
EXPLORING THE DIMENSIONS OF CONVENIENCE FOOD

An empirical
study researching the
attitudes towards and
perceptions of
convenience food



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Abstract

The use of convenience food is increasing worldwide and has gradually been accepted as common practice within the way most people cook and eat. However, the ideal of cooking from scratch remains. This thesis sets out to grasp the attitudes towards and perceptions of convenience food among retirees and new mothers. In order to shed light on this field, present thesis seeks to comprehend how consumers' values in relation to food affect their attitudes towards and perceptions of convenience food. Further, an understanding of how a convenience food meal can be accepted as a proper meal was examined.

Simultaneously with a growing demand for convenience food solutions, the wish for authentic, sustainable and healthy food is gaining ground. Thus, a focus for this thesis is to establish whether new mothers and retirees perceive a paradox between convenience food and the three tendencies authenticity, sustainability and health or if can they be perceived as being compatible in the same product

In order to accomplish such contribution, a qualitative methodological approach was found most suitable for researching in a complex field like the one at hand. Two focus group interviews were conducted with a group of retirees and a group of new mothers, respectively. The pivot of the interviews were three case companies and a selected convenience food product from each company: a meal box from Sund Takeaway, the Kvik-KvikKasse from Aarstiderne and a frozen chilli con carne from Hanegal. To systematically uncover patterns in the empirical data, a thematic analysis was applied to analyse the data.

In the course of the research, a number of values could be identified to be important in relation to a positive perception of the convenience food products. Freshness, naturalness, transparency and health were valued highly by both groups, while organics additionally was very important to the new mothers and Danish produce was important to the retirees. Thus, this thesis establishes that the participants' values in regards to food have a great influence on their perception of the case products. Consequently, the values attached to the product have to be in accordance with one's individual values in order to be accepted as a proper meal.

Further, it was found that the more the involvement, from the informants, with the cooking process the better a meal was perceived.

Whether the retirees and new mothers perceive a paradox between convenience food and sustainability, health or authenticity depends on which values are embedded in the concepts of sustainability, health or authenticity for the companies of the convenience product and if these values were in alignment with the values the individual ascribe to these concepts.

Resume

Brugen af convenience-mad er stigende på verdensplan og er gradvist blevet accepteret som almindelig praksis inden for den måde de fleste mennesker laver mad og spiser. Dog er det stadig idealet at lave mad fra bunden. Dette speciale har til formål at forstå holdningerne og opfattelserne af convenience-mad blandt pensionister og nybagte mødre. For at belyse dette område, søger dette speciale at forstå, hvordan forbrugernes værdier i forhold til mad påvirker deres holdninger til og opfattelser af convenience-mad. Derudover har det undersøgt, hvordan et convenience-måltid kan blive accepteret som et ordentligt måltid.

Samtidigt med en stigende efterspørgsmål på convenience-madsløsninger er der også et ønske om autentisk, bæredygtig og sund mad. Således er et fokus for dette speciale at klarlægge hvorvidt nybagte mødre og pensionister opfatter et paradoks mellem convenience-mad og de tre tendenser autenticitet, bæredygtighed og sundhed eller om de kan blive opfattet som værende forenelige i et og samme produkt.

For at opnå et sådant bidrag, var en kvalitativ metode fundet mest passende til at forske i et komplekst felt som det foreliggende. To fokusgruppeinterviews var udført med henholdsvis en gruppe pensionsister og en gruppe nybagte mødre. Omdrejningspunktet for interviewsene var tre case virksomheder og et udvalgt convenience-madprodukt fra hver virksomhed: et færdigpakket måltid fra Sund Takeaway, Kvik-KvikKassen fra Aarstiderne og en frossen chili con carne fra Hanegal. For systematisk at kunne åbenbare mønstre i den empiriske data var en tematisk analyse anvendt til at analysere dataene.

I forbindelse med forskningen, kunne en række værdier identificeres til at være vigtige i forhold til en positiv opfattelse af convenience-madprodukter. Friskhed, naturlighed, gennemsigtighed og sundhed blev vurderet højt af begge grupper, mens økologi derudover var meget vigtigt for de nybagte mødre og danske råvarer var vigtig for pensionisterne. Resultatet af den empiriske undersøgelse viste, at deltagernes værdier i forhold til mad har en stor indflydelse på deres opfattelse af case-produkterne. Derfor skal værdierne knyttet til et produkt være i overensstemmelse med ens individuelle værdier for at blive accepteret som et ordentlig måltid. Endvidere viste det sig, at jo mere inddragelse fra informanterne i forbindelse med tilberedningen af maden jo bedre blev et måltid opfattet.

Hvorvidt pensionisterne og de nybagte mødre opfattede et paradoks mellem convenience-mad og bæredygtighed, sundhed og autenticitet afhænger af hvilke værdier der er indlejret i begreberne bæredygtighed, sundhed og autenticitet for virksomhederne bag convenience-madprodukterne og om disse værdier stemmer overens med de værdier den enkelte tilskriver disse begreber.

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Chapter 1

Introduction



1. Introduction

“Stirred with the secret ingredient of love” is an ideal among housewives that perhaps is compromised by the great use of convenience food nowadays. Because who is to add love to the food, if it is not cooked by loved ones? The classic, cooking housewife is not present in many homes around the modern world and, additionally, changes in underlying social structures have paved the way for a new type of consumption. Women entering the labour market, aging population, longer working hours, consumer affluence, technological innovations such as microwaves and an increased number of single households are reasons why convenience foods are increasingly wanted (Buckley et al, 2005, p. 7; Gofton & Ness, 1991, p. 26; Tudoran, 2012, p. 8), but the ideal of meals made with love persists. Because the structures of the modern society have made the housewife a rare breed, the ideal of cooking from scratch with love is acted out in an untraditional manner with the use of convenience food that can provide help in a time scarce society.

Particularly in USA and Great Britain, the use of convenience foods have become common practise (Defra, 2013; Smith et al, 2013; Buckley et al, 2005, p. 6). This pattern can be seen worldwide (Scholliers, 2015, p. 2; Tudoran, 2012, p. 8) and also in Denmark convenience foods are gaining foothold (Landbrug & Fødevarer, 2015; Lauridsen, 2016). The concept has grown to be a normality to such extent that it has become *“embedded in the way that most people cook, eat and live”* (Daniels et al, 2015, p. 206).

The number of eating out- and take away places are expanding in Denmark (Horesta, 2016) but also the Danish supermarkets have recognized the market opportunity within the area of convenience food. Coop and Dansk Supermarked, who constitute the two largest market shares in Danish retail, have both implemented initiatives to accommodate the increasing demand for quick meal solutions (Konkurrence- og Forbrugerstyrelsen, 2014; Coop, 2016; Dansk Supermarked, 2016). Through the supermarkets, convenience food products are accessible for all Danish consumers, but a wide selection of takeaway places and restaurants are still reserved for the bigger cities (Haar, 2015).

However, it has been a cause for wonder that the interest for convenience food is increasing steadily simultaneously with a great focus on food products that are authentic, sustainable and healthy. The wonder relates to a curiosity whether there is a paradox between convenience food and authenticity, sustainability and health – or if they can be successfully combined.

