

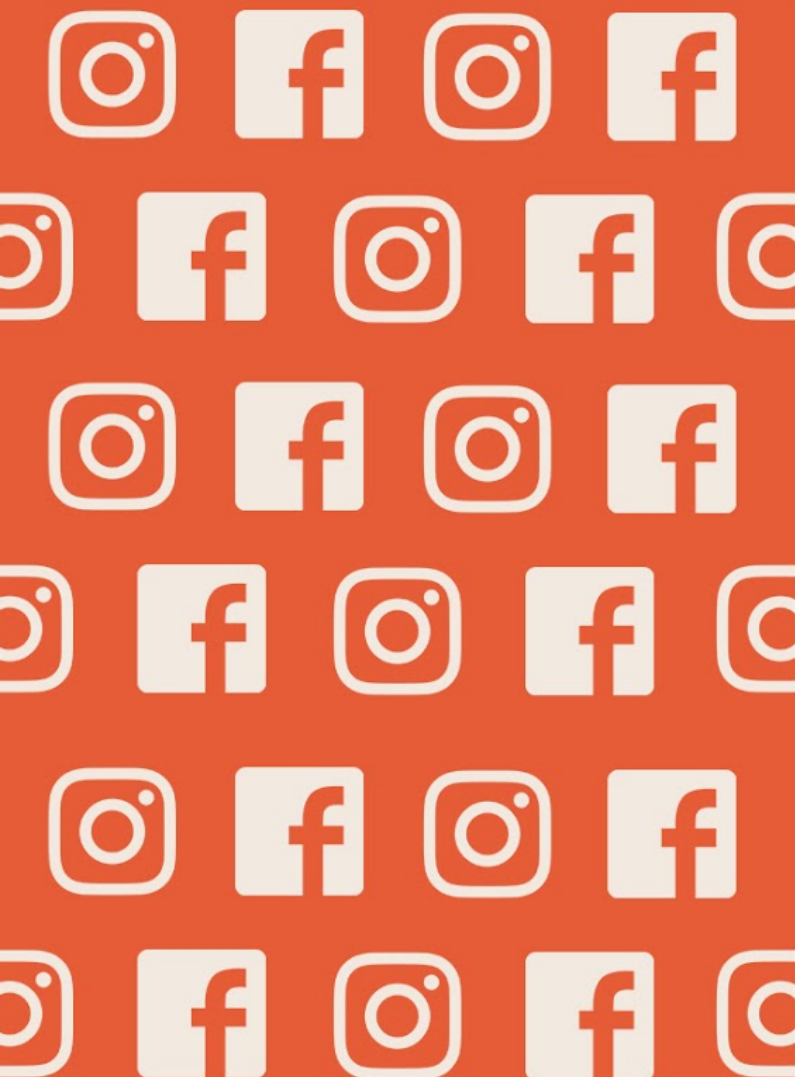
## ORGANIC FOOD BLOGGING

# An Exploratory Study of the Use of Food Bloggers as Organic Food Promoters.



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*Integrated Food Studies, AAU-CPH, Spring 2017*

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**Integrated Food Studies**

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## **An Exploratory Study of the Use of Food Bloggers as Organic Food Promoters.**

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# Abstract

These years, we are experiencing an increased integration of social media in our society, which has shown to have an important behavioral influence on people's lifestyle.

One of the biggest social media phenomena is blogging, specifically food blogging, which more and more food companies have started to use as a promotion tool.

The use of food blogging within an organic food promotion context has however, not been explored before, despite the Danish state claiming that more food actors need to participate in the promotion of organic food in a modern way.

Therefore, this thesis seeks to explore how food bloggers can be used as promoting food actors to mediate organic food, using the Danish organic wholesaler Urtekram as a case example.

Following a social constructionist approach, the data collection consisted of six semi-structured interviews, supplemented by an online ethnography of the interviewees' social media, during the month of February 2017. The interviews were coded with inspiration from the post-modernistic Grounded Theory approach (Clarke, 2005) and the online ethnography observations were recorded in field notes, which were analyzed through a discourse analysis. The analysis provided insights into the structures behind Urtekram's brand values and communication strategies, as well as the bloggers' identity values and relations to organic food.

It was found that the use of food bloggers is an evident strategy for food companies such as Urtekram, in terms of reaching a wide and segmented audience - however the promotion needs to be relayed through social media platforms, and not through websites or blogs only. The choice and intentions behind the use of food bloggers should furthermore be considered, as the studied bloggers are reluctant to promote organic food directly on their platforms, due to political and monetary associations, which are perceived as challenges. Instead, the bloggers' promotion of organic food happens in a more implicit way, through the mediation of other food trends, drawing on some of the same elements as organic food, which along the way, might raise people's awareness and consumption of organic food. However, further studies need to be generated within this subject in order to make any generalizations.



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# 1. Introduction

*“...social media is the future for us, and a way to spread knowledge about the organic concept. Definitely ”* (translated from Danish).

- Maja Degn Leth, social media and brand manager, Urtekram

*“ I know that many people perceive my blog as a credible source. So I cherish that a lot. And of course I want to use that influence...”*(translated from Danish).

- Jane Faerber, food blogger, Madbanditten.dk

## 1.1. Challenges in our modern food system

Our modern food system is facing multiple reformatations and challenges these years.

In the Western and industrialized countries, the challenges are particularly centered around food production and public health, including environmental problems, such as declining biodiversity and negative environmental impacts, as well as increasing prevalences of chronic diseases and food poisoning, which all comes along with growing food demands and increased consumption (Tansey and Worsley, 2008).

According to Nina Preus, sociologist and senior consultant at Landbrug & Fødevarers department of analysis, there has been a huge media exposure of the mentioned challenges, which has contributed to an increased consumer awareness of sustainable agriculture and consumption as a response to some of the global challenges:

*"It's a reaction to the economic crisis and the many stories in the media about CO2 and global warming, and the challenge of feeding a growing population. It helps to raise the awareness of sustainability. For some years, we have seen it in sustainable energy for example, and now the focus is on food where there is an increasing awareness of the optimal use of resources, so that we avoid splurging the values"* (translated from Danish).

(Birk, Foodculture.dk, Jan. 4th. 2016).

The response the challenges can also be seen in the amount of food activism within various alternative food networks<sup>1</sup> that is booming these years (Ibid. p. 97-99; Wier, 2008).

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<sup>1</sup>*"New and rapidly mainstreaming spaces in the food economy defined by - among other things - the explosion of organic, Fair Trade, local and quality and premium specialty foods"* (Goodman, 2009).

One of the biggest and oldest alternative food networks is the organic food system, which is centered around agricultural aspects, such as environmental considerations, animal welfare, and food safety, among others (Fødevarestyrelsen, 2016b).

In relation to our food system challenges, the organic food system has shown to alleviate many of the food system challenges, e.g. by improving nutrition and health qualities (Huber et al., 2011), enhancing soil fertility and biodiversity, and improving the global trade and agricultural economy (Mäder et al., 2002). These advantages argue for why we, as researchers within the food and health profession, should look into strategies that can promote and enhance the organic food promotion and food consumption, as a contributing answer to some of the challenges we are facing today.

## 1.2. Organic food in Denmark and its promotion

In terms of legislation, promotion and consumption of organic food, Denmark is one of the leading countries in the world, being the first country to institutionalize organic agriculture by introducing a state law, and a state certification, 'the Danish Ø Label' (Miljø- og Fødevareministeriet, 2013).

Moreover, the organic food consumption in Denmark has one of the highest organic market shares worldwide, constituting 8,4% in 2015\*, which has increased year by year since the late 1980's, with an exception of a few stagnation periods (Danmarks statistik, 2016).

Additionally, the Danish Ø label has for the first time in history, shown to be known by the entire Danish population (Miljø- og Fødevareministeriet, 2016).

Despite our long history and front running status with the organic sector, it can be questioned whether the organic food consumption percentage among the Danes is as high as anticipated, despite the massive support and promotion efforts carried out by the state.

One explanation to this, can be found in the lacking correspondence between the scientifically proven advantages of organic agriculture and food, and the population's perceived advantages (Melgaard et al., 2004, p. 42), which could indicate that the public promotion of organic food has been insufficient.

This means that an increased consumer interest in organic food needs to be encouraged, which for instance could include more positive information, branding, product development, and a larger visibility of organic food (ibid, p. 59).

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\*the newest market share numbers for organic food in 2016 were still unavailable at the time this thesis was developed

These suggestions are also supported by The Danish Ministry of Environment and Food's *2020 organic action plan* from 2014, which states that the organic future depends on adequate consumer attention and knowledge towards the 'organic' concept, here among organic food. More different food actors, such as organic food producers, need to take part in the organic food promotion, in a way that matches our modern society and contemporary trends.

Moreover, a closer relation between the producers and the consumers should be persuaded. Additionally, the potentials of our modern technology tools such as social media, should be utilized better to promote organic food, as a way to reach those who not yet are organic food consumers (Miljø- og Fødevareministeriet, 2014).

### 1.3. The potentials of social media within food promotion

The mentioning of social media in the 2020 action plan, leads us to the next point focusing on the huge digitalization our society is experiencing, which has revolutionized traditional communication forms and mass media, and brought new interactive communication opportunities (Martin, 2008, p. 151-152).

One of those latest digital opportunities is *social media* (Haenlein and Kaplan, 2010), which is defined as: '*websites and applications that enable users to create and share content or to participate in social networking*' (Oxford Dictionary of English, 2014).

Within recent years, the use of social media has exploded to the extent that it is now threatening and substituting traditional and analog media channels such as TV, newspapers and even websites (Kietzmann, et. al., 2011).

Thus, social media can be claimed to be our modern society's new form of mass media, placing everyone with internet in the position to freely share their own content and communicate about anything (Tremayne, 2012).

The democratic aspect of social media has also turned social media into arenas for identity expression and formation, where people can share preferences, opinions and choices within specific topics, such as food.

The use of social media in Denmark has already been deeply integrated in our society and has been increasing year after year, with Facebook as the most popular platform, used by approximately 3.476.000 monthly users in 2015 (TNS Gallup, 2015).

The number of social media users is however anticipated to have grown even further within the past two years.

In comparison, the production and use of print media, in particularly newspapers is decreasing (Danmarks statistik, 2015), as well as the amount of television watching (Kulturstyrelsen, 2015, p 3-5).

In terms of how people use social media, studies show that more and more use it as a source for information, in particular to seek health and diet related information, and information regarding food safety (Lynch, 2010).

These facts support the growing power that the internet, and in particular social media, have gained in our society, which make them very relevant communication channels to explore in relation to food promotion.

The presence of food on social media seems to be exploding, which e.g. is demonstrated by the fact that 'food' appears as the 6th most popular category on the social media platform, Instagram (Hu et al., 2014), constituting 208,121,426 hashtags<sup>2</sup> in January 2017 (Instagram, 2017a).

These facts illustrate an increased worship and democratization of food in our society where food seems to have become one of the most publicly shared phenomena.

In terms of the appearance and communication of *organic food* however, no studies seem to have been conducted. Nevertheless, compared to the 'food' hashtags, 'organic food' only constitutes 1,003,448 hashtags in January 2017 (Instagram, 2017b), which indicates that it might be communicated less on social media than 'food' in general.

## 1.4. The influence of blogging

Some of the biggest social media influencers have shown to be *bloggers*<sup>3</sup>, who constitute either professionals or laypersons that construct publically available online content, typically on a website. In recent years, the bloggers seem to have gained a form of expertise status among social media users, being some of the greatest social media influencers (Trammel and Keshelashvili, 2005, p. 3-4), which hereby are breaking up with the more traditional, authoritarian sources, and reconstructing contemporary perceptions of expertise and credibility among the population.

Along with their contribution to identity formation, social media and bloggers have also shown to have a behavioral influence on people, here on among consumer behavior, in terms of affecting people's consumption choices, which have made both of them widely used

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<sup>2</sup> "a word or phrase preceded by a hash sign (#), used on social media (...) to identify messages on a specific topic" (Oxford Dictionary of English, 2013)

<sup>3</sup> A person who owns a personal website or web page on which one records opinions, links to other sites, etc. on a regular basis (Oxford Dictionary of English, 2013)



by many companies as a tool to communicate directly with the consumers and engage consumer interaction (Mangold and Faulds, 2009).

The use of bloggers and their role as organic food promoters, are however not mentioned in the 2020 action plan, which makes them interesting actors to study in this thesis.

In conclusion, the increase of people using the internet and social media for health and food information, as well as these media's influence on both identity and behavior, makes the use of social media and food bloggers as contributors to the organic food promotion in Denmark, relevant for food actors and researchers to study.

This will therefore be the focus of this thesis, and generates the background for our research question.

As a way to explore the topic, we found it interesting to examine it through the lense of a food company who already uses social media and food blogging as a part of its organic product promotion.

Therefore, the Danish organic wholesaler Urtekram has been chosen as a case example, meaning that the thesis will look at organic food promotion from a market perspective.

We perceived Urtekram as a relevant case company, since they represent one of the first and largest Nordic organic food wholesalers in Denmark who both use social media and food bloggers to promote their organic food products.

Due to their status as one of the oldest organic food wholesalers, we also see them as a big part of the organic history in Denmark, and believed that they would have an extensive knowledge and experience with the development of organic food as well as the use of media.

## 1.5. Research question

**How can food bloggers be used as mediators of organic food on social media, seen from the perspective of the case company Urtekram?**

### 1.5.1 Sub questions

1. What values do Urtekram attach to their brand identity, food products, and organic food, and how do they communicate them?
2. Why and how are Urtekram using social media, and food bloggers as mediators?
3. What perceptions do food bloggers have about organic food, and how does that influence their communication of it?

## 1.6. Delimitation

Since this thesis will explore and analyze organic food communication through the wholesaler Urtekram's perspectives and experiences, the thesis will have a market based perspective.

This means that factors such as consumer and governance perspectives not will be elaborated to the same extent.

The term 'consumer' will be applied and used throughout the analysis instead of 'citizen', again due to the market perspective.

Due to the specific focus on organic *food* in a social and cultural setting, other aspects of 'organic' such as agricultural, legal, or biological will not be elaborated.

In relation to Urtekram, this means that the focus exclusively will be on Urtekram's food products, and not their organic non-food products.

Our overall aim of this thesis is to explore Urtekram's communication strategies in relation to their use of social media and food bloggers, as well as to explore selected food bloggers' values, perceptions and communication of organic food, as well as their status as mediators. By studying both Urtekram's and the food bloggers' reflections on both social media and organic food, we hope to provide new inspiration for organic food promotion through new and neglected food actors, as a contribution to the government's *2020 organic action plan* (Miljø- og Fødevareministeriet, 2014).

Finally, it is important to emphasize that this study should be seen as an introducing exploration of the topic of organic food communication, and not as an attempt to make any generalizations.

However, we hope that this thesis can be a starting point that inspires for further research and discussion of the topic, and generate new reflections on organic food promotion.

## 1.7. Clarification of concepts

In the thesis, the following terms and concepts will be referred to frequently:

**Organic food** will be used to describe organic food in its physical form and as a concept covering the values of organic food production and rules as well.

**Social Media** will in this paper refer to both blogs and social media platforms.

**Social media platforms** will in this paper refer to social media platforms only, which excludes blogs, and mostly include the two platforms, Facebook and Instagram.

**Consumer** will refer to the buyer of a product, and will some places be used interchangeably with *customers*.

## 2. Literature review

### 2.1. Purpose of the literature review

The purpose of this literature review is to present and discuss existing literature, exploring the topics of organic food, social media and blogging in order to generate knowledge for the analysis and discussion, and qualify the categorizations for the analysis.

The review was conducted over a period of several weeks as one of the first steps in the project.

Digital scientific search databases were used for the search, as well as relevant literature from various bibliographies. The sources consist of periodicals, reports and books, among others.

The review will be used to create a historical and theoretical background, which can help us to better understand the background of organic food sector and its promotion in Denmark, as well as the social phenomena of social media and blogging. The idea behind the review is that historical knowledge is important in order to understand which direction social phenomena are moving in (Vallgård, 2008).

It is important to mention however, that the literature review should be seen as a brief overview, and thus does not cover the extensive development of the topics.

### 2.1.1. Structure of literature review

The review will take its point of departure in *the modern food system* (Tansey and Worsley, 2008) in order to first and foremost gain a brief understanding of contemporary food system processes and their circular constructions, and which due to social media has resulted in new communication possibilities between the food industry and the consumers.

Subsequently, the development of the organic food sector in Denmark and its promotion will be explored, followed by a discussion on organic food consumption in Denmark and globally. Finally, the development of digital media, social media and blogging, and their status in our modern society today will be discussed and put into a food context.

The findings from the review will be viewed and discussed from a sociological perspective, following the constructivist point of view.

## 2.2. The modern food system

Defined and developed by Tansey and Worsley, the modern food system can be used to illustrate and describe the complex and dynamic processes of: '*how food is produced and reaches our mouths and why we eat what we do*' in our modern society (Tansey and Worsley, 2008).

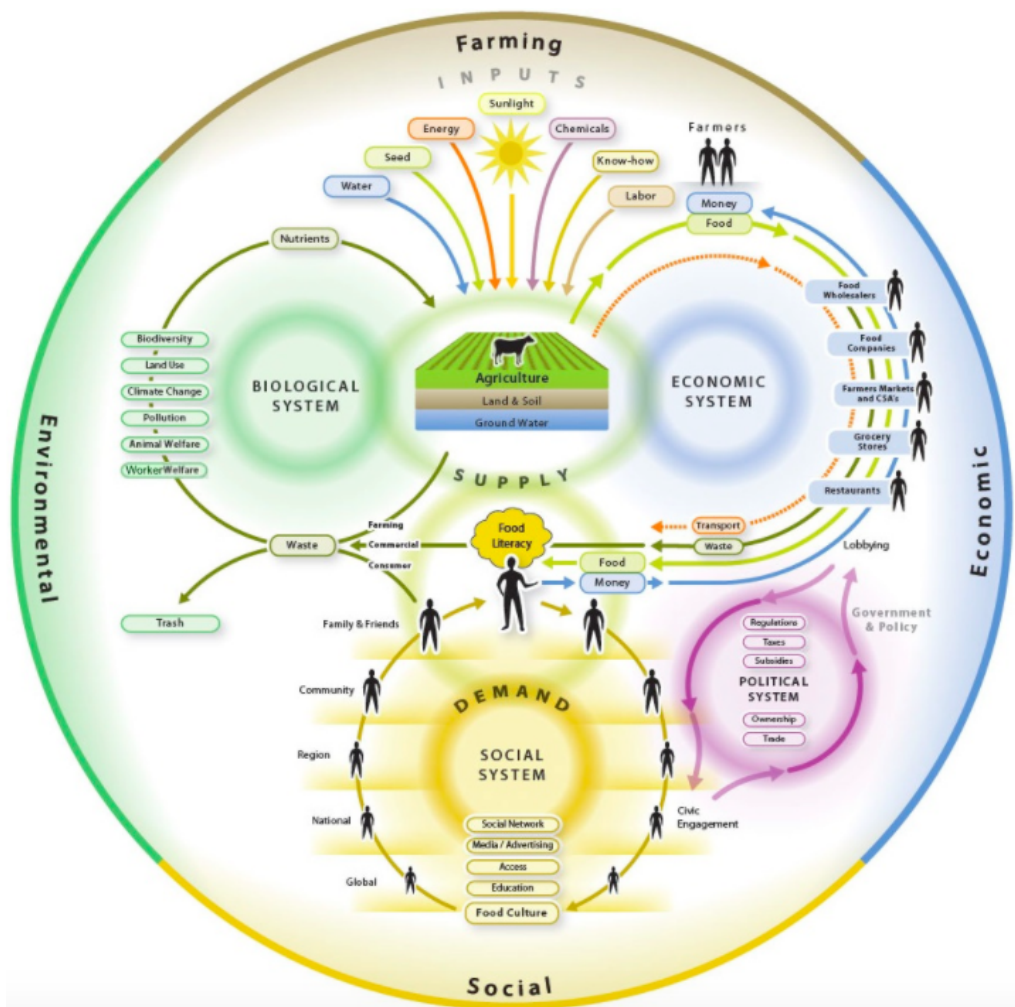
In contrast to the traditional *food production chain*, which is a linear process, the food system is circular, and all actors and subsystems are connected and affected with one another (ibid). However, in particular the new possibilities of direct communication between the food industry and consumers is what will have the focus of this project, and in the following section.

With its focus on multiple levels and interactions, the modern food system is drawing on a social ecological approach, which states that human development depends on the interaction between the individual and the surrounding environmental structures (Brofenbrenner, 1979).

These environmental structures involve close relations, social networks and communities, and finally, societal and cultural factors. However, differently from Brofenbrenner's approach, the food system is not layered or hierarchically built, but builds on circular processes that are not divided into levels, and either are directly or indirectly connected to each other.

A comprehensive overview of the food system and its components is shown in the following map, developed by the American educational program Nourish, which is part of the NGO WordLink (Nourishlife, 2012). The selected model is one out of more food system models, but has been chosen as useful in this case, due to its compliance with Tansey and Worsley's (2008) description of a food system and due to its detailed structure and overview.

The model clearly shows an overview of important actors in play of the food system and moves in circular movements, which gives the expression of an interconnected system, where one factor influences the other.



Model 1: The Nourish Food System Map, 2012

As illustrated in the model above, the food system is constituted of four main systems: *the environmental system, the farming system, the economic system, and the social system*. The systems are all interconnected, however they tend to move in certain directions, illustrated by the arrows.

In this project, the focus will be on how actors from the *social system*, in form of food bloggers and their roles as organic mediators can be used by an *economic* actor (Urtekram). Therefore, the thesis has its major focus on the *social and cultural* perspective within the social system, which focuses on the importance and influence of traditions, norms, values and elements as determinants for people's food choices, trends and constructions (Tansey and Worsley, 2008).

The definition and description of a food system is found very relevant in this study, since the units of analysis, namely organic food and social media have become increasingly dominant in our society. In particular, social media is a new and growing actor that is used both as an actor itself, but also as a medium tool that facilitates the communication between e.g. suppliers and consumers.

In fact, social media is already implemented as a part of the social system in the *Nourish Food System Map, 2012* under the category of *social networks*, in which it shows that using social media as a communication tool, allows an individual food actor to reach out to other actors. The individual actor can both reach out to many different actors at the same time, but social media can also become a two way communication tool for the public in the social system to reach and communicate with actors in e.g. the economic system.

## 2.3. The historical development of the organic food sector in Denmark

The historical development of the organic food sector in Denmark is seen as an important prerequisite in this study to understand the foundation of organic food, and contributing promoting actors.

In the Danish researcher Nina Katrine Brandt's ph.d. dissertation, *Den økologiske jordbrugsbevægelses historie - Fra 1970'ernes græsrodder til 1990'ernes professionelle* (2008), a review of Danish studies on the topic is presented.

The dissertation takes its starting point in 1970 where the background and the structure for the problem around conventional agriculture versus alternative agriculture evolved.

Hereafter, Danish pioneers started to rebel against the conventional farming system, and created organic grassroot movements and organizations, here among in particularly the organization LØJ, which today is known as Økologisk Landsforening, and is the largest and most active organic organization in DK.

The following years, up through the 1980's, organic farming became a part of the political agenda with the establishment of an official organic law in 1987 and the Danish organic label in 1990.

This meant that organic farming and food now also was promoted by the Danish government, which was the first government worldwide to do so.

Moreover, the supermarkets have played an important contributing role in the promotion of organic food, via early cooperations with farmers, wholesalers and LØJ.

Brandt's dissertation ends its historical review in 2001 where organic farming has become an established part of the Danish food system.

Two researchers who both are included as sources in Brandt's dissertation, and who are responsible for various Danish studies on the organic sector's development, are Chris Kjeldsen and Jan Ingemann (Kjeldsen & Ingemann, 2009).

The two researchers have conducted further studies on the organic food sector's development and meaning in Denmark.

Jan Ingemann's *The evolution of Organic Agriculture in Denmark* from 2006, provides an overview of important milestones, covering the time period from 1972 up until 2002, which confirms Brandt's findings.

In the study *Organic farming Development and Agricultural Institutions in Europe*, an overview of the political influence of organisations and the consumer demand of organic food in Denmark was given. The study, specifically looking into the development in Denmark, shows a steady growth during the 1990's with a stagnation in the late 1990's, whereafter the consumption in the beginning of the 2000's started to grow again (Michelsen, 2001, p. 60-83). One of the explanations to the consumption stagnation, was the lack of focus on organic food's promotion in the late 1990's, which again supports the necessity for active promotion efforts (Ibid.).

In line with Ingemann (2006), the study describes the milestones for the historical development, especially within organisations' influence on the organic food market, which also outlines the growth and stagnation in the field.

Another study by Kjeldsen and Ingemann *From the Social to the Economic and Beyond? A Relational Approach to the Historical Development of Danish Organic Food Networks* (2009) provides an overview of the historical development of food systems and movements, exploring the meaning of 'alternative' and 'conventional' food systems.

The article is focusing on how the development of organic food networks in Denmark have gone from being small social movements to mainstream within the market platform, which also confirms Brandt's findings as well.

In conclusion, the organic food sector has been under huge development and still is developing with the support from three of the most influential actors within the organic food sector's development in Denmark: The state (The Ministry of Environment and Food of Denmark), organizations, here among in particular LØJ/Økologisk Landsforening, and the supermarkets.

The next section will dig deeper into how the three actors have communicated and promoted organic agriculture and food in Denmark over time.

## 2.4. The promotion of organic food in Denmark

As mentioned in the previous section, the main actors of the promotion of organic food in Denmark have been the Danish Government, in particular The Ministry of Environment and Food of Denmark, Økologisk Landsforening, and the supermarkets (Brandt, 2008).

The following section will depict what overall communication and promotion strategies each actor has applied, in particular focusing on their type of communication channel, mediators and content. The role of the supermarkets will in particular be elaborated, since this project is drawing on a market perspective, and since the supermarket promotion is more concerned with organic *food* specifically, as well consumption aspects, and thus share values with Urtekram as a food actor.

### 2.4.1. The Danish government

The Ministry of Environment and Food has primarily used mass media in form of various campaigns, as well as certifications and symbols to communicate organic food in Denmark, however their main focus has been on the agricultural aspects.

In particular the implementation of the Danish organic Ø label has been their major promotion tool, which has made organic food visible and easy recognizable to the



consumers, and as mentioned in the introduction, nowadays has become known among all the Danes.

The label has shown to symbolize quality assurance among the consumers, since it has been issued by the Danish authorities who control the farms and companies that produce, process, pack, and brands goods in Denmark (Økologisk Landsforening, 2015).

Besides the label, the ministry has implemented campaigns such as posters, video campaigns, events and competitions, which are promoted through their various websites, here among [www.altomkost.dk](http://www.altomkost.dk) and [www.detøkologiskespisemærke.dk](http://www.detøkologiskespisemærke.dk), however neither of these websites contain blogs or are attached to social media platforms.

In terms of their use of social media, the ministry has a general Facebook page, where the majority of the content consists of food safety warnings and news.

Hardly any content about organic food is posted here (Fødevarestyrelsen, 2016a;b).

Overall, the ministry's main focus and support has therefore mostly been on the organic agriculture and not as much the consumption aspects.

One of the state's latest and biggest interventions within the organic sector, is the *organic action plan 2020*, which aims at promoting and increasing both the organic agriculture but also the consumption of organic food, both within public institutions, and among the Danish population in general (Miljø- og Fødevareministeriet, 2014).

The plan emphasizes that we in Denmark need to have a common political vision for ecology, which should be supported by all necessary actors (Ibid.).

Strategies towards this goal, in particular include financial support and stricter and improved agricultural quality laws, among others, as well as improved promotion interventions tailored at the population, which however not is elaborated further.

#### **2.4.2. Økologisk Landsforening**

The second actor, Økologisk Landsforening, whose members consist of consumers, farmers, companies and organizations, are also following the digital evolution and are actively using their website to promote organic agriculture and food consumption (Økologisk landsforening, 2017a).

In general, Økologisk Landsforening have contributed to both develop and define the values of organic food and agriculture, before the state got involved, however they mostly, as similar to the state, have had their focus on the agricultural aspects and foundations (Økologisk landsforening, 2015).

Their promotion is mostly targeted towards their existing members through their membership magazine *Økologisk*, where the majority of their campaigns are published. However, they also make public campaigns in collaborations with the supermarket chains such as COOP and Dansk Supermarked who they have cooperated with since 1982 (Økologisk Landsforening, 2015), as well as with suppliers and wholesalers such as Arla, Urtekram and Friland (ibid.). The campaigns have been promoted in various magazines, here among their own magazine *Økologisk*, and through the supermarket's and supplier's communication and sales channels (Økologisk Landsforening, 2017b).

Within the past ten years however, the organization have started to use social media platforms under the name "*I Love Øko*" (Iloveøko, 2017).

Currently, Økologisk Landsforening are working on the biggest organic food campaign in their history, in collaboration with the British organization *Organic Trade Board*.

The aim of the campaign is to double the sales of organic food in Denmark within the next three years by informing the consumers about all the advantages of buying organic.

The campaign will mainly take place in the supermarkets and on the social media platforms, here among *I Love Øko*'s Facebook, Instagram and YouTube profiles (Iloveøko, 2017).

As a final note to this section, It is important to mention, however, that other organizations besides Økologisk Landsforening, have and still are promoting the organic concept as well, here among Landbrug & Fødevarer (Landbrug og Fødevarer, 2017).

### **2.4.3. The supermarkets**

The third key promoter of organic food in Denmark constitute the supermarkets, which have had a huge influence on the sale and consumption of organic food (Brandt, 2008).

One of the explanations to the importance of supermarkets, is their role as physical distributors, hereby constituting the place where consumers make their actual food shopping, and their final food choices, which are influenced by a variety of factors that will be discussed further in the theory.

In particular, the Danish retail-corporative FDB has been an active actor in terms of organic food distribution and marketing (Ingemann, 2006).

FDB's first distribution of organic food dates back to the 1980's and was entailed through various collaborations with farmers and wholesalers, as well as with the organization LØJ.

The distribution channels were primarily the two supermarket chains Irma and Brugsen, and in particular Irma as the major organic distributor.

However, back then, the consumers had little or no knowledge of organic agriculture and food, meaning that the store availability itself did not promote the sale of organic food.

Additionally, the prices of the organic products were significantly higher than those of the conventional products (ibid.).

Therefore, FDB invested in huge marketing campaigns to promote awareness and increased sale of organic food among consumers (Ingemann, 2006).

The intention of the campaigns were not the health aspects of organic food, but focused on the environmental advantages of organic agriculture instead and the campaigns consisted of a mix of TV-campaigns, print advertisements and product catalogues (Økologisk Landsforening, 2016).

As additional promotion strategies, FDB implemented discount strategies on organic products, which reduced the prices significantly.

The combination of the different strategies resulted in an explosive demand and sale of organic products in the middle of the 1990's.

The supermarkets' promotion of organic products continued during the 1990's, adding memberships with discount bonuses as a part of their promotion strategies as well.

However, in the end of the 1990's the demand and sale of organic food stagnated, most likely due to a decrease in organic food promotion from the retail sector as well as the media (ibid.).

Today, the major distribution channels are still the supermarkets with Irma and Netto as the leading distributors in terms of market share and size of organic product range (Økologisk Landsforening, 2016).

In terms of availability, price, and promotion, organic food has a higher availability in supermarkets than ever before in terms of product range. One of the reasons to this is the supermarkets' development of private label brands, which include a variety of organic food products. The private label products have become a direct way for supermarkets to promote organic food, and is yet another indication of the development of organic food from pioneering to mainstream.

Concluding on this section, the promotion of organic food has mainly consisted of an interaction and effort among the state, the supermarkets and the organization Økologisk Landsforening, who all cooperate and interact together within the food system.

The overall communication strategy for the three actors has been the use of written mass media communication through campaigns, websites and magazines, among others, however some of them recently have started to utilize social media platforms as well.

The promotion of organic food leads us to the next section where some of the structures behind organic food choice and food consumption will be discussed, which can help us to understand the present organic food consumption patterns and development in Denmark, as well as help us to better understand the communication planning behind organic food promotion.

## 2.5. Organic food consumption and segments

This section will explore the organic food consumption, even though this thesis does not study consumer's behavior. The consumers however, still play an crucial underlying factor in terms of what direction the organic market moves in, and their demands and behavior are important to understand for wholesalers such as Urtekram in terms of their product development and promotion of their food products.

As mentioned in the introduction, the organic food consumption in Denmark has by far one of the highest consumptions and demands of organic food worldwide, which might be related to certain factors that concern the individual Dane as well as the public sector (Lund, 2011). The consumption of organic food is no longer exclusively carried by small groups of pioneers and food activists who accounted for the majority of consumption in the 1990s, and functioned as the organic food trend setters.

According to Nina Preus (see introduction), consumers have become more aware of food production and food quality meaning that many contemporary consumers want what they identify as 'pure' and 'real' food, which can be seen as an expression of the general interest in health, and therefore can explain the growth in alternative food networks (Birk, 2016).

However, the organic food consumption is still relatively low, counting for approximately 8% of the total food share in Denmark, and the organic food consumers seem to have certain characteristics in common (Landbrug og Fødevarer, 2016), which have been explored by various studies.

*"The character of demand in mature organic food markets: Great Britain and Denmark compared"* (Wier et al., 2008) discusses how the market of organic food has developed at a fast pace in Europe, which takes its departure in Denmark and performs an in depth analysis of the Danish consumers' demand for organic food. Wier et al. discusses how aspects of health, quality, taste and animal welfare have been some of the main concerns from people's individual perspectives, whereas focus on sustainability, in particular environmental aspects has been more of public concern (Wier et al., 2008; Emerich, 2011).

The researcher O'Doherty Jensen, however claims that aspects of pureness and process also are some of the main concerns for many people (O'Doherty Jensen et al., 2008).

In terms of demographic factors, the aspect of geographical location seems to be influencing people's consumption as well.

Whereas, the lowest consumption has been observed in rural areas, the highest consumption takes place in urban areas, in particularly in the major cities such as København and Århus (Wier, et al., 2008).

