

Parents' Attitudes to Introduction of Organic Food in School Catering

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Anotace

Biopotraviny mohou být považovány za platformu dlouhodobého trvalého rozvoje, stejně jako nástroj ke zvýšení kvality lidského života a stravování. Škola je ideální prostředí k osvojení správných dietetických návyků. V zahraničí se lze v řadě případů setkat s biopotravinami ve školním stravování jako běžnou součástí dětského jídelníčku. V České republice je tato problematika v současnosti diskutovaným tématem. Po ukončeném projektu Ministerstva zemědělství Bioškoly nedošlo k většímu používání biopotravin ve školách. Je otázkou, zda je problém na straně jídelen či rodičů. Hlavním cílem příspěvku je vyhodnotit přístup rodičů k uplatňování biopotravin na základních a mateřských školách v hlavním městě ČR Praze. Klíčovou metodou bylo provedení kvantitativního dotazníkového šetření v roce 2013 s 1500 distribuovanými dotazníky rodičům. Na jejich základě byly stanoveny a statisticky testovány tři hypotézy. Celý výzkum proběhl v rámci projektu CZU PEF IGA 20131014.

Klíčová slova

Bio, potravina, pokrm, škola, jídelna, rodiče, cena, překážka, obava, přístup, Praha.

Abstract

Organic food can be understood as a platform for long-term sustainable development, as well as a tool to enhance quality of human alimentation and life. School is an ideal environment to learn good dieting habits. Organic food is often a common part of school catering in foreign countries. This issue is currently widely discussed topic in the Czech Republic. Following the end of the Bioschools (Bioškoly) project of the Ministry of Agriculture, no significant increase in the use of organic food in schools has been observed. The question is whether the problem is on the side of the canteens or the parents. The main aim of this paper is to evaluate the approach of parents towards organic food in school canteens in primary and nursery schools in Prague, capital city of Czech Republic. The key method used was a questionnaire survey in year 2013 with 1500 questionnaires distributed to the parents. Based on the survey results three hypotheses were laid down and statistically tested. The research was conducted under the CZU PEF IGA 20131014 project.

Key words

Organic food, meals, school canteens, parents, price, obstacle, approach, Prague.

Introduction

Many diseases of affluence have their origin in bad diets. Overweight and obesity in childhood and adolescence are international problems. A series of studies conducted with the aim of finding ways to prevent obesity in childhood and adolescence have been conducted globally (Bauer et al., 2009; Fernandes et al., 2009; Sorensen, 1988) with many of these tests being carried out in the "captive setting" of schools (Aranceta et al., 2008; Bevans et al., 2011). Many urban dwellers, particularly children in the developed world, consume less fresh

fruit and vegetables, eat more processed food, and live less active lives than children living in rural areas (Somerset et al., 2005). In some countries, children's consumption of fast food has increased by 300% in two decades (Sanigorski et al., 2007). Overweight adolescents have an 80% chance of becoming overweight adults (Guo, Chumlea, 1999) and many of them carry obesity-related problems into adulthood with severe consequences (Wisemandle, 2000). Therefore it is necessary to start and implement interventions to stop the increase in this dangerous trend (Sharma, 2006).

Lifestyles established during childhood and adolescence often continue into adulthood (Lee et al., 2011). School is an ideal environment to learn good dieting habits. Healthy school catering strategies have been suggested as potentially effective approaches for improving the eating and diet behaviours of young people (Fahlman, Dake, McCaughtry, Martin, 2008; Lamberti et al., 2010; Panunzio, Antoniciello, Ugolini, Dalton, 2009).

Organic food can be understood as a platform for long-term sustainable development, as well as a tool to enhance quality of human alimentation and life.

For example, several municipalities in Denmark have established their own policies in order to offer paid school lunches, and the inclusion of organic food is a cornerstone of these policies (Nielsen et. al, 2009).