Authenticity is not a new matter within consumption, as it was put on the map with the emergence of a new technological world. The use of technology has caused a disconnectedness between man and nature, which has induced an urge to look back and seek the authentic (Trilling, 1972; Thompson & Coskuner-Balli, 2007, p. 293-294). With mass production being the result of the technological development, standardisation has been a natural consequence, which can be perceived as unoriginal and unauthentic (Lewis & Bridger, 2000, p. 16; Beverland, 2005, p. 1007). Furthermore, some of the modern world's changing social structures have caused time scarcity and a tendency to superficiality where to a response can be a wish for anchoring, genuineness, origin and authenticity (Lewis & Bridger, 2000, p. 16; Beverland, 2005, p. 1007). The quest for authenticity is also reflected in the consumers' demand for transparent and sincere products (Gilmore & Pine, 2007, p. 250)

Besides authenticity, health has an increasingly great importance for the choice of food among consumers (Andersen & Hjelmar, 2011, p. 79; Tudoran et al, 2012, p. 5; Landbrug & Fødevarer, 2015). The perception of health is relative and means different things to different people and do not only refer to nutritional aspects of food (Gofton & Ness, 1991, p. 20). Within recent years, health has especially been related to natural and minimally processed food without, by some consumer perceived, harmful ingredients such as lactose, GMO or sugar (Landbrug & Fødevarer, 2015; Tudoran et al, 2012, p. 6).

In addition, sustainability is a much-debated matter within politics in current times. Food is one of the main problems when it comes to environmental impact from consumption, why initiatives in these areas are in great focus (Europa-Kommissionen, 2016). Many food retailers have made initiatives towards more sustainable consumption practises and it is not a rarity that companies position themselves as being environmentally responsible (Tudoran et al, 2012, p. 15; Kloppenburg et al, 2000, p. 178). But also the consumers are being ascribed co-responsibility in order to solve societal issues, for instance in relation to the environment, through their consumption habits (Andersen & Hjelmar, 2011, p. 80).

So, a great use of convenience food coexists with a wish for authentic, healthy and sustainable consumption. But are convenience and sustainability, health and authenticity mutually exclusive – or can they be perceived as being compatible in the same product?

Abovementioned is the point of departure for present thesis and have led to the problem statement and research questions, which reads as follows:

1.1 Problem Statement

What are the attitudes towards and perceptions of convenience food among retirees and new mothers?

1.1.1 Research Questions

- Which values do a group of retirees and a group of new mothers have in relation to food and how do these values influence their perception of three selected convenience food products: A meal box from Sund Takeaway, the Kvik-KvikKasse from Aarstiderne and a frozen chilli con carne from Hanegal?
- What makes a convenience food meal accepted as a proper meal?
- Do a group of retirees and a group of new mothers perceive that there is a paradox between convenience food and the three tendencies authenticity, sustainability and health?

1.2 Structure of the Thesis

This section is dedicated to sketch the structure of the thesis and will present the six chapters. The *first* chapter actualises the themes and introduces the scope of the thesis. Furthermore, the case companies and the chosen target groups will be accounted for. The *second* chapter outlines the method and research design applied for the thesis. The *third* chapter addresses the theoretical foundation. In the *fourth* chapter the collected empirical data will be presented, analysed and discussed. The *fifth* chapter will sum up and conclude on the findings, which will lead to a presentation of further perspectives.

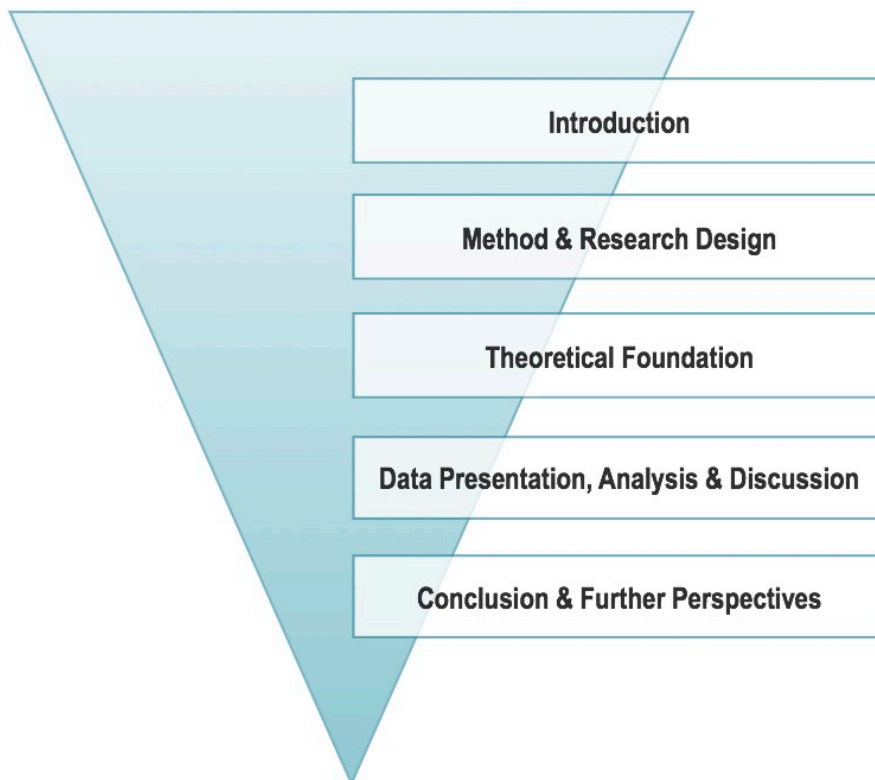


Figure 1: Structure of the Thesis

1.3 Delimitation

Present thesis does not claim to fully account for convenience food in general, as there exists a wide range of types of convenience food products (section 3.1). Furthermore, the results are limited to the three chosen brands and do therefore not give a complete picture of all products that are ready to heat (frozen), ready to heat (chilled) and ready to end-cook.

This research does not attempt to suggest concrete solutions for the potential challenges of the three case products discovered based on two focus group interviews. Thus, this thesis should not be grasped as work that seeks to improve the case companies' convenience food products but rather to understand the perceptions and underlying values, as perceived by the informants, of the products.

There are several aspects of sustainability that overall can be divided into the three succeeding categories: economic development, environmental protection and social equity (The World Commission on Environment and Development, 1987; Food and Agriculture Organization of the United Nations & SENER-GI, 2010, p. 171). In present thesis the sustainable focus solely relates to the pillar of environmental protection, thus, excluding the pillars of economic development and social equity.

1.4 Philosophy of Science

This section will account for social constructivism, which is the scientific position for this thesis. Subsequently, a brief presentation of the concepts validity and reliability will be presented.

1.4.1 Scientific Method of Social constructivism

Social constructivism has arisen as a counterpart to natural sciences and can be seen as a theoretical orientation within social sciences (Burr, 2003, p. 3). There is no fixed definition of social constructivism, but the social constructivist way of thinking refers to the fact that human knowledge is socially constructed and conditional on the social and cultural context where everything is perceived (Rasborg, 2014).

Furthermore, Burr (2003, p. 2-5) presents four acceptances that are common within the approach of social constructivism. Firstly, social constructivism challenges traditional sciences that are based on objective observations of the world. On the contrary, social constructivism rejects that one can obtain general knowledge of the world through objective observations. Thus, researchers using social constructionist approaches must retain critical of own assumptions (Burr, 2003, p. 2-3).

Secondly, from a social constructionist point of view, the way of understanding the world is related to culture and history. Hence, meanings are individual and depend on given culture and history of time. This means that knowledge rely on context and individual conceptions and therefore cannot be separated from presumptions (Burr, 2003, p. 3-4). Additionally, knowledge is constructed based on individual worldviews, which entail that there objective facts do not exist. As an epistemological consequence of generating knowledge within social sciences, this knowledge will always be bound to history and culture and is therefore not permanent features of human nature (Burr, 2003, p. 4-5).