Other demographic factors related to organic food consumption involve income and education, which seems to correlate with a higher consumption (Melgaard et al., 2004, p.53). In addition, gender seem to have played a major role in the organic food consumption, with women constituting the majority of the organic consumer segment up until now. However, a recent Danish study shows that the amount of men who buy organically is increasing and almost has reach 50%, meaning that women and men now buy organic food equally in Denmark (Landbrug og Fødevarer, 2016), which is an important factor for wholesalers such as Urtekrum to know, in terms of their product appeal and promotion. Finally, Landbrug & Fødevarer have conducted various reports indicating that factors such as price, variety, and availability also are determinants for people's organic food consumption.

The researcher Lund (2011), is drawing on some of the same concerns as Wier (2008), and likewise studies the Danes' attitudes towards organic food in relation to their consumer behavior.

He categorizes consumers into six consumer segments with different consumer behaviors: *The convinced, the positive and foodies, the positive and discount-oriented, the product focused, the indifferent, and the sceptical consumers.*

Besides Lund's segmentations, many other segmentations of organic food consumers have been done, e.g. based on their consumption amount, which by Wier et. al, can classify a consumer as a *light-user, medium-user, or heavy-user* (Wier et al., 2008).

Within a social constructionist perspective, the different segmentations should however not be seen as absolute, since they first of all are very rationally based, and do not involve many of the psychological and sociological dimensions that are included in consumers' food choice, which will be discussed further in the theory.

A segmentation that however seems to break with the rational aspect, is the LOHAS segmentation, which often is used within marketing. The LOHAS segmentation is more holistic and concerned with the individual's' lifestyle, beliefs and feelings about health and sustainability.

The LOHAS segment was defined in the late 1990's and is an abbreviation for *Lifestyle of Health and Sustainability* (Emerich, 2011). The LOHAS segment seems to constitute a great amount of organic food consumers, which makes knowledge about this segment relevant for contemporary food actors and promoters, since the LOHAS segment is growing.

In terms of organic labelling, it seems to have worked as anticipated by the authorities, in accordance to the consumers' trustworthiness, which is another important determinant for people's organic food consumption.

The trustworthiness of organic food products is associated with food safety, traceability, local origin and small-scale production (Padel et al. 2009).

However, along with the industrialization and hereby conventionalization of the organic agriculture the consumers' trustworthiness that they put into the organic label is being questioned. Organic food production can as conventional food be highly processed, imported, and is now distributed through mainstream retail channels. The transparency and information of the products are limited and in some cases romanticized.

Not only does traceability become an issue but also production methods, food-miles, local, regional or national origin and the figure behind the sales channels does in some cases bring concern to the heavy users, who are accountable for the demand for organic food products (Wier, 2008).

This has lead to an increase in other *alternative food networks*, such as Fair Trade, local food etc, which have even stricter requirements to e.g. food production than organic agriculture has (Kjeldsen and Ingemann, 2009).

Concluding on this section, criteria such as geographical location, income, and gender, combined with concerns about ethics, food safety, taste, and quality are all influencing people's organic food consumption. However, along with the conventionalization of the organic food sector as well as the consumers' increased awareness and consciousness, more and more consumers' are questioning their trust in organic food, which have resulted in a growth in alternative food networks. One of the contributing factors to the increased consumer awareness is the media, which will be discussed in the following section.

Here, the rise and use of digital media with an emphasis on social media will be discussed, as well as the role of social media and food blogging within food communication.

## 2.6. The social media revolution

As mentioned in the introduction, the Internet has become much more accessible than it was when it first came out, and has generated changes in our society, which has been labeled as the Network Society (Castells, 2000), a term that is used to describe the information-based society we live in today. The term covers how our society is organized as a network where all dominant players, institutions and processes are organized as networks in our Society (ibid). Social media is a great example of one of the newest branches of the Network Society that has become the front running media in the 21st century (Mangold and Faulds, 2009). In fact, as previously mentioned it can be stated that social media with their increased growth, are threatening and substituting traditional media channels such as TV, newspapers and even websites. In contrast to traditional one-way mass media communication that perceives people as passive receivers, social media embrace two-way communication and involves the receiver as an active and content generating participant, and hereby engages interaction (Kaplan and Haenlein, 2010), placing everyone with internet in the position to freely communicate about topics and brands, negatively or positively.

The influence of social media have on our society is also seen the way they e.g. have become trendsetting actors and a discourse generators within our society (Asur and Huberman, 2010), influencing and forming our identity and behavior, here among on consumer behavior.

Factors such as social support, identification and a feeling of comfort and security might be contributing to this power social media have gained (Lynch, 2010)

The power and importance of social networks is however far from a new phenomenon. Back in the late 1800's/ early 1900's, sociologist and philosopher Georg Simmel stated communication in social networks to be important in the creation of our individual as well as collective identity (Langer, 2004). The aspect of identity will be discussed further in the theory.

Six types of social media exist, according to Haenlein and Kaplan: *Collaborative content, blogs, social networks, content communities, virtual game world, and virtual social worlds.*

In this thesis, the focus will be delimited to blogs and social networks, since they are the two only forms of social media used by Urtekram.

*Blogs* constitute the first form of social media, which dates back to the 1990's, and which are still a growing phenomenon.

They are composed of web pages mainly consisting of text and photos, ordered in a reverse chronology, which are updated on a regular basis. Together, the blogs form an online, user-generated community named a *blogosphere* (Herring, et.al, 2007).

Blogs can have different functions and formats, e.g. diary formats, and are typical personal, topic based, or both, and, as mentioned in the introduction, the blogs are often created by an individual person who can be a professional or a lay person, referred to as a *blogger* (Kaplan and Haenlein, 2010).

Here in Scandinavia, the amount of blogs and their popularity has increased steadily since the beginning of the 21st century (Pinjamaa and Cheshire, 2016).

A survey from 2007 shows that Danish blogs mostly consist of *individual blogs* that are personal but also can be factual. This type of blog can be categorized into two categories: *Political Blogs* and *Everyday, Cultural and Entertainment blogs* (Sørensen, 2009).

However, no newer studies confirm whether this is still applicable for Danish blogs today.

Besides private blogging, many companies have also started to attach blogs to their websites and cooperate with bloggers, which has been labeled *corporate blogging*.

Corporate blogging consists of a cooperation between companies and bloggers, whom the companies use to promote their products, through sponsorships, which has shown to be a very effective marketing tool for many companies (Kondratyeva and Zavyalova, 2015), here among for many food companies.

PR consultant Katrine Emme Thielke from the PR-company 'Advice', explains the growing tendency of corporate blogging, in a food context:

*"Food bloggers have many marketing advantages. They are opinion leaders with very personal profiles. You can call them some kind of mini celebrities within small segments. If a company is working well with bloggers, the food bloggers can ideally function as ambassadors for the company's products and reach specific audiences. And that is of high value"*

(Translated: Sylvest, Foodculture.dk, Maj 22nd, 2014).

As mentioned, it seems that bloggers have gained a kind of celebrity position, which is exploited by many companies, here among food companies, as a branding strategy.



The second type of social media defined by Haenlein and Kaplan are *Social networks*, which consist of: “*Applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles*” (Kaplan and Haenlein, 2010), however profiles can also be public.

Social networks will, as mentioned in the clarification of concepts, however be referred to as *social media platforms* in this thesis to avoid confusion with Castell’s and Simmel’s terms. Examples on social media platforms include the platforms Facebook, Instagram and Twitter, whereas Facebook, as mentioned, is the one with most users in Denmark (TNS Gallup, 2015). Compared to blogs, social networks are gaining more popularity and increased usage among adolescents than blogs, in Scandinavia. In turn, more and more bloggers, as well as companies have started to attach social networks to their blogs, which they use to attract traffic (Pinjamaa and Cheshire, 2016).

### **2.6.1. Social media user segments**

The following section will discuss the different social media actors, focusing on *users* and *content generators*, including examples on how they each use social media.

As mentioned in the definition of social media, the content on social media is constructed and received by *users*, who thereby also constitute the *segment* whose demographic characteristics have been studied.

A study by the Danish Agency of Culture shows that the majority of social media users in Denmark consists of 16-19-year-olds where 95% of the internet users are using social media, followed by the age group of 20-34-year-olds where the 83-85% use social media (Kulturstyrelsen, 2015). The common characteristic of this generation, who have also been defined as digital natives, is that they are the first generation born and growing up with IT and a digital environment (Bolton, et. al, 2013). An explanation to the popularity among the younger generation, is the way social media meets people’s needs of belongingness through the creation of communities (Laroche et. al, 2012), which as mentioned previously and in accordance with the social constructionist perspective, is of great importance in terms of identity formation.

As mentioned in the previous section, many companies have started to use social media platforms and food bloggers to communicate directly with their customers and to promote their products.

However, the use of social media have also enabled customers to communicate internally on the company’s platforms without the company’s control, which is in contrast to the traditional

promotion mix where the company is in complete control of the communication (Mangold and Faulds, 2009).

### 2.6.2. Food on social media and food blogging

As mentioned in the introduction, the prevalence of food on social media is exploding, meaning that the action of online food *sharing* is very popular, which involves the the sharing of one's food intake, recipes, food experiences.

Through the online sharing, the food bloggers present an online identity, and create a virtual community where they can interact with the readers who also can interact with each other (McGaughey, 2010).

A common strategy among the food bloggers, is the use of photos to present the food, which are attached with a text, e.g. in form of a recipe. The photos are often of high quality, since they have to be appealing and draw attention from the reader, which involves staging the food, and following editing the photos, in order to end up with a flawless photo (ibid). The aspect of illustrating flawless photos and posts is important to many food bloggers, since many bloggers represent their identity through their blog and the food that they show (Gurak and Antonijevic, 2008 p. 66). Moreover, it seems that many food blogs seem to be circulating around specific food trends that not are explained but just are pictured and labeled (Lynch, 2010). Health, however, seems to be the most important factor for the majority of food bloggers, who follow different ideologies or 'trends' that they claim have the greatest health benefits (Lynch, 2010).

In relation to the presence and communication of *organic food* on social media and among food bloggers, studies on this are lacking, which makes it hard to state its promotion degree. It has however been studied that social media is an effective communication tool to spread and improve food knowledge and practice, in particularly among adolescents and young people (Mayer and Harrison, 2011).

## 2.7. Concluding thoughts on the review

This review brought insights into how the organic food sector along with other alternative food movements, as well as social media and blogging, are under huge development in Denmark.

In terms of promoting organic food in Denmark, three actors, the state, the organization Økologisk Landsforening, and the supermarkets have functioned as the major promoters, who mainly have made use of mass media communication to promote organic food, as well as strategies such as increased availability and decreased prices of organic food.

Their use of social media, and in particularly food bloggers, for organic food promotion however, seems limited and has not been explored. Neither have Urtekram's role as an organic food actor, or their influence on the development of the organic food system.

The action of food sharing on social media and among food bloggers is increasing, along with people's use of social media for health and food related information, in particularly among adolescents. Factors such as belongingness, freedom of expression, and identification seem to be essential for the popularity and influence of social media.

However, as mentioned in the introduction, no studies have explored the communication of organic food on social media, and the specific use of food bloggers as mediators of organic food, despite the fact that many food companies and wholesalers make use of it for their product promotion, here among Urtekram, which again argues for our exploration of the topic.

### 3. Methodological framework

The following section will elaborate on the framework of the methodological approach and methods used in this paper, followed by our reflections on them.

The construction of the framework is built on several steps, which will show how the methodology has been built up in context to the findings.

#### 3.1. Scientific approach

This section will discuss the following approaches: ontological and epistemological reflections, the use of qualitative research, validity and reliability, ethnography, and Grounded Theory.

##### 3.1.1. Ontological and epistemological considerations

One of the main goals of this study is to explore a relatively unexplored area and generate new knowledge. The generation of knowledge can be approached from many different angles, depending on the researcher's ontological viewpoints, however, the choice of research strategy and scientific paradigm should be suited towards answering the research question in the best way possible (Walliman, 2011, p.15).

Therefore, one of the initial steps in the research process, is to clarify the researcher's ontological and epistemological viewpoints and approaches to the research, which each constitutes the core of philosophy of science.

Ontology describes the reality of what is already here and how it is perceived, and therefore becomes the subject of the research (Justesen & Mik-Mayer, 2010), whereas epistemology takes departure in the possibilities of knowledge and how the knowledge is obtained through research (ibid.).

The ontological perspective of this study is built on constructivism, and more precisely on social constructionism, which according to Berger and Luckmann (1966) claims that:

*"... reality is socially constructed and that the sociology of knowledge must analyze the process in which this occurs"* and that: *"The sociology of knowledge is concerned with the analysis of the social construction of reality"*.

This means that we as researchers look at humans as social beings who construct knowledge through interactions and social practices, and that our behavior and identity are heavily influenced by our surrounding environment, which means that our identity is inconstant, and therefor not seen as being absolute. This correlates with the construction and reality of social media and blogging since they are constructed by humans as a result of the culture and social world we live in.

Moreover, people's understandings and artefacts should always be viewed in their historical and cultural context, which also argue for that no "real truth" exists and that no knowledge is taken for granted, in opposite to what positivism and essentialism claim (Burr, 1995).

The epistemological approach of the research, which builds on the ontological approach, will be based on empiricism (Walliman, 2011, p.14), relying on an inductive approach through the exploratory approach that aims at generating new knowledge from the collected data within an area that is relatively unstudied area (Adler and Clark, 2011, p. 13).

This means that the study will be conducted within a qualitative research frame, aiming at exploring and understanding the social phenomena of organic food, social media, and food blogging within a communicative and cultural context.

The qualitative research approach will be elaborated in the following section.

### 3.1.2. Qualitative research

The methodological approach in this paper is qualitative, since this thesis seeks to explore the prevalence of organic food in a social media context through different food actors' experiences. This also means that we do not seek for quantifications, but rather seek to capture understandings and meanings, which will be used to conduct an in depth analysis and interpretation of our findings.

Qualitative data analysis is defined as: "*analysis that results in the interpretation of action or representation of meanings in the researcher's own words*" (Adler and Clark, 2011).

This means that we as researchers are involved in the research process, the result findings, and in the interpretation of the analysis.

In terms of our roles and involvement as researchers in this study, both of us were already involved and active on social media and had prior knowledge of existing food tendencies and food bloggers before this study, however our experience and knowledge about organic food on social media was limited.

As for organic food, we had some superficial knowledge about the organic food system and rules, which we have mainly gained from our education.

Moreover, we had no detailed or historical knowledge of the organic food development and status in Denmark.

These facts, along with our own status as organic food consumers contributed to the motivation behind this study.

The involvement and existing understandings and knowledge can bring both challenges and advantages to the research. Challenges might involve personal bias or prejudice, which might affect the data collection and the interpretation of the data (Kvale, 2007).

This will be discussed further in point 3.1.3 in context with validity and reliability.

On the other hand, the involvement and existing experience with social media and organic food, has led us to the interest in the researched topic, and our skills with social media can be viewed as an advantage in the online ethnography in terms of the data collection. It can also provide an advantage in the understanding of the data from both the interviews and online ethnography when it comes to expressions and terms.

The qualitative method in this thesis will mainly build on elements from ethnography and will build on a case example, using the organic wholesaler Urtekram, their experiences and understandings of communication and promotion, in particular in relation to social media, food blogging and organic food.

This will be done through six interviews, which will be supported by an online ethnography of all of the interviewees' social media platforms, and the blogs of the bloggers.

The combination of these methods provides us with an increased richness of the data in form of a deeper understanding of the complexity of the researched phenomena, which might not have been obtained to the same extent if using the individual methods alone (Given, 2008).

### **3.1.3. Validity and reliability**

Reliability and validity are concepts that are looked upon differently within the context of qualitative research, and become important in relation to the quality of a study.

Reliability is in general concerned with the overall perspective of the consistency and trustworthiness of the study (Kvale, 2007). Validity refers to the truth and strength of the statements presented from the interviews. A valid argument from the interviews, is one that is well grounded, justifiable and convincing. In relation the interviews collected in this study, the validity only became stronger when an argument was repeated from more than one interviewee, and therefore could confirm the certain statements, since they were working within the same field. However, in qualitative research there are not necessarily any measurements of numbers that can prove right or wrong, therefore validity becomes a way to illustrate whether the chosen methods actually investigates the intention of our research question (Kvale, 2007).

Another important element within reliability and validity in qualitative research is the aspect of quality. According to Atkinson et. al (2001): "*Credible qualitative research of any kind requires a solid empirical foundation*". Within ethnography, the method of triangulation is often used to enhance the quality of the study, which involves the combination of multiple methods that help us as researchers to gain a broader perspective on the researched area (Flick, 2011).

The use of triangulation was to some extent applied in this study where both the method of in-depth interviews and online ethnography were combined.

### **3.1.4. Ethnography**

The approach of ethnography is originally used to study individuals in their 'natural' context, which is an actual observation of 'what is going on in the field'. The epistemology of ethnography therefore seeks to get the best source of knowledge and is often focused on direct observations, which can be done through interacting and living with people, which is perceived as the best way to understand others (Lofland and Lofland, 1995).

Thus, the ethnographic approach embraces the involvement of the researcher in the research process, and tries to understand a phenomenon through the researcher's own presence.

In this case, the research interactions were conducted through interviews with different food actors, which will be elaborated in section 3.2. However, the study is also based on the framework of the researcher's pre-understanding in this field, the literature review, and the theoretical considerations.

Likewise, the ethnographic approach also opens the door for an understanding of a contemporary situation and the influence that a context has on an actor's actions, in this case towards the representation and communication of organic food among food bloggers. Here, ethnography can help depict how certain representations and discourses are constructed around organic food.

This study will draw on an ethnographic approach, which will adapt to elements from postmodern grounded theory through its adaptive process and open approach, in contrast to predetermined and pre-structured research methods.

This is done in order to provide a clearer analysis and a more theoretical interpretation, by helping us as researchers to better structure and organize the analysis (Atkinson et al., 2001).

To sum up, ethnography enables us as researchers to get an insight of the connections between individual people's lives, their surrounding culture and institutional structures and with the help of grounded theory, helps us to dig even deeper and organize the findings better (Lofland and Lofland, 1995).

### **3.1.5. Grounded Theory**

One approach within qualitative research is grounded theory, developed by Strauss and Glaser in the 1960s. Grounded theory was the answer to combine different theories into one, however, this also meant that a new framework for a qualitative methodology had to be implemented in this approach (Clarke, 2005).

Grounded theory provides an empirical approach to study social life and phenomena and perform a data analysis within a qualitative research framework.

Overall, it strives at explaining and generating theory from the data findings, e.g through a comparative analysis method, which makes it an inductive research approach.

However, grounded theory does not seek to verify theory, which has created much discussion and conflict among sociologists, but rather takes research a step back to identify what areas and phenomena that should be studied and explored further (Glaser and Strauss, 2012).

The use of grounded theory in this study will draw on elements from Adele Clarke's post-modernistic interpretation, which is more concerned about going into depth with the data and acknowledging the inclusion of us as researchers as a part of the method and interpretation process. Therefore, the focus is, in contrast, to traditional grounded theory, not as much on the theory generating aspect but more on the explorative aspect (Clarke, 2005). The grounded theory approach will, in this study, only be used as inspiration for the coding processes of the data, explained in section 3.2.6. and will complement the ethnographic approach via the following steps: *"1. Compare data with data from the beginning of the research, not after all the data is collected 2. Compare data with emerging categories 3. Demonstrate relations between concepts and categories"* (Atkinson et. al, 2001).

Thus, contrary to traditional ethnography, where data often is analyzed at the end of the data collection, grounded theory seeks to understand and conceptualize a social phenomenon throughout the data collection process.

This all starts with an open research question, followed by a data collection, a coding and a categorization of the data, which will then be analyzed (Clarke, 2005).

## 3.2. Interviews

One of the most frequently applied qualitative methods, widely used within ethnography, is in-depth interviewing, and in particular semi-structured interviewing, which aims at gaining elaborated knowledge from an individual's life world through conversations, and optimally is gained via a mutual dialogue between the interviewee and the interviewer (Rasmussen, et. al, 2006; Kvale, 2007).



In this case, semi-structured interviews were chosen as the initial empirical research method, which provided us as researchers with the opportunity of asking follow-up questions and making the interviews more like a dialogue, which moreover, can capture the situation from the interviewees own perspective and with their own words (Rasmussen, et. al, 2006; Kvale, 2007). Furthermore, the use of semi-structured interviews allowed us to make changes to the interview guides between the interviews, if needed, e.g. in terms of rephrasing or improving the questions. This also means, that the aim of the interviews were not to seek generalizations, but rather to collect additional and extensive factual knowledge and detailed information, unavailable from the literature that could provide the foundation for the online ethnography.

### **3.2.1. Urtekram as a case example**

As mentioned earlier, the Danish organic wholesaler Urtekram, was chosen as the main actor for this thesis, which also means that the bloggers interviews were based on the findings we had from Urtekram.

The main reason for choosing Urtekram as a case example, was due to their status as one of the biggest organic wholesalers in Denmark (Urtekram, 2016) along with their increasing use of social media and bloggers, as a part of their organic product promotion strategy. Moreover, we found it interesting to look at organic food communication from a market perspective, since the Ministry of Environment and Food's 2020 organic action report states that more market actors in form of organic food producers and retailers need to contribute further to improve the promotion of organic food in Denmark.

With their existence on the market for more than 40 years, Urtekram is one of the first organic wholesalers in Denmark and one of the first organic food suppliers for the supermarkets.

This gave us the impression that they would have an extensive historical knowledge of the development of organic food in Denmark, as well as of the development in media use and communication strategies in relation to organic food promotion.

Before starting our collaboration with Urtekram, we were well aware of their status as a "business", whose primary goal is to increase their sales through promoting their organic food products. This was however not perceived as a barrier, since the focus of this project focuses on the *communicational aspect*, which constitutes a great part of the promotion.

Through the entire collaboration we were assigned with a contact person from Urtekram, Lene Iversen, whom we regularly corresponded with and who functions as Urtekram's product developer and quality manager.

A further description of Urtekram is found in point 5.

### **3.2.2. Urtekram interviews**

In order to gain insight into Urtekram's experiences and understandings of social media, organic food and its status in Denmark, two in-depth semi-structured interviews with two representatives from Urtekram were conducted in Danish.

The representatives were selected due to their job functions and knowledge related to the themes, and were recruited and selected in cooperation with Lene Iversen, who represented one of them.

The interview about social media was conducted with brand and social media manager, Maja Degn Leth, who is responsible for Urtekram's PR and social media platforms.

The interview about product development and organic food was conducted with Lene Iversen, who has worked for Urtekram for 10 years, which made us believe she would have historical knowledge and experience with Urtekram's development.

Before developing the interview guides, some pre-research was done, using the information from section 5 to gain an overall understanding of Urtekram's background, promotion strategies and social media and food blogger use.

Since we were doing two interviews with different themes, two different interview guides were created for Urtekram (appendix 1 and 2).

The construction of the guides was inspired by Kvale's suggestions for interview scripting (Kvale, 2007, pp. 56-58).

The guides were thematized based on the research question, and aimed at elaborating and adding to the knowledge from the literature review, and was each tailored towards the particular interviewee.

Interview guide 1 (appendix 1) was focused on topics such as the meaning of "organic" in Urtekram's perspective, the importance of "organic" in relation to Urtekram's product development as well as Urtekram's consumer segments.

Interview guide 2 (appendix 2) was structured to cover topics such as Urtekram's overall promotion strategies, and understandings of social media and food bloggers.

The overall themes for the interviews were e-mailed to both interviewees from Urtekram beforehand, in order for them to prepare for the interviews and reflect upon the answers.

### **3.2.3. Food blogger interviews**

During the two Urtekram interviews, the use of food and health bloggers was mentioned as one of their major promotion strategies, and various Danish food bloggers were mentioned as key actors and cooperators as a major part of Urtekram's social media strategy and product promotion.

This became the motivation for choosing the selected food bloggers for further interviews, in order to get into depth with their status as food communicators and influencers, as well as their perceptions and communication of organic food.

Four food bloggers, Kirsten Skaarup, Jane Faerber, Maria Engbjerg, and Stephanie Bang were selected, however additional food bloggers, here among Ditte Ingemann and Malou Rotvel Pagh, were contacted as well but did not show any interest in being interviewed.

The selected bloggers were chosen due to their role as current or previous food bloggers on Urtekram's blog, and based on their assumed interest in organic food.

When contacting the bloggers, all bloggers showed interest in doing individual face-to-face interviews with us. A description of each blogger will be given in section 5.

An important note to mention is that the blogger interviews were done independently of Urtekram, and that the bloggers did not know about our cooperation with Urtekram until the actual interview took place. We perceived this as important in order to avoid any preconceptions from the bloggers before the interview.

One common outline for an interview guide, numbered 3, (appendix 3) was created for the first three bloggers in order to be able to better compare the responses afterwards.

However, since the interview guide was only guiding, some changes were added to the guide during each interview.

The Interview guide was based on notes and impressions from the interviews with Urtekram, and related to the research questions, the sub questions, and the literature review.

An individual interview guide (appendix 4) was created for Stephanie Bang, since she had a specific focus on organic food, and was the only blogger who did not have, or had had, any blog cooperation with Urtekram. This Interview guide was inspired by impressions from Urtekram and the other three blogger interviews.

### **3.2.4. Practicalities and ethical considerations of the interviews**

All interviews lasted between 40-75 minutes, which gave them depth by providing us with time for elaborations and additional questions.

The interviews were, moreover, recorded with an audio recorder, which the interviewees were informed about beforehand. The use of the voice recorder allowed less disturbance and a better flow of the interview and was used for the following transcription (Kvale, 2007).

All of the interviews were conducted in Danish and transcribed in Danish, however the applied quotes in the analysis will be translated in English, by the authors.

Due to the authors' non-native English skills, we are well aware of the fact that certain linguistic elements might be lost, which is accepted, due to the focus on the content and the intentions behind the statements, and not the language itself.

When it comes to ethics, they are important considerations within qualitative research, since they protect the participant against any harm or disagreements (Given, 2008).

Ethical issues can influence the quality of the interview, as the knowledge produced are dependent on the social relationship between interviewer and interviewee.

The stage where the interviews take place, therefore relies on the the interviewer's ability to make it a comfortable and free place to talk of private events, that can later be used publicly. In terms of confidentiality, all interviewees agreed to let the researchers use and publish the interview content in the thesis, and use their full names and blog names.

Moreover, all interviewees were provided with an informed consent, informing about the use of the interviews, which was signed by interviewers and interviewees.

Finally, Urtekram and the researchers exchanged an informed consent regarding the ownership and rights of the provided information and data collection, as well as the final thesis product, to avoid possible disagreements.

### **3.2.5. Transcription of interviews**

After the conduction of the interviews, all six interviews were transcribed in Microsoft Word. The transcription prepared the data for further analysis and interpretation, and functioned as the initial analysis of the interviews where the oral language is translated into written language.

The interviews were mainly transcribed due to the fact that we are two researchers in this study, which means that a written transcript could facilitate the following analysis process on the same data (Graham, 2007).

Moreover, the transcription facilitated the coding process, allowing us to highlight and comment directly in the transcription document, and to easier refer to quotes used in the analysis.

However, within the transcription process, elements from the oral interaction, such as body language, tone of voice, and gestures, might be lost, which contributes to a decontextualization of the interview dialogue.

In this case though, the focus were on the content and not on the language or expressions, which therefore made those losses less important. This also means that we as researchers chose what to include and exclude in the transcription, which emphasizes our roles as interpreters in the data collection (Kvale, 2007).

As mentioned, the focus was in this case on the meaning of the interviewees' spoken words, and not the linguistics or the bodily expressions, which therefore were excluded from the transcription.

To ensure a similar transcription of the interviews, a transcription guide was developed (appendix 5) and applied to all six interviews.

### **3.2.6. The coding of the interviews**

The following section, will describe the process of the interview coding, which technically is a linguistic analysis form, whereby meanings are expressed (Kvale, 2007).

The purpose of the coding was to create a thematic framework, which can contribute to create a framework for the online ethnography and for the final analysis, and enable comparisons across the data (Atkinson et al., 2001)

An important subject for the final coding process is that it not only becomes descriptive, but becomes analytical and theoretical as well. This was helped by asking questions to the findings such as *what, which, who, etc.* (Graham, 2007).

In this case, the initial coding process was conducted by the use of transcripts, and performed manually.

The codes were created and generated from the data, and were therefore not constructed beforehand, which is another characterization of grounded theory (Atkinson et al., 2001).

The coding process consisted of three steps, inspired by Strauss and Corbin and the constructivist grounded theory approach:

*Open coding, Axial coding, and Selective coding* (Strauss and Corbin, 1990).

Open coding was the first step where the transcript text was read carefully, and keywords were added in the margin of the transcripts to identify further categories.

Moreover, text fragments connected to the specific keywords were underscored.

Following, came the axial coding where more overall categories were defined and added to the transcript and the code list, as well as related to each other.

In this case, the categories were attached to the keywords in the right margin of the transcripts.

Lastly, the selective coding was about identifying main categories, which are categories that connect all the codings and categories (Strauss and Corbin, 1990), and together with the findings from the online ethnography, create a frame for the analysis

### 3.3. Online ethnography

Following the interviews, the online ethnography was conducted.

Taking its departure in ethnography, online ethnography can be used to explore and explain what and how the internet is contributing to create social constructions, e.g. around topics such as food phenomena and tendencies (Hine, 2015).

The purpose of the online ethnography was in this study to supplement the interview statements via a sample of online observations of Urtekram's and the food bloggers blogs and social media platforms.

The observation period covered the month of February 2017, where Urtekram's and the bloggers' content in form of graphics, post titles, photo texts, and hashtags were observed and noted.

The online ethnography was seen as a contributing tool to elaborate and support the interview findings as well as the literature findings, and to avoid possible simplifications of the data findings, and thereby contribute to enrich the analysis.

The observations were all noted in a field note document (appendix 6), where general impressions and photo examples were included as well, which were discussed in the analysis.

The method of online ethnography was seen as an interesting and relevant supplemental method to work with as a supplement to the interviews, due to the growing social media existence in Denmark and their focus in this study. Moreover, social media allows for public participation, which means that we as researchers easily could participate in the social media sphere, which makes it a very unobtrusive and convenient method.

The novelty of online ethnography as a research method, however means that no single correct method strategy exists, which makes it adaptable to strategies that we as researchers find relevant. In this case the methods included field notes and a discourse analytic approach (Hine, 2015).

The term discourse will in this context refer to Clarke's definition, drawing on the use of language, images, symbols, human/non-human actors, elements and communication, which are interpreted by the researchers through our own immersion in the setting.

All these factors can be seen as cultural, and in this case also *situational* representations and constructions of communication, and can be useful in developing a systematic exploration of the topic of organic food within a social media setting (Clarke, 2005).

One challenge with online ethnography is its narrow focus in terms of only focusing on the visible and represented online setting, and not the offline setting including the production of the content (Atkinson et al., 2001). Also, we have to reflect upon whether the observed online activities reflect the "real" world, since they are all *constructions* that can be planned, filtered and set-up, and thus might not reflect the actual situation of the sender or the actual content that is presented, which is a consequence of the passive observation form where the physical aspect is lost.

This means that certain elements and expressions can not be captured, which might have particular relevance if studying behaviors (Hine, 2015).

These elements are however not relevant in this case where the focus not is on the communicators' behavior but on the online communication constructions and representations of organic food. Some of the lost elements such as the bloggers' thoughts behind the construction of the content were captured via the interviews.

In contrast to the interviews however, the role of us as researchers in the online ethnography is non-participatory, which often is the case with online studies (Given, 2008).

This means that we neither interact or declare our presence in the online research process, since the intention purely is to observe ongoing activities.

Our access to Instagram and Facebook were gained through our own private profiles. Moreover, all the actors' profiles were public and did not require permission to access.

The online ethnography took place on the four bloggers' blogs and the two social networks Facebook and Instagram since those networks had been identified as the most relevant in this context, among the interviewees.

In total, five different actors were studied, since Urtekram counted for one actor:

1. Urtekram DK (Urtekram)
2. Kirsten Skaarup (Kirstenskaarup)
3. Jane Faerber (Madbanditten)
4. Maria Engbjerg (Vanloseblues)
5. Stephanie Bang (Afoodaffair\_bysteph)

The prevalence and representation of organic food were as mentioned identified through the actors' photos, photo texts and hashtags. This was done by chronologically going through every single post on each actor's Facebook and Instagram, as well as the four bloggers' blogs, within the month of February, 2017.

The timeframe of one month was chosen due to time limits, however one month still provided a more detailed and historical overview than the interviews alone could have done, and provided an insight into the bloggers' represented online values and communication content.

In the examination of the posts, the actors' *photos*, *photo texts*, *symbols*, *tags* and *hashtags* connected to the individual post were observed, however only the ones with relation to food were noted down on the field note list (appendix 6).

Examples of excluded posts included posts of cosmetics, skincare or selfies where neither the photo, the attached text or hashtags involved any food relations.

The user comments attached to each post were not noticed since some posts contained more than 100+ comments and this was seen as too extensive.

However, a few outstanding comments, were selected to be included in the analysis to demonstrate the two-way communication aspect of social media.

Moreover, the intention with the online ethnography was not to analyze the users' and consumers' perceptions but to focus on the bloggers' communication construction and content in relation to organic food.

To carry out the online research, our private social network accounts were used to gain access to the Facebook and Instagram content.



### 3.4. Reflections on the methodology

According to Sayre (2001) the qualitative research approach needs no defence, since informative research is not about proving anything. Nevertheless, that does not mean that using a qualitative research approach cannot support or elaborate a hypothesis.

The use of mixed methods, which includes quantitative methods as well, could however, have provided a wider perspective on the research question, and could have been used to confirm the findings, and hereby provided us with an even broader and elaborated understanding of the research question (Sayre, 2001).

Since our aim with the study was to explore *understandings*, which are subjective matters, qualitative research still seemed to be the most appropriate approach though.

An alternative qualitative method to the individual interviews that we initially considered, was the conduction of *focus groups* with the bloggers, which could have provided even more discussion among the bloggers and maybe added additional themes outside of the interview guide's frame. The focus groups could however also result in less information and openness from some of the bloggers due to the less private situation, which made us choose individual interviews instead.

When it comes to the choice of interviewees, our initial intention was to include Økologisk Landsforening as an interviewee to explore their use of social media and discuss the element of using food bloggers within an organizational perspective and compare that to the market perspective. They however rejected an interview with us due to time limits.