Matters related to school catering in Germany are taken care of by each federal state on its own, which is why there is no standardized structure of catering e.g. uniform and mandatory standards (Bundesministerium für Bildung und Forschung, 2013). Less than five percent of products used in school catering are of an ecological origin. Berlin, which could be considered a pioneer, demanded using 10% of organic food in school catering in by the year 2005. One year later Nurnberg launched a project, which aims to reach a share of 50% of organic food used in school catering by the year 2014. Munich has also become involved, after introducing the financial support for using organic foods. National campaigns and programs have been launched simultaneously, which were aimed at healthy school catering through the use of organic food and were backed by Federal Ministry of Education and Research (Erhart, 2011). If we are to compare German schools to Czech schools, the biggest difference is in the price. One lunch at a German school costs students on average 3 euros (75 CZK with the exchange rate of 25CZK/EUR). It can be said that the price is almost 3 times as much.

Organic food in Austria spans every product group, (milk and dairy products; meat and eggs; corn, vegetables and fruit) and these are used in 10% of school lunches. There are 30000 lunches prepared in kindergartens every day and bio food makes up 50% of all the ingredients. There are also 18000 meals, which are prepared daily at schools with a 40% share of bio food. Price per lunch

at school is between 3 to 3.9 euros per day (Kaiblinger, 2011).

There has been a project which supports cooking with organic food in school canteens in France since the 90's. The growth of this initiative is visible through the total increase of meals cooked from 400 thousand dishes in the year 2000 to 4.5 million in the year 2006. The project is provided by the nationwide organization "Un Plus Bio"; its campaign is called "organic food in public catering" (Chlumská et al., 2010).

Catering in schools in Italy is considered an inseparable right of citizens for education and health. School catering in this country, within this legal framework, has a double meaning. Firstly, it is expected that children will learn to appreciate the food, its origin and quality, secondly it is necessary to help children develop a sense of taste and the taste itself, which will help in the personal development of children (Morgan, Sonnino, 2008). School canteens and even hospital canteens are required to provide organic quality cooking according to the Italian law implemented in the year 2000. The number of dishes prepared with organic food raised almost ten times before the year 2010. In some cases it concerns organic quality cooking with only organic food. Although it is estimated that the number of meals, that are prepared at least with some bio food, reaches 1 million dishes per day in the whole of Italy (Chlumská et al., 2010).

"Food for Life" is a program launched in Great Britain in 2007, which focuses on improving the catering system in schools within the whole country. The main reason for implementing such a program was because of the growing obesity in children and children's bad eating habits in general. The 3600 schools involved in the project banned the sale of sweets, sweetened beverages and unhealthy snacks. The next goal of the project was to increase the use of regional products and organic products when preparing dishes (Royal Society for Public Health, 2013).

The Ministry of Agriculture launched the project Bioschools (Bioškoly) in the Czech Republic in 2009. The project's realization was entrusted to the Country Life company. The main objective was to create a framework for the implementation and use of organic food in school catering. Large stress was put on the creation of a distribution chain, which would give schools direct access to the supply of organic food available

on the domestic market and make the whole supply easier. After the end of the project, the main problem of schools participating in Bioschools (Bioškoly), according to the study of Country Life company in 2011, was the price of food. The study evaluated the whole process and the results of the project. There were 39 respondents (19 schools and 20 suppliers) participating in the study. The price is the ultimate limiting factor which needs to be taken into consideration in the future so it is possible to increase the use of organic food. But is it really the case?

The study showed that the private and smaller schools had no serious problems with the price. The positively rated part of the project by the schools was the educational contribution and mainly its practical approach. Schools have expressed their interest in all activities in the future. Children quickly adapted to the diet change despite negative responses at first. However, the parents' overall feedback is not clear (Pařízek, Valáška, 2011). Therefore, the objections of parents against the use of organic food at schools and kindergartens still remain an unanswered question.

Obstacles to the introduction of organic food into school canteens can be on suppliers side, the negative approach toward organic meals in school canteens can be influenced by parents, who might be concerned of organic food or they are not enough active in support of its introduction in school catering.

Materials and methods

This paper is only a partial result of the project conducted under the IGA 20131014 framework. This project maps and identifies the overall barrier of organic food in school canteens from the perspective of parents and schools /nurseries.

The main aim of this paper is to evaluate the approach of parents towards organic food in school canteens in primary and nursery schools in Prague as a capital city of Czech Republic in 2013.