Thirdly, knowledge is created through the social processes of interactions between people. Due to this, there is no 'one truth' as "the truth" is a product of social processes. In addition, language is a vital aspect of social constructivism as it is a way of sharing experiences and ascribes them meaning (Burr, 2003, p. 46).

Lastly, knowledge is considered something people obtain through interactions and social processes and not understood as something people have (Burr, 2003, p. 5).

Present thesis acknowledges the scientific position of social constructivism. This means that in connection with our choice of method, qualitative focus group interviews, we must accept the particular condition that takes place during the interview situation. The social constructivist approach recognises that human knowledge is socially constructed contingent on the social and cultural context in which everything is understood (Rasborg, 2014). This means that we relate to the fact that the empirical data we gather are dependent on the social surroundings under which they are obtained. The participants can be influenced by the unaccustomed interview situation. The social circumstances and structural frames that are the participants' everyday life are meaningful to their attitudes and interpretations. None the less, it is still reality to the participants and thereby possible to examine (Harste & Mortensen, 2007, p. 202). Furthermore, this means that we accept that food behaviour and acceptance of convenience food are social constructions negotiated through social processes and interactions. Also, we acknowledge that food behaviour and acceptance of convenience food are non-fixed, contextual and change over time. In addition, the participants cannot articulate an absolute truth but merely express their individual perspectives. In connection to this, we acknowledge that our knowledge is based on interpretations and not on objective, quantifiable facts. This entails that the interview guide takes point of departure from our own perceptions and theoretical framework. We therefore acknowledge that our research is constructed through a co-production between us, as researchers, and the interview participants (Burr, 2003, p. 4-5). Hereby, the knowledge gained through the focus group interviews do not represent the 'one truth' but can give a picture of a phenomenon.

1.4.2 Validity and Reliability

Generally seen the concepts of validity and reliability relate to the quality of scientific examinations and they are therefore crucial to relate to in order to ensure that the work we perform in this thesis is of proper quality.

Validity focuses on the researcher's ability to, through his methodological considerations and choices, to investigate what he actually wishes to investigate. Thus, the validity deals with the legality of the conclusions and the examination and includes generalisation of the examination aside from the context it is carried out in (Bryman, 2008, p. 32).

Reliability concerns consistency and credibility of research results and cover whether a result can be reproduced at other times by other researchers with the same outcome (Kvale & Brinkmann, 2009, p. 271). In this case transparency of the data collection is key. Otherwise, with this choice of method, it can be difficult to see through whether the interview participants have actually said what they have said (Halkier, 2008, p. 109).

The matters of validity and reliability relevant for present thesis are elaborated and discussed in section 4.6.3.

1.5 Case Descriptions

For this thesis three products have been selected as cases: A mealbox from Sund Takeaway, the Kvik-KvikKasse from Aarstiderne and a frozen chilli con carne from Hanegal.

		
<p>Sund Takeaway delivers ready-to-heat meals on subscription-basis and also has some of their products in retail.</p> <p>The chosen case product is a chilled 'ready to heat' complete meal that can be purchased in COOP stores.</p> <p>Sund Takeaway focuses on quality, organics, health and taste.</p> <p>A box for two persons costs 119 DKK.</p>	<p>Aarstiderne is a subscription-based company. They deliver fruit- vegetable and meal boxes.</p> <p>The selected box are the Kvik-KvikKasse (Quick-Quick Box), which is a meal box with cut out vegetables and pre cooked meat.</p> <p>Aarstiderne's values are organics transparency, development, thoughtfulness and taste experience.</p> <p>The price varies between 60-85 DKK pr. person.</p>	<p>Hanegal produces charcuterie, patés and different convenience products that are sold in retail.</p> <p>The chosen case product is a frozen 'ready to heat' meal.</p> <p>The values of Hanegal deals with good quality, craftsmanship and clean products</p> <p>The price is 39-45 DKK pr. person.</p>
 <p>Weekend menu for 2 Roastbeef med ristede kartofler Laks med hollandaise Kam af gris Kyllingebryst med vilde ris</p>		

Figure 2: Case Companies

The choice of products is based on the level of involvement from the consumer, who has to either buy and heat up a refrigerated dish, cook delivered and semi prepared ingredients or buy and heat up a frozen dish. The last convenience category of ‘ready to eat’ has been deselected, as products in this category are often intended for eating ‘on the go’ and meals intended for eating at home were the focus of present thesis. Furthermore, the three companies have both similar and different ways of relating to the three tendencies health, sustainability and authenticity.

The first category is a new company; Sund Takeaway started in April 2015 (appendix 1) and their product is a newer kind of convenience food. It consists of different cooked and chilled food elements that are bought in a box in a COOP supermarket after which it is heated and enjoyed as a complete meal at home (appendix 1). This product is a ‘ready to heat’ product. According to Sund Takeaway, themselves, they focus on quality, organics, health and taste (Sund Takeaway, 2016).

Aarstiderne was selected, as they are pioneers within meal box schemes (Aarstiderne, 2016a). However, they have still managed to adjust their products to existing time and consumer demands by, for instance, developing a quick-quick meal box with cut out vegetables and already prepared meat ready to heat (Aarstiderne, 2016b). The choice of this exact product from Aarstiderne is based on the fact that it positions itself between the two convenience categories of ‘ready to cook’ and ‘ready to end-cook’. The consumer has to cook it at home, but the most time-consuming work (chopping the vegetables and precooking the meat) has already been done. This way it is also possible to put a personal twist on the finished dish, so that it matches one’s individual taste preference. Aarstiderne say they work to re-establish the earth connection that is the journey from farm to fork. Additionally, their values are transparency, development, thoughtfulness, proximity and taste experiences (Aarstiderne, 2016c).

The last category consists of the probably best known kind of convenience food; a frozen dish, in this case Chili Con Carne from Hanegal. Hanegal was the first organic farm butchery in Denmark (Hanegal, 2016a) and has since then positioned themselves as a producer of organic and additive free charcuterie and convenience products (Hanegal, 2016b). This product is in the convenience category of ‘ready to heat’. It, however, differentiates itself from the mealbox from Sund Takeaway by being frozen and not chilled. Hanegal’s set of values are good quality, craftsmanship and clean products (Hanegal, 2016b).

The choice of including two ‘ready to heat’ products is reasoned with a hypothesis that consumers favour chilled products over frozen products. The hypothesis derives from Hanegal that believes

that consumer demands have changed in this direction and therefor has adapted their new products this presumption (appendix 2).

Reason for Selection of Cases

Abovementioned, three case products were chosen as they represent a category of convenience food products each. In addition, they all relate differently to the three values authenticity, sustainability and health, which we assumed would allow us to explore these values in relation to convenience food products.