As for the online ethnography, it is an unobtrusive method, which provides easily accessible public data, and is well suited for generating a more overall picture of contemporary constructions and tendencies.

The online ethnography can be said to include elements of quantitative data in form of countings and number observations, but since it focuses mostly on the linguistic aspects and the communication *content*, its is defined as qualitative in this case.

## 4. Theoretical Considerations

The following theoretical section will elaborate on the applied theories in this project that we find relevant to use in the analysis of the findings from the interviews and the online observations.

First, aspects of product promotion and marketing will be discussed, followed by communication theory, here among an elaboration of *the two-step flow model*, which will be used as one of the main theories.

Next, theory on identity and food choice, and commensality, inspired by Claude Fischler will be discussed.

The applied theories will be discussed from a social constructionist perspective, and in relation to the research question and the literature review.

Moreover, the theory will be related to Urtekram.

### 4.1. Product promotion

Since this study is conducted from a market perspective, aspects of product promotion within a marketing context are seen as necessary to understand.

The knowledge about product promotion can help us as researchers to better achieve a critical understanding of Urtekram, and remind us that one of their main intentions behind the organic food promotion is product sale.

This is emphasized in the definition of *promotion*, which is defined as: '*the publicizing of a product, organization, or venture so as to increase sales or public awareness*' (Oxford Dictionary of English, 2014).

As mentioned in the definition, product promotion however also contribute to create awareness, in this case around organic food, which is our focus in this study rather than the sale.

In this assignment, the term promotion will be perceived as a subcategory to communication, since promotion is a part of the overall communication, and since the main focus is on the communicative elements.

However, some elemental aspects of product promotion within a marketing perspective will be elaborated, and applied to the analysis as well, since they sometimes are integrated in the communication.

Moreover, an understanding of product promotion is important in order to understand the underlying psychological motives of buying behavior, and hereby consumption, in this case related to organic food.

According to marketing theory, product promotion builds on the following concepts: Needs, wants, demands, products, relationships, and markets, among others (Kotler, 1988, p. 3). In particular the terms of *needs*, *wants* and *demands*, are important to distinguish between, among product promoters.

A human *need* includes our basic needs, such as food, sleep etc., which are required to survive, whereas *wants* involve “*desires for specific satisfiers of these deeper needs*” (Kotler, 1988, p.4.). Finally, *demands* constitute: “*wants for specific products that are backed up by an ability and willingness to buy them*” (Kotler, 1988, p.4).

The three terms are relevant within organic food promotion in order to understand the status that organic food has among consumers and what the promotion and consumption build on. Within the social constructionist perspective, the aspects of wants and desires are the most relevant to analyze, since they are heavily shaped by our cultural norms, social constructions and relations, which is important to be aware of when developing a communication strategy that influences and appeals to the contemporary consumers.

## 4.2. Communication theory

As mentioned, the core of this thesis is the focus on the communicative aspect of organic food. Therefore, this section will give an introduction to basic communication theory, which will be used to discuss and compare the organic food communication strategies listed in the literature review, to a social media context, and to understand the background of Urtekram's and the food bloggers' communication strategies.

One of the most common and basic illustrations of communication processes consists of four steps:

**sender - channel - message - receiver**

Each step contains multiple constructions that should be considered when planning a communication strategy (Windahl, Signitzer and Olson, 2009, p. 12).

According to Greens and Tones: “*Successful communication occurs when the receiver’s interpretation of the message exactly matches the communicator’s intended message*” (Green and Tones, 2010, p. 300).

This statement underlines the importance of, in this case, Urtekram’s structure of their communication, in terms of choice of channel and message design, and knowledge about the intended receivers.

In terms of the communication of organic food in Denmark, the senders have primarily been institutional or public actors, who have used various media channels such as print magazines, TV, and the internet in form of websites to inform the Danish population about organic agriculture and food (Ingemann 2006; Økologisk Landsforening, 2016;2017b). These channels are also defined as mass media channels, which are characterized by providing a linear *one-way* and *top-down communication* to a large audience at once (Green and Tones, 2010, p. 357).

Mass media has a long history in health promotion and product promotion, and is one of the most applied communication strategies, in particular within health communication, where it has shown to have an effect, e.g. on increasing awareness of specific health risks (ibid., p. 360-361).

Criticism of traditional mass communication however, involves its lack of personal contact and interaction, as well as its limited possibilities of tailoring the communication towards specific audience segments (ibid.), which also might contribute to explain why the organic consumption percentage, despite the promotion efforts, still can be considered as low.

The establishment and growth of social media as a new form of mass media is, in contrast to the traditional mass media, embracing both interpersonal communication and interaction opportunities (Kaplan and Haenlein, 2010), and thereby provides a more modern type of communication.

The next section will describe and discuss each of the four communication steps in relation to Urtekram and their communication of organic food products through the use of social media and food bloggers.

#### **4.2.1. The role of the sender**

The sender, can be divided into two categories: the communication planner who designs the communication strategy and plans the message, and the actual communicator who mediates the message (Windahl, Signitzer and Olson, 2009, p. 16-17).

In Urtekram's case they constitute both roles themselves, since they plan their own communication strategies, but also communicate directly with their consumers through their social media. However, their use of food bloggers as additional communicators might enable them to reach a wider audience, which will be elaborated in the next section about the two-step flow model.

It is in particular the role of the food bloggers as communicators that will be analyzed in this project, in order to explore what their status as bloggers means for the communication of organic food.

#### **4.2.2. The choice of communication channel**

The second communication step is the channel, which is the *medium* where the message is distributed. The choice of channel should be determined by who, in this case Urtekram want to reach. Therefore, knowledge about different channels' advantages and limitations as well as their segments is needed in order to make sure to reach the intended target group (Windahl, Signitzer and Olson, 2009, p. 189). As mentioned in the literature review, the majority of the social media segment constitutes the younger generation, which should be taken into consideration when using social media platforms as channels.

In terms of effect, the combination of multiple channels provide the most effective distribution and reach, however the opportunity of combining different channels might not be possible for the sender, e.g. due to limited resources (Windahl, Signitzer and Olson, 2009, p.17).

In this case, the channel of social media will have the main focus, and the analysis will depict what limitations and advantages social media has as a channel, as well as its user segments seen from Urtekram's and the food bloggers' perspectives.

### 4.2.3. The message

The third step in the communication process is the message that constitutes the central connection between sender and receiver (Windahl, Signitzer and Olson, 2009, p. 169), and contains elements that both parts have in common, which in Urtekram's case assumably would be an interest in organic and healthy food. The message contains elements such as *content*, *format* and *source*, which all should be reflected upon by the communication planner.

### 4.2.4. Message content

Within the content lies the aspect of *appeal*, which again draws on elements from marketing. How should the message appeal to the consumers?

Three overall appeals exist: *the rationale*, *the emotional*, and *the moral* (Kotler, 1988, p. 598)

The purpose of the appeals is to provoke a reaction that will motivate the consumer's behavior, in this case to buy organic food and therefore, purchase Urtekram's products.

The rational appeal involves self-interest, knowledge, value and functional benefits such as health considerations, quality, food safety etc.

The emotional appeal is directed at provoking an emotion in the receiver, either positive or negative, which for instance could be fear or enjoyment

In particular the fear appeal has been used widely within public health promotion, which in an organic food context, could include emphasizing the harmful content and aspects of conventional food compared to organic food.

Finally, the moral appeal communicates to the consumers' ethical concerns: what is right and wrong? In an organic food context this could include environmental issues or animal welfare, among others.

### 4.2.5. Message format

When constructing the message, factors such as readability is one of the most important points, since the content of message has to match the receiver's literacy in order to reach an understanding of the intention (Green and Tones, 2010, p. 301).

Within product promotion the visual layout of the message, which e.g. is illustrated on the product packagings is very important, and should attract and appeal to the consumers, for instance through graphic and illustrative elements such as images, colors or symbols etc. (Kotler, 1988, p. 599).

Urtekram's use of those will be discussed further in the analysis in relation to Urtekram's brand identity, product development, and product promotion.

In short, the aim with the layout of the message is for Urtekram to attract the consumers' attention and provide information about the product as well as the brand, which ideally can stimulate a buying decision.

One layout element that has proven to be very effective within food promotion, is the choice of colors, which in particular is important when it comes to food preferences where it is seen that food with bright colors have a higher sale (Kotler, 1988, p. 600).

#### **4.2.6. The food bloggers as message sources**

The message source involves the actor that communicates the actual message, which in this case involve the food bloggers, who should be seen as contemporary virtual celebrities.

The use of celebrities in product promotion is however far from new.

In fact, the application of *celebrity communication* has been widely used by many companies, in order to personalize the communication more.

The idea is that the celebrity functions as a role model who adds personal attributes the product, and hereby works as a spokesperson for the brand or the concept (Kotler, 1988, p. 601).

However, an important factor is that the appropriate celebrity is selected, in terms of relation to the communicated message, e.g. organic food.

This is important in relation to the celebrity's credibility among the consumers, which involves factors such as trustworthiness, expertise, and likeability.

Ideally, the person should fulfill all three factors, in order to obtain the highest credibility among the receivers and thereby stimulate a reaction (ibid)

### **4.3. Receivers and segmentation**

The final step in the communication process involves the receivers, which, similar to the other steps, consist of several constructions. First and foremost, as it will be defined in the following section, the role of the receivers have changed over time along with the change in communication media, and thus depends on the type of channel that is used (Windahl, Signitzer and Olson, 2009, p. 195).

In order to construct the most efficient communication, knowledge about the receivers is needed. Who is the intended target group and how is it reached?

This is where the tool of segmentation can be a great help for the communication planner, which is when the receivers are divided into groups of identical characteristics (Kotler, 1988, p.279). Segmentation makes it easier for the sender to construct the content of the message, and to choose the most appropriate communication channel.

The segmentation is often based on certain criteria, which can include demographics, beliefs, or attitudes. In Urtekram's case, the segments that would be relevant to study, would include: Urtekram's consumer segments, social media user segments in Denmark, organic food consumer segments, and the bloggers' reader segments.

One of the most frequently applied segmentation criteria is demographics, involving age, gender, occupation, income, geographical location etc. (Windahl, Signitzer and Olson, 2009, p. 223).

As mentioned previously, a growing and recent demographic segment used within marketing is the segment of LOHAS, which consists of a growing consumer segment, also called the 'green segment' who deeply care for their personal, community and environmental health and well-being.

Moreover, many LOHAS consumers are often well-educated and don't mind to spend extra money on organic food, which also is one of the characterizations of organic food consumers (Willer and Kilcher, 2009, p.164).

The LOHAS segment do not only want products that express "health", but are rather searching for a complete "lifestyle", that can reflect who they are, and embrace their concern about the planet (Emerich, 2011). In relation to organic food consumption, the LOHAS segment constitute the majority of the of the organic food consumers, which is why the LOHAS segment is seen as relevant to include in this thesis.

#### **4.3.1. The contemporary communication process**

As mentioned in the previous section, the structure of traditional mass media communication used to be a one-way process where the sender had an authoritative role, and communicated the message of organic food directly to the public, which can be compared to the traditional linear structured food chain.

The one-way structure means that the sender is in complete control of the transmission and the message, which is transferred to a passive audience with no possibilities of feedback or interaction (Windahl, Signitzer and Olson, 2009, p. 14).

However, along with the digital revolution and development of social media, the definition of contemporary communication has changed into: "*The exchange and sharing of information, attitudes, ideas or emotions*" (Windahl, Signitzer and Olson, 2009, p. 270).



This means that the current conceptualization of communication, considers communication as a dynamic mutual process focusing on *interaction* in form of sharing and understanding, which breaks with the traditional one-way linear communication process where the focus mainly is on the *transmission* process.

It also means that the *receiver* has become a *participant*, who can interact and has an influence on the message and the sender as well (Windahl, Signitzer and Olson, 2009, pp. 12-14).

Within the food system perspective, this means that wholesalers now have the ability to communicate and interact with their consumers, either directly through their own social networks or through cooperative mediators such as food bloggers, and that the consumers are able to communicate back to them as well.

A communication model that we have found to be appropriate to illustrate this contemporary communication process is *the two-step flow model*, which will be elaborated in the following section.

#### 4.4. The two-step flow model within a social media perspective

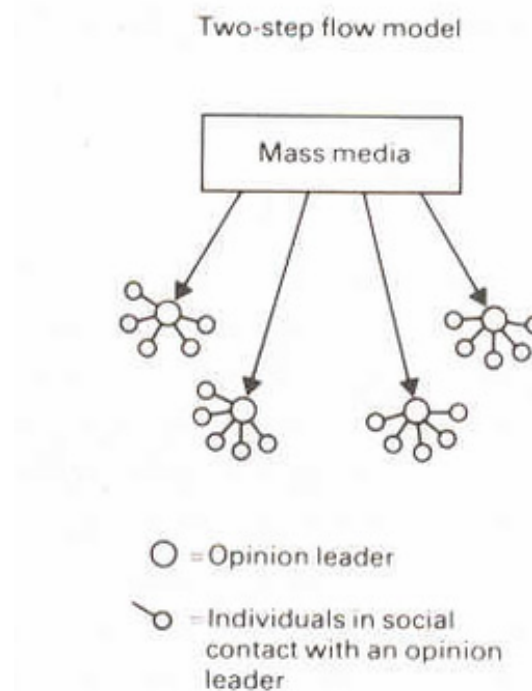
As mentioned in the previous section, communication of information can be transferred to the receiver in multiple ways today. The two-step flow model by Lazarsfeld and Katz (1955) is an example of a communication model, which in our perspective to a great extent can be adapted to today's social media situation despite its old origin.

The model does not seem to have been used in relation to food blogging before, which is another reason to why we find it interesting to include.

Overall, the two-step flow model combines mass communication with interpersonal communication, which differentiates it from other mass media models, and make it comparative to social media.

The theory behind the model claims that people are more influenced by individual and personal communicators and channels, or the so-called word-of-mouth process (Kotler, p. 601) than from mass media alone, which for instance has been seen in consumers' buying decisions (Windahl, Signitzer and Olson, 2009, pp. 70).

The model illustrates this process by dividing the mass communication transmission into *two steps*, hence the name, with the first step being the transfer of information from the communication planner (mass media source) to the opinion leaders, and the second step being the communication from the opinion leaders to the receivers, where the influence happens (Rogers, 1983).



Model 2: The two-step flow model (Lazarsfeld and Katz, 1955 in: Windahl, Signitzer and Olson, p. 71).

The model has shown to have a different, and in many ways, better influence on the receivers by reaching a larger amount of people compared to its forerunning model, the Hypodermic model<sup>4</sup>, which focused more on a traditional direct one-way communication from the mass media to the receivers, as seen in the mass media campaigns used within the majority of the organic food promotion.

The wide reach of the model is established through the so-called 'opinion leaders' who all are likely to have different receiver segments, whereas traditional mass media communication only might reach *one* receiver segment in the population or among consumers (Windahl, Signitzer and Olson, 2009, pp. 70-71).

<sup>4</sup> In the Hypodermic Model the message is communicated directly from the sender to the individual receivers through mass media (Windahl, Signitzer and Olson, 2009).

The receivers of the opinion leaders are often called *followers*, which again correlates with the social media aspect where the same terms is used to describe social media users who *follow* e.g. bloggers or companies on their social media platforms.

Since we in this case have a specific focus on social media and not mass media, the two-step flow model will be interpreted in a contemporary context, drawing on the argument that social media has become a major part of mass media in our society (Tremayne, 2012). This also means that the model's traditional definition and application of the *mass media* element won't be given much attention, since multiple studies about that already exist. The model will be used to analyze the theoretical approach behind Urtekram's communication approaches of their organic food products in a social media perspective, with a particular focus on food bloggers who function as *opinion leaders* for Urtekram.

According to the model, one of the biggest challenges for the communication planner is to identify the most suitable opinion-leaders, who both represent and support the sender's values (Windahl, Signitzer and Olson, 2009, p. 69). In this case, it means that Urtekram's bloggers have to find bloggers who agree with their brand and values, since Urtekram provides them with information that the bloggers have to mediate.

In terms of who the opinion leaders are, they often involve people that tend to consume more output from the media and like to discuss and mediate relevant topics with others, often in public (ibid, p. 70).

After adapting information from media outputs, the opinion leaders mediate it to their followers, who often perceive the opinion leaders as role models and experts in certain areas.

One concern that needs to be considered by the sender, is however that the sender not always can control exactly how the opinion leaders mediate the message, or who the opinion leaders are. Some opinion leaders might choose to communicate about the sender without any agreement or cooperation, and the communication might be negative as well.

In line with that, Bostian (1970) indicates, that we need to be aware of the fact, that not all information communicated through the opinion leaders will influence the receivers and that it might not affect the readers in the communication planners' intended way, which then constitutes one of the disadvantages of using social media.

In terms of influence, some followers are however more prone to receive information via active engagement. This also goes the other way around, as not all opinion leaders seek an active debate, but rather seek to inform, inspire and stay out of any negative debate (Windahl, Signitzer and Olson, 2009, p. 72-73).

In relation to Urtekram, their aim should be to find the most appropriate food bloggers, as they have the power to spread Urtekram's message to the audience in a closer, more user-friendly, and trustworthy way.

The use of opinion leaders might seem easy, however opinion leaders are often rather selective of what information they receive and further communicate.

One condition is therefore, as mentioned before, that the opinion leaders believe in Urtekram's values and in the message they communicate to the public.

This means that both parts have to be engaged in the value of message.

Yet, it might also mean that Urtekram have no control over the actual communication process to the consumers and how the information is further communicated, which highlights the importance of selecting the most suitable opinion leaders who also have the right amount of public influence (Windahl, Signitzer and Olson, 2009, p. 74-75).

In this case, the selected opinion leaders consist of cooperating bloggers, and can thus be seen as 'sponsored' opinion leaders who have agreed to only communicate positively about Urtekram's products in return for getting free products.

Aspects of corporate blogging as well as elaborated discussions about the two-step model will be discussed further in the analysis of Urtekram's use of social media and food bloggers, where the model also will be criticized and adapted to a contemporary context.

In order to fully understand the influence of the opinion leaders and their communication, we see it as necessary to obtain knowledge about people's motivation behind food choices and consumption. This will help us understand how Urtekram's communication should be planned and targeted at the receivers, and how the food bloggers relate to the readers. This will be discussed from a sociological point of view, using Fischler's theory in the following section.

## 4.5. Food choices in our modern food system

The following section will look into modern food consumption and choices, including the aspect of political consumption, as well as Claude Fischler's theory on identity and food choice within a social ecological point of view, in particular focusing on the individual level, depicting how social structures affect an individual's identity.

The theory will be supported by the two sociologists, Lotte Holm and Søren Tange Kristensen. Furthermore, Fischler's term of commensality will be discussed in relation to contemporary food sharing, and linked to social media and food blogging.

Meal structures and food choices are heavily shaped by our cultural norms, including: globalization, media exposure, immigration, and food availability, among others, which are all contributing to change the food system and culture, and thereby the norms (Holm and Tange Kristensen, 2012).

Moreover, the relationship between human and nature is also changing in terms of the increased awareness and responsibility of biological food processes in the modern food system (see model 1), e.g. as seen with the increased focus on global warming (ibid.).

These changes are resulting in changed consumer perceptions in our modern society, which affect our food choice and consumption. Consumption has thus become a political engagement for many people, bringing an increased focus on challenges such as animal welfare, fair trade and food quality, among others.

These conscious and often ethical choices empower citizens as consumers and have been given the term *political consumption*. Political consumption can be viewed as a way to position oneself as a consumer, which is often directed towards our needs, desires and concerns of others (Clarke, 2005).

The increased civic engagement has resulted in a shift from supply driven to consumer driven food production, where consumers have greater demands, and hereby influence the food production more than ever.

In contrast to years ago, when the government and the food industry exclusively handled the issues of food safety and food production, these factors have become widely covered and communicated to the public by the media and various media actors and influencers, who have become mediators and power agents between consumers and the food industry (Anderson, 2000).

As mentioned in the literature review, the supermarkets play a major role in the promotion and distribution of organic food, which also can be explained by their role as the place where our final food shopping choices are made. The choices depend on a combination of sensory values, financial aspects, nutrition and health beliefs, literacy, convenience, as well as social relationships, which are all determining whether a consumer might choose to buy organic food products (Furst, et. al., 1996).

Information, in terms of labelling and listing of ingredients are also factors that help the consumers to identify the food, and thereby also facilitates the consumer's choices, which further contribute to shape the individual consumer's self image and identity.

This leads us to what role food plays in relation to identity, which will be discussed in the next section, drawing on Fischler (1988) and his perspective on taste and preferences, and their evolution and change over time.

#### **4.5.1. Food self and identity**

The discussion and definition of identity is a long one, since many different definitions and understandings of identity exist, depending on one's ontological view.

Following the social constructionist perspective in this study, we however perceive identity as open and adaptive to change, which in particular depends on our surrounding environment and influences, such as social relations and communication.

A common surrounding element that all people share as a part of their everyday life, is food, which according to the French social scientist Claude Fischler, has a very big impact on our identity formation.

According to Fischler, identity is formed by what food an individual eats, which often is described with the quote: "you are what you eat". The quote should be understood in a symbolic way that represents the individual's food beliefs and representations of the food (Fischler, 1988).

The quote indicates that food is an elemental factor for identity formation, and when looking at this from a wholesaler's perspective like Urtekram, this becomes an essential factor in relation to their values and how they present themselves to the outside world, e.g. through social media.

Food is an element that can either connect people or differentiate us from each other in society, and the choice of food is central to an individual's identity as it indicates diversity, hierarchy and organisation in human groups (Fischler, 1988).

The identification of the food we eat is a central factor, as it constructs our identity, not only towards ourselves, but also towards others.

This means that cultures or a groups often are formed and defined by the food that is eaten, which distinguishes them from one another (ibid.).

Fischler divides people's relation to food into two overall dimensions: *the biological to the cultural*, which involves aspects of nutrition and cultural symbols, and the other dimension of *psychological to social*, which covers the individual and collective factors (Fischler, 1988).

As previously discussed, the modern food system has changed the way we eat today, which has become more based on consumption. At the same time the transparency of the food's origin, production, and history is decreasing alongside the industrialization, which has resulted in poor food literacy and transparency for the consumers.

This is seen within food technology, which has become increasingly powerful, as it can transform food into other shapes and colors, which might result in food identification difficulties for the consumers (Fischler, 1988).

Thus, new technology has made it possible to process original food into products that are unidentifiable for the eater, where texture, smell and flavor might have changed completely, which has resulted in a population who know less about the food they eat.

The problem of unidentifiable food lies both in the identification of the food itself, but also within food literacy, since the lack of knowledge on the food we eat, is directly related to the individual's personality (Fischler, 1988). This can result in a dilemma, where the individual can be disturbed in his beliefs, if he cannot choose to eat after his own values (Fischler, 1988).

Here, communication through social media becomes relevant, since it allows actors from the food market to provide a more direct and increased transparency of food production to the consumers.

#### **4.5.2. Communicating with food**

Additionally to its identity influence, food can also be used as a communication tool.

According to the french anthropologist Claude Lévi-Strauss (1908-1909; Coff, 2015), food is not only a question of nourishment and health but also an object to communicate with, as food can communicate different meanings depending on the individual's culture, situation, time, and social influences etc.. Moreover, an individual's food choice signals a certain message about how he wants to be looked upon (Coff, 2015).

The communication of food is widely seen in today's society, through the abundance of cookbooks, food magazines, TV-cooking programs, and lately the use of social media and the increase in food blogging.

Our consumption of organic food specifically, can be seen as an expression of personal values such as overabundance, social responsibility and health, which can also be used to show social status in society as well as good citizenship (Coff, 2015).

Food may impose different meanings and values, which are all assigned by people and formed by social constructions. It can be seen as a nutritional value alone, or as connected to taste and enjoyment, but food can also have political connotations.

This means that the provider of the food and the receivers, don't necessarily share the same understanding of the values affiliated to specific foods (Coff, 2015).

Within the communication of food, also lies the aspect of *sharing*, which brings us to the aspect of commensality, discussed further in the following section.

#### **4.5.3. Food sharing in a digital world: online commensality**

Another term developed by Claude Fischler that relates to food and identity is the term 'commensality', which simply is defined as "eating with other people" or "eating at the same table" (Sobal and Nelson, 2003; Fischler 2011).

Commensality, however often means more than just eating together with other people, as it also provides a sharing and a bonding element between people, and thus becomes a connecting element between people (Coff, 2015; Fischler, 1988).

Through commensality, people or even strangers can find a common ground through food sharing, since all people can relate to food in one way or another (Fischler, 2011).

Food can also divide people though, as people might have different values attached to specific foods such as religious or ethical values.

With the increasing presence of online food sharing, a new form of commensality is seeing the light, indicating that the meaning of commensality is changing, following our society's digitalization. Food is now shared by both private social media users and food bloggers who share their food intake and food choices on their social media platforms for everyone who wants to follow. Due to the 'follow' function, the inclusion or exclusion of people happens more or less automatically, since the receiver actively chooses whether he or she wants to follow, which often is based on shared interests, beliefs and values.

The practice of eating food and absorbing the nutrients, is also said to make the individual become more like that specific food, which means that the people who share the same food also become more like each other, and might form a community around the food (Fischler,



1988, 2011). This also means that the blog reader and social media user most likely not would follow a food blog that shares food values going against that individual's values. The entire aspect of identity formation in relation to food and the aspect of online commensality is essential in this thesis, and can possibly help us answer some of the questions of today's society and tendencies on the market.

## 4.6. Theoretical reflections

The selected theory was chosen based on the social constructionist focus of the study, and was, as mentioned perceived as relevant to contribute to analyze the findings, and answer the research question.

The use of the theory was mostly focusing on the promoting actors, Urtekram and food bloggers, and not much on the receiver aspect, however all of the theory could be applied in an analysis of the receivers as well.

In terms of the theories' application to a modern context, in particularly Fischler's theory on Food Self and Identity reflects the timeless of food choices and food consumption, whereas the two-step flow model and Fischler's theory on commensality need to be adapted to the digital context of the analysis.

## 5. Introduction to Urtekram and the four food bloggers

This section will provide an introduction and description of Urtekram's company profile and brand as well as a description of each of the four interviewed food bloggers.

The knowledge is gained from websites, blogs, social media platforms, confidential company documents, as well as through dialogues with them.

The background knowledge will be used to argue for why Urtekram is seen as an important organic food actor, and why the specific four bloggers were selected.

Moreover, the background knowledge will supplement the analysis of Urtekram's brand identity, choice of communication strategies, product development, and use of social media and food bloggers, as well as the discussion of bloggers' values and status.

### 5.1. Urtekram's development

Established in 1972, by two pioneers Lisbeth Damsgaard and Ronnie McGrail, Urtekram are one of the oldest and remaining food wholesalers in Denmark, who started out as a small pioneer company, introducing and selling organic food and body care products in Copenhagen. Since then, Urtekram have grown to be the largest organic wholesaler in Scandinavia, located in Mariager, Jutland, with around 1100 different organic food and body care products sold in 36 different countries (Urtekram, 2016a).

In 2016, Urtekram were acquired by the Swedish concern Midsona, and ended up having an annual turnover of 280 billion Euro. The mentioned facts along with other main points of Urtekram's development are illustrated on the timeline below (illustration 2).

The timeline has been developed by Urtekram and is available on their website (Urtekram, 2016a).

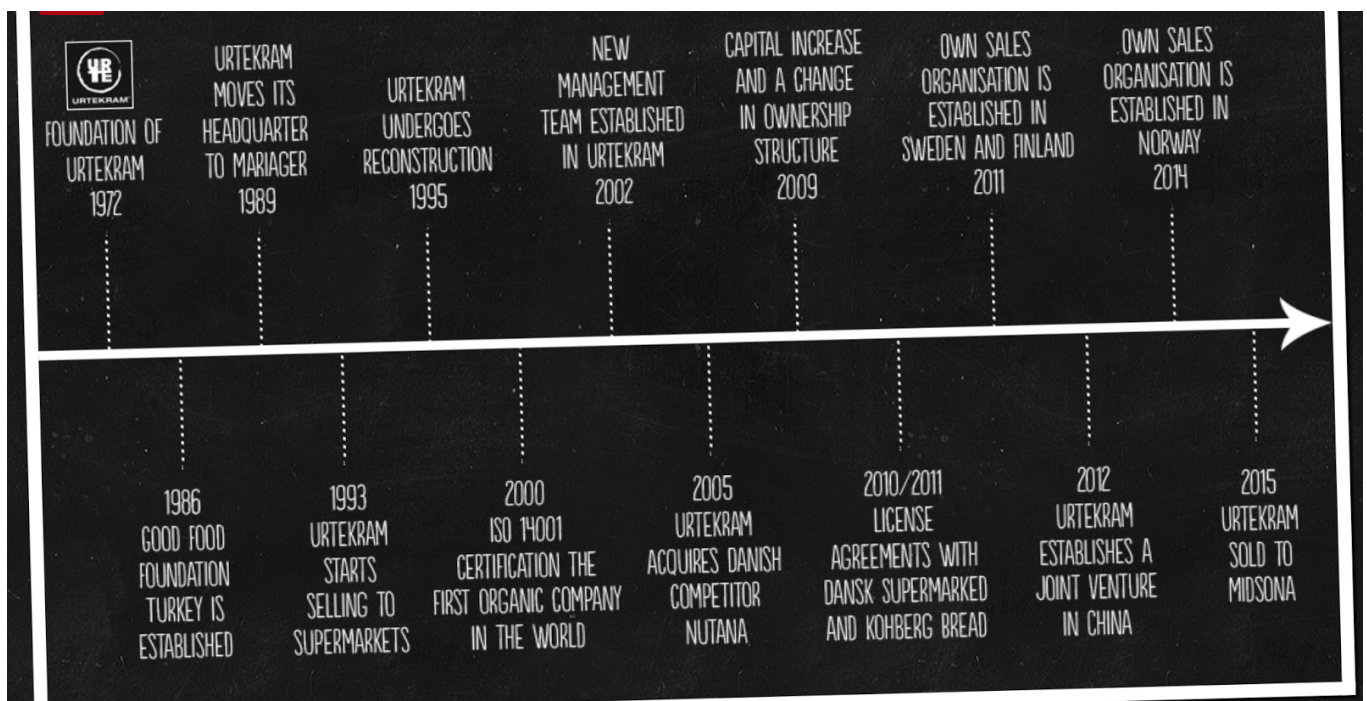


Illustration 2: Urtekram's development from 1972 to 2015 (Urtekram, 2016a).

### 5.1.1. Brand values

Today, Urtekram remains one of the only organic wholesalers in Denmark, whose products are all certified organic, except for a few that naturally doesn't have the possibility to be organic.

Organic can therefore be viewed as the core value of their brand, which is reflected in their slogan "*Always Organic*" (Urtekram, 2016a).



Illustration 3: Urtekram's logo (Urtekram, 2016a)

Aside from organic, Urtekram have three main core values (Urtekram, 2016b):

- 1) *Natural health*, which is reflected in their composition of their products, which are not only organic but also hypoallergenic to a great extent.
- 2) *Quality- but not luxury*, which is reflected in their wide availability in health food stores and supermarkets all over Denmark as well as their reasonable prices compared to other organic products
- 3) *A sense of community*, which is reflected in the way their administration and production is run, as well as their attempt to communicate directly, not only with their consumers but also with their suppliers.

Being one of the few 100% organic wholesalers has made Urtekram a front runner of organic food production in the Danish food system, which surprisingly not was mentioned in the literature. Moreover, their extensive product range, which have become available in health food stores and supermarkets all over Denmark has made Urtekram a well-known food company among the Danish population.

In terms of consumer knowledge and experience with Urtekram a study conducted by Wilke in 2015 showed that 78% out of 2000 Danes had experience with Urtekram's products (Urtekram, 2016d), which supports their big wholesaler status in Denmark.

### **5.1.2. Certifications**

In the past ten years, Urtekram have added additional certifications and labels to their products, including Fair Trade, ECOCERT and Vegan, among others (Urtekram, 2016a).

A complete overview of Urtekram's certifications is shown in illustration 4.

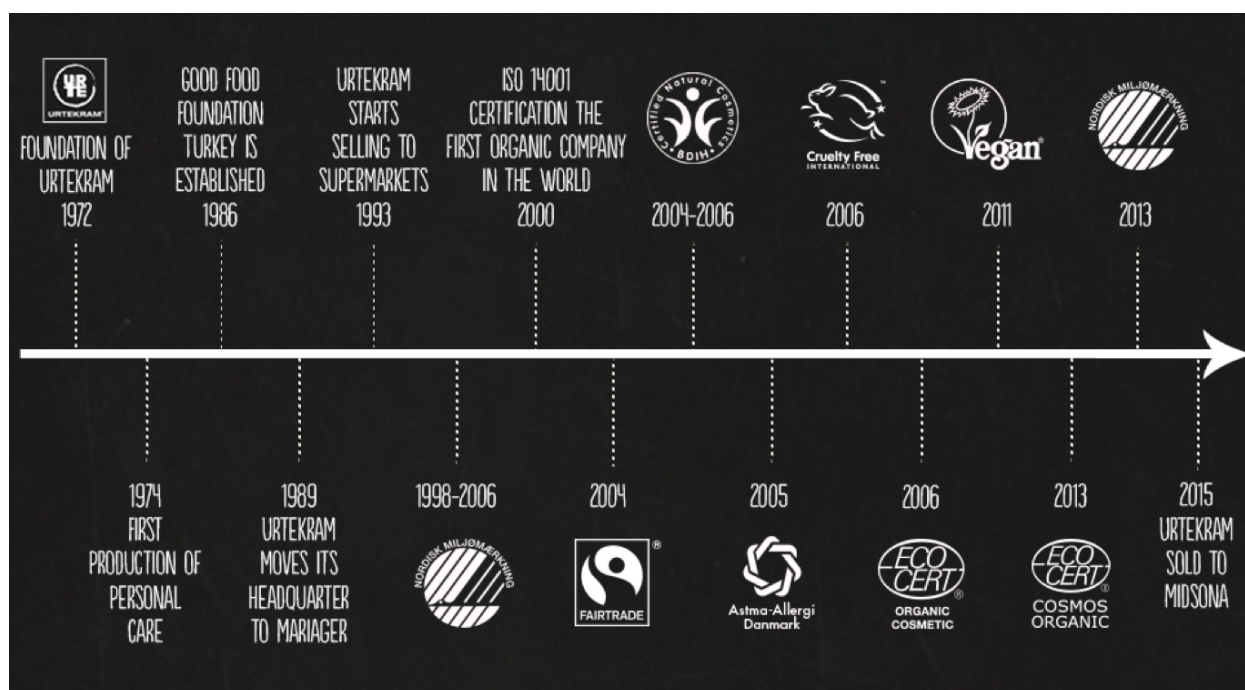


Illustration 4: Timeline of Urtekram's certifications (Urtekram, 2016).