Prague was selected as a place for this research because of its high organic food consumption and high purchasing power within its population.

The partial aim is to carry out a questionnaire survey among parents of children and confirmation of laid down hypotheses and suggest possible solutions:

Hypothesis 1: If parents use organic food at home, they want to introduce organic food in the school canteens as well.

Hypothesis 2: Parents are not the driving force behind the introduction of the organic food in the schools. There are parents who want to introduce the organic food in the school canteens, but they do nothing to promote it.

Hypothesis 3: Negative attitudes from parents towards the introduction of organic food in school canteens are caused by concerns about high prices of organic meals.

The main used method is a questionnaire survey carried out in the primary and nursery schools in Prague. This questionnaire survey was completed by the parents of children from 8 primary and 8 nursery schools. Three of these schools already have organic food in their canteens. The questionnaire was distributed in printed form during the parents and teachers meetings in June and September 2013 and subsequently was converted to electronic form using Microsoft Excel. Mainly the closed type of questions was used in the survey. Topics of questions were focused on parents' knowledge and attitude to the organic food, opinion on quality of school catering, research of parents' attitude towards introduction of organic food in school catering, place of distribution (school canteen, buffet, vending machine) and willingness to accept meals' price growth.

1500 questionnaires were distributed in total, 1134 of them were successfully returned and 60 of them were discarded for incomplete filling. The gathered data was converted to graphs for visual representation.

Based on carried out survey at first was compared parents' satisfaction with the school catering between two groups canteens, where is organic food served and where is not.

The associative table was used to determine dependencies and tightness between qualitative characteristics. For easier data processing some answers were gathered in to major categories. For example in question: "Do you agree with serving of organic food in the school canteen of your children?" The answers "definitely yes" and "rather yes" were gathered under answer "yes" and vice versa answers "definitely no" and "rather no" were gathered under answer "no". In question: "Do you have an active approach towards introduction of organic food in school canteen

of your children?" the answers "I don't know" were assessed same as answer "no" due to the search of a straight active approach of parents, while indecisive behavior is not considered as active.

The association table has the form given below (Picture 1), where "a, α " are permutations of the first character, "b, β " are variations of the second candidate character and "n" is an extent of a file.

	b	β	
a	(ab)	(a β)	(a)
α	(α b)	($\alpha\beta$)	(α)
	(b)	(β)	n

Source: own processing

Scheme 1: Used association table.

Relations were defined:

$$(a) = (ab) + (a\beta)$$

$$(\alpha) = (\alpha b) + (\alpha\beta)$$

$$(b) = (ab) + (\alpha b)$$

$$(\beta) = (a\beta) + (\alpha\beta)$$

$$(n) = (a) + (\alpha) = (b) + (\beta)$$

A null hypothesis H_0 and an alternative hypothesis H_1 were chosen. The null hypothesis says, that a relation among the studied characteristics doesn't exist. The alternative hypothesis says, that a relation among the studied characteristics exists. The significance of level α was set as 0.05.

Data was analysed using SPSS statistical software to verify the above hypotheses. The chi-square test was chosen, as the sample size $n > 40$ and all of the theoretical frequencies are greater than 5.

Calculation of the theoretical frequency is as follows:

$$(ab)_0 = \frac{(a) \cdot (b)}{n}$$

$$(\alpha\beta)_0 = \frac{(\alpha) \cdot (\beta)}{n}$$

$$(a\beta)_0 = \frac{(a) \cdot (\beta)}{n}$$

$$(\alpha b)_0 = \frac{(\alpha) \cdot (b)}{n}$$

The calculated χ^2 test criterion is compared with tabular assay criterion χ^2_{α} . If you pay a relationship $\chi^2 > \chi^2_{\alpha}$, the null hypothesis is rejected and the alternative hypothesis is confirmed.

This means that the positive correlation between the characters exists. Otherwise, when applied to the relationship $\chi^2 < \chi^2_{\alpha}$, the null hypothesis is confirmed, thus the relationship between those two characters is rejected.