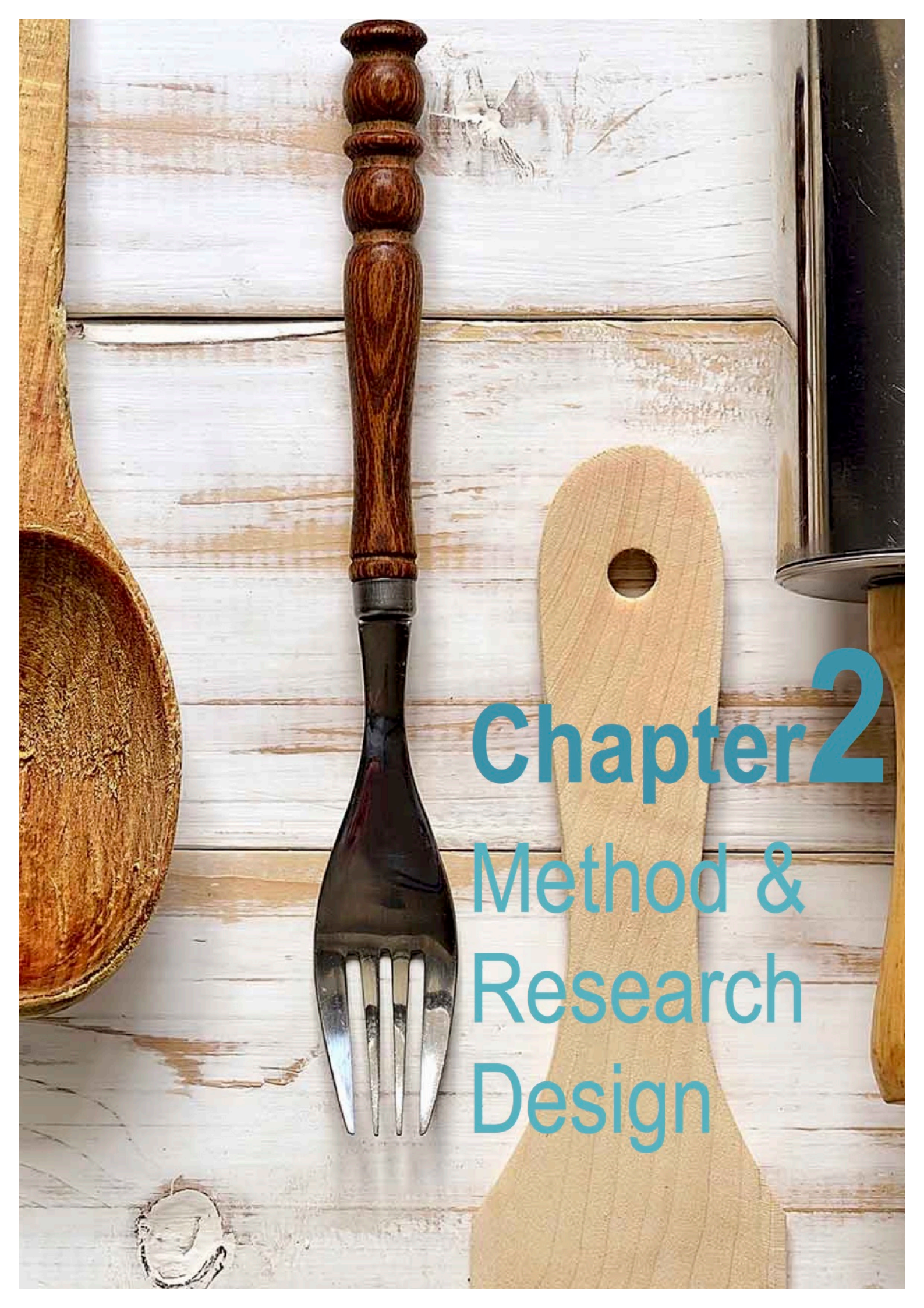
Firstly, all three products focus on health, however, in different ways. Sund Takeaway focuses on the nutritional content of the meal according to the official health recommendations. Aarstiderne put emphasis on organics and aims to reduce the meat intake in favour of more vegetables. Hanegal focuses on organics, the official health recommendations (they have the keyhole nutrition label) and additive free products.

Secondly, the three case companies relate differently to sustainability. Sund Takeaway does not work with any sustainable initiatives (appendix 1). Aarstiderne focus on sustainability by having concrete initiatives in relation to the environment and climate (Aarstiderne, 2016d). Hanegal relate to sustainability in the form of having the Organic Label, which ensures consideration to the environment (Hanegal, 2016c). Lastly, with the undefined nature of authenticity it was difficult to categorize the case companies as authentic or inauthentic. Due to this, we asked a representative from all three companies if they had any thoughts about authenticity in relation to their products or their brand in general (appendix 1-3). None of the companies could account for this, why we found it interesting to examine if the informants connected aspects of authenticity to the case products and food in general.

We acknowledge that there exist similar companies, other than the chosen on the market that could also have been suitable as cases for the purpose of this thesis. Thus, companies with the same values could have given similar results.

1.6 Selection of Target Groups

The two target groups have been selected due to two relevant reasons. The first aspect deals with the concept of time. Parents are in general busy people and mothers have reported the greatest feeling of time scarcity (Jabs et al, 2007, p. 18). Oppositely, retirees do not have everyday obligations in terms of a job and thereby have more time on their hands. This could suggest that parents have less time for cooking and have a bigger need for quick meal solutions, while retirees have more time to cook and thereby might not feel the need to use convenience food solutions. The second aspect, that made these two target groups relevant for this thesis takes point of departure in the generation factor (Brunner, Van der Horst & Siegrist, 2010, p. 504). In this case the two generations of retirees and young mothers grew up under two completely different circumstances in relation to food provisioning. For the retirees, meals were to a great extent made from scratch by their mothers while takeaway and convenience food solutions were not the normality. On the contrary, the young mothers have been used to takeaway and convenience food solutions while they grew up (Brunner, Van der Horst & Siegrist, 2010, p. 504). The choice of the two target groups were thus based on the two mentioned aspects.

The background of the slide is a close-up photograph of a rustic wooden surface, possibly a table or countertop, with a light-colored, distressed finish. Several kitchen items are visible: a wooden spoon on the left, a metal fork with a dark, polished wooden handle in the center, and a wooden spatula on the right. The text 'Chapter 2 Method & Research Design' is overlaid on the right side of the image in a blue, sans-serif font.

Chapter 2

Method & Research Design

2. Method

Following chapter will cover all aspects of methods applied for this thesis. A qualitative research approach has been chosen as method and will commence this chapter. Next the research design will be introduced, including a presentation of semi structured interviews and focus group interviews. As focus group interviews have been chosen as the primary method, this section will cover a comprehensive account of the method including the interview guide, the role of the moderator, the interview participants and ethical considerations. In addition, the actual interview situations and our experience with the method will be touched upon. Consequently, the chosen transcription policy and the translation of quotes from Danish to English is accounted for. Lastly, the applied method of thematic analysis is outlined.

2.1 The Qualitative Research Approach

A qualitative approach has been chosen as method for this thesis. Qualitative research deals with people, their social world and how they ascribe meaning to events and surroundings (Bryman, 2008, p. 385). In addition, in qualitative research meaning is constructed through interaction and culture, whereas natural sciences are based on non-reflected objects such as atoms, molecules and chemicals. That is, where quantitative methods endeavour to process data and compare cause and effect, qualitative methods seek to grasp social phenomena by interpreting perspectives of the people included in the research (Bryman, 2008, p. 385).

Within qualitative methods empirical knowledge are derived from talk or observations, which results in textual data and involves systematic collection, organisation and interpretation (Malterud, 2001, p. 483).

When analysing qualitative data it implicates decontextualisation and recontextualisation. The phase of decontextualisation involves identifying recurring themes and remove them from the text in order to examine them more closely together with other material about the same themes. As a researcher, however, it is important to note that the themes are always mentioned in a context why recontextualisation ensure to uphold the connections between the subject and the reality of the informants (Malterud, 2001, p. 486).