Additionally to the timeline, Urtekram introduced the Danish Organic Label in 1990 when it came out, as well as the European Organic Label in 2010 where it became compulsory to add on all pre-packaged organic products produced in Europe (miljø - og fødevareministeriet, 2016). The timeline shows how Urtekram have developed and expanded their brand with certifications following movements relevant for their time. Moreover, Urtekram have also added non-certified labels, such as "Free from gluten", "Free From Lactose", "Free From Trans fats", "Vegan" (Urtekram, 2016b).

## 5.2. Urtekram's social media and bloggers

In terms of social media, Urtekram use multiple social media platforms, however Facebook and Instagram are their most active and biggest ones.

Their amount of followers on each platform count:

Facebook: 31.961 followers (December 19th, 2016)

Instagram (Urtekram, DK): 17.200 followers (December 19th, 2016).

Moreover, they are integrating social media on their website, [www.urtekram.dk](http://www.urtekram.dk), through the use of a blog, which is centered around recipes, health and wellness.

The blog is based on cooperations with 10 different Danish food and health bloggers who are all presented on the website (Urtekram, 2016c).

The blog is also attached to the international blogging community *Bloglovin'* on which they have 792 followers (Bloglovin, 2016).

As it will show in the analysis, Urtekram decided in 2016 to focus on social media as their main communication and promotion channel, which again confirms the increasing power of social media, and therefore also argue for why this study is relevant.

### **5.2.1. Introduction to the food bloggers**

As mentioned in the method, the four food bloggers were identified through the interviews with Urtekram where multiple bloggers were mentioned, however Urtekram did not have any influence on the choice of bloggers for this study.

### **5.2.2. Kirsten Skaarup**

Kirsten Skaarup, who was the first interviewee, works as a food author and is a former book publisher. She has the blog [www.kirstenskaarup.dk](http://www.kirstenskaarup.dk).

She is one of Urtekram's 10 corporating bloggers.

Skaarup is in particular writing about vegetarian and vegan food, on which she weekly publishes recipes (Skaarup, 2017).

Kirsten Skaarup was seen as a relevant interviewee due to her great experience with cookbooks as well as her focus on vegetarianism, which she has been working with and practiced for 40 years - the same amount of time Urtekram has existed (ibid.).

This means that Skaarup has been a part of the organic food's and the Danish food system's development, as well as the development of social media.

Moreover, Skaarup is one of very few food bloggers who is 60+, which makes it interesting to get her perspective on social media and organic food.

Besides her blog, Kirsten uses the following social media platforms:

Facebook, 1477 likes (January 17th, 2017).

Instagram, 560 followers (January 17th 2017).

### **5.2.3. Jane Faerber**

Jane Faerber, 39, was the second blogger who was interviewed.

She runs the blog [www.madbanditten.dk](http://www.madbanditten.dk), which is the 3rd biggest food blog in Denmark, in regards of monthly reader numbers (Faerber, 2017). Faerber worked as a blogger for Urtekram in 2011/2012 but is no longer corporating with them.

Her speciality is the food movement LCHF (Low Carb, High Fat), which focuses on a diet without too much sugar and starch (ibid.).

Education wise, Jane has a Master's degree in French and Rhetorics, and has been working in the media industry before starting her blog (ibid.).

Besides her blog, Faerber uses the following social media platforms:

Facebook, 118.367 likes (January 17th, 2017).

Instagram, 42,400 followers (January 17th, 2017).

Twitter, 949 followers (January 17th, 2017)

Pinterest, 6.649 followers (January 17th, 2017)

#### **5.2.4. Maria Enbjerg**

Maria Enbjerg, 35, was the third interviewee, owner of the blog [www.vanloseblues.dk](http://www.vanloseblues.dk).

Enbjerg is, like the other bloggers, autodidact with her food and health knowledge.

She is like Kirsten, one of Urtekram's 10 bloggers

Described as a *semi-professional* blogger by Urtekram with focus on vegan food, as well as being a newer blogger than the two others (2013), provided the background criteria for choosing Enbjerg for the interview.

Beside her blog, Enbjerg uses the following social media platforms:

Facebook: 7.452 likes (January, 17th, 2017).

Instagram, 31.600 followers (January, 17th, 2017).

Twitter, 27 followers (January 17th, 2017).

Pinterest: 203 followers (January 17th, 2017).

#### **5.2.5. Stephanie Bang**

Stephanie Bang, 26, was the fourth and last interviewee. She is both the owner of the blog [www.afoodaffair.dk](http://www.afoodaffair.dk) and is the health editor of the magazine ELLE, Denmark.

Bang's blog is based on her passion for organic food and is primarily centered around plant-based recipes.

Bang is not a blogger for Urtekram and does not cooperate with them on her blog, but she functions as a promoter of Urtekram's products through her position at Elle where she has multiple cooperations with Urtekram. Her status as an organic blogger along with her knowledge and experience with Urtekram created the background for choosing her as a relevant interviewee.

Facebook: 150 likes (February 13th, 2017).

Instagram, 3.043 followers (February 13th, 2017).



## 6. Analysis and Discussion

### 6.1. Analysis design

The analysis of the six interviews and the online ethnography will attempt to answer the research question: how food bloggers can be used to mediate organic food on social media, through the perception of Urtekram.

This will be done with help from the sub questions:

1. What values do Urtekram attach to their brand identity, food products, and organic food, and how do they communicate them?
2. Why and how are Urtekram using social media, and food bloggers as mediators?
3. What perceptions do food bloggers have about organic food, and how does that influence their communication of it?

As mentioned in section 3.2.6., the analysis will be based on the identified main categories from the coding, which are listed in their chronological order below:

- Urtekram's perceptions of consumers and organic food
- Urtekram's brand identity, values and intentions
- Urtekram's product development, communication channels and promotion strategies
- Urtekram's use of social media, and its opportunities and challenges
- Urtekram's use of food bloggers
- The food bloggers' perceptions of social media and blogging
- The food bloggers' values and intentions
- Communication strategies among the food bloggers
- The food bloggers' perceptions of organic food
- The food bloggers' status as mediators

Each category contains further sub-categories that contribute to go even more into depth with the data.

As listed above, the initial part of the analysis (section 6.2 - 6.5) will function as an exploration of Urtekram's consumer perspectives, brand identity, values and communication, outlining aspects of consumer segmentation, organic food's status in Urtekram's perception, product development, and product promotion.

Knowledge about these factors is seen as important, in order to following understand Urtekram's increasing use of social media and food bloggers within their communication strategy, which the rest of the analysis will be centered around.

Next, an analysis of Urtekram's use and perceptions of social media and food bloggers will be made, following an analysis of the four food bloggers' values and intentions, their status as mediators, their perceptions of organic food, and food communication in relation to identity.

In terms the in-text interview references, each reference refers to the interviewee's name, followed by the page number of that specific interview transcription, which all are found in the appendix.

## 6.2. Urtekram's perspectives of consumers and organic food

The core behind Urtekram's communication, here among on their social media platforms, is their products, which as this section will explore, are developed on a basis of their brand identity and values, together with consumer demands.

Therefore, the first step in the analysis will look into Urtekram's consumer segments followed by a discussion of contributing factors to the modern consumer's wants and demands.

Hereafter, Urtekram's perceptions of organic food's status on the market and among consumers will be discussed, followed by a discussion of their product development.

### 6.2.1. Urteram's consumer segments

According to Windahls, Signitzer and Olson's communication theory, knowledge about the receivers is an important factor in communication planning when constructing the message and choosing the appropriate communication channel (Windahl, Signitzer and Olson, 2009). Therefore, it's important to identify the receiver segments to define who, in this case, the consumers are.

Urtekram's consumer segments are in particular identified via demographic criteria by *gender, age, geographic location, and income* (Lene, p. 20 + 21).

In terms of gender, Urtekram experience that women are more prone to buy their products, in particularly younger women and new mothers.



Lene however doesn't mention anything about whether more men are buying their products than previously, which would be assumed, due to the fact that more and more men are buying organically (Landbrug og Fødevarer, 2016).

The majority of Urtekram's consumers are between 25-55 years (Maja, p. 22), which indicates that both the gender and age of Urtekram's consumers correlate with the general segmentation of organic consumer segments (Wier, et al., 2008).

In terms of geographical locations where Urtekram have the highest organic food market share, urban areas and bigger cities are mentioned.

Moreover, people with a high income are constitute the biggest part of their consumers.

Even though the term LOHAS is not mentioned by either Lene or Maja, it appears that Urtekram's consumers are a part of the LOHAS segment, which will be elaborated in section 6.2.2.

The factor of trustworthiness is also mentioned by Lene as an additional factor among their consumer segment (Lene, p. 20), which also is a characteristic among organic food consumers. Urtekram perceive themselves as having high credibility among their consumers, which means that their consumers have a high trust in them.

The aspect of trustworthiness is strongly connected to aspects of food safety, which brings us back to the discussion of the modern food system, where food safety has become an issue as a result of the industrialized food production (Tansey and Worsley, 2008).

In conclusion, Urtekram's consumers segment correlates with the general organic food consumer segment in Denmark, and mainly consist of female segments, younger generations, and affluent people living in bigger cities who are conscious of their food choices and concerned about food safety, among other factors. This brings us further to the discussion of political consumption, which will be discussed in the following section.

### **6.2.2. Consumer awareness and political consumption**

The increased consumer awareness and political consumption among many consumers, is something Urtekram are feeling, in particular through increased consumer expectations to their food products, Lene, (p.15): *"There has been a major change and development in terms of both the way we work in the organization and the requirements we are met with from the consumers"*.

From a theoretical and social constructionist perspective, the increased consumer demands can be explained by the progressive cultural and social development that is taking place these years, in particular the digital development.

This is supported by Holm and Kristensen (2012) who state that media exposure among others, is contributing to changing the food culture and norms in our society.

The increased media exposure has resulted in an improved access and distribution of information through the media, which has made previously hidden factors, such as local and global food production conditions and environmental consequences, transparent to the consumers.

The awareness has made the consumers more critical towards the modern food industry, which has pushed the constant development of the many alternative food networks (Tansey & Worsley, 2008).

The organic food system is one of the systems, which is trusted as a guarantee of high food safety among many consumers: Lene, (p.20 + 21): *"...The more uncertainty you see in the world, the more, I mean you buy into safety... Because what you buy in organic food, is trust. You trust that there is no fraud or anything else."*

The safety aspect of organic food, is therefore perceived as an extremely important element, within organic food consumption (Emerich, 2011; Lund, 2011).

The increased scepticism about the industrialized food production has also led to other awareness factors within the consumers' own consumption, here among health, quality and taste, as well as transparency, ethics, and traceability, which again are factors found among the LOHAS segment (section 2.5.) (Emerich, 2011). In particular the aspects of sustainability, health, and "natural food" (unprocessed food) are some of the terms that are repeated by Lene, which are caused by an increased awareness and a feeling of responsibility e.g. towards nature (Holm & Kristensen, 2012; Emerich, 2011):

Lene, (p.16) :*"It's about sustainability, that it's natural, and then that it's affordable. And quality, there is a difference. We are working very much towards, that it must be something you can buy..."*

The fact that Urtekram have chosen to work and fulfill these criteria in their products, means that they try to reach out to a broad group of consumers.

Many modern consumers also have requirements to the convenience of the food, which should be quick and easy to make, as well as affordable (Steenkamp, 1997; Gofton and Ness, 1991).

These aspects are also expressed by Lene, (p.15): “...*It has to be easy and convenient*”. Urtekram’s criteria for their products show that they are not only trying to reach the already convinced and positive organic consumer segments, but also the more indifferent, and sceptical consumers (Wier et al., 2008).

The tendency of the increased needs for convenient food, along with the increased consciousness and need for healthier eating habits, all contribute to the creation of specific food demands in our society. However, convenience might not be a factor that is in compliance with being conscious about health or having a preference for organic foods (Wier, 2008), but rather something consumers are most likely to go for randomly.

These consumers are more likely to shop in discount grocery shops (Lund, 2011), and a way to reach out to the more discount-oriented and product focused consumers, as Urtekram do, might be by providing affordable organic food products in these kind of stores as well.

To sum up, the development of the modern food system together with the evolvement of social media has provoked a change in consumer behavior where the consumers have started to position themselves differently in terms of wants, desires and concerns of others (Clarke, 2005), which the LOHAS segment is an example of (Emerich, 2011).

This has created a pressure on wholesalers such as Urtekram, who have to consider the consumers’ increased awareness, scepticism and requirements toward the modern food production and food consumption, and include all these elements into their products.

### **6.2.3. The status of organic food**

As an extension to the previous section, this section will explore what contemporary status organic food has for an organic wholesaler such as Urtekram and what that means for their product development and promotion.

One of the parameters that can be used to evaluate the status of organic food today from a market perspective is its economic status, e.g. in terms of its market share.

As mentioned in the literature review, reports show that there has been a significant growth in the market share of organic food in Denmark, in recent years, with an increase of 12 percent from 2015 to 2016 (Brandt, 2008; Lund, 2011; Wier, et al., 2008, Landbrug & Fødevarer, 2016).

The increased sale, is also confirmed by Urtekram in terms of increased consumer demands: Lene. (p.20): *"I mean, the demand has grown. And so has the supply of organic goods also increased"*, (21): *"We have experienced very high growth rates"*.

The market share can therefore be seen as a result of an increased production, demand and sale of organic food, which is indicating a "mainstreaming" of organic food where actors such as supermarkets have started to produce their own private label brands with organic food, which challenges wholesalers such as Urtekram:

Lene, (p. 19): *"When Coop puts emphasis on Ängelmark for example, or when Knorr makes organic alternatives. So when you have these big brands out in the stores, and these have the muscles ..."*.

The huge development of the supermarkets' private labels means that being 'organic' and branding one's brand as organic, no longer is exclusive enough to differentiate your products.

Furthermore, the supermarkets' organic private label development, is also followed by consequences such as decreased quality of organic food according to Maja, (p.19):

*"... every time someone makes an organic choice, we are happy, but of course we'd rather have them choose our products.*

*So in that way we can not take the fight right now regarding the differences in organic food, because there is a difference in organic food. There is for sure"*.

This opens a discussion of the values and requirements attached to organic food, which will be discussed further in section 6.2.4.

The perception of organic food from Urtekram's point of view, has also changed over time, from being purely ideology based with the intention of making the world a better place, to becoming more of a competing business factor: Lene, (p. 3): *"These were some of the ideologies they had. So they were convinced that this could contribute to make a change"*. Even though Urtekram have grown big, they still believe that their old ideological spirit is present, and that their main intention is to spread the messages of organic food and increase the consumption of it:

Lene, (p. 4): *"Somehow you are still feeling the energy", "The ideology still lives in its best well-being..."*, Maja: (p. 19): *"...Because our entire mission is to spread the organic concept to as many as possible. That's why we are in the supermarkets, and not only in the health food stores. It is to get as many as possible, and as wide as possible, make it possible to eat organically"*.

The quotes emphasize that Urtekram's main ideology behind their sale is to spread organic food to as many as possible, e.g. through increased availability and price competition of organic food, similar to what FDB did back in the mid 1990's.

#### 6.2.4. Urtekram's product development

From a wholesaler's perspective, the growing competition as well as the consumers' increased consciousness about food production bring challenges that require innovative approaches within Urtekram's product development (Lene, p. 20).

In particular, the supermarket's development and focus on their own private brands is providing a threat to organic wholesalers such as Urtekram, shifting from being cooperating partners to competitors: Lene, (p.20): *"There is much more competition.*

*That is for sure. Earlier it was relatively easy to be named 'Urtekram' and to present goods to the chains and the consumers. It takes more today".*

The supermarkets' privatization of organic food products, indicate that they still play a major role in the promotion of organic food in Denmark today, however their private product lines have put previous organic cooperators such as Urtekram into a more competitive role.

The larger organic food product availability means that Urtekram have to differentiate their products even more than previously, since being 'organic' no longer is exclusive to Urtekram. This means that Urtekram have had to add more values to their organic products, which e.g. are communicated through certifications and labels:

Lene, (p. 19): *"Because then we can no longer just come and say, ours is organic", (p. 17): "I mean, there are some other values that start play in. And that's how we say, how can we work them into our products?", (p. 6): "So, that's definitely one of the things we're working towards, the different food trends".*

Urtekram's attachment of the additional labels and certifications, is illustrated on Urtekram's certification timeline (illustration 2). As illustrated on the timeline, the organic label was the only certification up until 1998, whereafter a new label was added almost every year that again demonstrates the exploding development of alternative food networks, following the organic one.

Urtekram's product labels are often reflecting specific food trends and values in society, identified through the media and the fashion industry, in particular through fashion and lifestyle magazines, and social media (Lene, p. 16).

Some of the current food trends that are perceived as the most prevalent include, *gluten free, sugar free, vegetarian and vegan*, and *local*, among others, (Lene p.17).

In terms of health aspects, many of the food trends are by the consumers' perceived as health improving or even disease relieving: Lene (p.14): *"Glutenfree is different from all other food trends, because it is a disease as well, it is an allergy"*.

This statement stresses the fact that the modern consumer has become much more aware of his own health and the content of the food, and that the different food trends are contributing determinants of people's food choice and lifestyle, which will be discussed further in the section about food consumption and identity.

In particular, sustainable and ethical aspects seem to have become important for the modern consumers, which otherwise have been more of a concern for the state and organizations' (Wier, et al., 2008). A factor that can be contributing to the consumers' increased awareness of sustainability concerns in relation to conventional and organic food, could be the huge marketing effort made by the supermarkets, which often use those attributes as appeals in their campaigns (Økologisk Landsforening, 2016).

The aspect of sustainability is also emphasized internally within Urtekram's organizational structure: Lene (p. 7): *"...we have a CO2 neutral production. We always prefer transport by ship over truck", " In relation to food, we have ensured that all our cans are BPA free and our lids are EPA free"*, (p. 8): *"This is also the case with our power... power-system, it comes from local windmills"*.

These attributes, are however not always communicated directly to the consumers, only to some extent through the product certifications, which will be discussed further in the following section.

### 6.3. Urtekram's communication through their product packaging

In terms of communicating the mentioned food trends and additional values into their products, Urtekram are implementing them in their message format (section 4.2.5), which involves the readability of, in this case, the product. Therefore, the visual appeal of the product is important, in order for the consumers' to both recognize and understand the layout.

### 6.3.1. Concepts and colors

One of Urtekram's main approaches to their product packaging format is to divide the products into concepts, based on a specific food trend that is given a specific color, which for Urtekram also is used for brand recognition: Lene, (p. 24): *"There is a lot in our colors that is important to us when we use these concepts "*, (p. 23): *" ... and there you can make a lot of associations, when you say red, then you associate it with this, and blue you associate with that. So there are lots of values associated to Urtekram..."*.

An example is their application of the color purple to all of their gluten free products, which makes it easier for the consumers, once aware of it, to identify and pick the gluten free food items. The strategy of color application is following the communication theory an effective strategy within food promotion, in particular because Urtekram use bright colors (Kotler, 1988, p. 601).

Besides the values that the colors add to the products themselves, the use of colors can also be seen as a strategy that adds new values to organic food as a concept by making it more appealing: Lene, (p. 24): *"...It was back in 07 when we left these brown bags and went over to the more bright colors, and that has had an impact"*, (p. 25): *"We thought that just because it is organic, it does not have to come in brown and pure nature colors. It must also have some appeal"*.

The huge focus on the relation of bright colors and organic food can thus be seen as one of the additional promotion strategies of organic food in general, in order to compete with the conventional food.

The choice of colors goes all the way back to the first owners of Urtekram, Ronnie and Lisbeth, where in particularly purple was widely used.

### 6.3.2. Certifications and labels

Additionally to the use of colors, and as discussed previously, one of Urtekram's most applied strategies to communicate their brand and product values on their product packaging, is the use of certifications and labels: Lene, (p. 8): *"We have a lot of certifications, and within that there are many environmental aspects."* The use of certifications is a way for Urtekram to make the aspect of e.g. organic visible and recognizable to the consumers, and guaranteeing a certain quality and safety of their products as well (Økologisk Landsforening, 2016).

As illustrated in section 5.1.2, Urtekram make an effort to be first movers within the application of certifications on their products. The illustration also shows the huge boom in certifications that has taken place within the past 10 years where the majority of food certifications are centered around either environmental issues, social responsibility, or health.

However, along with the increased development of certifications, the organic certification remains the most important one to Urtekram, due to its recognition value, which as mentioned has reached 100% among the Danish population: Lene, (p.12): *"We have prioritized what is most important for the consumer. And that's where we have said that the green flag is number one because it's on all products. Then we have a little sense of recognition. Number two is the Red Ø label"*.

The priority of the European and the Danish organic label as the primary ones, indicates that the state still plays a major role in the promotion of organic food, in terms of the consumers' trust in state certifications, as mentioned in section 6.2.2.

Besides the authoritative certifications, Urtekram have also produced and added their own labels on the products: Lene (p. 9): *"...we have made a vegan brand ourself, that we put on. That's also one of the things we work on"*, (p. 17): *"...we put a sticker on and we make a concept", " ...at some point we made a logo called 'low carb' ... it does not exist anymore"*. In contrast to the certifications, these labels are often only added temporary to the products, depending on current food trends.

This opens the discussion about the differences between *food trends* and *phenomenons*, which seems to be determined by the involvement of an authoritative third party, in particular the state. This might also explain why organic food is described and perceived as a sustaining and integrated phenomenon, both by researchers (Brandt, 2008; Kjeldsen and Ingemann, 2009), as well as by Urtekram: Lene, (p.19): *"You differentiate between a phenomenon and a trend. And organic food has come to stay ...so, we are clearly seeing that organic food is in growth and that will continue"*.

Finally, Urtekram's logo has a high value in terms of brand recognition among consumers, since it is memorized better than Urtekram's name: Lene, (p. 23): *"If you show the Urtekram logo, more people say: "aah, well, we know that"*.

This is yet another example of the effect of the importance of visual appeals in the message format.

The logo also plays an important role in defining Urtekram as organic through its slogan "always organic", thereby emphasizing the brand's value: Lene, (p.26): *"Then we wrote*



*‘Always Organic’ below the logo”, “When you read, the eye always goes from the upper left side and down. Then we attach the logos in colors. So in that way, we created an awareness of it”, (p. 27): “and it was when we started to make it in colors, people didn’t have to ask for something that was organic - they should ask for Urtekram”.*

Thus, the slogan combined with the use of colors, and the logo, have not only contributed to a high brand recognition but also created an association to organic among consumers, knowing that Urtekram’s products equal organic food.

### 6.3.3. Product package examples

Below, two product examples from Urtekram are shown, to illustrate the message format on the packaging, based on the discussed values.



Illustration 4: Gluten free maize flour (Urtekram, 2017) Illustration 5: Vegan basil pesto (Urtekram, 2017)

As seen on the illustrations, the colors are the most dominating factors on Urtekram’s products, followed by Urtekram’s label and the name of the product.

Moreover, the green EU certification is present on both products, however the red Danish organic label is only present on illustration 4, along with other international organic certifications. Each product also contains one of Urtekram’s own labels, respectively the ‘gluten free’ and the ‘vegan’, which are more dominating than the certifications, in terms of size and place. Additionally, illustration 5 contains a small text in the bottom of the glass saying: *“From Italy”*, which gives the consumer an idea of the origin of the ingredients. This, leads us to the next and final promotion strategy of storytelling.

### 6.3.4. Storytelling

Urtekram's final promotion strategies related to product values, is their use of storytelling, which includes information about the products' origin, and therefore provides both transparency and traceability to the consumer: Maja (p. 19): *"..., it's the stories we can tell. That's what we got, so that's why these movies are where we've been saying, we know our farmers... But we know our suppliers, we know where it comes from. That is what differentiates us"*.

Storytelling seems to be one of Urtekram's major strategies to differentiate their organic products from other organic products, since the storytelling serves as a form of additional quality guarantee, compared to the supermarkets' private label brands: Maja, (p.18-19): *"...When you pick a bag of pasta at 13.95 kr from Änglemark, and they stand with ours at 17.95, they have to think: I get a lot more by buying this one, they know it's quality, they know the supplier"*.

Storytelling is also a part of the recent and developing food movement, *local food*, which has become very popular within the recent years: Lene, (p.18): *"And that's because, one of the trends which is in now as well- they want it's local. They would like local food"*.

In terms of the application of storytelling, it is added to some of Urtekram's products that for instance contain imported ingredients, such as the pesto illustrated above, where it makes the imported ingredients transparent by attaching a story to their origin.

However, the products do not allow much space for storytelling, which is why storytelling mostly is applied in Urtekram's digital communication channels, in particular their social media platforms.

To summarize this section about product packaging and appeal, the huge competition in organic food products, have increased Urtekram's use of visual appeals on their product packages in terms of colors, certifications, labels and logos. The use of visual graphics has a high appeal to consumers, contributing to establish brand recognition, illustrating brand values, and functioning as quality guarantees.

Moreover, the huge emphasis on "organic" through the certifications, text and the slogan, has contributed to make Urtekram equal to organic food among many consumers.

## 6.4. Urtekram's promotion channels

The following sections will look into all of Urtekram's product promotion channels, starting out with their offline channels, since these came before the use of social media and therefore create the foundation for the online channels. Moreover, the background and history of Urtekram's use of offline channels are seen as important to illustrate Urtekram's role and contribution to the organic food distribution and consumption in Denmark.

### 6.4.1. The supermarkets

One of Urtekram's key promotion channels is the supermarkets, which, as mentioned in the literature, function as a key promoter of organic food promotion in Denmark in general, Maja, (p. 3): *"...The store as a medium is insanely important to us, and that's where, you do not get any closer to a buying situation, so it's very important to us"*.

As one of the first organic wholesalers to cooperate with the supermarkets, here among FDB, Urtekram have contributed to the increased availability and distribution of organic food from the early 1990's, which makes them a co-contributor to the organic growth:

Lene (p. 4): *"...which means that Urtekram get a little influence in relation to the growth of organic food in Denmark", "because we were early out in the supermarket ", "And yes, in 93 we start selling to the supermarkets. And we started with Coop", (p. 12): "We are in all Coop stores", (p. 13): "We are also in Dansk Supermarked and we are on Nemlig.com"*.

In Urtekram's perspective, the wish of increasing and spreading organic food consumption in Denmark, has been one of their main agendas with the supermarket collaboration.

As explained in the literature review, (2.4.3.) FDB started distributing organic food back in the 1980's (Ingemann, 2006), which in Urtekram's case has been an advantage for them by getting to distribute their products further than to health and specialty stores only, which in an economic aspect has increased their sale and turnover.

As mentioned, the supermarkets provide Urtekram with the greatest distribution and turnover of their products, but they also provide the initial product exposure to the consumers:

Maja (p. 4): *"We have some brand-track analyses that show that 86% of our consumers get acquainted with Urtekram for the first time in the store"*.

The fact that the supermarket is where many of the consumers initially are made aware and are exposed to Urtekram's products, seems surprising in the modern society where social media functions as the initial information and branding channel for many people.

This might indicate that the prevalence and exposure of organic food products on social media, here among Urtekram's products, is either low or not within the social media users' interest.

This will be explored further in the analysis section about social media.

The fact that supermarkets still seem to function as the greatest distribution and awareness channels of organic products, is however supported by literature, since the supermarket is where the consumers have to gain interest and be attracted to the products, and where they make their actual buying decision.

The focus of product communication in the supermarkets goes way back in Urtekram's history as one of the main focus points: Maja (p. 4): *"We have been working with the store as a medium, since I was employed and also before that", "The store is also very important to us, and we can make a lot of material for what we are branding, like recipe cards, because you have to put your products into a context..."*.

The high importance of the supermarket also supports Urtekram's great emphasis on the physical communication of their products in terms of their product packaging, labeling etc., mentioned in point 6.4.1., since the product itself has to communicate the brand's values and ideology.

However, as mentioned by Maja, products based on new food trends, might be unknown to the majority of the consumers, and thus have to be put into a context, e.g. by supplementing them with recipe cards, or finally supplementing the communication with other types of channels and messages.

As previously mentioned, the fact that supermarkets have become their own organic producers has started to threaten organic wholesalers such as Urtekram: Lene (p. 6):

*"So we have made some different sales agreements with them (the supermarkets).*

*But it's about to fade out, because they are running their own brand".*

This means that the original cooperation is turning more into a competition between organic wholesalers and supermarkets and that independent organic wholesalers have to add additional value to their products, as mentioned in point 6.3.4.

Although, it also means, that the product promotion in the supermarkets have become harder, and that Urtekram therefore have to draw on additional communication channels, since the supermarkets might be prone to promote their own brands first.

The channel that is given the most attention by Urtekram is social media, however supplementing communication channels are used as well, which will be elaborated in the following section.

#### 6.4.2. Urtekram's media channels

In addition to the supermarkets, Urtekram make use of other supplementary communication channels, here among print advertising in magazines, newsletters and events:

Maja (p. 4): *"...we have a newsletter that we send out to approx. 26,000 readers, about every 14 days, approx. It is built around campaign plans that follow some themes..."*.

The newsletter is a one-way communication channel where Urtekram get the possibility to communicate directly with their consumers and put their products into a context.

A limitation of the newsletter however, is the requirement of subscription, meaning that consumers actively have to enter Urtekram's website and subscribe to it.

This also means that the newsletter only reaches people who already have an interest in organic food and Urtekram, and therefore makes a poor strategy to reach non-organic food consumers.

In addition to the newsletter, Urtekram use relevant print magazines, based on organic consumer segments, to advertize their products in (Maja, p. 4).

In line with the newsletter, the magazines function as a one-way communication channel that only reaches the active buyers of the magazine.

In October 2016 Urtekram launched their cookbook *"Mere smag - hver dag"* (More taste - every day), which is another communication tool for them to promote their products in a context, however a one-way channel as well.

Another communication channel where Urtekram make themselves physically visible is their presence at events, in particular health events, such as yoga events.

At the events, free product samples are handed out to the consumers who also a chance to interact directly with Urtekram.

Moreover, the events are often involving acknowledged health or media experts who present and promote Urtekram's products: Maja, (p. 5+6): *"...the editor from Elle and their nutrition expert are stating that...", "...that way, it works very well, because it becomes trustworthy and authentic and they believe it, because they look up to her, they read her articles every week, and she works for Elle, which adds something"*.

In line with the newsletter and the magazines, the events require people's active subscription, as well as physical participation and cannot take place often due to the

extensive planning and time consumption. Additionally, the events and the magazines appeal to the similar segments, namely younger women, interested in health and wellness, who also happen to be within the segment of existing organic consumers.

Finally, additional promotion channels used by Urtekram involve cooperations with other brands and organizations such as Koberg, Goodiebox, Økologisk landsforening etc, however those will not be elaborated further.

To sum up, Urtekram are promoting their products through different channels, where the supermarket until now has played the biggest role. The increased organic food product competition from the supermarkets, have made Urtekram's implement additional promotion channels and strategies such as newsletters, events, collaborations, cookbooks, and finally social media, which they perceive as their primary future communication medium.

## 6.5. Urtekram's use and perceptions of social media

The final and major communication channel used by Urtekram, is social media, which has been their main focus since 2016 (Maja, p.2).

Urtekram's social media platforms involve Facebook and Instagram as their primary channels, in particular Facebook, which also is indicated by the number of followers (see section 5.2).

One of the main arguments for using social media as a communication channel is the aspect of establishing trustworthiness and authenticity among their consumers, which will be discussed further in point 6.5.3.1.

The increased emphasis on social media indicates and supports facts from the literature about social media as a growing social phenomenon (Kietzmann, et. al., 2011).

In the following sections, social media segments, social media message construction and format, as well as Urtekram's perceived opportunities and challenges of using social media, will be discussed. Moreover, the findings from the online ethnography of Urtekram's social media platforms Facebook and Instagram will be discussed.

### 6.5.1. Social media user segments

Knowledge about social media user segments is important for the sender to be aware of when using social media as a communication channel.

In Denmark, statistics show that the major segment of social media users constitute young people, in particularly between 16-34 years (Kulturstyrelsen, 2015).

This is, to some extent confirmed by Urtekram who additionally experience that many women are using their social media platforms (Maja, p. 21).

Urtekram is however, experiencing that their user segment of social media seem to be expanding agewise, which is experienced by the involvement of more and more people from older generations (60+) who are starting to become users of social media platforms as well (Maja, p. 2). This fact could argue for why social media is becoming one of the main communication channels for many companies, since the age span is expanding and the companies therefore, can reach a broad audience in terms of age.

It is, however, still important to remember the fact that people at different ages might use social media differently, again referring to the younger generation and adolescents in particular, who still are the ones using social media most frequently and using it more for health and diet information than the older generation does (Lynch, 2010; TNS Gallup, 2015). In terms of segmentation, social media also is perceived as an effective segmentation tool, used to target the communication more specifically and to reach different segments (Maja, p. 1-3).

### **6.5.2. Message content and format**

As mentioned in section 5.2., Facebook and Instagram are Urtekram's primary communication channels. In particular Facebook is used actively and more often (Maja, p.16), whereas Instagram is used to repost some of the same content as on Facebook, however less frequently (Maja, p.15). As a part of their new social media strategy, the use and frequency of communication on the two channels is however going to be significantly increased during 2017 and in the future (Maja, p.15).

The format of the posts on Urtekram's social media, is mainly drawing on graphics, in form of photos, drawings or videos, which are attached with a headline and a short text.

The posts are all colorful, and contain aesthetic photos or videos with food items, meals and dishes, as well as a variety of Urtekram's products (Facebook, February 2017).

The factor of aesthetics seems to play a major role in the post creation, in particular on Instagram where Urtekram have gained an increased amount of followers since 2014, after improving the quality of their photos: Maja, (p.15): *"Well, they are looking better", "I think it should look nicer, it should be more modern..."*.