A force dependence of the characters with the association coefficient r_{ab} is subsequently determined.

$$r_{ab} = \frac{n(ab) - (a)(b)}{\sqrt{(a)(\alpha)(b)(\beta)}}$$

The association coefficient is in the interval $< -1, 1 >$. It becomes negative in indirect dependency. If $|r_{ab}| \in (0; 0,3)$, it is a weak dependency. If $|r_{ab}| \in (0,3; 0,7)$, it is a medium dependency. If $|r_{ab}| \in (0,7; 1 >$, it is a strong dependency.

In carried out survey and statistical testing were researched parents' interest and attitudes regardless of their income. Based on test results of the third hypothesis was presented a price percentage growth model who would be accepted parents as indicated in the survey. The basic prices are laid down by the legislative norm Decree No. 107/2005 Coll., where the payment for school meals is set by the financial normative.

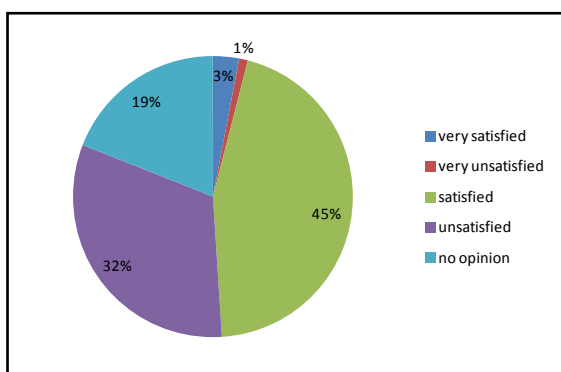
Results and discussion

The sample of respondents is composed from the parent's children who are attending Prague elementary or nursery schools. All of them know the term 'organic food'. The sample includes 1074 parents, which have 2220 children, but only 1329 of those children are attending schools where the survey was carried out. 77% of the surveyed group were women and 23% men. Their highest achieved education being a university degree - 59% (11.8% Bachelor and 88.2% Master). 41% of parents reached secondary education (of which 91.8% had GCSE level).

Parents were asked for their opinion on the introduction of organic food and meals to a common diet for their children. The survey results say that 48% of parents agree that organic food should be included in the diet sometimes, but is not necessary. 38% of parents have the opinion that organic food might be an essential part of their children's diet. 11% of respondents consider common conventional food as sufficient for their children's alimentation. The remaining 3% of respondents have no opinion on this issue.

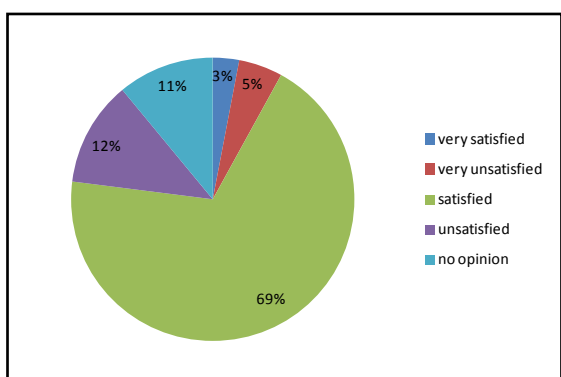
50% of respondents use the argument that organic food will increase the price of school catering as a reason for their concerns about the introduction of organic meals in school catering. Only 3% percent of parents are against the introduction of organic food, 9% do not have a strong opinion and 88% of respondents agree with the introduction of organic food in case of keeping the current meal prices. This, therefore, indicates a positive attitude towards organic food.

Another monitored criterion was the parents' satisfaction with the school catering. The ratio of satisfied parents to unsatisfied parents is 12:5. Parents' satisfaction with the school catering is directly influenced by the fact that if organic food is served in the school canteen or not (see Graph 1 and Graph 2).



Source: own processing

Graph 1: Parents' satisfaction with the school catering, where organic food not served.



Source: own processing

Graph 1: Parents' satisfaction with the school catering, where organic food not served.

1. Test of the first hypothesis

The first hypothesis says: If parents provide organic food at home, they also want to introduce organic food in the school canteens for their children.