Interview data consist of meaningful statements that are based on interpretations. This means that there are not a sharp line between data and interpretations of data. As interview results often are expressed in everyday speech they can often be ambiguous and self-contradictory (Kvale & Brinkmann, 2009, p. 76). Users of quantitative methods seek measurable data, which naturally is not the aim when using qualitative method as the purpose is to examine conditions that are difficult to measure (Kvale & Brinkmann, 2009, p. 76).

Another important challenge when working qualitatively is the term reflexivity. A researcher's background will always affect all steps from choice of topic of investigation, to method and interpretation of results. This also rejects the idea of a neutral researcher, which is important to have in mind continuously during the research (Malterud, 2001, p. 483-484). As researchers we acknowledge the fact that we are subjective and interpretative and are affected by our backgrounds, knowledge and the chosen theory. To accommodate that no human-induced findings are neutral, either from work of other researchers or the data we generate ourselves, it is of high importance to have a strategy in order to be reflexive (Malterud, 2001, p. 483). Thus, researchers must question findings and interpretations that are touched by human mind and discuss results without trusting them to be definitive. This strategy will be applied for this thesis and it can be considered a strength of the design that two researchers are present, since this ensures several perspectives on the different matters (Malterud, 2001, p. 483-484).

This section has sketched the methodological reflections that along with the scientific position of social constructivism are the underlying basis of present thesis.

2.2 The Research Design

This section will present the research design applied for this thesis. The data collection for present thesis was mainly carried out through focus group interviews with two chosen target groups: new mothers and retirees. First, choice of method and related advantages and disadvantages will be presented. Thereafter, short semi structured interviews have been conducted in order to gain deeper knowledge about the case companies as foundation for the focus group interviews. Furthermore, the thoughts behind the interview guide and its' structure will be described. Following, the role of the moderator and the selection of participants will be accounted for. In connection to this, the interview situation itself will be presented for the focus group interview with the retirees and the

new mothers, respectively. Lastly, ethical considerations and the transcription policy will be outlined.

2.2.1 The Research Process

The problem statement and the research questions served as foundation for the research process. In order to answer these questions following research process was accomplished.

The empirical data collection consisted of two parts; the first of short semi structured interviews with a representative from each of the case companies, the second of focus group interviews with respectively a group of retirees and a group of new mothers. The first part with semi-structured interviews was essential in order to construct a precise and thorough interview guide for the two focus group interviews. The data generated was analysed and interpreted through thematic analysis in chapter 4. The figure below illustrates the research process.



Figure 3: The Research Process

2.3 Semi Structured Interviews with Case Companies

In order to obtain knowledge and a deeper understanding of the different companies included in this thesis, a semi- structured interview was conducted with a representative from each of the companies (Kvale & Brinkmann, 2009 p. 167). The interviews were conducted with the purpose of getting information about the companies in general and more specifically to get an insight into the core values of the companies. The information will be used when constructing the interview guide, as background information about the values prioritised by the different companies.

The interviewees who participated in the three interviews were Mette Fie Wedersøe Graugaard, co-owner, co-founder and head of communications at Hanegal (appendix 9.2), Niels Haastrup, mentor

at Aarstiderne.com (appendix 9.3), and Mads Zebis Andersen founder of Sundtakeaway.dk (appendix 9.1).

The interviews were conducted as telephone interviews in Danish, since this was the native language of the interviewees and in this way avoid any limitations due to language barriers.

In the beginning of each of the interviews, the interviewees were informed about the interview and how it would be used. They gave the researchers informed consent, which allowed the interview to be recorded and for their names to be used in this thesis (Kvale & Brinkmann, 2009 p. 89). In order to use and document the data, the conversations were recorded with a computer or a mobile phone.

2.4 An Introduction to Focus Group Interviews

Focus group interviews have been chosen as method of collecting empirical data for this thesis due to several reasons. First of all, it is an efficient way to acquire various opinions on the field of research and related hypotheses (Kvale & Brinkmann, 2009, p. 170). This qualitative analysis form is a thorough and nuanced method of collecting data if the right questions are asked and the moderator manages to keep the conversation on track (Kvale & Brinkmann, 2009, p. 170). This form further gives the participants the opportunity to express themselves in their words and using their own frame of reference. The aim for this thesis is, moreover, to obtain a more thorough analysis of the dynamics of the perception related to convenience food (Bryman, 2008, p. 386).

Another advantage of the focus group interview is exploiting the fact that several interviewees are sitting together. When they listen to each other, new perspectives can appear and the participants can be inspired by the others' opinions and maybe see things in new ways, which would not be the case with individual interviews (Halkier, 2012, p. 10).

The characteristics of focus groups are the combination of group interaction and a researcher determined topic focus (Halkier, 2012, p. 9). These characteristics construct a suitable setting for collecting empirical data that says something about meaning construction in groups. In daily life, meaning construction is conducted as a part of social experiences that people make and are often subconscious and rarely verbalised (Halkier, 2012, p. 10). The frames of a focus group potentially creates a possibility for the participants to express, the otherwise silent, meaning construction in their interaction with each other. As the participants have the opportunity to “force” each other to

take a position on the given subject, the focus group interview is a method that can produce data about assessments, negotiations and practices (Halkier, 2012, p. 10).

However, a great challenge within qualitative research is to convert complex social situations into text and therefore interpretation is an integrated part of the process (Malterud, 2011, p. 486). When creating knowledge from humanly constructed data there will always be a degree of subjectivity. Enthusiasts of qualitative research though believe that the subjectivity in itself is the greatest strength of this method (Keegan, 2006, p. 670).

A disadvantage of focus group interviews is that it is impossible for the researcher to ask each participant carefully about their understandings and experiences in regards to the particular subject. Further, the social control in the group can prevent that all the different perspectives will appear and therefore atypical individual aspects might be undermined (Halkier, 2012, p. 13).

One of the strongest advantages of focus group interviews is the social interaction that takes place. When the different participants compare experiences and understandings it can give the researcher a more complex picture of the subject that would be difficult to obtain by performing individual interviews (Halkier, 2012, p. 14).

2.4.1 The Interview Guide

The interview guide (appendix 4; figure 4) was compiled based on the research question and findings from the theoretical framework. As both focus groups only consisted of Danes, the interview guide was developed in Danish and subsequently translated into English (figure 4).

Prior to the interview questions, all participants were asked about their name, age, job or former job, education, civil status and children. This was done in order to have an understanding of their socio-demographic status, which can have a big impact on their attitudes towards the subject (Ricciuto, Tarasuk & Yatchew, 2006, p. 778).

The interview guide was constructed according to the funnel model (Halkier, 2012, p. 40). This means that the moderator starts by asking open questions aimed at getting the participants to elaborate in their own experiences, opinions and attitudes. These open questions will be followed up with more specific questions and with follow-up questions.

The interview guide itself was divided into five main sections. The first section was composed of some overall questions that dealt with the participants' attitudes towards meals in general including the most important aspects of a meal. In this section, we also included questions related to

authenticity. Because the concept of authenticity is so difficult to ask specific questions about as it is challenging to grasp and define, we chose to deal with it in a different way than the other three identified tendencies. Instead of verbalizing authenticity in a direct manner, we used the results from the authenticity section (section 3.4.2). Thus, we asked questions about the participants' attitude to, for instance, origin and production methods of food as these are often indicators of authentic food (section 3.4.2). Subsequently, followed three similar interview guide sections regarding questions about meals from Sund Takeaway, the Kvik-KvikKasse from Aarstiderne and a frozen meal from Hanegal. Finally, there was another section with overall questions, this time regarding the participants' convenience food usage.

