Dominican Republic
Deep frozen cod	-	Norway
Egg	Sweden	Sweden
Milk	Sweden	Sweden
Pork	Sweden	Sweden

Product	Turnover time	Average time (h) at retailer
Apple	5-7 days	144
Banana	2-3days	60
Deep frozen cod	1-2 weeks	252
Egg	2-3days	60
Milk	1-2days	36
Pork	Maximum of 7days	84

Product	Conventional	Organic
Apple	85,5%	14,5%
Banana	60%	40% ¹
Deep frozen cod	-	100% ²
Egg	72%	28% ³
Milk	87%	13% ⁴
Pork	98,5%	1,5% ⁴

1. Source: KRAV (2014c)
 2. Based on a Coop policy specifying that only MSC, ASC and Krav labelled fish are allowed to be sold at Coop (Coop, 2015b)
 3. Source: Coop (2014b)
 4. Source: SCB

THE RESULTS

The results are based on a case study on a large Swedish food retailer including interviews and document studies on routines for **purchasing, storing, and transport, as well as product volume, energy and waste data.**

The results are complemented with existing LCA studies of organic and conventional food products, such as the LCA studies on organic milk, egg, pork, bananas and apples.



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