The survey results say that about 48% of households consume organic food. It is necessary to note that among households consuming organic food we include those that consume organic food at least once a month or more often.

Another way to verify the first hypothesis would be through answers from parent's agreement which includes organic meals in school catering.

About 81% of parents agree and welcome the use of organic food in school canteens. Only 12% of the surveyed parents refused organic food in school catering. The reason for their negative attitude towards the organic meals is the high price of these products and lack of children's interest in consuming organic food. As well as the opinion that organic food is not healthier than conventional food. The remaining seven percent of respondents had no clear opinion on this issue.

		Introduce org. food to school		Total
		yes	no	
Consumption of org. food at home	yes	480	21	501
	no	396	105	501
Total		876	126	1002

Source: self-elaboration, 2013

Table 1: Association table for the first hypothesis.

An association table (see Tab. 1) was compiled from the above information which has formulated the alternative and zero hypotheses:

H_0 : Parents, who consume organic food at home, do not want to introduce organic meals in school catering.

H_1 : Parents, who consume organic food at home, wish to introduce organic meals in school catering.

The significance level α was selected as 0.05. Using the program SPSS the calculated test criterion is $\chi^2 = 21.352$.

The table criterion is $\chi^2_{\alpha} = 3.841$. As $\chi^2 > \chi^2_{\alpha}$, the alternative hypothesis is confirmed: parents, which consume organic food at home, wish to introduce organic meals in school catering. The strength of examined characters of the first hypothesis is weak, therefore $r_{ab} = 0.2528$.

2. Test of the second hypothesis

The second hypothesis says that parents are not the driving force behind the introduction of organic food in school catering. It means

that parents who want to introduce organic food into school canteens, don't actively do anything for it. This was evident from the results of the Bioschools (Bioškoly) project.

Although 81% of parents agree and welcome the use of organic food, nearly two-thirds of respondents (64%) have taken no steps towards supporting the introduction of organic foods in the schools.

		Active approach		Total
		yes	no	
Introduce organic food to schools	yes	375	501	876
	no	9	117	126
Total		384	618	1002

Source: self-elaboration, 2013

Table 2: Association table for the second hypothesis.

First of all an association table (see Tab. 2) is compiled from the above mentioned information and alternative and zero hypotheses are formulated:

H_0 : Parents, who want to introduce organic meals in school catering, do not have an active approach.

H_1 : Parents, who want to introduce organic meals in school catering, have an active approach.

The significance level α was selected as 0.05. Through the program SPSS the calculated test criterion is $\chi^2 = 19.760$.

The table criterion is $\chi^2_{\alpha} = 3.841$. As $\chi^2 > \chi^2_{\alpha}$, the zero hypothesis is rejected and the alternative hypothesis is confirmed: Parents, who want to introduce organic meals to the school, have an active approach.

The strength of examined characters of the second hypothesis is weak, therefore $r_{ab} = 0.2432$.

3. Test of the third hypothesis

The most frequently mentioned obstacle about the introduction of organic food is the price. 55% of respondents state this argument as a reason of their concerns for the introduction of organic meals in school catering. On the other hand, about 38% of respondents have no concerns about the rise in meal prices. 7% of respondents were unsure or didn't know.

The second most frequently mentioned obstacle is the concern about the negative attitude of children towards organic food (25%). Children do not know many organic food products

(e. g. couscous, buckwheat, etc.), because their parents don't provide them at home. The trend of the last years shows that at school children eat only one hot meal during the day. In such a case the school or the school catering takes over the role of a mediator between child and new kinds of food.

The rest of the answers (7%) includes a distrust in organic food. Parents do not trust the origin of organic food and its certification.

Resulting from the above mentioned, the main problem is the concern about the high price of organic school meals, therefore the third hypothesis is tested.

		The fear of price increases		Total
		yes	no	
Introduce organic food to schools	yes	447	375	822
	no	99	21	120
Total		546	396	942

Source: self-elaboration, 2013

Table 3: Association table for the third hypothesis.

An association table (see Tab. 3) was compiled from the above information, as a result the alternative and zero hypotheses are formulated:

$H0$: Parents, who worry about the increase in the price of lunch as a result of the introduction of organic food in school catering, do not have a negative attitude towards that.