The interview guide was designed so that the interview questions were based on empirical research questions. This can be seen by the two columns in the interview guide, where the left column consists of the empirical research question whereas the right column consists of the interview questions (appendix 4; figure 4). The interview guide was designed this way in order to keep in mind what the results of the interviews would contribute with in the analysis.

The empirical research questions were thus based on the problem statement and the research questions of the thesis. Furthermore, they took point of departure in the findings from the theoretical framework.

Below is a translated version of the interview guide illustrated. The middle section regarding questions about the companies is represented by the interview guide intended for Aarstiderne. The actual interview guide included similar sections regarding Sund Takeaway and Hanegal and can be seen in the original language in appendix 4.

Interview guide - overall	
Empirical research question:	Interview question:
Values in relation to food choice	What is most important to you when choosing what you and your families or friends should eat
Does context matter in relation to food choice?	Is there a difference whether it is a weekday or weekend?
Deciding factors of a proper meal	What is important in a proper meal for you? (Something you would like to serve to your family on a daily basis)

	<ul style="list-style-type: none"> • Degree of processing • Ingredients • Is there something specific that <i>cannot</i> be in it? • Nutrition • Quality
	What is then not a proper meal?
Does aspects of authenticity have an impact on food choice?	<p>Does it matter to you where your food comes from?</p> <ul style="list-style-type: none"> • How is that expressed in your purchasing? • Does it matter to you if your food is locally grown or produced? <p>Does the method of production mean anything to you?</p> <ul style="list-style-type: none"> • Industrially produced or more traditional methods, e.g. handmade. <p>Does it matter to you if your food is organic or not?</p> <ul style="list-style-type: none"> • Why? • Why not?

Interview guide - Aarstiderne	
Empirical research question:	Interview question:
How does the informants offhand perceive the products and the brands of the case companies?	<p>What do you think of the product? (Shows pictures of the product?)</p> <p>- Does the product appeal to you?</p> <ul style="list-style-type: none"> • Why? • Why not? <p>- What are your immediate thoughts when you see the packaging?</p> <ul style="list-style-type: none"> • How do you think the packaging presents itself? • What values do you think the logo reflects?

Presentation of the company

Aarstiderne is a subscription-based company. They deliver fruit- vegetable and meal boxes. The following questions are based on Aarstiderne's Kvik-KvikKasse (Quick-Quick Box) which is a meal box with cut out vegetables and pre cooked meat, thus a dinner can be cooked and ready within 15 minutes.

They work to rebuild the connection from farm to fork. In addition, they focus on the values of transparency, development, thoughtfulness and taste experience.

Furthermore, all of their ingredients both meat, fruit and vegetables are organic.

How do the values of the companies influence the choice of the consumers?	Does this information change your impression of the company/product?
	The price for this product is 60-85 kr. Per person, do you think this is a reasonable price? <ul style="list-style-type: none"> • Why? • Why not?
<i>Tendencies/Values</i>	
How do the companies' attitudes towards authenticity, health and sustainability affect the informants' perception of the case products?	Within health, Aarstiderne focuses on vegetables. They wish to reduce the amount of meat in favour of vegetables. Is that something that appeals to you? <ul style="list-style-type: none"> • Why? • Why not?
	Aarstiderne has a strong focus on sustainability and the environment in general. They have concrete goals and timelines for their environmental and climate actions. Is that something that appeals to you? <ul style="list-style-type: none"> • Why/why not? • Does it change how you think of them? • Could this influence your choice?
	For Aarstiderne, quality is about organics, product quality, and consistency. What do you think about this?
Does the level of involvement have an impact on the informant's attitudes towards the product?	There are different degrees of convenience food. This product requires online ordering and cooking of prepared ingredients <ul style="list-style-type: none"> • Is this attractive to you?
	Could you consider buying the product? If yes, why? <ul style="list-style-type: none"> • What do you like about it? If no, why not?

	What should be different about the product/concept, if you should consider buying it?
Do the informants perceive the case products as proper meals?	Do you think that meals from Aarstiderne's Kvik-KvikKasse can be characterized as a proper meal?
	Are meals from Aarstiderne's Kvik-KvikKasse something you would eat/serve to your families weekly? <ul style="list-style-type: none"> • Why? • Why not?
	Would you consider it to be okay to serve meals from Aarstiderne's Kvik-KvikKasse to guests? <ul style="list-style-type: none"> • Would you serve it during the weekends? • Would you serve it during the weekdays?
	Would you serve food from Aarstiderne's Kvik-KvikKasse to children?
	Would you eat food from Aarstiderne's Kvik-KvikKasse alone or together with others? <ul style="list-style-type: none"> • Is there a difference between who you would eat it with?

Interview guide - overall	
Empirical research question	Interview question
	<p>Do you eat convenience food?</p> <ul style="list-style-type: none"> • What kind? • How often? <p>What factors are important to you, if you buy convenience food?</p>
In what contexts do the informants make use of convenience food solutions?	<p>When do you eat convenience food?</p> <p>In what situations do you use convenience food?</p> <p>Are there any situations/moments, where you think it is more appropriate than others to serve convenience food?</p> <ul style="list-style-type: none"> • Weekdays • Weekend

	<ul style="list-style-type: none"> • Alone • Together with others • To guests
	<p>Is there any type of convenience food that you would never buy?</p> <ul style="list-style-type: none"> • Why? • Why not?
	<p>Which of the three products appeal to you the most?</p> <ul style="list-style-type: none"> • Why?
	<p>Would some of the products be able to give you inspiration for your cooking?</p>

Figure 4: Interview Guide Example

2.4.2 The Role of the Moderator

The interview style of focus group interviews is characterized by a non-controlling moderator who asks questions about a certain subject. The objective is to get various opinions and views on the subject (Kvale & Brinkmann, 2009, p. 170). The moderator's job is to present the subjects that are to be discussed and to make the conversation flowing. Furthermore, a non-judgemental atmosphere, where personal and conflicting opinions can be expressed, should be created. The focus group is not intended to reach an agreement but to present different views on the matter (Kvale & Brinkmann, 2009, p. 170).

In order to explore a certain topic fully, the role of the moderator is very important. It is essential that the moderator has a sense of propriety and knows when it is suitable to ask follow up questions. The phrasing of such a question can, for instance, be "I have heard several of you mention... what do the rest of you think about that?" (Halkier, 2012, p. 59). Another important role of the moderator is to involve silent participants. It can be advantageous to keep an eye on indications such as nodding or shaking of the head and then ask the participants about why they have this reaction to the subject (Halkier, 2012, p. 60).

2.4.3 The Interview Participants

When selecting participants for a focus group a choice involves whether the participants should know each other or not know each other beforehand. There are advantages and disadvantages of both forms. People that do not know each other shall not be held accountable for their opinions

afterwards and can maybe therefor speak more freely. If the participants know each other there might be established dominance relations between them, which can affect the conversation (Halkier, 2012, p. 30).

On the other hand, it is easier to get people to take part in the conversation if they know the other participants beforehand because it feels safer. Moreover, participants who know each other can easily elaborate on each other's perspectives due to shared experiences (Halkier, 2012, p. 30).

The size of the focus group is of importance in relation to the subject that is to be discussed. Sensitive or personal subjects are ideal to be discussed in smaller groups of three to four participants, while bigger groups of ten to twelve participants can be used if the researcher wishes several different perspectives on the subject and the aim of the project is more explorative (Halkier, 2012, p. 34). The bigger groups are also well suited if the focus is not to analyse the social interaction processes but rather the actual content of the interview. Additionally, the bigger groups works well when the subject is not sensitive or personal.