Urtekram's aesthetic improvement of their social media platforms, indicates the huge competition taking place among food communicators on social media, where the most

appealing photos attract the majority of the attention, which emphasizes the importance of the layout.

The content of Urtekram's posts, share some common elements and appeals:

First and foremost, the majority of the posts appeals to families, specifically mothers, who were mentioned as one of the major consumer segments of Urtekram's products.

This is in particular illustrated by relating the posts to events, holidays, and everyday situations, which the majority of families with children can relate to.

Two examples of their posts are shown below, including one post about the Danish event *Fastelavn*, providing a link with a recipe on 'fastelavnsboller' (Facebook, 24/02/17), and a post about breakfast cereals for the family, illustrated on the photo below (Facebook, 01/02/17):



Illustration 6: Urtekram Facebook example (Facebook, 01/02/17).

Photo text: *"What did you have for breakfast? Give the whole family a good start of the day with our gluten-free oatmeal with corn flakes, apples, raisins, pumpkin and sunflower seeds.*

*Yummy ❤️". (Translated).*





Illustration 7: Urtekram Instagram example (Instagram, 15th February, 2017).

Photo text: *“Urtekram Nutana has partnered with the Dansk Vegetarisk Forening. We do this because we would like to help spreading knowledge and interest about the vegetarian lifestyle. What are your good tips for meatless meals?”. (Translated).*

In terms of appeal strategies (see section 4.2.4), Urtekram makes use of all three appeal forms, in particular the rational appeal, which is used by relating their products and recipes to health discourses, and convenience. The health discourse is particularly attached to some of the food trends mentioned in point 6.2.4., including vegetarian and green food, gluten free food, and finally the aspect of ‘organic’. These values are also highlighted as statements through hashtags on their Instagram profile in form of: *“#organic”, “#alwaysorganic”, “#meatfree”, “#vegetarian”* (Instagram, February 2017).

The emotional appeal is also used to some extent by associating the products with humor and positivity, which e.g. is expressed through fun videos and humoristic questions to the followers (Facebook, 17/02/17).

Finally, the ethical appeal is used as well (see illustration 7), in relation to animal welfare and meat, which is done by expressing Urtekram’s cooperation with the Danish Vegetarian Union as well as through statements and hashtags such as *“meatfree”, “Haveameatfreeday”*.

### 6.5.3. Opportunities and challenges of social media

Using social media as a communication channel as well as a promotion channel provides both opportunities and challenges for Urtekram. These opportunities and challenges will be elaborated on individually, but some factors can in fact go hand in hand, and can be an opportunity for Urtekram and at the same time be a challenge.

### 6.5.3.1. Opportunities linked to social media:

Urtekram's perceived opportunities of social media are many, and outweigh the amount of disadvantages. Some of the emphasized advantages are outlined below:

- High feasibility and convenience
- Easy segmentation
- Combination of different channels
- Low-cost tool
- Consumer Interaction and involvement
- Product development
- Online interaction and consumer contact 24/7
- Transparency

The main argument behind the opportunities of social media involves the high feasibility in terms of its low cost, compared to other media channels: Lene, (p. 23): *"We do not have the economy to make television commercials and those things..."*.

As Lene implies, television commercials are expensive to make, but by using their social media platforms they can reach out to just as broad an audience for almost no money.

In terms of the interaction between Urtekram and the receivers, social media provides a closer and more direct consumer contact than their other communication channels.

Urtekram have the opportunity to ask the consumers questions about demands and wants and hereby involve them in their product development process, which is used as an underlying approach to innovate and strengthen their products:

Maja (p. 20): *"...Next year we will also ask: What do you think the name could be on this one, or...to get them more involved. It's definitely one of my plans next year, because there are many people with an opinion...but in some way, we become a team of 32,000 people, who want an Influence on Urtekram"*.

As expressed by Maja, Urtekram's social media channels are very valuable to them, as they do not only communicate a message, but also provide consumer insights.

Urtekram can reach out to a broader audience, but it also creates a certain form of mutual dynamic communication, which breaks the traditional one-way linear communication process that focuses more on just delivering a controlled message to the receiver with no possibilities of feedback (Windahl, Signitzer and Olson, 2009, pp. 12-14).

Urtekram also use the social media platforms to illustrate their status as an 'honest' company, which is done by being transparent to their consumers, and through that establish feelings of both trust and authenticity (Maja, p.17).

A final advantage of social media, is the opportunity to reach and interact with their consumers 24/7: Maja (p.23): *"It is the opportunity to be with the consumer, all the way from they wake up till they go to bed"*. The 24/7 opportunity of interaction brings Urtekram closer to their consumers than ever before, which according to The Ministry of Environment and Food was one of the initiatives organic food companies should work towards (Miljø- og Fødevareministeriet, 2015).

However, the aspect of the constant online function also creates challenges, which will be explained in the next section.

#### **6.5.3.2. Challenges linked to social media:**

The described opportunities do not come without challenges when communicating through social media. The following points stated below, are some of the challenges Urtekram meet when using social media:

- Increased consumer demands
- Online 24/7
- Negative reputation
- Social media crisis

One of the biggest challenges mentioned by Urtekram, is a social media crisis, which is the risk of negative public feedback: Maja (p. 20): *"I mean, you can get a shitstorm without a warning, because it goes so fast"*.

This confirms the literature about the consumer's' internal use of the company's social media platforms, which is beyond the company's control, and therefore can spread a negative reputation about Urtekram (Mangold and Faulds, 2009).

The two-way communication of social media has also increased the amount of questions and comments from the consumers, which have turned social media into a form of customer service: Maja (p.16): *"... So the activity has increased a lot ", " ... it has almost become a kind of customer service agency...."*. The customer service aspect involves both positive and negative feedback, however as mentioned, Urtekram experience more positive than negative feedback.

To sum up, Urtekram perceives social media as an effective and convenient communication channel that allows them to communicate with a broad audience, and adds a sense of authenticity and trustworthiness to the communication. Moreover, the two-way communication facilitates the interaction with the consumers who become participating 'members' of the Urtekram brand and universe. However, the use of social media brings a risk of lack of control and negative branding from the consumers, as well as increased communication requirements from the consumers in terms of e.g. response time. Nevertheless, looking upon the opportunities Urtekram have when using social media, there is no doubt that social media is the future way, especially with the opportunity to reach a broader audience.

#### 6.5.4. The use of food bloggers

The social media strategy that is emphasized as having the most of Urtekram's attention, is their use of food bloggers, happening through corporate blogging (2.6.), which is made use of in two different ways:

1. 10-12 food bloggers are connected to Urtekram's blog on their website where the bloggers' task is to generate recipes. Each blogger is presented with photos and descriptions of their values, and perceptions of organic food, as well as links to their individual blogs.
2. Blog campaigns where Urtekram makes use of multiple different bloggers per year who are sponsored with their products and promote them on their own individual blogs: Maja, (p. 10): *"We make blog campaigns, and it's probably the most simple thing. You choose 15 bloggers, who we send some of our products, and a press-kit..."*, (p.14): *"maybe 100 in a year"*.

In this project, the bloggers attached to Urtekram's website (point 1) will have the main focus, since Urtekram has more knowledge about those bloggers.

Urtekram require more involvement and have the strictest criterias to the bloggers on their own blog, who they require to have a certain amount of followers, high blog content quality in form of aesthetic sense, as well as specific focus areas within food or health (Maja, p.8). Another selection criteria that is perceived as important is to find appropriate bloggers, is to catch them before they get too professional and famous: Maja (p. 7): *"...Jane Faerber, who*

*has written these LCHF books, blogged for us for some years, and we found her just before she had become ... before she had published her first book..."*

This means that it is not necessarily only food bloggers who are selected, but also bloggers that write about sports and lifestyle for example.

This shows that Urtekram are open towards cooperating with different bloggers that can add new perspectives and extra values to their products in correspondence with their product concepts.

#### **6.5.4.1. Blog post examples on Urtekram's blog**

As mentioned, the attached bloggers generate recipes on Urtekram's blog, which is a way for Urtekram to put their products into a context, and serves as inspiration for the consumers on how to use the products, Maja, (p. 8): *"...in fact, that is one of the most important things, they are generating some recipes, so when they make a blog post, then at the same time they also type the recipe into our website, so that it will come straight up, and therefore we are generating new recipes all the time."*

The illustrations below, are examples of recipes by Kirsten Skaarup and Maria Engbjerg, on Urtekram's blog.



Illustration 8: Urtekram blogpost by Maria Engbjerg, Quinoa porridge with blueberry syrup,(Urtekram, Jan. 11th 2017).

As illustrated, the post is visually appealing with the photo as the main attention catcher.

The photo is taken by Maria herself, and the style is similar to her own blog photos.

Moreover, the photo is bright and colorful, and presents the prepared meal.

The post also consist of text, which provides the reader with health information about some of the ingredients, as well as descriptive adjectives such as “delicious”, “filling” and “easy” about the meal.

Finally, the post includes elements of storytelling by Maria who describes her own experiences with porridge with examples from her childhood.



Illustration 9: Urtekram blogpost by Kirsten Skaarup, lentil meatballs, food of the future, (Urtekram.dk, Aug. 3rd, 2017)

In connection with Maria's post, Kirsten's post is also very visual, and draws on her main blog value, which is vegetarian food. Kirsten appeals to families and mothers, suggesting the recipe as a lunch box inspiration. Moreover, she uses health and climate factors as arguments for making the recipes, and is thus mostly drawing on the rational appeal.

#### 6.5.4.2. The bloggers' status as mediators

As mentioned in the literature, food bloggers function as influencers who serve as trendsetters and role models for many social media users, and therefore can be claimed to be a new kind of 'virtual' celebrities and role models in our modern society who have gained expert status (Asur and Huberman, 2010; Trammel and Keshelashvili, 2005).

In terms of celebrity communication, Urtekram however also work with famous journalists, chefs, and health experts who they use for their other promotion channels such as the events and the communication in the magazines (Maja, p. 9+11).

The differences between these type of influencers and the semi-famous bloggers, are found in their status among the consumers; Where the journalists seem to be perceived as high-status experts, the bloggers seem to have more of an equal friend status mixed with a role model status that, however, also engages trust among the consumers: Maja, (p.13-14): *"...in one way or another you believe in the bloggers you follow, in this funny way, they get this kind of digital friendship-status", "...it becomes more reliable and authentic when they say it's super good", "But the journalists they have some kind of...not a 'God'-status, but they are rated a bit higher than...you look up to some of these editors".*

Urtekram have however decreased their use of celebrities: Lene, (p. 27): *"We have also had cooperations with Umaroh, Lene Hansson, and Nikolaj Kirk many years ago. But what we found out, is that these celebrities, in fact, did not contribute to our branding.", (p. 28): "We've actually moved a bit away from this thing with the big celebrities".*

This indicates that bloggers have substituted the use of celebrities in Urtekram's product promotion, which again indicate a virtual celebrity status among bloggers.

An explanation to the bloggers' relational status is their use of a more simple and informal language, which is often adapted to their readers' literacy (Green and Tones, 2010, p. 301), meaning that the receivers are likely to have a better ability to relate and understand the message sent by the bloggers. .

When looking at the use of food bloggers in the perspective of the celebrity communication theory, the specific selection of *semi-professional* bloggers who therefore also are *semi-famous*, challenges the theory at some points, however it adds new values to the theory as well. The fact that the bloggers are not yet very famous, make them more equal to the consumers, breaking with the top-bottom approach, and might therefore provide a higher identification and relation to the consumers. Moreover, since the bloggers have not yet reached a celebrity status, the authenticity of their content and communication might seem more personal: Maja, (p. 15): *"So it also has something to do with a personal view, and it is often like that with social media, that it reflects the person behind".*

Another of Urtekram's arguments for choosing the semi-professional bloggers over famous social media influencers, involves monetary considerations, since they can pay the semi-famous bloggers with products only, which makes it one of the cheapest promotion strategies (Maja, p. 9).



### **6.5.5. Discussion about the two-step flow model in relation to Urtekram's social media communication strategy**

As mentioned in the literature, the communication of organic food as well as organic agriculture and food products have mainly been promoted through mass media and campaigns, which is a one-way communication process that only might appeal to a narrow segment among the public audience.

The two-step flow model breaks with the traditional mass media communication by adding opinion leaders as an additional communication part who receive their information from the media or in this case Urtekram, and communicate it to different receivers.

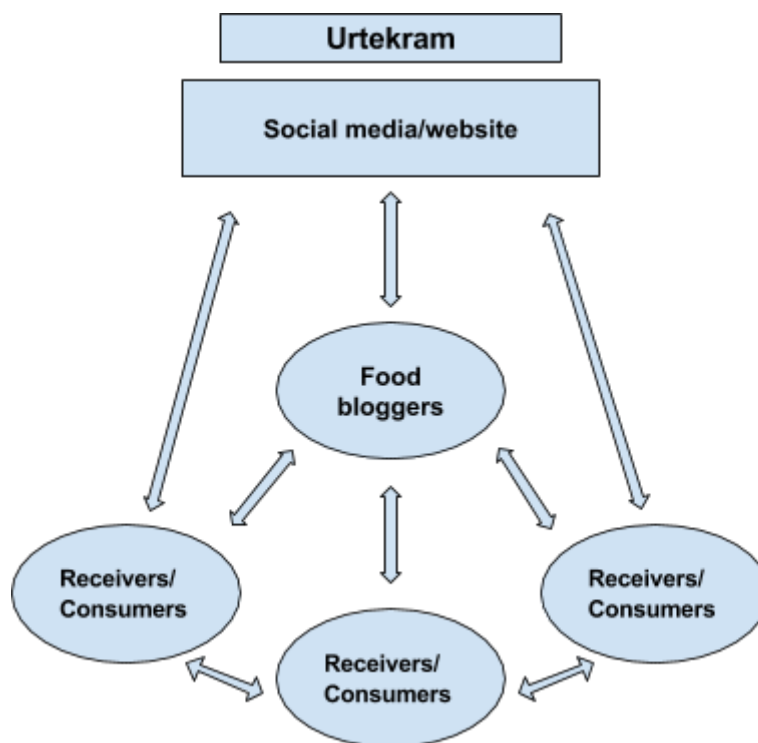
#### **6.5.5.1. A new version of the Two-step flow model**

Within our modern digital age where social media is becoming a new form of mass media, the two-step flow model is very applicable since it is seen that many social media users get their inspiration and information from social media influencers such as bloggers (Lynch, 2010).

However, the model has some limitations substituting the mass media element with social media. This has made us transform the model into a modern version that applies to Urtekram's case (model 3).

The new version is a result of our reflections on the original model and its limitations, in particularly its one-way oriented communication, which the social media aspect breaks with.

The 'modernization' of the model involves an addition of new arrows and an expansion of the existing ones that now go two ways, which means that all three actors become interconnected and can communicate across each other. As mentioned, the element of mass media has been substituted with social media, which as mentioned has become a trendsetting medium e.g. within food trends (Asur and Huberman, 2010) used by companies such as Urtekram, as well as used by consumers to identify new tendencies.



Model 3: A modernized version of the two-step flow model, adapted to Urtekram

As illustrated in our new version of the two-step flow model, additional arrows between Urtekram, their social media and website, and the receivers/consumers have been added, which means that there is now a direct interaction taking place between them, and through Urtekram's social media platforms.

The interaction involves Urtekram's communication, as well as the consumers' activities and communication back to Urtekram. This also means that Urtekram, in contrast to their other communication sources, do not have the complete control over the communication, since the consumers can interact with each other internally on Urtekram's and their own platforms as well.

The consumer-to-consumer interaction is illustrated by the double arrows among the receivers/consumers groups, where the three bobbles illustrate different segmentations in the consumer groups. The groups have their own social media platforms, where they have the possibility to share and comment both Urtekram's and the food bloggers' posts, which is then further distributed to their followers who might do the same.

This means that the consumers/receivers, as social media users, can take the role of opinion leaders as well, independently of Urtekram, and function as promoters of Urtekram's products or organic food on their own private social media spheres.

### **6.5.5.2. The interaction with the food bloggers**

A double arrow between Urtekram and the food bloggers has also been added, since Urtekram sponsor the bloggers who in turn also might have requirements to Urtekram. In turn, Urtekram find much of their inspiration for their product development among food bloggers, as mentioned previously.

Finally, double arrows among the food bloggers and the receivers have been added. This indicates that there also is an interaction present between the bloggers and their readers.

The bloggers inspire and inform the readers who in return might comment or question the bloggers' communication content. This part is very relevant in terms of what the bloggers choose to post and discuss, since their blog content, first and foremost often reflects their blogs' identity, which means that certain topics might be excluded.

This will be discussed further in section 6.7.4. about the bloggers' perceptions and communication of organic food.

Overall, the new version of the model illustrates a circular interaction and mutual influence among all three actor groups, which reflects the contemporary way of communication (Windahl, Signitzer and Olson, 2009).

Urtekram interact and direct the bloggers, who influence the receivers, who might influence additional receivers. However, as mentioned in the interviews, Urtekram are in turn also influenced by bloggers and social media, and by the consumers who are showing increased demands and wants for their food, as discussed earlier.

Another way Urtekram are influenced by their consumers is through the consumers' Urtekram's platforms which might involve discussions, evaluations or suggestions to Urtekram's products and brand, which as mentioned by Maja contribute to Urtekram's product development.

To sum up, the modern version of the two-step flow model and the application of social media, allows both Urtekram (the sender), the food bloggers (the opinion leaders), and the consumers and readers (the receivers) to interact with each other, either directly or indirectly through each others' platforms.

### **6.5.5.3. Urtekram's utilization of the two-step flow model**

In terms of the effectiveness of the two-step flow model in relation to reaching a broad audience and spreading their brand knowledge, and thus also indirectly spreading the organic food message, Urtekram's optimal utilization of the corporative bloggers as opinion leaders might be questioned.

When it comes to their blog campaign strategy, where they yearly pick 100 different bloggers to promote their products through sponsorships, the model's potential is exploited.

However the bloggers' might only post a few of Urtekram's product posts a year, among many other sponsored posts.

A limitation in choosing that many bloggers randomly, might also be the bloggers' lack of expertise in reference to Urtekram's values, e.g. organic food, which might question the trustworthiness among the readers (Kotler, 1988).

In terms of Urtekram's corporative blogging strategy with the selected bloggers attached to their website, the model's potential is not fully utilized.

Firstly, the bloggers are only distributing the communication through Urtekram's own blog, meaning that the communication only reaches active visitors of Urtekram's website.

This seems ineffective since Urtekram's rate of blog visits is low compared to the bloggers' monthly visits and reader numbers (see section 5.2).

This means that the bloggers are the ones who benefit most from the corporation, since Urtekram's visitors might want to follow some of the bloggers afterwards.

The fact that the bloggers don't communicate Urtekram's products on their own blogs or platforms mean that Urtekram don't get any promotion and visitor traffic from the selected bloggers, which is the entire purpose of the two-step model.

This means that Urtekram don't utilize the bloggers' amount of readers and their various reader segments, which otherwise would be the optimal way to distribute the communication to a wide audience (Windahl, Signitzer and Olson, 2009).

A solution to this, could be to have the bloggers share some of the recipes on their own blogs and social platforms. This could make the blog readers become more aware and interested in Urtekram, generate more traffic to Urtekram, and even make some readers to share the bloggers' recipes on their own platforms or by word of mouth.

### 6.5.6. Social media within the modern food system

The modernized version of the two-step flow model, which has social media as its central point, is with its circular construction, similar to the modern food system, which also is built on circular processes between the systems.

Moreover, the modern two-step flow model can be used to illustrate how the *social system* in the modern food system (model 1), due to the development of social media, is becoming more dominant, and influencing processes in the other systems, here among the wholesalers' and suppliers food production and development.

This is yet another indication on the modern food system's transformation from being supply driven, to becoming more demand driven. As discussed previously, the consumers' increased demands and availability of information and transparency of previously hidden factors and processes within food production, have now become visible through social media.

In the next section, we will explore and analyze the role of organic food more specifically among food bloggers.

## 6.6. The food bloggers

The four food bloggers that will be analyzed are:

**Kirsten Skaarup:** Blogs about vegetarian and vegan food on her own blog where she has 50.000 monthly readers. She is currently blogging for Urtekram on their blog where she also posts vegetarian recipes based on their products.

**Jane Faerber:** Blogs about LCHF (Low Carb High fat) food on her own blog where she has 250.000-400.000 monthly readers, which makes her the 3rd largest food blogger in Denmark in terms of reader numbers.

She has previously cooperated with Urtekram as a blogger.

**Maria Engbjerg:** Blogs about Vegan food on her own blog where she has 170.000 monthly readers. She is currently cooperating with Urtekram and writing on their blog, like Kirsten.

**Stephanie Bang:** Blogs about plant based and milk free/vegan food on her own blog, which has 13.000 monthly readers. She is not cooperating with Urtekram via her blog, but via job as Elle's health editor.

Further practical information about the bloggers are found in section 5.2.

Common for all four bloggers is that they each run individual, lifestyle based blogs, with a specific focus on food and health.

Their blog content is based on their everyday life and experiences, which they mix with factual knowledge. This means that they each belong to the category of *everyday life blogs* (Sørensen, 2009).

As mentioned in the previous section, three of the bloggers are or have been cooperating with Urtekram, whereas the last blogger, Stephanie, has cooperated with Urtekram through her job at Elle, Denmark.

#### 6.6.1. Reader segments

All four bloggers share the same reader segments in terms of gender, which mainly constitute women (80-98%), and thus are similar to Urtekram's consumer segment.

The age of their reader segments differs a bit more, dependent on each of the blogger's age, but is still similar to Urtekram's consumer segments in the age group of 25-55, which in that context makes them suitable opinion leaders for Urtekram.

Stephanie who is the youngest blogger (26 years), has the youngest reader segment between 18-28 years (Stephanie, p. 4). Maria who is in the beginning of her 30's has the next youngest segment varying from 24-35 years (Maria, p.1).

Next, comes Jane who is in the late 30's whose segment is in the age group of 25-45 years (Jane p. 5).

Finally, Kirsten, who is the oldest of the four bloggers, has the broadest reader segment that consist of very young women and women at her own age (Kirsten, p. 4).

Thus, it seems that the gender and age of the blogger seems to correlate with the gender and age of the readers.

In contrast to the literature findings, the bloggers only have very few, if any adolescents in their reader segments, which otherwise constitute the majority of the social media segment in Denmark, followed by young people from 20-34 years (Kulturstyrelsen, 2015).

The age span from 20-34 however, correlates with the bloggers' primarily reader segments. This could indicate, as mentioned by Urtekram, that the age of social media users is expanding upwards, which can be seen as a result of the increased integration of social media in our society.

An additional reader segment that the bloggers have is the segment of people suffering from chronic diseases and lifestyle related health problems, such as food intolerances, allergies, overweight and digestion problems: Jane, (p. 5): *"...it is in particularly those who suffer from chronic diseases, who e.g. are having problems with their stomach and are diagnosed, that find much help"*.

The explanation behind this segment's interest is found in the readers' relation and identification with the blogger, since some of the bloggers have suffered from various diseases as well, and thus both have experience with the disease/problem, as well as with overcoming it through their choice of lifestyle and food.

The appeal to segments with food related diseases is also used by Urtekram, through some of their product concepts such as the gluten-free and the lactose-free products.

Following Fischler's theory (1988; 2011) on food self and identity, the bloggers' different segments have to do with the readers' identification with the blogger where the readers search to find answers via social media that match their specific needs and values in their everyday life.

Therefore, in a food relation, the readers find the food bloggers that match their own experiences, preferences, taste or needs of e.g. convenience.

The readers therefore tend to follow bloggers they can relate to the most, in terms of identity and values.

### **6.6.2. The bloggers' perceptions of social media**

The bloggers all have social media platforms attached to their blogs, which follows the literature findings of the increased use of social media platforms among bloggers (Pinjamaa and Cheshire, 2016). The four bloggers have at least two social media platforms attached with Facebook and Instagram as the major ones.

Maria, (p.6): *"...actually, it is one big hodgepodge in extension of each other, I think it is...none of them would be the same without each other"*.

The bloggers perceive their social media platforms as an extension to their blog, which is an important dimension of their blogosphere.

In terms of social media's contemporary status, the bloggers experience that both the amount of blogs as well as social media users and followers is increasing, which supports the fact that social media is becoming the front running media channel (Mangold and Faulds, 2009).

Maria, (p. 5): *"Everyone is using it! Even kids use it, so it's just like...if you are not on social media, it is like you are not existing"*.

Kirsten, (p. 7): *"If you're referring to the prevalence of blogs etc., it is my impression that it is growing, absolutely"*.

Stephanie, (p. 3): *"Instagram wasn't that big then, just a year ago it wasn't that big as it is this year, it has suddenly happened very quickly"*.

The increasing prevalence, however also challenges the bloggers, since they experience a bigger competition than ever before:

Jane, (p. 14): *"The competition has grown. Also among blogs. Everyone has a blog today..."both the amount of blogs has increased as well as the amount of more skilled bloggers", "Well today I have to fight more for them (the readers) to choose to spend some minutes on my blog than I had to some years back"*.

This again supports the fact that the amount of blogs, in this case in particular food blogs, and social media only seem to be increasing (Bolton, et. al, 2013), and that the online sharing of food growing as well.

In terms of the bloggers' knowledge about the development of social media, it is clear that the oldest blogger Kirsten, who also was the latest one to use social media platforms, and has the least followers on her platforms, knows less about social media's development, which again reflects the younger generation to be more experienced with social media. One of the factors that all bloggers mention as an important part of social media and its development, is the aspect of aesthetics, which along with the increased prevalence of blogs and social media platforms, seems to be the most important format tool to gain new followers and readers, and keep the existing ones.

Maria, (p. 5): *"...my own development...well it includes more aesthetics"*.

Stephanie, (p. 9): *"it has to look nice, and there cannot be too many similarities etc. And I know that others who engage in Instagram think that a lot"*.

The aspect of aesthetics also accounts for Urtekram, who also have increased their focus on the visual appeal of their social media posts, which in turn have increased their amount of followers within the past years.



Similar to both Urtekram and the literature, the bloggers also believe that social media channels function as trend setting mediums, in particularly through some of the big bloggers or influencers:

Maria, (p.10): *"Well it is undoubtedly them (social media) that set the standard for what is trendy and not", "...it is some of the big ones, the bloggers, and the big Instagramers, those who have way over than 100.000 followers. Because they reach so many people, so if they have some pretty photo with something on, which can be anything, well then wow, then people want that too".*

### 6.6.3. Challenges and opportunities

#### 6.6.3.1. Opportunities

Similar to Urtekram, the bloggers all agree that the opportunities of social media outweigh the challenges. Aspects of convenience are mentioned too, in terms of low price, and efficiency. The intention behind using social media is its use as a business tool to reach a broad audience and generate reader traffic to their blog.

Jane, (p. 13): *"I in particular use them as marketing platforms... you can say that they give you the opportunity to reach many people without spending any money".*

Kirsten, (p. 9): *"...the fact that you get out on the media gives you a much much bigger readership".*

Maria, (p. 7): *"Well, the inspiration and interaction...is a part of my business, one can say".*

When comparing social media to the blog in terms of reader interaction, the bloggers agree that they get more reader feedback on their social media platforms than on their blogs, which is seen as another benefit:

Jane, (p. 11): *"...there (on the blog) I experience that there are many who maybe go there to read the post, but when they have to comment on it or share their opinions, they do it on Facebook... on Facebook you are already logged on...", (p. 13): "They are really active. And they share and comment and like, and that is contributing to spread it".*

Maria, (p. 7): *"some are writing comments on the blogs, but there is without a doubt more comments on Facebook and Instagram".*

Stephanie, (p. 6): *"Well again, it must be Instagram, also because that is what I use the most, for instance I don't allow for commenting on my blog".*

Kirsten, (p. 5): *"I think it is on Facebook. People are more proactive there. I think it is a little easier - it is more complicated on a blog".*

The bigger interaction on the social media platforms than on the blogs, indicates that social media engages more interaction, which emphasizes the aspect of an online community, which is seen as one of the main reasons for the popularity and growth of social media (McGaughey, 2010).

The blogs however, are mentioned as more complicated to interact on, and are for some of the bloggers, e.g. Stephanie, a one-way communication medium, not allowing for reader interaction, which leads to a debate of whether contemporary blogs can be defined as social media, as Kaplan and Haenlein (2010) define them to be.

These findings indicate that food actors, such as Urtekram indeed should focus more on their social media platforms, also in a corporate blogging perspective, e.g. by sharing the bloggers' blog recipes on their platforms as well, and not only their blog on the website. Concluding, the increased prevalence of social media and its use by bloggers, illustrate how the communication in our modern society is becoming more circular and mutual, and revolutionizing the traditional form of blogging, which originally only included the blog as medium, which might be inviting less for interaction.

#### **6.6.3.2. Challenges**

The bloggers in general perceive very few challenges with social media, which are identical with some of those mentioned by Urtekram.

Some of the challenges are however only hypothetical, and are not given much thought.

The challenges that are mentioned include: time consumption, risks of a negative reputation, and tendencies of superficiality and artificiality:

Maria, (p. 6): *"Well the only disadvantage I see is that it is time consuming".*

Kirsten, (p. 9): *"But I don't have the time. I think it is very time consuming. I have to, after all, to create the recipe, then make the food, and then I have to photograph it".*

As mentioned, by Maria and Kirsten, the aspect of time is perceived as one of the biggest challenges. The bloggers already have a lot of work with the development of recipes, cooking etc. but besides that, the challenge is to make the posts appealing to the receivers, in order to get the acknowledgement the bloggers are looking for.

This implies that each post contains hours of preparation before the final result gets posted. Furthermore, the bloggers might also surf around on social media to get updated and inspired, as it seems like they follow a certain standard to keep their blogs and social media platforms up to date.

In conclusion, social media is perceived as a time consuming tool, which however has brought the bloggers to the point where they are today and can make a living from their blogs.

The second challenge that is mentioned, is the risk of getting a bad reputation:

Kirsten, (p. 9): *"...If I get into a shit storm then I would definitely see it as a disadvantage".*

The risk of a social media crisis is one of the challenges that seems to come along with the role of blogging and being a public figure. This can happen if critical receivers disagree with the post content and/or the bloggers values (Fischler, 1988), which then might be expressed publically on the bloggers' platforms or on the reader's own platforms.

The last mentioned challenge is the tendency of superficiality and artificiality that takes place on social media:

Stephanie, (p. 16): *"It's like, as if you live in a parallel world. You can control how your life or your person has to appear on social media, and that you cannot do in the real world".*

As Stephanie expresses, social media provides the opportunity of making one's life appear 'picture perfect' and ideal for the reader, which for instance is done by only showing healthy, good looking food, representing a guilt free lifestyle.

This however also means that the bloggers only show selected parts of their life, consisting of healthy food shown in an aesthetic way.

The 'flawless' presentations however also bring along high reader expectations to the bloggers:

Stephanie, (p. 17): *"at some point I read an article about Facebook making people depressed, and some people follow that a lot, and that is just Facebook, so I think that it is easy to sit and get inferiority complexes when scrolling through these social media".*

The expectations to the bloggers living the 'perfect' and flawless life, can in some cases also be seen as a challenge for some people, who wish to achieve the represented online life.

The readers, however don't see the entire construction of the online content, which as mentioned might be both time consuming and edited, and not even reflect the bloggers' entire life, but only elements from it. This leads us to the following point looking more into the bloggers' values behind their blog constructions.

## 6.7. The bloggers' values

The following section will look into the bloggers' values on their blog and in their private life, and how these values are shaping their blog identity and communication.

### 6.7.1 Blog values

All four bloggers have in common that their blogs are lifestyle-based with the focus on food within a specific direction that they have a passion for, and each claims as being an ideal lifestyle:

Jane, (p. 5): *"...it is all about eating real food"...*, *"And I think it is self-evident if you eat lots of vegetables, and meat of high quality"*.

*"It (Low Carb High Fat lifestyle) takes away afflictions that you had no clue were related to the food you eat. And that counts anything from migraine to gut problems, to type 2 diabetes, cholesterol, blood pressure and so on"*.

Kirsten, (p. 2): *"I had no interest in food until I became a vegetarian..."*, *"...food has really defined my life..."* (p. 3). *"We cannot keep on treating the planet like this, and the animals for that sake. That is my most important element, that's the way we treat the animals"*, (p.4). *"Well, people walk unconsciously around and do not think about what they put into their mouths"*, (p.5).

Maria, (p. 1): *"...today it (the blog) is about vegan food, it did not start like that, but it has had focus on green food all along, which has been the focal point"*, *"...after some time, I didn't feel like eating meat anymore"* (p.3), *"...so it started as a challenge and now it has become natural, so I'm not the political vegan person. Of course I also think about animal welfare, but I am not political at all"*, (p.3), *"I live gluten free myself and I know that many people do that"*, (p. 9).

Stephanie, (p. 4): *"(I) cut everything away that had to do with dairy, because I found out that I couldn't tolerate it, and in fact I had a pretty high degree of lactose intolerance..."*, *"I just feel better in my body and more energized and ya...since I made these changes"*, *"...what I call honest food, which is this kind of food that is about, well, think about what you eat, where you buy it, where it comes from and what life it has had"*.

As highlighted above, the bloggers' values are all rooted in their beliefs in different food concepts, which the bloggers perceive as connected to 'quality' and 'real' (Jane), 'healthy' and 'green' (Maria), 'honest' (Stephanie), and 'conscious' (Kirsten), which are similar to Urtekram's brand values as well (see point 5.1.1).

These terms are used interchangeably as synonyms attached to healthy or sustainable food, and are what the bloggers' each center their blog content around.

Surprisingly, none of the bloggers directly mention the concept of 'organic', however some of the organic food values are implicit in the mentioned values.

The two overall values for all the bloggers appear to be *health* in terms of disease prevention and cure, and *sustainability* in terms of environmental and ethical concerns, which indicates that the bloggers belong to the LOHAS segment (see section 2.5.).

As a part of the LOHAS all bloggers agree that factors such as *plant based*, *sugar free*, *wheat/gluten free*, *non-processed* and *high food quality*, are related to health, which also correlate with Urtekram's product values, and therefore seem to reflect some of the contemporary food trends.