$H1$: Parents, who worry about the increase in the price of lunch as a result of the introduction of organic food in school catering, have a negative attitude towards that.

The significance level α was selected as 0.05. Through the program SPSS the calculated test criterion is $\chi^2 = 11.328$.

The table criterion is $\chi^2_{\alpha} = 3,841$. As $\chi^2 > \chi^2_{\alpha}$, the alternative hypothesis is confirmed:

Parents who worry about the increase in the price of lunch as a result of the introduction of organic food in school catering have a negative attitude towards that.

The strength of examined characters of the third hypothesis is weak, therefore $r_{ab} = -0.1899$.

A negative value indicates an indirect dependency - if the fear of rising the price is higher, the introduction of organic meals in the schools is promoted less.

3.1. Model calculation of prices

The most discussed issue concerning the introduction of organic food within school canteens is the price. Thus, parents were asked how much they would be willing to pay for lunch for their children if the school provided organic food instead. Only 20% of parents are not willing to pay extra money for children's food, or they were unsure. Other respondents were willing to pay a little more than the current price.

The actual meal prices in Prague school canteens are in the range of 24 CZK, 26 CZK and 28 CZK. The question was how far can meals' price growth influence family budget, thus was done the model calculation of prices in respect to the parents' willingness how much to pay more.

The results show that 42% of parents are willing to pay 10% above the current price, which is on average 2.6 CZK. It is assumed that the average length of one school month is 21 days. 10 days of Christmas holidays and 5 days are taken into account. Spring Break, public holidays and possible absence of children is not taken into account. Calculation of the extra charge by the willingness of parents is shown below:

$195 \text{ days} * 2.6 \text{ CZK} = 507 \text{ CZK}$ per year, means an average of 50.7 CZK per month.

In the case that the lunch price is increased by 20%, in which 29% of parents would be willing to pay more, the supplement to the current price was:

$195 \text{ days} * 5.2 \text{ CZK} = 1,014 \text{ CZK}$ per year.

In the case that the lunch price is increased by 30%, which 9% of parents would be willing to pay, the supplement to the current price was:

$195 \text{ days} * 7.8 = \text{CZK } 1,521 \text{ CZK}$ per year.

The whole situation is paradoxical; the biggest obstacle to the introduction of organic meals to school canteens is the price, but the majority of parents do not know the current price of their children's school meals. Only 42% of parents know the exact price, or at least they can roughly estimate the price with a tolerance of +/- 2 CZK. The majority of surveyed parents don't know the price at all. One argument for this unfamiliarity with lack of knowledge about lunch price is the fact that the parents pay for lunch by a direct debit bank transfer (inkaso) and due to this they have no clear estimate about the costs.

The second major argument was that the second parent from the couple arranges the payments for school catering. Estimations which even exceeded the actual lunch price by 100% appeared in the survey.

Discussion

Parent's satisfaction with the school canteens was detected firstly. Parents are more satisfied with school canteens which provide organic food. Of course, the satisfaction may not be only due to the use of organic food. This is probably the overall performance of the school canteen. The cooking from organic food only proves that the canteens try to offer quality food and they work towards a future alimentation strategy.

The main aim of this paper is to evaluate the approach of parents to use organic food in school canteens in primary and nursery schools in Prague. For this purpose three hypotheses were laid down and verified.

The first hypothesis examined the relationship between the use of organic food at home and willingness to introduce organic meals into school canteens. The relation was found. We can say that parents who use organic food at home want to introduce it in school canteens. This shows a positive approach towards use of organic food, but it is still necessary to provide information on organic food for the people and encourage their interest in organic farming.

The second hypothesis investigated the relationship between activities of parents in implementing organic meals in the school canteens and their willingness to have organic food in schools. From the final experience of the two-year project Bioschools (Bioškoly) it has been discovered that parents are not the driving force behind the introduction of organic food. However, this hypothesis was not confirmed.

These results are the same as the results of the pilot survey for the Bioschools (Bioškoly) project. The reason for these surprising results could be due to a different perception of the term, 'active approach'. Some of the parents who were considered as an active approach gave just positive answering towards organic food in the survey.