A disadvantage of the bigger groups concerns the role of the moderator. It can be difficult to control that dominating participants do not take over the conversation and undermine the more quiet participants (Halkier, 2012, p. 34). According to Kvale and Brinkmann (2009, p. 170) a focus group consists ideally of six to ten participants, which the researchers used as a guideline for the focus groups.

In connection with making samples of participants, people often associate sampling with surveys and the wish for representativeness for the wider population. There are, however, other methods of making samples that do not concern representativeness but appropriateness to the purposes of investigation (Bryman, 2012, p. 11-12). The sampling method applied in this thesis is purposive sampling. This type of sampling is directly linked to the research question, as it should give an indication of what units (in present thesis interview participants) need to be sampled. This way the sampling is conducted with reference to the goals of research so that interview participants are selected in terms of criteria that will allow the research question to be answered (Bryman, 2012, p. 416-418). Purposive sampling is a non-probability form of sampling, which means that samples are selected based on the subjective judgment of the researcher, rather than a random selection. The goal is to find participants in a strategic manner so that those sampled are relevant to the research question. A more specific designation of the purposive sampling approach, which is applied in this

thesis, is the one being referred to as criterion sampling. This approach implies that all participants have to meet a particular criterion (Bryman, 2012, p. 419). Because purposive sampling is a non-probability sampling approach, it is not possible to generalize the findings to a population (Bryman, 2012, p. 418).

2.4.4 Ethical Considerations

Ethically, there are several considerations to be taken regarding a focus group interview (Halkier, 2012, p. 63). First of all, it is important that the participants can choose to be anonymous if they so wish. Second of all, the participants should be informed what the focus group interview is about and how it is going to be used. Third of all, it is important to be honest with the participants and keep one's word in regards to agreements made in connection with the focus group interview. Lastly, the interviewers should be on their best behaviour. It is key to take the interviewees seriously, speak kindly and not be condescending (Halkier, 2012, p. 63).

2.4.5 The Interview Situation

Following section will present the participants (figure 5) and how the focus groups interviews were structured and conducted.

When the researchers assembled the focus groups, each participant had to meet the predefined criterion for the specific target group. For the retirees this entailed that they had to be retired from the labour market. For the new mothers the criterion involved that they had to have children living at home.

The focus group that consisted of retirees was recruited through a contact to a circuit training team in Højbjerg (a suburb of Aarhus, Denmark). The participants thus knew each other beforehand and were used to each other's company through the weekly circuit training and different social events at the fitness center. This focus group consisted of eight participants who were between the ages of 65-75 years.

The focus group consisting of new mothers was recruited through a contact to a mother's group, which meant that we did not have any personal relation to the group of participants. The new mothers were between 27-32 years old and all lived at Nørrebro, Copenhagen.

Profiles of the informants				
NAME	GENDER	AGE	FAMILY STATUS	OCCUPATION
Birthe Jønke(BJ)	Female	69	Married and has two adult children	Retired correspondent
Bjarne Wind (BW)	Male	69	Married and has two adult children	Retired municipal school teacher
Egon Poulsen (EP)	Male	74	Married and has two adult children	Retired section manager in an IT department
Egil Larsen (EL)	Male	74	Married and has two adult children	Retired cabinet maker
Søren Baumgarden (SB)	Male	73	Married and has two adult children	Retired land surveyor
Susanne Wind (SW)	Female	65	Married and has two adult children	Retired municipal school teacher
Rita Larsen (RL)	Female	69	Married and has two adult children	Retired librarian
Anne-Lise Poulsen (AP)	Female	72	Married and has two adult children	Retired nurse
Julie (J)	Female	32	Lives with her boyfriend and daughter	Art director
Anna (A)	Female	30	Lives with her boyfriend and daughter	Pedagogue
Vivian (V)	Female	27	Lives with her fiancé and daughter	Physical education student
Camilla (C)	Female	27	Lives with her boyfriend and son	Lawyer

Figure 5: Profile of the Informants

The focus group interview conducted with the retirees lasted for one and a half hour and was completed with eight participants. The interview was formed so that there was a moderator and a helper. The moderator controlled the interview: presented the project, explained the purpose of the interview and other practicalities. She, furthermore, asked all the questions from the interview guide. The helper assisted the moderator and asked follow-up questions on equal terms as the moderator.

All the participants were actively involved during the interview and there was room for everyone's opinions. The participants knew each other personally from the weekly circuit training and different social events that are held on a regular basis at the fitness center. This was evident in their interaction with each other, as they seemed relaxed and had a dynamic where they could comment on each other's statements (Halkier, 2012, p. 49). There were, however, a few cautious participants, for who, it was necessary to be invited, by the moderator, to join the different discussions throughout the interview (Halkier, 2012, p. 50).

The focus group interview completed with the new mothers took one hour and was made with four participants. We had, inspired by Kvale & Brinkmann (2009, p. 170), aimed towards a focus group size of six to ten participants, but two of the scheduled participants were ill at the day of the interview, which resulted in a smaller focus group size than planned. However, the participants were all very active and outspoken in their statements, which compensated for the smaller number of participants. Since the interview took place in connection with a mother's group, at the home of one of the mothers, the atmosphere was very relaxed and laidback. The mothers had all been part of the mother's group for three months, where weekly get-togethers had made them comfortable in each others company. This also aided the conversations and interaction between the participants during the interview.

Because the first focus group interview worked out so well, the constellation of moderator and helper was repeated during the second interview. None of the participants of the second focus group interview were cautious, so there was not any need for further questioning of the individual, as the conversation flowed freely.

When the focus group participants were to be presented to the three case products we chose to show them pictures of both the logo of the companies as well as pictures of the actual products (appendix 5-7). We chose to include the logo so that possible associations with the company could form the

foundation of their utterances in relation to the products in order to see if it had an influence. Before the interviews, we considered different approaches to the presentation of the products, for instance, offering taste samples of the products or bringing the products in the packaging. However, when buying the products in the supermarket or online it is primarily the visual appearance that determines the choice, which was why we considered this approach adequate.

2.4.6 Experiences with Focus Group Interviews

In connection with the focus group interviews conducted for this thesis, we as researchers, gained different learning experiences of this qualitative method. It worked well that the participants inspired each other to think about different aspects of the interview questions. The themes evolved continuously during the interview when the participants contributed with their views and opinions and made the discussions more comprehensive.

When interviewing several persons at one time there will always be some participants that are more leading and dominant, which can be seen as an obstacle since they can undermine more shy participants. We, however, also experienced it as an advantage to have dominant participants in the group, as they often opened up the dialogue because they were not afraid to be the first ones to answer the questions.

Although it contributed positively to the flow of the conversation that the more dominant participants were present, it also lead to less activity from some of the more cautious participants. This was reflected in a conversation we had with one of the less active participants after the focus group interview with the retirees. She addressed us on her own initiative and uttered her thoughts on one of the interview questions that she did not express during the interview. Her opinion contradicted what the other participants had expressed during the interview, which could indicate that she did not feel comfortable to oppose the rest of the group.

It was obvious that the dominant participants acquired more speaking time at the expense of the cautious participants. Approximately half of the participants were active during all of the interview questions, while the other half only contributed to the conversation if they had something new to add.