When asking the bloggers about their perceptions of contemporary food trends in a social media regi, they all agree that trends such as *plant based food*, *sustainable food*, *fresh food* *unprocessed food*, and *quality food* are among the most dominating trends.

Stephanie, (p. 10): "...right now it is this huge green wave. Everything plant based is just popular".

Again, the LOHAS element seems to be dominating among the mentioned modern food trends, which also can be seen as reflections of an increased prevalence of political consumption, and a revolt against the industrialization of the food production, as discussed previously (Emerich, 2011; Clarke, 2005).

### **6.7.2. The bloggers' communication of values on their social media platforms**

In terms of the bloggers' communication strategies, they all four communicate their values through their blog and their social media platforms, which are publically available for anyone. This section will discuss the characteristics and format of the bloggers' social media posts, observed on their Facebook and Instagram platforms in the period of February 2017 (appendix 6).

**Kirsten:**

A common characteristic for Kirsten's posts is her focus on vegetarian and vegan food and recipes. Moreover, her posts include vacation experiences where she gets inspired for new food, and her opinions about animal welfare and climate issues.



Illustration 10: Kirsten Skaarup Instagram post (Instagram, Feb. 13th, 2017)

Photo text: *"Almond beefs are the foods of the future. Taste amazing, build up your body, and cure the climate". (Translated).*



Illustration 11: Kirsten Skaarup Facebook post (Facebook, Feb. 09th, 2017)

Photo text: *"Today, 48% of the ham in the stores from conventional farms is infected with the life threatening bacteria MRSA, which sets antibiotics out of the game.*

*The dead meat might not pass on to humans but it seems very unethical to me support animal productions who in the end might kill us all.*

*When adding all the other disadvantages of ham production, not to mention the animals' suffering, there is a good reason to change one's diet. Bon appetit!". (Translated).*

As seen in both posts, Kirsten seems to be the most political one out of all the bloggers, who has the majority of political and critical statements in her posts, in particularly circulating around the climate and ethical debates connected to meat. She is in particular concerned about the 'future' food, which also was illustrated in her blogpost on Urtekram's blog (illustration 9). Kirsten embraces both the emotional, rational and moral appeal, by appealing to people's taste sense, health, climate issues, and ethics, provoking feelings of guilt, in particular in relation to meat consumption. Moreover, through her criticism of conventional meat as being toxic, she indirectly refers to organic food as being healthier and more ethical correct, however without directly mentioning 'organic' anywhere.

### **Maria**

Maria's blog values about vegan food are also clearly reflected in her posts.

Her photos are the most colorful out of all four bloggers, and she in particularly appeals to families with children, which might be due to her own role as a mother.

Her intention of increasing people's intake of vegetables is also incorporated in her text.

Moreover, she emphasizes the sensory appeals in her posts, in particular appealing to the visual and tasting senses.



Illustration 12: Maria Engbjerg Instagram post (Instagram: Feb. 6th, 2017)

Photo text: *"Cauliflower soup with curry and peanuts – the creamy vegetable soup that can make all children and all other vegetable denying people slurp it, and ask for another portion". (Translated).*



Illustration 13: Maria Engbjerg Facebook post (Facebook: Feb. 21st, 2017)

Photo text: “ *Cauliflower Hot Wings with coconut and curry and mango-chili dip is the most delicious and healthy snack you can serve. A small mouthful with a lot of taste!*

*Curry, mango, coconut and chili, are the perfect match and all you get all four things naturally in this really delicious meal*

Find the recipe here: <http://www.vanloseblues.dk/.../blomkaals-hot-wings-med-kokos.../>”.

(Translated)

Similar to Kirsten, Maria focuses on meat substitution, however without the political aspect present in her posts.

### Stephanie

Stephanie, who is the only of the four bloggers that directly states her passion for organic food on her blog, is the blogger who attaches the least text to her posts on social media. The limited text expressions might be due to guidelines from Elle, as she also has to appeal to their reader segments.

Her posts are also the ones that include the most non-food related content.

Her food posts are mainly consisting of plant based food that she relates to nutrition, as well as physical and psychological well-being, in particular exercise, which she is the only blogger that focuses on.





Illustration 14: Stephanie Bang Instagram post (Instagram: Feb. 15th, 2017)

Photo text: *“Green and pure post-workout morning fuel”*.

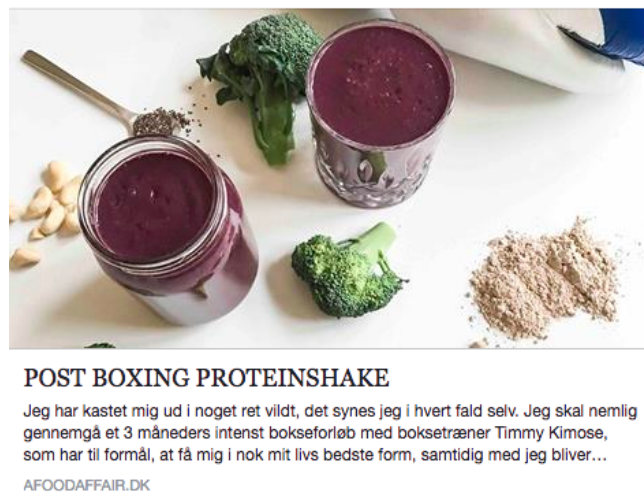


Illustration 15: Stephanie Bang Facebook post (Facebook: Feb. 20st, 2017)

Photo text: *“The shake I swear to after working out, and a little bit about my new difficult challenge 🤪”*. (Translated)

Stephanie’s Facebook posts consist of ‘screenshots’ taken directly from her blog and provide the direct link to her blog, which thereby invites the reader to enter the blog and read further, and illustrates the convenient use of social media, which could make the bloggers’ mentioned time consumption on social media less.

## Jane

Jane is the only blogger who includes meat in her blog posts and has a specific focus on a food diet, in form of LCHF (low carb high fat).

Similar to Maria, her posts appeal to parents and include more traditional Danish meals, which she has tailored to the LCHF lifestyle. Moreover, she is the only one of the bloggers who translates her photo texts into English as well, which indicates that she has a broader and bigger audience.



Illustration 16: Jane Faerber Instagram post (Instagram: Feb. 2nd, 2017)

Photo text: *“Brændende kærlighed LCHF-style med blomkålsmos. Opskriften ligger klar på bloggen . In Danish, we call this dish 'burning love'. I replaced the traditional mashed potatoes with cauliflower mash and topped with lots of fried bacon and onion”.*



Illustration 17: Jane Faerber Facebook post (Facebook: Feb. 16th, 2017)

Photo text: “ *If I were to bake a winter holiday cake, my choice would be this delicious and fluffy orange-almond cake. Have you tried it?*” (Translated).

As seen in illustration 17, Jane invites the readers to participate and interact with her through asking direct questions about the recipe, which demonstrates the two-way communication possibility of social media.

Another characteristic of the majority of Jane’s Facebook posts, is that they reflect her blog activity, by being taken directly from her blog, similar to Stephanie’s Facebook posts.

Even though the shown post examples only provides a small insight into the bloggers’ social media posts, the selected posts still clearly reflect the bloggers’ communication characteristics in terms of the content and format of their photos and their values.

Common for all four bloggers is the use of both Facebook and Instagram as traffic generators to their blogs where an elaborated post is found.

Overall, four characterizations can be made of all of the bloggers’ general post content and format on their social media platforms:

- The posts consist of colorful, bright and aesthetic photos
- The photos often represent a recipe that is found on the blog
- The photos mainly consist of prepared meals
- The posts contain a short description of the photo

These strategies are similar to those used by food bloggers in general (McGaughey, 2010).

In terms of the bloggers’ inclusion and expression of organic food in their social media posts in February 2017, none of the bloggers communicate it directly through their photos or photo texts, however Kirsten indirectly mentions it in some of her social media posts.

The cooperating bloggers, Kirsten and Maria, neither mention or communicate any products or references to Urtekram during the four weeks. This could indicate that the bloggers are ‘selective’ opinion leaders (Windahl, Signitzer and Olson, 2009), which questions whether the bloggers agree or believe in the organic values, since none of them select to include it in their blog posts.

### 6.7.3. The expression of values through hashtags

As an additional strategy to communicate their values on Instagram, the bloggers attach hashtags (#) to their posts, in order to reach more people and gain more readers:

Maria (p. 9): *“You have to use hashtags on Instagram and also in blog titles as search words”*.

The most frequent hashtags from each blogger are illustrated below<sup>5</sup>:

**Jane:** #lchf, #paleo, #glutenfree and #sugarfree (Instagram, February 2017)

**Kirsten:** #naturalfood, #healthy, #vegetarian (Instagram, February 2017)

**Maria:** #plantbased, #vegan and #greenie (Maria, Instagram, February 2017)

**Stephanie:** #eatwell, #vegan, #greens (Instagram, February 2017)

As illustrated, the bloggers' use the names of their respective food trends in the hashtags, reflecting each of their blog values, such as LCHF, paleo, sugar free, vegan etc.

Some of the hashtags are also used due to their popularity and ability to reach many people:

Stephanie (p. 11): *“...well, you become very publicized if you write ‘vegan’, in particular if it’s in English. Lactose free can also be something that is popular. Or sugar free or gluten free”*.

Moreover, all bloggers use both Danish and English hashtags in order to reach even broader.

As demonstrated, hashtags is one of the tools that can be used as indicators of popular topics and trends on Instagram and social media, and function as important search tools for Instagram users, through which they can find the bloggers' or Urtekram's profiles.

The hashtags are found to reflect the bloggers' values more than their photo texts.

The bloggers don't share many of the same hashtags, except from a few such as #vegan, #natural, #healthy and #green. These are similar to Urtekram's hashtags that also focus on the meat free and vegetarian aspects, which as mentioned, seem to be some of the most popular contemporary food trends on social media.

Moreover, the bloggers all share the strategy of using food and meal names as hashtags, such as #breakfast, #soup, #broccoli etc., which each reflects the specific post or recipe.

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<sup>5</sup> All the bloggers' hashtags can be found in appendix 6

The application of specific food and food related hashtags adds to the fact that 'food' is a popular hashtag category on Instagram (Hu, Manikonda and Kambhampati, 2014), in particular since the bloggers always apply more than one hashtag (Jane, Kirsten, Maria, Stephanie, Instagram, 2017).

In terms of the bloggers' application of 'organic' in their hashtags, these are few.

Kirsten and Stephanie are the only two bloggers who apply 'organic' in their hashtags a few times (Kirsten and Stephanie, Instagram, February 2017).

Stephanie, (p. 21): *"not that many use organic as a hashtag or write 'organic' when they have made something, me myself I only do it once in awhile..."*.

The fact that Stephanie, who is the one that openly states her interest in organic food on her blog, only applies 'organic' sometimes, seems surprising.

The bloggers' perceptions of organic food will be discussed further in the following point, where some of the reasons behind their lack of will to communicate organic content, in contrary to the other food trends, will be explored.

#### **6.7.4. The blogger's perceptions of organic food**

In terms of consumption of organic food, all four bloggers are heavy organic food consumers, meaning that they privately attempt to eat as organically as possible, and thereby belong to the 'heavy users' segment within organic food consumers. This fact gave the impression that their communication of organic food on their social media would be large as well, since they all see organic food as a determining criteria for blog corporations and sponsorships:

Jane: *"My personal relation is that I eat a lot of organic food myself. We buy organic all the places we can. And we do that because we want to support it and because we can, and we can afford it...there is something about the environment as well, but there is to a great extent also something with health"* (p. 20).

Kirsten(p. 8): *"If it is not organic, I don't say yes. I want to promote everything that's healthy, good and organic"*, (p. 13): *"That's what I would choose no matter what. There might be things you cannot get in organic versions, but that's how it is"*.

Maria (p.11): *"I buy organic food only. Jeg køber kun økologisk. Completely...because I want to avoid everything else. Preservative etc. And again, also in relation to the environment"*, (p. 14): *"It is here to stay. There is some status in buying organic food. There is some prestige in walking around with your basket packed with organic food compared to the conventional"*.

Stephanie (p. 18): *"I buy organic when I can..., I would not mind going somewhere else to buy groceries, if I can't get those lemons or bananas that place..."*, (p. 19): *"it is also hard for me when visiting people, because it is deeply implemented in me"*.

In terms of associations and relations to organic food, the bloggers share many of the same associating factors:

- Food safety and high quality
- Health
- Ethics
- High status
- Sustainability

The mentioned factors serve as the bloggers' main reasons for buying organic food, and can besides being identical with the LOHAS values, also be divided into Fischler's two identity forming dimensions. The health aspect is mostly related to the nutritional as well as the psychological individual dimension, where factors such as 'pesticides' and 'toxins' are mentioned. The food safety and high quality factors can be categorized as an individual dimension as well, whereas the factors such as sustainability and ethics are under the social dimension. Finally, the high status, has a symbolic meaning and is related to the cultural dimension (Fischler, 1988). These factors, according to Fischler, are contributing to form the bloggers' identity, as already discussed in section 6.7.

The bloggers appear to have a great knowledge of the intention behind the organic principles in general, in terms of e.g. certifications and farming methods, as well as a knowledge about the consumption of organic food in Denmark.

However, the bloggers do not have a detailed knowledge about organic food rules, and can not address exactly where they have their common knowledge about the organic principles from, as they claim it is something they have gained with time, and not actively have researched.

Two of the bloggers, Kirsten and Stephanie mention Økologisk landsforening as one of their sources. These are also the only two bloggers who mention 'organic' in their hashtags.

#### 6.7.5. Organic food's status on social media

Even though, the bloggers all consume and worship organic food privately, neither of them express or communicate it in the observed posts, which seems strange since they function or have functioned as opinion leaders of organic food and food products, e.g. through Urtekram.

This reflects a difference in their private identity and values versus their online values.

When exploring the bloggers' perceptions of organic food's presence on social media in general, and among other food bloggers, they also all agree that the presence seems low:

Jane (p. 23-24): *"I don't think it takes up that much space...my impression is that many perceive it as I do. We bloggers often have an opinion about it and might also eat organic food often, but we are also careful about pulling things down on people"*.

Maria (p. 13): *"I don't really experience it. It does not play a big role. I think it is something you talk about more, like one to one ..."*.

Stephanie, (p. 21): *"I actually don't know how big it is on social media. I think it has gotten better, but I have also felt that it is not something I can discuss with everyone..."*, (p. 11): *"it would be obvious for those very big instagrammers who are present, to do those hashtags with 'organic', when it also has something to do with plant based food, but they don't do it"*.

Combining the bloggers' statements about organic food on social media with the lacking literature on the area, as well as the low presence on their blog posts (appendix 6), it seems that the expression of organic food among food bloggers and its presence on social media is low, which the bloggers have different explanations to:

Jane (p. 24): *"It might also be due to the fact that organic food not is a movement in the same way. Because the organic concept is something that concerns all of us"*.

Maria (p.13): *"...in that way, it has a higher status in real life. Than on social media"*.

As expressed, one reason to the lack of organic food on the bloggers' blogs and social media is that it is not perceived as a food *trend*, but rather as a broader phenomenon that the various food trends all belong under, since the food bloggers often center their content around particular trends.

Concluding on the statements, it therefore seems that organic food is viewed more as an offline and 'real' life phenomenon, which is more present and has a higher status in the world outside of the social media in the bloggers' private life, than on social media, and which the bloggers therefor select not to include in their blogosphere communication.

The next section will explore the bloggers' intentions behind their blogs, which further will be used to explore and explain their resistance towards expressing organic values and organic food in their blog content.

#### **6.7.6. The bloggers' intentions with their food sharing**

This section, will discuss the intentions of the bloggers, as well as bring the aspect of commensality into an online context.

The bloggers' intentions behind their blogs are, said shortly: to share and spread their blog values, which they do through their blog forum and social media platforms:

Stephanie (p. 5): *"It has a lot to do with me starting out by wanting to show that being lactose intolerant or not eating meat does not have to be boring, and not difficult either",*  
*"So I think it was very interesting and wanted to...wanted to have the opportunity to share it with someone"* (p. 3).

In particularly, the element of *sharing*, seems to be one of the largest motivations for the bloggers, through which they wish to inspire and motivate their readers to change their food choices. The blog functions as a channel for sharing tips, recipes, experiences and information, through which the blogger wish to inspire the reader, often via the personal approach: 'what helped me, might help you'.

The aspect of 'commensality': "eating with other people" or "eating at the same table" (Sobal and Nelson, 2003; Fischler 2011), gets a new meaning via the sharing of food on social media in today's society. As the digital world has emerged, aspects of commensality seem to have moved online. Instead of 'eating at the same table', the table, in this sense, becomes the online forum of the blog or the social media platforms, where people come together to get inspired and share their food experiences and tips in the social media blog community.



Thus, in contrast to the original meaning of commensality, online food sharing does not consist of food in its physical form or eating the actual food together, but instead consists of food inspiration in form of recipes or photos of food representations.

The followers are in a symbolic sense eating together with the blogger, when cooking the recipes, or interacting with the blogger through feedback or comments. Instead of a table, they gather around a post, which connects the blogger with the readers and the readers with each other.

This gathering can create a form of bonding among all parts, which is an essential part of commensality.

The illustration below is an example of how the readers' interaction might look like, in this case on Maria's Facebook platform:



Illustration 18: Example on reader interaction on Facebook (Facebook, Feb. 16th, 2017)

Translation:

Reader: *"And it tastes incredibly well! That I can guarantee. Thank you for food"*

Maria: *"You're welcome. Anytime"*.

As illustrated, readers can complement the recipes and share their experiences, both with the bloggers and the other readers, who can comment on that specific comment as well. Even though the reader perspective and interaction is beyond the focus of this study, the example above is seen as relevant to illustrate how online commensality can appear.

Sharing food can to some degree become dependent of other commensal parties, or even involve mutual expectations of commitment and involvement (Fischler, 2011).

However, the mutual expectation on a blog cannot exist to the same degree as in the offline world, where people actually sit around a table and eat together.

On a food blog, there will exist other kinds of expectations to the blogger, e.g. about certain food values or recipe expectations, and maybe even expectations to the blogger's actions.

The blogger can on the other hand not have the same expectations to the followers, but can still through the two-way communication interact with the readers who can share the bloggers and their personal experiences in the forum as well (Kaplan and Haenlein, 2010).

The bloggers' motivation behind their blog values consist of idealistic wishes of 'improving the world' and environment, as well as improving people's health and awareness.

However, an important part of the bloggers' intentions is to inspire instead of dictating and preaching.

This also means that there is a limit to what extend they can share their opinions, before it is considered as preaching.

Jane, (p. 19): *"I try to keep my formulation a little open", "I stay very clear of those radicalized expressions"*.

Stephanie, (p. 5): *"I am careful about not preaching too much..."*.

Within the aspect of preaching, also lies the aspects of politics, which the bloggers also strongly emphasize that they don't want to involve in their content:

Maria, (p. 8): *"...I don't want to be political, because that means that you also have to debate once in awhile, and I don't want that. I don't want any mud-slinging, and I don't want to go into stupid discussions"*.

As demonstrated, some of the bloggers' personal values clash with the values they express on their blogs. The next section will go more in depth with the political aspect of organic food, to identify why the bloggers don't want to express political values in their online forum.

#### **6.7.7. Political and economic aspects of organic food**

As mentioned in the previous section, the expression of 'organic' and organic food is low among the four food bloggers, and also seems to be low on social media in general in Denmark.

This fact seems surprising considering the fact the the consumption of organic food, including the four bloggers' consumption, and the use of social media both are increasing. An explanation behind this seem to lie in some of the values that the bloggers attach to organic food, such as its 'political' and 'economic' status, which the bloggers perceive as contradicting with their blog intentions.

### 6.7.7.1. Political aspects

When asking the bloggers directly about how much they communicate organic food, and why they don't do an effort to promote it further, they all agree on two aspects: that organic food is expensive, and that it is a political topic, which often creates emotional and negative responses among their readers:

Jane (p. 21): *"It actually takes up very little space. And that is a conscious choice. Because the organic concept can really awaken emotions. So that is, I'm completely open about my own organic choices, but I don't force anyone to buy organic.*

*Because I also know that there is an economic aspect in it", "...the organic concept is often perceived as something elitist" (p. 24).*

*"In particularly with organic food, the state has been very involved. But you don't hear much from them with many other things" (p. 19).*

Kirsten (p. 14): *"Well, I don't mention organic every time, because then people get tired of it...", (p.14+15): "...the ordinary Mrs Jensen, who maybe also has a limited budget, she doesn't think about it, I bet", (p.16): "I also often think about how you cannot point fingers at people all the time. So it is about balance".*

Maria (p. 12): *"I'm not political. I first and foremost think that buying organically is my own choice. And I know that not everyone can afford it. I think, that what I first and foremost want to inspire people with is to eat more green and less meat.*

*"...The percentage of people buying organic food is still relatively low, so I guess I would exclude many readers by branding myself with that, so it is not my focus, but I ONLY buy organic food myself".*

Stephanie (p. 6): *"There are certain things where I write it, but in a nice way, so if you sitting on the other side and don't want it, you should not feel that I have am raising any fingers. Because it should be up to people themselves to choose".*

As reflected in the statements above, the bloggers connect the promotion of organic food with something political and authoritative, which they don't want to be a part of their blog identity, since they, as mentioned, don't want to have a top-down status where they dictate their readers' food choices. It is therefore limited what the bloggers feel comfortable writing about the topic, as they want to stay out of debates and negative discussions.

Even though both Jane, Kirsten and Stephanie claim that they communicate about organic food sometimes, this is not found in any of their posts from February 2017, except from in a few hashtags, which emphasizes that it is something they only do rarely.

The political connotation of organic food reflects that the organic promotion in Denmark primarily has been carried out by institutional authorities and collective actors, which the food bloggers don't want to be compared to.

The bloggers also all express that 'organic' not specifically is about a lifestyle direction, compared to the LCHF or vegan lifestyle, but rather about an everyday choice.

This means that choosing organically doesn't interfere with a chosen lifestyle direction, even though these to some extent are connected, through their concerns about animal welfare and environmental issues. These two aspects are therefore seen as political matters, which the bloggers have expressed, that they don't want to be associated with.

The aspect of politics is therefore the main reason why 'organic' is not that present on their blogs and social media platforms.

The bloggers also perceive organic food consumption as something very personal that people should choose for themselves, which they reflect in their own public exclusion of it.

#### **6.7.7.2. The economic aspect of organic food**

Another factor discussed by the bloggers is the price of organic food, which in general is perceived as being higher than the one of conventional food, however some of the bloggers perceive it as becoming lower along with the increased availability:

Maria (p. 14): *"... organic products have become cheaper. Well, it has been cheaper to live organically. Sometimes, organic food is actually cheaper"*.

In particular organic meat is viewed as expensive, which might exclude many readers who eat meat:

Jane, (p. 25): *"...I understand that some people buy the chicken for 40 kr instead of paying 120 for the same product"*.

The bloggers have different views on the cost of organic food, due to their focus on different food categories, which can be divided into meat-including or meat free.

From the bloggers' perspective, it seems like vegetables are getting cheaper and meat still is in the high end of the price scale.

The price discussion seems to have an influence on the exclusion of organic food among the bloggers', since their reader segments might have limited food budgets or might want to prioritize their money on non-food items. In terms of actual organic food choice and consumption, the price factor has shown to be a determining factor for people's consumption, which thereby supports the bloggers' worries about exclusion (Landbrug og Fødevarer, 2016).

The fact that the bloggers mainly perceive organic food as expensive, indicates that the price reducing approaches by the supermarkets have been insufficient.

### **6.7.8. The status of the organic food consumption**

The bloggers' awareness of the actual organic food consumption in Denmark, correlates with the actual consumption statistics (Danmarks statistik, 2016), which by the bloggers is perceived as low:

Maria, (p. 13): *"... well, the percentage of people buying organic food is still relatively low".*

Kirsten, (p. 14): *"It's not enough that 12% or something like that buy organically. That is not much".*

The low organic food consumption, therefore seems to be another factor for the bloggers to exclude organic food in their content, since it might mean that only a low percentage of their readers are organic food consumers.

This again supports the fact that the bloggers don't perceive themselves as being responsible or appropriate organic food promoters who could contribute to increase the organic food awareness and consumption, or at least do not want to be involved in as direct promoters of it.

#### **6.7.8.1. Negative experiences with organic food communication**

Finally, the bloggers' opinions and exclusion of organic food are also based on their previous experiences with organic food mediation, since some of them have had negative reader experiences:

Jane, (p. 24): *"Those times I have had put something on with organic, it quickly turns into an ugly debate", "I think people are provoked sometimes, by not having the same opportunities. And the debate becomes slightly judgmental"* (p. 25).

Stephanie, (p. 5): *"I am trying not to preach about it, since I got some slaps one time"*.

Even though the bloggers might have a wish of spreading the knowledge and consumption of organic food, they would rather avoid doing it, since it might have too many consequences for their blog, e.g. through negative reviews or exclusion and loss of readers.

Instead, the bloggers believe that they through their specific values and beliefs in 'real', 'honest' etc. food, indirectly can bring the consumers closer to buy organic food over time, by increasing people's awareness on their food choices, first and foremost:

Jane, (p.21): *"...because I want people to first and foremost buy their groceries based on the idea of eating real food. I think that along with that thought, other considerations about quality follows along the way. Once you have started eating more real food, you start to reflect upon where this animal you are eating comes from and what it has been eating"*.

Kirsten, (p.14): *"Well, I think that if you are a vegan or vegetarian, then you absolutely think about it. It is a part of that"*.

The bloggers' political associations of organic food, is correlating with the state's and other institutional actors' large promotion efforts of organic food in Denmark (Brandt, 2008).

It also indicates that bloggers think that the organic food system has become institutionalized, and thus no longer is a pioneer-run movement, which means that the promotion of it therefore is a public political matter, and therefore is beyond their individual responsibility to promote. However, the 2020 organic action plan from the government indicates that all relevant actors should be a part of the promotion.

The food bloggers therefore become part of the important team players, as they can reach out in a more personal way to a part of the population that the government, nor the food companies, such as Urtekram, might reach.

On the other hand, this means that bloggers don't perceive their current blog values as political or authoritative, even though food trends such as veganism, and the bloggers' consciousness of food production make the bloggers part of the political consumer segment (Clarke, 2005). As mentioned in section 6.7.1, in particularly Kirsten focuses on the political aspects of meat consumption, however it is not directly linked to organic food.

This could indicate that the term 'political' has different connotations, and can be divided into 'individual' and 'collective' dimensions, where the individual political consumerism that the bloggers' food trends involve, purely concerns civic engagement by actors in the social system (see the Nourish Food System Map) that does not involve the state.

Contrary, organic food belongs to the collective dimension.

Some of the bloggers, however, mention that our interview with them has made them consider mentioning and including more organic content in the future:

Kirsten, (p. 15): *"Let us say that it is 10%, that is not much right, so you cannot mention it often enough. Well, maybe I should contribute to it...I often think however, that you cannot slap people in their heads all the time. So it is a about balance"*.

Maria, (p. 15): *"It has definitely generated some thoughts about whether I should emphasize it some more. But again, without any pointing fingers... because you have an influence. If I articulated it some more, if that could make people buy more organic food, because it is something I care about myself"*.

This indicates that some of the bloggers could consider including more organic food content in their blog communication, however only if the communication of it could be performed in a modest way.

The organic values, however still seem to play the biggest role in the bloggers' offline sphere, which leads us to the next section about the bloggers' identity division.

### **6.8.2. The bloggers' identity - offline and online**

"You are what you eat" (Fischler, 1988). An expression we constantly meet when talking about food, or in a digital world among food bloggers.

Does this mean, that you are the food you post online? This section will dig deeper into the formation of the bloggers identity in an online forum, and what values that are connected thereto. As mentioned, organic food plays a major part of the bloggers' private life and identity, however it is not a part of their blog values and identity.

This means that the bloggers seem to have two identities, one offline and one online. Based on Fischler's (1988) theory about food, self and identity, the content represented on the blog contributes to create the bloggers' values and identity to the outside world, as food is stated to reflect the individual's identity (Ibid.).

This leads to the question of what reality is, and what is not, and whether the blogs reflect the bloggers' *real* identity, since the online values and content represented on their blogs, do not reflect all the bloggers' offline values. Therefore, this also challenges the saying 'you are what you eat', since the bloggers' don't express their organic food consumption online, but only the food habits that they want people to know about.

Hence a more appropriate expression in this case could be "you are what you *show* you eat". The 'show' factor seems to be an important factor for many food bloggers in general, who through their construction of flawless photos create an image of a 'perfect' identity (Gurak and Antonijevic, 2008).

The aspects of social media's 'constructed reality' is in particularly elaborated by Stephanie, who states that the online world and social media often reflect a more glamorous and polished lifestyle, since the content can be manipulated and filtered:

Stephanie, (p.13): *"you create a universe that is very pretty"*.

However, despite the edited blog content, Stephanie doesn't see her own blog identity as dishonest:

Stephanie, (p. 13): *"I don't feel like I'm dishonest in my appearance on social media, because it is, after all a picture taken by me, and sure with a professional camera, and added light, but I think it is ok"*.

Even though, some of the bloggers' offline values, such as organic food, don't appear on their blogs, or at least not very often, they are still expressed in the interviews, and to some extent in their actual blog and social media posts, observed in the online ethnography.

This clashes with their missions of being honest on their blogs, which otherwise is highly prioritized by the bloggers.

#### **6.8.2.1. Online identity and reader identification**

The bloggers' identity and their presented lifestyle online, has an important influence on the receivers, as the receivers most likely follow the blogger because they either look up to the blogger as a role model or can relate to the blogger. This is e.g. seen through the readers' identification with the same health problems as those of the bloggers, such as gluten and lactose intolerance (Stephanie, p.3). The food that the bloggers post on their social media, therefore becomes a part of their online identity and a guideline for the followers.

When the receivers can identify themselves with the bloggers or find the guidance through the blogger's advice and recipes, they might become regular readers due to feelings of belongingness and relatedness.



The bloggers' online forum can therefore be defined as an online community, based on the reader group's beliefs and values, which are defined by the food that is blogged about.

People who do not share the same set of values will therefore automatically exclude themselves from communities that they cannot identify with (Fischler, 1988).

However, since the bloggers' use their blogs as business tools, it is in the individual blogger's interest to appeal to as many people as possible, and thereby avoid exclusion.

The bloggers therefore keep their personal opinions limited, and mostly base their content on recipes, with a limitation of political topics, as discussed in the section above.

However, some of the readers seem to be aware of some of the bloggers' 'hidden' values that are not openly discussed, such as the bloggers' organic food consumption:

Jane, (p. 22): *"But...still I think that many of them know it. Because I can bring a recipe and then I get a question that sounds like: where do you find organic Halloumi cheese? So they anticipate that it is organic, even though I haven't written anything about it"*.

The fact that some readers automatically assume that the bloggers eat organic food clashes with the point that the bloggers' not wanting to write openly about the topic, and indicates that the organic values might be perceived as implicit parts of the bloggers' values, by some readers.

#### **6.8.2.2. Cooperation criteria in relation to blog identity**

One way that aspects of food production and farming are incorporated into the blogs and are made visible and mediated through the food bloggers, is through the bloggers' cooperations, e.g. with Urtekram.

The corporations, might in some cases however question the authenticity and credibility of the readers' perceptions of the bloggers' identity, if the blogger for instance promote a product against her values (Kotler, 1988).

As a way to avoid this mistrust, all the bloggers express that they have strict cooperation criteria to their blog corporations:

Stephanie, (p. 7): *"It definitely has to be something I can vouch for. I have been contacted by different brands who wanted something...and even though much of it sounds appealing, I don't say yes if it is not organic. I have almost given more rejections than I have said yes."*

Maria (p. 4): *"... it is something I do because I like the brand (Urtekram) and can vouch for it. It is just like a natural extension of the blog, and because I want to be connected to them"*.

Jane, (p. 7): *“but I also solve individual tasks for some people, through payment, they buy some advertising space on my blog through banner ads, and by buying sponsored posts, among others”.*

*“I would assume that I say no to 95% of the offers I get. Because there I have my credibility integrated, way more than in the banner ads...”* (p.9).

Kristen (p. 7): *“...I am not interested in having any advertisement and things like that on my blog. Because I want to be completely independent”.*

From the quotes, it appears that the bloggers each have different reasons and intentions with the corporations and sponsorships. Whereas in particular Jane uses them as a part of her blog business, Kirsten doesn't want to have anything to do with ads, which also stresses that her cooperation with Urtekram is based on a genuine passion for their brand and products.

A common factor for all of them, is nevertheless that the cooperation has to match their blog values, which again emphasizes the aspect of honesty and credibility.

### **6.8.2.3. The bloggers' perceptions of Urtekram**

Urtekram seem to fulfill all the bloggers' criteria both in a blog perspective in terms of corporate blogging criteria, and in a privat regi where all four bloggers consume Urtekram's products.

The bloggers' perceptions of Urtekram are therefore primarily positive:

Jane (p. 7): *“Well, of course I perceive them as standing for ‘organic’, and then I also perceive them as standing for something convenient and everyday like”, “I perceive them as a company with...with a very solid and and very sound solid core values. So I perceive them as a very positive company”.*

Kirsten (p. 6): *“I think they are incredible good and the fact that all of it is organic, is fantastic”, “I almost don't use anything else than their products. I have a lot of respect for them”.*

Maria (p. 3): *“I really like Urtekram's products”, “...I used it a lot already before working with them, so I thought it was very natural”.*

Stephanie, (p. 8): *“It really is a product I have a lot of at home myself, because it is so...what do you call it...convenient. I mean it is just so easy and accessible...”*,

*“My acquaintance of them is very good, in particularly since I use the products myself and know them. And almost can't live without them”* (p.7).

The bloggers' positive image of Urtekram should of course be seen in the light of their' cooperative status or relation to Urtekram, however as mentioned previously, the bloggers only cooperate with few critically selected companies, and only with those whose products are in line with their own values. Moreover, Urtekram is the only company that both Kirsten and Maria cooperate with and they don't receive any payment for it:

Maria, (p. 4): *"It is not something I earn anything from, so I only do it because I like the brand and can vouch for it"*.

The value that all the bloggers associate the most to Urtekram is '*organic*', but factors such as *sustainability, quality, innovation* and *convenience* are mentioned as well.