The third hypothesis pointed to the possible relationship between parent's concerns about higher prices of organic meals and a negative approach towards organic food in school canteens.

This hypothesis was confirmed. So we can say that the parent's fear of increased meal price negatively affects the parent's approach to the introduction of organic food in school canteens. The fact that parents in most cases don't know the current price of their children meals is an important finding and shows a paradox. And only a few parents reported that the price is lower than the real price. It is interesting that parents are always referring to the price, but they do not have a clear overview of this issue. The example showed that if the price of meals is increased by 10%, the alimentation costs will increase only by 50.7 CZK more per month. Thus an information campaign is needed to present this result and its impact on the family budget. A public website, regional television and regional newspapers could be a good tool for this campaign.

It is important to note that managers of school canteens cannot set their „own lunch price“ due to legislative norm Decree No. 107/2005 Coll., which sets a maximum and minimum price of meals. Although organic food is more expensive than conventional food, some managers of school canteens are able to introduce organic food and not increase the price of lunch at the same time. This fact demonstrates that sometimes it depends on the efficiency of the school canteen managers, how they calculate the meal price and how they can balance the week/month budget (e.g. for the day after the organic meal serve a cheaper lunch).

Conclusion

The issue of organic food in school catering is currently widely discussed, but it is a contentious issue as well. The Czech Ministry of Agriculture has tried to promote the usage of organic food in school catering by a two-year project, which has just been completed. At the same time there was a plan to run another project to support organic food by the Ministry of Education, but unfortunately it has not been realized. All initiatives from the state have now been stopped. While the examples from Italy, Austria, Great Britain show growth of organic food consumption in school catering, there is a stagnation in the Czech Republic. Reasons can be caused by food suppliers, schools or parents. This paper aimed to evaluate the parents' attitudes to the introduction of organic food in field of negative barriers.

Statistical data from the survey confirmed the following hypotheses:

Parents, who consume organic food at home, wish

to introduce organic meals in school catering.

Parents, who want to introduce organic meals in school catering, have an active approach.

Parents, who worry about the increase in the price of lunch as a result of the introduction of organic food in school catering, have a negative attitude towards that.

The most problematic factor regarding organic food in school catering is the price. Generally speaking, organic food is more expensive than conventional food. Therefore, parent's concern for lunch prices is growing. This factor often results in opposition towards the introduction of organic food in the schools. However, experiences from some schools show that the price may not to be always higher.

From the survey results show that even though the parents are afraid of higher prices of organic meals, they are willing to pay more (about 10% of the current price). The model calculation of prices shows, if the lunch price increases by 10%, the family budget will increase by 50.7 CZK per month. Although that parents' income was not priority researched in the survey, the influence of meals' price growth on the family budget can be discussed.

The interesting paradox is the fact that parents often don't know the current school meal prices. So there is an unfamiliarity with lack of knowledge with school lunch prices and a lack of knowledge with unfamiliarity with the impact of this price increasing on a family budget. This ignorance is a potential tool to mitigate or erase the negative approach of parents towards the organic food in school catering.

The main obstacle to introduction of organic food in school catering is definitely the price. But the concerns of meals' price growth by (for example) 10% are almost irrelevant, when this growth presents in Prague about 51 CZK per month. To eliminate this barrier is necessary to inform parents using, for example, calculation in terms of real prices.

It is also necessary to more encourage parents' activities towards the introduction. Although they are persuaded about their self-activeness, the situation is different in real. It is important to present that it is essential to let parents understand that their children's diet is a very important factor of their lives. Since childhood people adopt dietary habits. Currently, the school

lunch is often the only hot meal during the day for school children, so it is necessary to consider and research its quality. It doesn't mean that an organic lunch must be healthier, but the introduction of organic food to children's diets can bring, at least, the positive effect of widening the horizon of children's health and eating habits.

Information can be provided during parents and teachers meetings in appropriate ways, such as organic food presentations, lecture on childhood obesity held by paediatrician, etc. A public website, regional television and regional newspapers could be a good tool for this campaign as well.

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