Moreover, Urtekram is perceived to have a huge influence on the organic food market in Denmark, and as company with a solid history: Stephanie, (p. 9): *"I think that they have a great influence on how the organic system is spread out, at least in people's mindsets"*.

These values correlate well with Urtekram's own brand perception and intentions, described by Lene and Maja previously.

In the literature however, Urtekram was not mentioned as a contributing promoting actor of organic food, even though they have worked as one of the largest providers of organic food products to the supermarkets.

To sum up, the bloggers share many of Urtekram's brand values, however, this seems to be in a divided way, as they share Urtekram's trend-based food concepts both in their online universe and offline universe, however they only apply Urtekram's organic value in their private offline life.

#### **6.8.2.4. The bloggers' status as food mediators**

As a summation of the previous sections, this section will discuss the mediator role of food bloggers, in terms of their status as opinion leaders and influencers within a food perspective .

An important fact common for all four bloggers as well as for many food bloggers in general (Kaplan and Haenlein, 2010), is their status as laypersons who don't have any health or food related background. Still, the bloggers are followed by many people, which their reader numbers reflect, which also indicate that their intentions of sharing their passion with many people seem to work, in particular for those with the largest reader numbers such as Jane and Maria:

Jane, (p. 19): *"I'm am very aware that I have a huge responsibility", I know that many people perceive my blog as a credible source. So I cherish that a lot. And of course I want to use that influence, e.g. to make people eat less sugar or better food..."*

Maria, (p. 3): *"You are asked about your diet right, and in particularly if you don't eat gluten or meat, and then people get an opinion about one's diet". (P.15): "...because you indeed have an influence"*.

Stephanie, (p.18): *"...somewhere, I hope that it has an influence. Probably not as much as I could hope for, but it must start some thoughts, this thing about green food"*.

The fact that three out of the four bloggers, alongside with many other bloggers, can make a living from food blogging, stresses the contemporary consumers' increased consciousness about own food choices and health, which results in an increased information seeking where bloggers have become health informants who people rather seek advice from and can identify with compared with the authorities (Lynch, 2010).

Again though, the bloggers will rather influence people with their own diet guidelines in form of less meat, sugar, gluten etc, than with the organic aspect.

The bloggers both seem aware of their influence within the social media world, but also of the increased mistrust to the authorities:

Jane, (p. 18): *"it was around 40% who perceive bloggers and health promoters on the internet as credible sources for health information, whereas it was down at 19 or 20% who assumed The Ministry of Food and Environment or the authorities as a credible source"*.

Jane's statement about information sources opens the debate about the bloggers' influence and credibility versus the authorities', which was not discussed in the literature, and therefore seems to be an area for further exploration, in particularly from the state's side.

An explanation for the huge use of social media as an information source though, seems to be due to the high convenience of social media, as well as the autonomy people have, in terms of opportunities of *choosing* who you want to follow and trust.

Maria, (p. 10): *"...You choose for yourself who you want to follow, so if you choose a specific person, it is because you want to be inspired within this specific area. It is obvious that you want to be influenced in a certain direction"*.

Again, this can be linked to Kotler's discussion of identification and likeability as prerequisites for the bloggers's influence on the reader (Kotler, 1988). The more the bloggers' have of those factors, the more the readers trust them.

In particular the bloggers' 'digital friend', promotes the trustworthiness among the readers in the social media community, which also explains why many companies work with corporate blogging (Kondratyeva and Zavyalova, 2015).

This means that the bloggers, theoretically, seem as obvious and appropriate opinion leaders and promoters.

However, their blog values have to correlate with the senders' values in order to create the most efficient communication and trustworthiness among the readers (Kotler, 1988).

Another explanation for the bloggers' status as role models and appropriate facilitators of e.g. food and health, can be explained by the personal factor and the transparency in their communication, which as discussed previously, provides a greater reader identification.

In contrast, the communicator behind institutional or organizational communication is hidden, and the content is mostly factual and not as personal.

In terms of the bloggers' communicative role in the modern food system perspective, their role is to function both as mediators and opinion leaders across the different systems, in particular communicating aspects from the biological (ethics, nutrition, environment) and the economic, (food products, wholesalers) to the social system (population; consumers and readers). However, the mediation goes both ways, since actors in the economic system, such as wholesalers also might use the bloggers to reflect contemporary food trends and tendencies in the social system, which is further used in their product development, and to meet consumer demands.

As discussed previously, these four particular bloggers who belong under the category of 'lifestyle' bloggers do not have an interest in being mediators of the political system, in particular not when it is related to institutional aspects.

However, through their cultivation of a specific food trend, the bloggers are contributing to spread that trend as opinion leaders, which the two-step flow model is an example of.

In relation to Urtekram's use of the bloggers as opinion leaders and mediators of their organic food products, the use of food bloggers is relevant and obvious, however, as mentioned in section 6.5.5.3., the channels that Urtekram's messages are distributed through, should be reconsidered, following the two-step flow model, in order to reach a broader audience, and generate more consumer traffic to Urtekram's platforms.

Finally, an additional idea for Urtekram could also be to include more political bloggers (Sørensen, 2011) as mediators who would be more open towards communicating directly about organic food.

## 7. Conclusion

The aim of this study was to explore how food bloggers can be used to mediate organic food on social media, seen from the perspective of the Danish organic wholesaler, Urtekram.

The study was analyzed from a social constructionist perspective, drawing on qualitative research, inspired by ethnography and postmodern Grounded Theory.

The methods included interviews, internal company documents, and an online ethnography. The research in particular, provided insights into how the structural work behind Urtekram's product communication functions, and how social media and food bloggers are used to promote messages of organic food.

Even though this study was not about confirming a given hypothesis, the data findings elaborated the found literature, showing that both social media, food blogging and organic food are growing phenomena in our contemporary society.

It was found that Urtekram use social media for more than just communication, but also as a tool to spot new food trends, which generates the basis for their product development.

In particular, trends related to specific diets and lifestyles based on either health, environmental or ethical aspects, were found to be the dominating Urtekram's product values, as well as the food bloggers' blog identities and content.

In terms of Urtekram's use of food bloggers, it was argued that their use could be improved by utilizing the full potential of social media to a greater extent.

A renewed version of the communication model, *the two-step flow model* was used to illustrate how this utilization could take place.

The model suggested that Urtekram should share more of their blog content on their social media platforms. Moreover, it would be ideal to get the attached food bloggers to share Urtekram's content on their own blogs as well, in order to reach more people and different receiver segments, and generate more traffic back to Urtekram.

One of the greatest challenges in using food bloggers as organic food promoters, was found in the bloggers' perceptions of organic food, which was related to factors of exclusivity, high status, and politics. Furthermore, the bloggers had negative experiences with the inclusion of organic food in their blog content, since it had been contributing to negative interactions and debates in their blogosphere.

This opened a discussion of identity, arguing that food bloggers can have two identities, one online, and one offline, and that they as opinion leaders can be selective in terms of what they share.

Despite organic food being an integrated part of the bloggers' offline identity, it is not a part of their online identity and blog values, which indicates that online representations don't necessarily reflect a complete reality.

The findings in this study, however argue that the use of food bloggers to promote organic food, might involve challenges that inhibit a direct promotion of organic food.

On one hand, the bloggers have a status as virtual role models who their readers can relate to and identify with, which contributes to a high credibility and likeability among the readers. On the other hand, the bloggers' blog intentions might clash with the organic food values, which might be too excluding and political for some food bloggers to express on their blog. Thus, if a direct promotion of organic food is wanted, considerations of appropriate food bloggers, such as those with more political values, should be made.

All in all, it seems relevant to use food bloggers as modern organic food promoters, in relation to the government's' 2020 organic action plan, as it proposes a cross-cutting and strategic cooperation, where all relevant food actors should contribute to promote organic food.

Thus, new influential food actors in our modern food system, such as food bloggers, need attention, and should not be neglected in this relation, since they can contribute to reach segments in the population, in particular the younger generation, who at the moment only constitute a small part of organic food consumers.

Moreover, the use of social media and food bloggers can be used to modernize the promotion of organic food to this particular generation, who constitute the biggest part of social media users, and have shown to be heavily influenced by social media and bloggers.

## 8. Further reflections

In this thesis it has been the purpose to gain an insight into how organic food is mediated by food bloggers on social media from Urtekram's perspective. By researching this area, questions have been raised along the way, which could be used to further research.

The selected theories in this study contributed to conduct a complex communicative analysis, allowing to gain extensive and detailed understandings of both Urtekram and the bloggers' values and identities, which creates the basis for their selected communication strategies.

However, aspects from *positioning theory* (Harré and Langenhove, 1999), which also follows a social constructionist approach, could have contributed to elaborate the analysis of both social media and the bloggers' status further, in particular in relation to the bloggers' own positioning and perceptions of their blog identities and their *rights* and *duties*, e.g. compared to the authorities, and hence worked as a supplement to Fischler's identity theory.

The theory could also contribute to explore how the food bloggers are affected by their readers' environment in terms of their beliefs of organic food, and how that further affects their communication behavior.

Finally, positioning theory could have been useful in the discourse analytical approach to the online ethnography, in terms of analyzing the underlying positioning structures of the bloggers' written communication.

As mentioned, this study should be seen as an introducing explorative study where the analysis findings serve as indications that should be studied and elaborated further, in order to make any generalizations.

This could be done by including multiple food bloggers, in order to gain a larger overview of Danish food bloggers' attitudes and communication of organic food.

A larger study could also be used to make a segmentation of the food bloggers, which would help companies such as Urtekram, identify what food bloggers would be the most appropriate to communicate directly about organic food, and thereby also serve as contributing organic food promoters.

Furthermore, an aspect that was left out in this study, but would be relevant to explore in another study, is the receiver perspective.



How do the *receivers*, in form of Urtekram's consumers, their social media followers, and the blog readers, interpret and perceive the mediated communication?

And what *influence* does the communication have on the receivers, in terms of their perceptions and consumption of organic food?

In other words, it could be interesting to study whether the discussed communication strategies, including the transformed version of the two-step model, would be successful in terms of fulfilling the aim of the state's *2020 action plan* of increasing public awareness and knowledge of organic food, in Denmark, and ideally, increase people's organic food consumption.

Methods that could be used to explore the consumer perspective, could within a qualitative frame consist of focus groups or interviews in order to explore how the consumers understand and perceive the communication they receive, and whether their food choices and consumption is affected by it.

In a qualitative regi, questionnaires would be relevant in order to make the results generalizable and attempt to measure an eventual promotion effect.

Additionally, an online ethnography looking at the participation and interaction taking place on the food companies and food bloggers' social media platforms, could also be relevant to explore the commensality aspect further.

As for theoretical considerations in relation to the study of consumer perspectives, various behavior theories and models could be applied, specifically those used within health promotion, in order to analyze the likelihood of an actual behavior change towards organic food consumption.

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## 9.4. Documents

- Urtekram (2016b). *Food presentation*. (Confidential)
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- Urtekram (2016e). *PR- wheel*. (Confidential)
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## 9.5. Appendix

- Appendix 1: Interview guide 1, Lene Iversen
- Appendix 2: Interview guide 2, Maja Degn Leth
- Appendix 3: Interview guide 3, food bloggers
- Appendix 4: Interview guide 4, Stephanie Bang
- Appendix 5: Transcription guide
- Appendix 6: Field notes from online ethnography
- Appendix 7: Urtekram's PR model

## 9.6. Interviews

The interviews are found on the attached USB Flash-Drives.

- Interview: Lene Iversen, 14/12-2016
- Interview: Maja Degn Leth, 14/12-2016
- Interview: Kirsten Skaarup, 10/01-2017
- Interview: Jane Faerber, 12/01-2017
- Interview: Maria Engbjerg, 25/01-2017
- Interview: Stephanie Bang, 02/02-2017

## 9.7. Illustrations and models

- Illustration 1: Urtekram's development from 1972 to 2015
  - Illustration 2: Urtekram's logo
  - Illustration 3: Timeline of Urtekram's certifications
  - Illustration 4: Urtekram gluten free maize flour
  - Illustration 5: Urtekram vegan basil pesto
  - Illustration 6: Urtekram Facebook example
  - Illustration 7: Urtekram Instagram example
  - Illustration 8: Urtekram blogpost by Maria Engbjerg
  - Illustration 9: Urtekram blogpost by Kirsten Skaarup
  - Illustration 10: Kirsten Skaarup Instagram post
  - Illustration 11: Kirsten Skaarup Facebook post
  - Illustration 12: Maria Engbjerg Instagram post
  - Illustration 13: Maria Engbjerg Facebook post
  - Illustration 14: Stephanie Bang Instagram post
  - Illustration 15: Stephanie Bang Facebook post
  - Illustration 16: Jane Faerber Instagram post
  - Illustration 17: Jane Faerber Facebook post
  - Illustration 18: Example on reader interaction on Facebook
- 
- Model 1: The Nourish Food System Map
  - Model 2: The two-step flow model
  - Model 3: Modernized version of the two-step flow model

## Appendix 1

### Interview guide 1

Interview with Lene Iversen, Urtekram.

#### Introduktion til interview spørgsmål

Først og fremmest tak fordi du vil medvirke i et interview med os. Som du allerede ved, vil vi rigtig gerne have din viden omkring Urtekrams produktudvikling, samt omkring Urtekrams forhold til økologi, og hvad økologi har betydet gennem årene for jeres udvikling. Ligeledes, kunne vi godt tænke os at komme ind på, hvordan I bruger økologien til at promovere jeres produkter og brand til jeres forbrugere.

#### Introducerende baggrundsspørgsmål

- Kan du starte med at fortælle lidt om dig selv og din rolle hos Urtekram?
- Kan du fortælle lidt om Urtekrams historie og jeres fokusområder og kerneværdier?
- Hvilke certificeringer har Urtekram i dag? Og hvornår kom de hver i sær i brug hos jer?
- I definerer jer selv som den største grossist i Skandinavien, hvordan skal det forstås? (Hvad er det i form af? )

#### Produktudvikling

- Hvilke parametre er vigtigt for jer i jeres produktudvikling?
- Hvordan har I oplevet at markedet har ændret sig de sidste ti år?
- Hvilken historie og værdi vil I gerne formidle i jeres produkter?
- Har jeres produktudvikling ændret fokus i forhold til den udvikling? Og hvordan?
- Hvem er jeres primære målgruppe og føler I at I rammer dem?
- Hvordan har Urtekrams produkt- og forbrugsudvikling overordnet udviklet sig siden I startede i 1972?

#### Økologiens betydning for promovering og produktudvikling

- Hvad er jeres forståelse af Økologi hos Urtekram?
- Hvorfor er økologi vigtigt for Urtekram?
- Er alle jeres produkter økologiske og hvordan skildrer I med det?
- Hvordan bruger I økologi i promovering af jeres produkter?
- Har I oplevet en udvikling af forbruget af økologiske produkter i de sidste ti år?

- Har I oplevet en ændring inden for økologien de sidste ti år? Og hvad tror du at dette skyldes?
- Hvad er jeres opfattelser af jeres forbrugere og deres forhold til økologi?
- Hvordan bruger I de sociale medier hos Urtekram? Hvordan ser du brugen af de sociale medier?
- Hvordan tror I at økologiens udvikling bliver i fremtiden?

#### Økologiens indflydelse

- Hvilken indflydelse mener I at økologi har på det danske fødevaremarked?
- Hvad tror I at den skyldes, blandt andet?
- Mener I at Urtekram har haft en indflydelse på udviklingen af økologi forbruget i Danmark? Og hvordan?
- Hvordan skiller Urtekram sig ud i forhold til andre økologiske fødevaregrossister?
- Tror du at folk sidestiller Urtekram med økologi?

#### Midsona

- Har opkøbet af Midsona haft en indflydelse på jeres branding? Hvordan oplever I det?
- Hvad betyder det for jer marketingsmæssigt at I er blevet opkøbt af Midsona?
- Må I stadig promovere jer som Urtekram? Skal I have tilladelse fra Midsona?
- Er I bundet af klausuler?
- Har det haft nogle begrænsninger for jer og jeres udvikling?

#### Sociale Medier

- Hvordan bruger I de sociale medier hos Urtekram? Og hvordan opfatter I brugen af de sociale medier?
- Har I nogen viden omkring brugerne af jeres sociale medier, hvem er de?
- Hvordan forstår I dem?

Interview guide for the interview with Maja Degn Leth and Steen Resen, Urtekram

#### Introduktion til interview spørgsmål

Først og fremmest tak fordi I vil medvirke til et interview med os. Som I allerede ved, vil vi rigtig gerne have noget information omkring Urtekrams brug af de sociale medier, samt



hvordan I hos Urtekram promoverer jeres produkter og brand, samt økologi spiller i forhold til jeres sociale medier?

#### Introducerende baggrundsspørgsmål

- Vil I starte med hver i sær at fortælle lidt om jer selv og jeres roller her hos Urtekram?

#### Promovering af Urtekrams produkter

- Hvordan promoverer I hos Urtekram primært jeres produkter? (hvilken form for kommunikation og kanaler)
- Hvordan har jeres promovering og branding af jeres produkter udviklet sig de sidste ti år?

#### Urtekrams brug af sociale medier

- Hvordan bruger I de sociale medier hos Urtekram? Og hvordan ser I brugen af de sociale medier?
- Hvor længe har Urtekram brugt sociale medier?
- Har jeres brug af de sociale medier ændret sig de sidste ti år? Hvordan og hvorfor tror I?
- Hvilken udvikling har I generelt oplevet inden for de sociale medier de sidste ti år?
- Hvad er intentionen bag at bruge sociale medier?
- Hvilken rolle spiller de sociale medier i forhold til jeres produktudvikling?
- Hvilken social medie platform får I mest udbytte af I forhold til promovering af jeres produkter?
- Hvilken social medie platform får I mest feedback på?
- Har I undersøgt og erfaret en sammenhæng imellem brugen af de sociale medier og øget salg?
- Hvad er fremtiden for jeres sociale medier?

#### Forbrugersegmenter på de sociale medie platforme

- Har I nogen viden omkring brugerne af jeres sociale medier, hvem er de?
- Hvordan forstår I dem?
- (bruger I nogle former for segmentering? Hvorfor, hvorfor ikke)
- På hvilken social medie platform har I flest følgere?
- Hvordan oplever I indflydelsen på Urtekrams sociale medier i mellem Urtekram og jeres følgere? Er den gensidig? Har følgerne på de sociale medier indflydelse på

nogle af de handlinger og valg I tager? Eller føler I at det er Urtekram der har indflydelse på brugerne og deres valg og forbrug? Hvordan er fordelingen?

#### Brug af bloggere

- Har I gjort brug af bloggere/kendte mennesker I jeres produktpromovering på de sociale medier?
- Hvem?
- Hvad er jeres baggrund for at have valgt lige præcis disse personer?
- Hvilke af disse personer har I haft den største succes med i forhold til positiv promovering og branding? (og hvordan tror I at det kan være?)
- Hvordan er promoveringen via bloggere i forhold til promovering via jeres egne sociale medieplatforme?
- Hvilken en af de to promoveringsformer tror I har størst indflydelse i forhold til påvirkning af forbrugerne?

#### Økologiens betydning på de sociale medier

- Hvilken rolle spiller økologi på Urtekrams sociale medier?
- Har I gjort noget/gør I noget for at promovere økologi via de sociale medier?
- Hvilken rolle mener I at de sociale medier kommer til at spille i fremtiden i forhold til forbruget af økologiske fødevarer og Urtekrams produkter?

#### Midsona

- Har opkøbet af Midsona haft en indflydelse på jeres branding? Hvordan oplever I det?
- Hvad betyder det for jer marketingsmæssigt at I er blevet opkøbt af Midsona?
- Må I stadig promovere jer som Urtekram? Skal I have tilladelse fra Midsona?
- Er I bundet af klausuler?
- Har det haft nogle begrænsninger for jer og jeres udvikling og brug af de sociale medier? (Hvis ja, hvilke og hvordan?)

Tusind tak for jeres tid!

## Appendix 2

### Interview guide 2

#### Interview with Maja Degn Leth Urtekram

##### Introduktion til interview spørgsmål

Først og fremmest tak fordi I vil medvirke til et interview med os. Som I allerede ved, vil vi rigtig gerne have noget information omkring Urtekrams brug af de sociale medier, samt hvordan I hos Urtekram promoverer jeres produkter og brand, samt økologi spiller i forhold til jeres sociale medier?

##### Introducerende baggrundsspørgsmål

- Vil du starte med at fortælle lidt om dig selv og din rolle her hos Urtekram?

##### Promovering af Urtekrams produkter

- Hvordan promoverer I hos Urtekram primært jeres produkter? (hvilken form for kommunikation og kanaler)
- Hvordan har jeres promovering og branding af jeres produkter udviklet sig de sidste ti år?

##### Urtekrams brug af sociale medier

- Hvordan bruger I de sociale medier hos Urtekram? Og hvordan ser I brugen af de sociale medier?
- Hvor længe har Urtekram brugt sociale medier?
- Har jeres brug af de sociale medier ændret sig de sidste ti år? Hvordan og hvorfor tror I?
- Hvilken udvikling har I generelt oplevet inden for de sociale medier de sidste ti år?
- Hvad er intentionen bag at bruge sociale medier?
- Hvilken rolle spiller de sociale medier i forhold til jeres produktudvikling?
- Hvilken social medie platform får I mest udbytte af I forhold til promovering af jeres produkter?
- Hvilken social medie platform får I mest feedback på?
- Har I undersøgt og erfaret en sammenhæng imellem brugen af de sociale medier og øget salg?
- Hvad er fremtiden for jeres sociale medier?

### Forbrugersegmenter på de sociale medie platforme

- Har I nogen viden omkring brugerne af jeres sociale medier, hvem er de?
- Hvordan forstår I dem?
- (bruger I nogle former for segmentering? Hvorfor, hvorfor ikke)
- På hvilken social medie platform har I flest følgere?
- Hvordan oplever I indflydelsen på Urtekrams sociale medier i mellem Urtekram og jeres følgere? Er den gensidig? Har følgerne på de sociale medier indflydelse på nogle af de handlinger og valg I tager? Eller føler I at det er Urtekram der har indflydelse på brugerne og deres valg og forbrug? Hvordan er fordelingen?

### Brug af bloggere

- Har I gjort brug af bloggere/kendte mennesker i jeres produktpromovering på de sociale medier?
- Hvem?
- Hvad er jeres baggrund for at have valgt lige præcis disse personer?
- Hvilke af disse personer har I haft den største succes med i forhold til positiv promovering og branding? (og hvordan tror I at det kan være?)
- Hvordan er promoveringen via bloggere i forhold til promovering via jeres egne sociale medieplatforme?
- Hvilken en af de to promoveringsformer tror I har størst indflydelse i forhold til påvirkning af forbrugerne?

### Økologiens betydning på de sociale medier

- Hvilken rolle spiller økologi på Urtekrams sociale medier?
- Har I gjort noget/gør I noget for at promovere økologi via de sociale medier?
- Hvilken rolle mener I at de sociale medier kommer til at spille i fremtiden i forhold til forbruget af økologiske fødevarer og Urtekrams produkter?

### Midsona

- Har opkøbet af Midsona haft en indflydelse på jeres branding? Hvordan oplever I det?
- Hvad betyder det for jer marketingsmæssigt at I er blevet opkøbt af Midsona?
- Må I stadig promovere jer som Urtekram? Skal I have tilladelse fra Midsona?
- Er I bundet af klausuler?

- Har det haft nogle begrænsninger for jer og jeres udvikling og brug af de sociale medier? (Hvis ja, hvilke og hvordan?)

Tusind tak for jeres tid!

## Appendix 3

### Interview guide 3

Interviews med Urtekrams madbloggere: Kirsten Skaarup, Jane Faerber, og Maria Engbjerg.

SM = Sociale medier

Først og fremmest tak fordi du vil medvirke i et interview med os. Som du allerede ved, vil vi rigtig gerne have din viden og holdning til de sociale medier og deres betydning i forhold til udbredelsen af fødevaretendenser. Her tænker vi især på økologiens status, og hvilken rolle den spiller på de sociale medier.

### Baggrund

- Det kan være du vil starte med at fortælle lidt om dig selv og din baggrund og din blog?
- Hvor længe har du haft din blog, og hvordan kan det være at du startede den?
- Hvad er intentionen bag din blog, og har du nogen mission med den?
- Hvor mange læsere har du månedligt?
- Hvem er dine læsere? (hvilket segment - køn, alder mm.)
- Hvilke værdier dyrker du på din blog og dine sociale medier?

### Urtekram

- Hvordan kan det være at du blev blogger for Urtekram?
- Hvad er din opfattelse af Urtekram, og hvilke værdier tænker du at Urtekram står for, som du selv dyrker på din blog og de sociale medier?
- Samarbejder du med andre fødevarevirksomheder?
- Hvordan kan det være du har sagt ja til dem, og ikke til andre?
- Er der nogle brands du aldrig ville skrive for? (hvorfor ikke)
- Hvad er dine kriterier til dem du skriver for?

### Sociale medier

- Hvad er din opfattelse af udviklingen af de sociale medier i DK?
- Og hvordan har din egen udvikling været siden du startede?
- Egne medier: hvilke sociale medier bruger du og til hvad, hvor er der størst respons, og hvor tror du folk bliver mest påvirkede?
- Hvad ser du der er af Ulemper/fordele ved de SM?

### Fødevareretendenser på de sociale medier

- Hvilke fødevarer/mad trends flourer rundt på de SM for tiden i DK?
- Hvilke af disse, tror du, er kommet for at blive? Trends/fænomener?
- Hvordan er de SM eventuelt med til at udbrede og integrere disse trends i samfundet?
- Hvilken påvirkning mener du de SM har på folk f.eks. dine følgere + har de indflydelse på deres livsstil/opfattelse af mad og sundhed? Hvordan ser du det?

### Økologi

- Hvad er dit eget forhold til økologi? Køber og bruger du økologiske fødevarer?
- Hvordan opfatter du økologi? Ser du det som en trend hvad ser du det som?
- Hvor meget kender du til økologiregler og mærker?
- Hvor har du den viden fra? / hvordan kan det være at du ikke kender så meget til det?
- Har du hørt om det ny Øko mærke - dansk økologi (øko. landsforening), og hvad tænker om du om det?
- Hvilken rolle og betydning mener du at økologi har på de sociale medier og blandt andre madbloggere?
- Har økologien en betydning på dine egne sociale medier? hvordan?
- Hvad mener du at økologien betyder for dine læsere og følgere, og hvor godt kender de til økomærker/økoregler?
- Mener du at økologi er vigtigt at fremhæve på de sociale medier?
- Hvor mener du at økologien er på vej hen i Danmark?

## Appendix 4

### Interview guide 4

#### Interview med Stephanie Bang: a food affair

SM = Sociale medier

Først og fremmest tak fordi du vil medvirke i et interview med os. Som du allerede ved, vil vi rigtig gerne have din viden og holdning til de sociale medier og deres betydning i forhold til udbredelsen af fødevaretrendenser. Her tænker vi især på økologiens status, og hvilken rolle den spiller på de sociale medier.

#### Baggrund

- Det kan være du vil starte med at fortælle lidt om dig selv og din baggrund og din blog?
- Hvor længe har du haft din blog, og hvordan kan det være at du startede den?
- Hvad er intentionen bag din blog, og har du nogen mission med den?
- Hvor mange læsere har du månedligt?
- Hvem er dine læsere? (hvilket segment - køn, alder mm.)
- Hvilke værdier dyrker du på din blog og dine sociale medier?

#### Urtekram og samarbejde med fødevarevirksomheder

- Samarbejder du med nogle fødevarevirksomheder?
- Hvad er dine kriterier til dem du skriver for?
- Er der nogle brands du aldrig ville skrive for? (hvorfor ikke)
- Hvad er dit kendskab til Urtekram og hvilke værdier tænker du at de står for?
- Hvad er din opfattelse af Urtekram og deres produkter?
- Hvilken rolle mener du at Urtekram har/har haft i forhold til udbredelsen af økologi?

#### Sociale medier

- Hvordan ser du udviklingen og betydningen af de sociale medier i DK?
- Og hvordan har din egen udvikling af din blog og de sociale medier du bruger været siden du startede (vækst, fokus, værdier)?
- Egne medier: hvilke sociale medier bruger du og til hvad?
- Hvor mærker du, at der er størst respons fra følgere/læsere, og hvor tror du folk bliver mest påvirkede?

- Hvad ser du af ulemper/fordele ved de SM?

#### Fødevareretendenser på de sociale medier

- Hvilke fødevarer/madtrends flourer på de SM for tiden i DK?
- Hvilke af disse, tror du, er kommet for at blive? Trends/fænomener?
- Hvordan er de SM eventuelt med til at udbrede og integrere disse trends i samfundet?
- Hvilken påvirkning mener du de SM har på folk f.eks. dine følgere + har de indflydelse på deres livsstil/opfattelse af mad og sundhed? Hvordan ser du det?

#### Økologi

- Hvad er dit eget forhold til økologi? Køber og bruger du økologiske fødevarer?
- Hvordan opfatter du økologi? Ser du det som en trend, hvad ser du det som?
- Hvor meget kender du til økologiregler og mærker?
- Hvor har du den viden fra? / hvordan kan det være at du ikke kender så meget til det?
- Har du hørt om det ny Øko mærke - dansk økologi (øko. landsforening), og hvad tænker om du om det?
- Hvordan kan det være at du har valgt at fokusere på økologi på dine egne sociale medier? Hvordan?
- Hvilken rolle mener du at økologi har på de sociale medier og blandt andre madbloggere?
- Hvem ser du som de førende madbloggere/sociale medie aktører indenfor økologi i DK?
- Mener du at Økologien fylder nok på de SM? (Hvorfor/ hvorfor ikke?)
- Hvad mener du at økologien betyder for dine læsere og følgere, og hvor godt kender de til økomærker/økoregler?
- Hvor mener du at økologien er på vej hen i Danmark?
- Hvilken rolle spiller de sociale medier i denne udbredelse? (udbredelsen af økologi)

Det var det hele, tak!



## Appendix 5

### Transcription guide:

- Alle navne forkortes med forbogstav.
- Interviewer betegnes I
- Lyddord + fyldord skal ikke skrives (øh, hmm, mm)
- Følelsesudtryk medtages overordnet ikke
- Forkortelser benyttes ved ord der normalt kan forkortes (fx., mm.)
- ( ) skrives steder, hvor man ikke kan høre hvad der bliver sagt pga. støj/lav lyd/afbrydelser mm.
- ... skrives ved længere (tænke)pauser
- Ord der lægges meget tryk/vægt som har en betydning, understreges \_\_\_\_\_
- Ved perioder, hvor interviewer beskriver, hvad der sker og der bruges visuelle henvisninger/forklaringer, eller hvor der snakkes om noget der ikke har relevans for interviewet skrives dette i dobbelt parentes ((irrelevant område, videovisning mm.)).

## Appendix 6

### Field notes from the online observations: February 2017

All the bloggers blog posts from their blogs have been presented with their original titel.

The Facebook posts have been translated into English.

For the Instagram posts, only the hashtags from the posts have been noted, since the posts otherwise are identical with the ones on Facebook and the blog.

Green hashtag color means that the hashtag has been used by more than one of the actors.

### 1. Urtekram DK

General notes: using logo, product promotion, relating to everyday life, family life, trends, events/holidays as promotion & communication strategies.

#### Facebook

##### Posts:

- 24.02.17 Event (Fastelavn), children friendly, fun photo drawings, link to recipe, logo
- 21.02.17 glutenfree, health, family appeal, video of food picture: fruit, seeds, cereals

- 17.02.17 video of moving veggie-balls, vegetarian, fun question to followers
- 15.02.17 cooperation with Danish Vegetarian union, promoting meat free days, vegetarian, reflecting questions to followers
- 10.02.17 uniting vegetarian, organic and convenience
- 01.02.17 family appeal, organic connected with something positive and healthy, pictures of fruits and healthy breakfast cereals.

### **Instagram:**

Same photos as FB but not all of them are represented on Instagram.

Hashtags not present with all the posts.

Mixed Danish and English hashtags

[#nutana](#) [#urtekram](#) [#organic](#) [#vegetar](#) [#alwaysorganic](#) [#økologisk](#) [#urtekramnutana](#)  
[#morgenmad](#) [#mysli](#) [#godstart](#) [#økologi](#) [#altidøkologisk](#)  
[#taenkødfri](#) [#kødfri](#) [#vind](#) [#konkurrence](#) [#valentines](#)

## **2. Bloggers:**

### **General notes to bloggers:**

Recipes + colorful photos, food photos, food related activities, aesthetics, personal, everyday captures, healthy food focus, green, events.

Their food is the cure for negative feelings/bad health/guilt, family and children appeal (Jane, Maria).

Making statements (also political) through hashtags.

Easy and convenient, taste.

Only Urtekram, Kirsten and Stephanie use organic hashtags.

### **Kirsten Skaarup**

#### **Blog:**

Kirsten writes her blog about food and her travels around the world, which is an inspiration for many of her recipes.

She relates her blog to inspire people to eat more vegetables, as she writes about vegetarian food, and furthermore she wants to guide people with weight problems. Last but not least, animal welfare and environmental and sustainable solutions are all of priority on her blog.

Men også klima og økologi er uhyre vigtigt for mig. Det hele hænger sammen. Hvis vi spiser moder jords planter i stedet for først at sende dem gennem dyrene, er vi allerede nået langt. Og der vil i så fald være mad nok til os alle på denne lille sårbare klode. I øjeblikket sulter mere end en milliard.

Screenshot from: Om mig

Kirstens blog is not as visible as some of the other bloggers, as she demonstrates with less pictures. Her focus is more on the recipe itself and its name. An example is the picture below.

## Arkiv

### Seneste indlæg

små krydrede frikadeller bagt med kartofler og sesamsovs

asparges med ramsløg-tapenade og saltede mandler

tapenade med ramsløg

mindful mad – blomkålspuré og belugalinser

spicy peberpuré med ramsløg

gulerodsbøffer med coleslaw og sauce verte

gulerødder bagt som hasselback

tyrkisk ovnret med græskar, linser og sprøde løg (sinkonta)

Screenshot from: Arkiv



## Screenshot from: Rejser

Kirsten travels a lot, as she demonstrates on her blog. Her focus on animal welfare is represented and reflects it as a political matter she wants people to take a standpoint to.

**Posts:**

- 27.02.17: Mesterhakked pålægs postej
- 24.02.17: Bagte søde kartofler med linsefyld og bananløg
- 20.02.17: Russisk borscht – forkæl dine tarmbakterier
- 17.02.17: Høvlet blomkål med ristede valnødder og krydderurter
- 13.02.17: Rødbede/græskartærte med citron/anisglacé
- 10.02.17: Italiensk minestrone – spis suppe som hovedret
- 07.02.17: Marokkansk couscous med karamelliserede løg, kikærter og mandler

**Facebook:****Posts:**

- 22.02.17: Recipe and photo of a salat
- 18.02.17: Recipe, glutenfree beet/pumpkin pie.
- 14.02.17: Post of her new book Superfood
- 09.02.17: Ethical picture of pig, animal welfare, negative discussion about conventional farming, indirectly indicating that organic farming is better.
- 04.02.17: Photo with Master Fatman, guest speaker on radio program, meat discussion, vegetarian

**Instagram:**

More activity and pictures than on Facebook, more travel pictures. Colorful

Many hashtags.

Mixed Danish, German and English hashtags related to food:

**Hashtags:**

#Marokko #Marrakech #brød #bread #souq #naturalfood #veganfood #vegetarianfood  
 #veganfoodshare #plantbased #foodpics #foodphotography #healthy #bestofvegan  
 #powerfood #superfood #lunch #frokost #aubergine #broadbeans #riad #maroccansalad  
 #plantpowered #marokkanskbrød #kirstenskaarup #løg #onions #mandler

#almonds#couscous #moroccanfood #kikærter #garbanzobean #feedfeed #huffpostgram  
 #madtilkropogsanser #crueltyfree #healthychoices #organic #økologisk #iloveøko  
 #healthyfood #antiinflammatory #foodlover #vegetarisk #vegansk #foodstyling #foodblogger  
 #kirstenskaarup.dk #bokchoy #cabbage #mushrooms #parsnips #japanesefood  
 #orientalfood #foodphotography #svampe #kål #salad #salat #cauliflower #blomkål #råkost  
 #rawfood #healthyeating #chili #tamari #valnødder #walnuts  
 #bakingbookdetæltefrigrydebrød #nokneadbread #æltefritbrød #bagning #backen #baking  
 #brot #rentvand #www.mutterland.de #Hamburg #savethewater #water #vand  
 #futurefood#pate #walnutpate #mushroompate #svampepate #valnøddepålæg #walnuts  
 #supersoups #supper #soups #powersupper #powersoups #saxo.com #thefeedfeed  
 #huffpostgram #borscht #russianborscht #russiansoup #soup #suppe #beetrootsoup  
 #rødbedesuppe #Supper&Co #beetroot #pie #tærte #thefoodlover #shallots #garlic #hvidløg  
 #sweetpotatoes #sødekartofler #lentils#linser #glutenfri #glutenfree

### Jane Faerber

#### Blog:

Majority of posts are recipes.

Glutenfree, low carb, LCHF, colorful food photos, invites to a dialog through direct questions to the readers, everyday low key tone and language, appeal to everyone, personal, don't want to appear fanatic but is still "preaching" about real food. Guilt issues, sugar connected to guilt, fat connected to health.

Three major values: 1) health- related to LCHF, sugarfree, glutenfree, plantbased, fresh.

2) convenience: easy and quick to make, appealing to busy people and families with children.

3) Tasty: appealing a lot to good taste, not compromising health with taste



#### Hvem skriver?

Jeg hedder Jane, og jeg er 39 år. Jeg er uddannet cand. mag. i fransk og retorik fra Københavns Universitet og kostrådgiver med speciale i LCHF og PALEO.

Tidligere har jeg arbejdet mange år i mediebranchen. I sommeren 2012 sagde jeg mit job op og jeg har siden udgivet fire bøger om LCHF, nemlig LCHF – SPIS DIG MÆT OG GLAD, MÆT & SLANK med LCHF, g LCHF – Brød & Kager og LCHF året rundt.

I april 2016 udkom min femte bog: MADGLADE BØRN.

Jeg bor i Valby sammen med min mand, som jeg har kendt i en menneskealder, og vores tvillinger på 11 år.

Her på Madbanditten blogger jeg om den mad, jeg spiser. Min mad er inspireret af de svenske principper for LCHF – *Low Carb High Fat*, som er en kosttendens, hvor man spiser få kulhydrater og meget fedt. Du kan læse mere om LCHF [her](#). Da jeg ikke er eller har været overvægtig, er der dog stadig plads til en del kulhydrater i min kost. Så længe jeg spiser dem med godt med fedt! Læs mere her: [Forskellige typer LCHF til forskellige mennesker](#)

Screenshot from the blog, “about Jane”.

#### Posts:

26.02.17: Blomkålssuppe med hvidløg, ost og sprødstegt chorizo

23.02.17: Grydestegt kylling med rabarberkompot og agurkesalat

22.02.17: Baconsalt

21.02.17: Hjemmelavet grøntsagsbouillon

20.02.17: Tundeller med chilimayo

18.02.17: Smoothie Bowl med broccoli og blåbær

17.02.17: Breakfast bowl med bacon, æg og avokado

14.02.17: Blomkåls mac'n'cheese

13.02.17: Blomkålsmosvafler med ost og bacon

12.02.17: Gulerodskagekugler

11.02.17: Chokoladeskaller med chokolademousse og hindbær

10.02.17: Bærmousse

08.02.17: Chicken Korma med blomkålsris og raita-dressing

07.02.17: Chiaknækbrød med oregano og peber



06.02.17: Hjemmelavet Garam Masala krydderi

05.02.17: Quiche Lorraine – fransk tærte med bacon og ost

04.02.17: Banancookies med havregryn og chokolade

02.02.17: Brændende kærlighed med blomkålsmos

01.02.17: Chili sin carne



Example of blog post (17/02/17)



Example of blog post (10/02/17)

### Facebook:

Only posts in Danish - longer and elaborated texts to photos, more personal.

2 - 3 posts a day

### Posts:

28.02.17: Homemade mayonnaise. Convenience, easy and tasty (senses, feelings)

- 28.02.17: Link to a podcast. Talk about food and sugar, and why it is difficult for many.
- 28.02.17: Make pancakes it is pancake day. Appealing to events. 10 pancake recipes without flour.
- 27.02.17: Recipes: Keto LCHF. "No one can say that LCHF food is boring anymore"
- 27.02.17: Monday thoughts about context
- 26.02.17: Cauliflower soup - winter-batteries (Energy)
- 26.02.17: Bake healthy muffins on a sunday, filling, healthy, family, kids, perfect for the lunchbox
- 24.02.17: Chocolate-Mousse: Appealing to danish family time with X-factor - Easy, make it in the afternoon.
- 24.02.17: brunch in the Weekend with friends. A collection of different ideas for brunch.
- 23.02.17: Grandma dinner - traditional food
- 22.02.17: filled mushrooms
- 22.02.17: Bacon salt - appealing to bacon lovers
- 21.02.17: Homemade vegetable bouillon - Are you suspect to what you buy, make it yourself
- 20.02.17: Easy and healthy cauliflower-rice
- 20.02.17: Ultra easy lunch - taste good, filling
- 19.02.17: Vegetables soup - empty your fridge
- 19.02.17: lose weight on LCHF
- 18.02.17: Butternut fritter- not the same as normal once but very tasty
- 18.02.17: Fastelavnsboller - Low carb
- 18.02.17: Smoothie bowl - breakfast - broccoli and blueberries
- 17.02.17: Friday cookie dough dip - fast and convenient - scared of fat, look away
- 17.02.17: breakfast bowl with bacon, egg and avocado
- 16.02.17: What's on the dinner table tonight? Fish-frikadeller with remoulade (sugarfree) It is soooo god!
- 16.02.17: Winter holiday cake. Active question. Without flour and sugar.
- 15.02.17: Cauliflower pizza
- 15.02.17: Vegetable bread for sandwiches, hotdogs, burger buns or mini-pizza. Ready from the fridge
- 14.02.17: Are you against cauliflower - try this!
- 14.02.17: Happy valentines day. Treat yourself with chocolate. 5 x delicious chocolate
- 13.02.17: We hate to waste food. Eat it next day. Sometimes I make something new out of it.
- 13.02.17: Weight gain during LCHF, not recommending using weight as an ideal.
- 12.02.17: Chocolate cracker rolls: convenient as snacks for traveling lunchboxes, glutenfree,



- 12.02.17: Carrot cake balls: tasty, easy, glutenfree and sugarfree.
- 11.02.17: Valentine's day: chocolate balls with mousse, easy to make,
- 10.02.17: Berry mousse dessert: sugar free, calorie counting, summerly
- 09.02.17: Jalapenos poppers, low carb, good taste, warming
- 08.02.17: Chicken Korma recipe - family and children friendly- including own children as examples.
- 08.02.17: 6 ideas for including more vegetables into your food - vegetables related to health
- 07.02.17: Chia crackers (superfood), LCHF promotion, glutenfree, vegan, hypo allergenic
- 06.02.17: Spinach with cheese and chicken - convenient and fast for everyday cooking, healthy and tasty.
- 06.02.17: Graham Masala spice: quality and ingredients in spices - avoid sugar, preservatives and salt.
- 05.02.17: Quiche Lorraine- not gluten or sugar - healthy
- 04.02.17: Banana cookies with oatmeal - not LCHF
- 04.02.17: French toast with vanilla - "spoiling" oneself without feeling guilty, no sugar, asking about people's breakfast habits,
- 02..02.17: Debating about balanced food - meatfree vs meat, "good" quality bacon, promoting fat
- 01.02.17: Chili Sin Carne - promoting vegetarian food, asking people for vegetarian recipe suggestions
- 01.02.17: Spirulina Smoothie bowl - compromises with taste and health discussion- trying to unite them.

### **Instagram:**

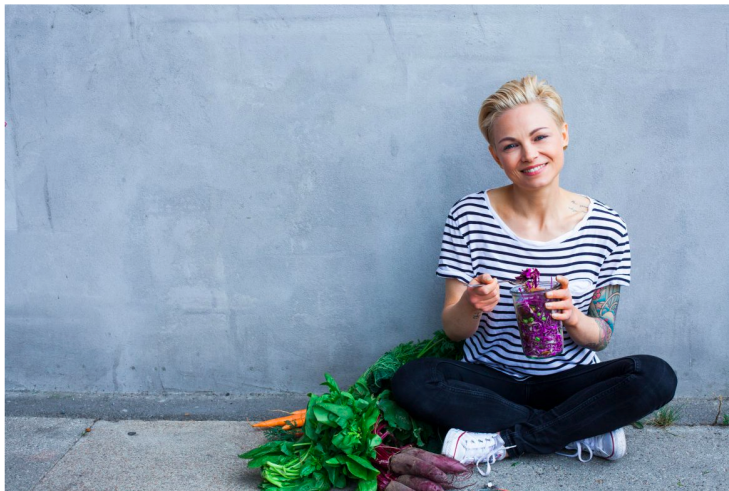
Used less than FB. Less text.

Many hashtags. Mixed Danish with English. Attaching life quality and happiness to the posted food. Promoting LCHF and its relations such as paleo, sugarfree etc., the only actor focusing on meat, but also focusing on vegetables, attaching "real" food to the posted content. Appealing to everyday life and family, attaching personal stories to the pictures, e.g. with daughter. Referring a lot to senses, in particular taste. Attaching feelings of wellbeing and happiness to the specific food. Foodwaste.

The ideal is LCHF, which is regarded as "real" and "good" food: promoting low sugar and high fat intake. Different dishes to different times. Alternative food and ingredients. Event based: Fastelavn. Idealistic.

**Hashtags:**

[#lchf](#) [#dinner](#) [#svineskank](#) [#schweinhaxe](#) [#lowcarbfood](#) [#lchfdanmark](#) [#keto](#) [#ketoliving](#)  
[#ketolicious](#) [#aftensmad](#) [#paleo](#) [#paleofood](#) [#chocolatecake](#) [#grainfree](#) [#glutenfree](#)  
[#lowsugar](#) [#chocolate](#) [#chokoladekage](#) [#happylife](#) [#madbanditten](#) [#lchfvegetar](#) [#lchfdanmark](#)  
[#eatyourveggies](#) [#nomea#ketosis](#) [#chilisincarne](#) [#eatrealfood](#) [#realfood](#) [#slowcarb](#) [#caulirice](#)  
[#chili](#) [#eatgoodfeelgood](#) [#burgernight](#) [#veganburger](#) [#42raw](#) [#42rawcopenhagen](#)  
[#42rawfrederiksberg](#) [#vegan](#) [#familytime](#) [#refinedsugarfree](#) [#quichelorraine](#) [#eggfree](#) [#chia](#)  
[#happylife](#) [#dairyfree](#) [#dessert](#) [#lowcarb](#) [#healthydessert](#) [#sukrin](#) [#highfat](#) [#healthgain](#)  
[#lowcarbeating](#) [#sugarfree](#) [#ketofood](#) [#mexibow](#) [#eatyourleftovers](#) [#stopspildafmad](#)  
[#ketogenic](#) [#highfatheaven](#) [#cauliflower](#) [#smoothieowl](#) [#breakfastbowl](#) [#paleoliving](#)  
[#paleofood](#) [#fastelavnsboller](#) [#glutenfrit](#) [#soup](#) [#garlicsoup](#) [#cauliflowersoup](#)

**Maria Engbjerg****Blog****OM MIG**

Hej og velkommen her på Vanløse Blues – et mad univers af grøntsagslækkerier fra mit hverdagskøkken.

Jeg hedder Maria, jeg er 35 år. Jeg bor i en lille lejlighed i Vanløse sammen med min datter Alma på 9 år. Jeg er lidt af en grøntsagspassionist og jeg elsker at være kreativ i et køkken.

Mad skal være lækker, sund, velsmagende og smuk, men det må ikke blive for kompliceret med alt for mange ingredienser. Jeg tror på, at det er enkelheden der virker.

Den største barriere vi møder i forbindelse med indkøb og madlavning er tid!

Vi har alle så travlt i vores hverdag, at vi ofte går på kompromis med indkøb og tilberedning af mad. Vi er derfor tilbøjelige til at gribe ud efter fastfood, når vi tænker på hurtig mad og grøntsagerne har ofte også en meget lille plads på tallerkenen med den løsning. men jeg vil vove den påstand, at mine retter også repræsenterer sund mad, der er hurtigt at lave, og som ikke kræver mange og komplicerede ingredienser.

Derudover har jeg struktureret min blog, så den for dig kan fungere som opslagsværk, således at du kan klikke ind på en enkelt ingrediens. Det kan være, at du står og kigger i dit køleskab og tænker: "Jeg har et rødkål – hvad kan jeg lave med det". Her er det min tanke, at du klikker ind på Vanløse Blues og får en idé til en salat med rødkål.

Jeg udvikler selv mine retter, tager selv mine fotos og laver selv madstylingen. Jeg tilbyder derfor min assistance med opskriftudvikling og madstyling.

Screenshot from the blog - "about Maria".

**Posts:**

28.02.17: GLUTENFRIE SPINATPANDEKAGER MED VEGANSK PIKANT OST OG STEGTE GRØNTSAGER

27.02.17: VEGANSKE BLACKBEAN BØFFER MED RØDBEDESALAT OG MANDEL-APPELSIN DRESSING

26.02.17: OKONOMIYAKI OG RØD RISSALAT MED SPIDSKÅL OG WAKAME TANG

25.02.17: VEGANSKE & GLUTENFRIE FASTELAVNSBOLLE VAFLE MED KARMEL OG HINDBÆRSKUM

24.02.17: 3 X SUNDE POMFRITTER

23.02.17: MATCHA SMOOTHIEBOWL

22.02.17: ONE POT RIS MED GRØNKÅL, KIKÆRTER OG SØDE KARTOFLE

21.02.17: BLOMKÅLS HOT WINGS MED KOKOS OG KARRY OG MANGO-CHILI DIP

20.02.17: GURKEMEJE HIRSE MED KOKOS KÅL

19.02.17: VEGANSK BUTTER CHICKEN MED HJEMMELAVET NAANBRØD

18.02.17: VEGANSK OG GLUTENFRI BANANKAGE MED PEANUTBUTTER OG CHOKOLADE

17.02.17: 3 X HJEMMELAVET NØDDESMØR

16.02.17: BUDDHA BOWL MED MANGO, SORTEBØNNER OG GUACAMOLE

15.02.17: HJEMMELAVET GUACAMOLE – DEN BEDSTE!

14.02.17: MORGENMADS BANANASPLIT VAFFEL

13.02.17: PASTINAKSUPPE MED KOKOS OG INGEFÆR

12.02.17: BUTTERNUTSQUASH TACO MED REFRIED BLACK BEANS

11.02.17: VALENTINS DESSERT – VEGANSK & GLUTENFRI BROWNIE MED KARMEL OG HINDBÆR

10.02.17: 3 X BAGTE OG FYLDTE SØDE KARTOFLE

09.02.17: BLOMKÅLSSALAT MED ÆBLE OG KARSE

08.02.17: BROCCOLISALAT MED GURKEMEJE-APPELSIN DRESSING OG DUKKAH

07.02.17: BUDDHA BOWL MED JORDSKOKKER, ÆRTECREME OG KIKÆRTER

06.02.17: BLOMKÅLSSUPPE MED KARRY OG PEANUTS

05.02.17: SØDE KARTOFLE I KOKOS-KARRYSAUCE OG FRISK MANGOSALAT

04.02.17: ÆBLEKAGE KUGLER – SUNDE SMÅ SNACKKUGLER

03.02.17: 3 X CHOKOLADE PÅ DEN SUNDE MÅDE TIL DINE WEEKEND FRISTELSER

02.02.17: LINSEPASTA I CREMET KOKOS-TOMATSAUCE

01.02.17: VEGANSK HOT WING SANDWICH



Example of blog post photo (05/02/17)

Example on blog post (25/02/17)

**Facebook**

Posting once-twice a day. Colorful pictures with recipe titles centered on each photo.

More text than on IG. Use of appealing and positive adjectives related to health, wellbeing, feelings, convenience as well as negative adjectives related to guilt and health.

Appealing to: Convenience, everyday struggles, families, taste, vegan, health, satisfaction, filling . Not interacting/inviting people to interacting through questions.

**Posts:**

- 28.02.17: Gluten-free spinach pancakes with vegan cheese and vegetables.
- 27.02.17: Black Bean patties with beetroot salad
- 26.02.17: Rice salad with kale. Filling, satisfaction. Make it in 30 minutes.
- 25.02.17: Vegan gluten free fastelavn buns waffles. Waffles instead of buns
- 24.02.17: 3 x healthy fries. Great side dish. When has fries been a bad idea?
- 23.02.17: Matcha smoothie bowl kickstarter. Start your day in a healthy way.
- 22.02.17: A pot full of rice, green kale, chickpeas and sweet potatoes. You save the dishwashing and you have time to do other things.
- 21.02.17: Cauliflower hot wings with kokos and curry and mango-chili dip. Healthy snack.
- 20.02.17: Turmeric millet with vegetables. Quick and easy. Full of vitamins and anti-inflammatory.
- 19.02.17: Vegan butter chicken. Fulfilling and delicious
- 18.02.17: Banana cake, vegan and glutenfree, easy, guilt free, healthy alternative.
- 17.02.17: 3x nut butter, homemade, delicious, cheaper than buying it prepared, quick.
- 16.02.17: Buddha bowl with mango and guacamole, rainbow colors, delicious vegetables, green, healthy, filling, quick
- 15.02.17: Homemade guacamole, the best, creamy, fresh, quick and easy.
- 14.02.17: Breakfast banana split, luxury, easy and healthy
- 13.02.17: Creamy parsnips soup, delicious, easy, few ingredients, filling,
- 12.02.17: Butternut squash taco, comfort and health, green, delicious
- 11.02.17: Valentine's dessert, vegan and gluten free brownie, convenient and quick, irresistible, pampering
- 10.02.17: stuffed sweet potatoes, delicious, appealing to different situations, everyday and formal dinners.
- 09.02.17: Cauliflower salad, fresh, delicious, convenient, few ingredients, healthy,
- 08.02.17: Broccoli salad, green, few ingredients,
- 07.02.17: Buddha salad bowl.
- 06.02.17: Creamy cauliflower soup, vegan and glutenfree, appealing to families and children
- 06.02.17: Detox smoothie, start the week with a detox, health, green, delicious
- 05.02.17: Sweet potatoes in coconut-curry sauce, summer-appeals
- 04.02.17: Healthy snack, apple cake, vegan and glutenfree, good on the run, in the lunch box etc., easy to make
- 03.02.17: 3 x chocolate in a healthy way, weekend pampering, deliciousness, chocolate related to guilt and pleasure.



03.02.17: Book promotion of new book: *Tasty vegan and vegetarian*,

02.02.17: Lentil pasta: tasty, delicious, convenient, everyday food, appealing to children

01.02.17: Vegan hot wing sandwich, glutenfree, appealing to taste.

### Instagram:

Colorful and more photos. Only Danish photo texts, many hashtags, mixed English and Danish.

A lot of fruit and vegetables.

### Hashtags:

[#sundeskåle](#) [#fuldafhemmeligheder](#) [#breakfast](#) [#morgenmad](#) [#buddhabowl](#) [#vegan](#)  
[#veganfood](#) [#veganfoodshare](#) [#vegansofig](#) [#plantbased](#) [#wholefoods](#) [#whatveganseat](#)  
[#letscookvegan](#) [#vanløseblues](#) [#glutenfree](#) [#vegansofig](#) [#healthyfoodsnack](#) [#healthyfood](#)  
[#pancakesfordinner](#) [#veganbrunch](#) [#brunch](#) [#chocolate](#) [#healthy](#) [#smoothie](#) [#killyourcravings](#)  
[#letscookvegan](#) [#weekend](#) [#hygge](#) [#vafler](#) [#waffles](#) [#sweetpotato](#) [#letscookvegan](#) [#salad](#)  
[#eatyourgreens](#) [#fastelavnsboller](#) [#brownie](#) [#cookiedough](#) [#smoothie](#) [#greensmoothie](#)  
[#greenie](#) [#whatveganseat](#) [#fries](#) [#migogminmad](#) [#sponsoreret](#) [#grød](#) [#porridge](#) [#soup](#) [#tgif](#)  
[#recapofthefmonth](#) [#bestofjanuary2017](#) [#hotwings](#) [#sandwich](#) [#pasta](#) [#lentilpasta](#) [#nicecream](#)  
[#snack](#) [#sweetpotato](#) [#onepot](#) [#greenie](#) [#detox](#) [#spisfleregrøntsager](#) [#buddhabowl](#) [#broccoli](#)  
[#valentines](#) [#bananabread](#) [#veganbaking](#) [#glutenfreebaking](#) [#sunday](#) [#tacos](#)  
[#butternutsquash](#) [#nutbutter](#) [#nøddesmør](#) [#mexican](#) [#mexibowl](#) [#guacamole](#)

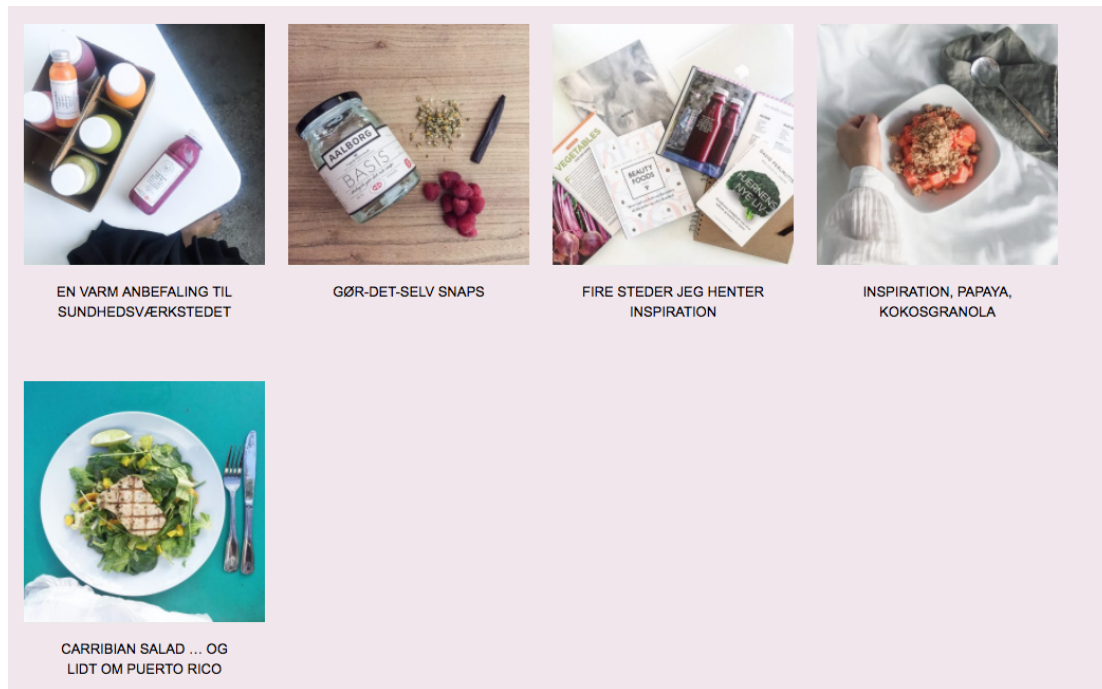
## Stephanie Bang

### Blog

Økologi og sundhed er de to vigtigste ingredienser i *a food affair*. Jeg dyrker det, som jeg kalder for 'den ærlige mad', da jeg tror, vi bliver hvad vi spiser og et rent indre er opskriften til et rent ydre. For mig er sund madlavning en leg. En leg alle er inviteret til at deltage i.

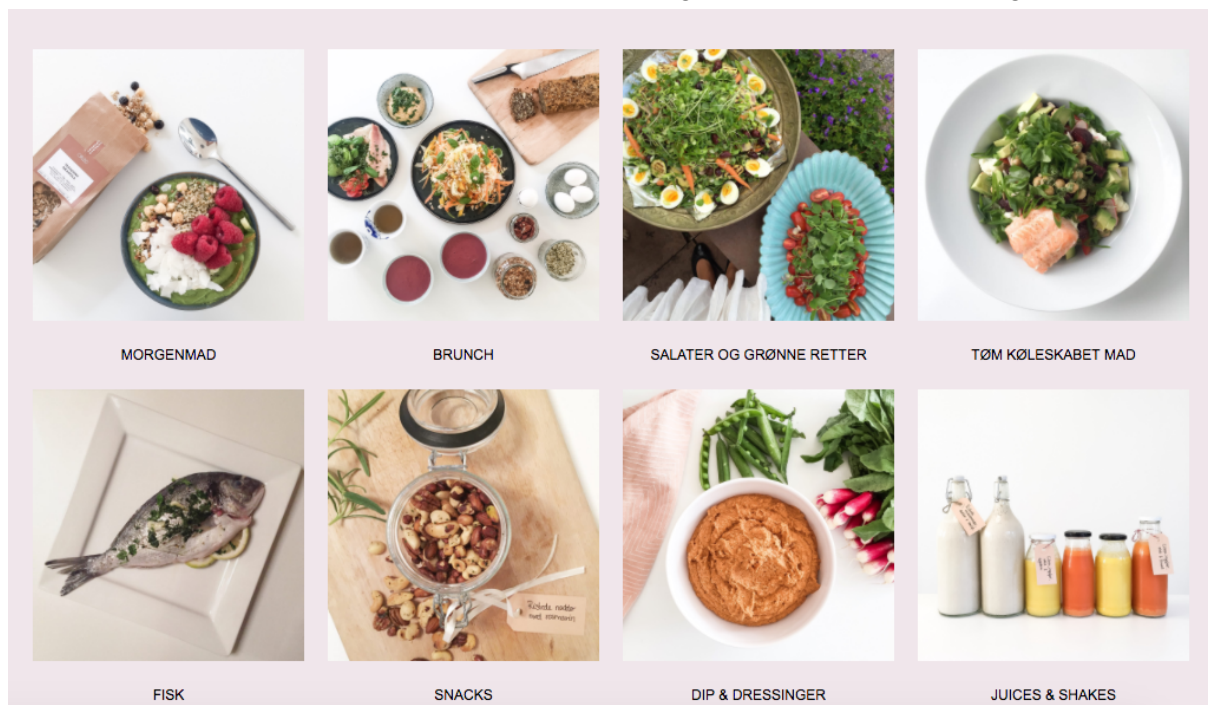
Velkommen til min køkkenfest, Stephanie.

Screenshot from: Om A Food Affair - about the blog



Screenshot from the blog category Inspiration

The screenshot below demonstrates the recipe categories she has on her blog.



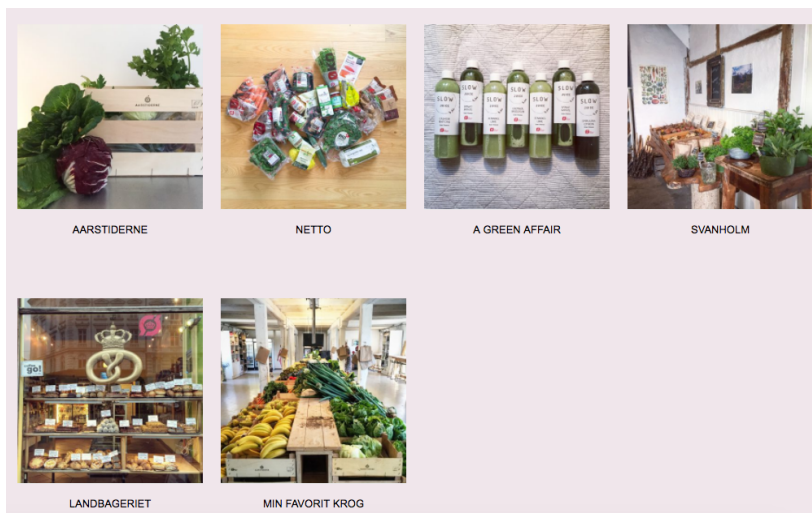
Screenshot from: Opskrifter

An example from her blogpost that has also been posted on her instagram



Blog post from: Morgenmad Feb. 20th, 2017

The next screenshot from her blog demonstrates that Stephanie also shows people where she does her grocery shopping. Again to guide people and show them where she gets her ingredients for her recipes.



Screenshot from: Her Handler Jeg

Next category she describes why Organic food is important to her.



Økologi er et individuelt valg, og jeg vil ikke gøre mig til dommer, men blot oplyse om fordelene ved at indføre mest muligt økologi i sin hverdag samt være ærlig omkring hvorfor det har stor betydning for mig. Jeg tror på, det er det sundeste valg for min krop, mit helbred og den verden vi lever i. Ville derfor ønske jeg kunne fortælle, at jeg levede en 100% økologisk hverdag, men det kan jeg ikke, for jeg er som alle andre også påvirket af miljøet omkring mig. Jeg spiser også på restauranter, køber take away, benytter frokostordning på mit arbejde og kan være nødsaget til at købe en ikke økologisk vare, hvis andet ikke er muligt, når jeg er ude at handle. Jeg spiser især en masse fisk, hvilket kan være svært at købe økologisk. Der er dog visse steder, hvor jeg ikke går på kompromis, særligt på frugt og grønt, hvor jeg jo tit spiser skrællen. Det er nemlig oftest her vitaminer, mineraler og smag holder til, men så er økologi en nødvendig.



Screenshot from: Økologi Fordi

### Posts:

26.02.17: FROKOST I EN FART  
 20.02.17: POST BOXING PROTEINSHAKE  
 17.02.17: SALAT MED BØNNER, KERNER & SENNEPSDRESSING  
 16.02.17: SPRØD AVOKADOMAD  
 04.02.17: OMELET MED GNAVEGRØN

### Facebook

Less active than Instagram.

### Posts:

20.02.17: Post boxing proteinshake. Challenge.  
 19.02.17: Weekend in Ystad. Sundaybrunch  
 17.02.17: Friday avocado and poached egg

## Instagram

English and Danish texts and hashtags. Not as colorful photos as other bloggers. More selfies and non-food pictures than the other bloggers as well.

### Hashtags:

[#afoodaffairbysteph](#) [#buddhabowl](#) [#vegan](#) [#plantbased](#) [#eatwell](#) [#champagnebrunch](#)  
[#OscarNight](#) [#Sundaymood](#) [#ELLExKurhotelSkodsborg](#) [#TheGoodLifeChallenge](#)  
[#afoodaffairbysteph](#) [#PurePharma](#) [#fastfood](#) [#probiotics](#) [#chocolatelover](#) [#afternoonssnack](#)  
[#rawbar](#) [#afoodaffairbysteph](#) [#apple](#) [#smoothie](#) [#juice](#) [#drinkclean](#) [#breakfast](#) [#Saturday](#)  
[#newissue](#) [#gobuyit](#) [#juiceprep](#) [#fruit](#) [#organic](#) [#details](#) [#TGIF](#) [#dinner](#) [#wine](#) [#weekendmood](#)  
[#watermelon](#) [#beans](#) [#protein](#) [#saladbowl](#) [#drink](#) [#nalalicecream](#) [#bowlfood](#) [#salmon](#)  
[#greenie](#) [#smoothiebowl](#) [#postworkout](#) [#mornings](#) [#stayingin](#) [#dreaming](#) [#juicecleanse](#)  
[#organic](#)  
[#morningsituation](#) [#brekkie](#) [#magazine](#) [#veganfoodspot](#) [#grønt](#) [#morgenmad](#) [#mondaymood](#)  
[#plants](#) [#postworkout](#) [#proteinshake](#) [#blueberry](#) [#broccoli](#) [#antioxidants](#) [#yoghurtbowl](#)  
[#getaway](#)  
[#Sweden](#) [#Ystad](#) [#stephxmie](#) [#yoghurtbowl](#) [#shot](#) [#antioxidants](#) [#green](#) [#energy](#)  
[#PurePharma](#) [#supplements](#) [#greens](#) [#omega3](#) [#avocadotoast](#) [#newplaceintown](#) [#cake](#)  
[#weekendgetaway](#) [#champagnebrunch](#) [#brunch](#) [#birthday](#) [#vitamins](#) [#bestintown](#)  
[#EatalyCopenhagen](#) [#spaghettialpomodoro](#)

## Appendix 7

### Urtekram's PR model