2.4.7 Transcription Policy

Transcriptions are not the basis data for interview-based research, but they are important in order to get an overview of the collected empirical data (Kvale & Brinkmann 2009, p. 202). Even though transcriptions are the basis of the analysis, one must remember, that they are artificial constructions from an oral to a written form of communication. Any transcription from one context to another involves several assessments and decisions (Kvale & Brinkmann, 2009, p. 200). Transcriptions are not copies of the original reality, as the person transcribing will always interpret the words from his own life-world. Transcriptions emphasise certain aspects and disregard others, as the degree of attention to different matters is dependent on the considered use (Kvale & Brinkmann, 2009, p. 203).

In order to attain reliability with the transcribed interviews, specific rules were determined before the transcription phase, so that the textual data were standardised before starting the analysis. This served as a guideline, which was useful since both researchers transcribed the collected data.

With point of departure in Kvale & Brinkmann (2009, p. 206) the strategy of transcribing focused on content and not on details, why pauses, laughs and the use of ‘mh’-s and ‘eh’-s were omitted. This choice was made with the method of thematic analysis in mind, where content is the prime focus and a high level of detail is not required (Attride-Stirling, 2001). To be sure that the transcriptions were comprehensive, the focus group interviews were listened through by both researchers and potential correction were made.

Finally, citations used in the analysis were translated from Danish to English.

Translation

Both the focus-group interviews and the semi structured interviews where conducted in Danish as this is the native language of all of the interview participants and hence avoiding any limitations due to language barriers. The coding process was conducted in Danish and afterwards key quotes were translated to English.

The aim for the translated quote was to be as close as possible to the wording in the original quotes. However, it is inevitable that some minor details expressed in Danish will be lost in the translation process.

The Danish transcriptions of the semi-structured interviews are available in appendix 1-3 and from the focus group in appendix 8-9.

2.5 Thematic Analysis

The research design of this thesis is qualitative. In order to analyse the empirical data, the robust and highly sensitive tool of thematic analysis was chosen (Attride-Stirling, 2001, p. 385). This section will address how thematic networks can be used as an analytical tool for qualitative research and how this is applied for the analysis in this thesis. This will include the thematic categorisation of codes and themes, which forms the foundation for the further analysis.

There are shortcomings when it comes to processing the textual data gathered during a qualitative data collection (Attride-Stirling, 2001, p. 385-386). However, the method of thematic analysis ensures methodological systemization of the textual data. The method facilitates the analysis step by step in order to reveal all aspects of the data in an organized manner. In addition, the method enables a sensitive, insightful and thorough examination of both obvious and underlying patterns to be revealed (Attride-Stirling, 2001, p. 385-386).

The purpose of thematic networks is to explore the underlying aspects of an issue or a social phenomenon rather than to reconcile contradictory notions of a problem (Attride-Stirling, 2001, p. 387). It is a simple way to systematize and organize themes of the qualitative data. The thematic analysis seeks to uncover significant themes at different levels (Attride-Stirling, 2001, p. 387-389).

Attride-Stirling (2001, p. 388) uses three types of thematic themes to systemize the textual data; basic themes, organising themes and global themes. Thematic networks are constructed from the outside with the basic themes and following working inwards to organizing themes ending up in a global theme (Attride-Stirling, 2001, p. 389). This is illustrated in figure 6.

Basic themes are the lowest-order themes derived from the transcriptions. These themes are simple themes that say very little about the data on its own, but in the context of other basic themes they make sense and signify an *organizing theme* (Attride-Stirling, 2001, p. 388-389). When the basic themes have been revealed they are classified and organized together and these clusters become organising themes. That is, organising themes are clusters of basic themes within the same subject. Thus they are categories of themes grouped together to recap more abstract principles (Attride-Stirling, 2001, p. 389). These organising themes are then interpreted and reinterpreted in relation to the basic themes and then combined to illustrate a super-ordinate theme also called a *global theme* (Attride-Stirling, 2001, p. 389). Global themes note what the textual qualitative data is about as a

whole in relation to the specific analysis. They can be seen both as an overview of the main themes and as an interpretation of the data. Depending on the complexity of the data there can be one or more global themes, but each of them is the core of the thematic network (Attride-Stirling, 2001, p. 389).

Presentation of Themes
<p>Basic Themes</p> <ul style="list-style-type: none"> The basic themes are the lowest order themes derived from the transcriptions <p>Organising Themes</p> <ul style="list-style-type: none"> Clusters of basic themes within the same subject <p>Global Themes</p> <ul style="list-style-type: none"> Core of the thematic network and overview of the main themes

Figure 6: Based on Attride-Stirling (2001)

2.5.1 Thematic Network Analysis

The thematic network analysis clarify how the data evolves from text to interpretation (Attride-Stirling, 2001, p. 388). These should however not be seen as the actual analysis but instead be understood as illustrative tools for interpretation of the textual data (Attride-Stirling, 2001, p. 389).

The actual analysis began already during the process of the transcription as instantaneous ideas of themes were noted. The transcriptions, for both interviews, resulted in 45 pages of textual data in total. We found it important to be conversant with the data and the transcriptions were thus read through individually and together. During this process, the transcriptions were gone through sentence by sentence in order to identify what basic themes could be derived from the data relevant for the research question of present thesis. Following, the basic themes were gathered with similar basic themes and categorized into organising themes. The same procedure was applied for the organising themes with the purpose of creating the global themes. All stages encompass interpretation, however, a more abstract level of analysis is obtained for each stage (Attride-Stirling, 2001, p. 390). We addressed the categorisation of the themes with the use of post-its in three different colours, representing basic-, organising- and global themes. All post-its were arranged on a whiteboard in their respective themes. In this process, the themes were discussed, rearranged,

deselected and renamed, because, as our interpretation unfolded, we identified thematic commonalities that emerged across the data set. It is crucial to note that we attempted to be open to new findings in the data and we therefore allowed new themes to appear continuously throughout the process. After this, we ended up with five global themes: *proper meal*, *scepticism*, *authenticity*, *involvement* and *appropriateness* that covered the main findings of the data. The identified themes were the result of abovementioned process and could have been thematised differently by other researchers. As a consequence of social constructivism it is accepted that the themes were identified based on the researchers' pre-understandings. The process revealed several other important themes, such as identity and trust, which could have been obvious to use as global themes. However, as they were recurring themes that appeared within many organising themes, it was difficult to separate them from the other themes. To accommodate this problem, we chose to touch upon them throughout the analysis and discussion.

The analysis was written with point of departure in each global theme including the organising- and basic themes and compared to the theoretical framework and the case companies.

Chapter3

Theoretical Foundation



3. Theoretical foundation

This chapter will account for the theoretical foundation that forms the basis of the analysis for present thesis. First of all, the term convenience food and how the two groups, new mothers and retirees, relate to convenience food will be accounted for. In order to establish whom the typical convenience food user is, a paragraph will describe the characteristics of this type of consumer. Subsequently it will be presented how the three identified tendencies, health, authenticity and sustainability, each is related to convenience food. Further, a paragraph will outline how consumption is important in relation to identity and identity creation. Following, it will be touched upon what is important to the modern consumer including how ethical considerations can have an impact on consumption choices. The final section of the chapter will explain what constitutes a proper meal including aspects of influence such as age and context.

The literature applied in present thesis was gathered via the method of *snowball* or *branch* sampling (Bryman, 2012, p. 424; Rienecker & Jørgensen, 2011, p. 208-209). This method is a sampling technique that, as the name refers to, has the character of a ‘rolling snowball’ (Bryman, 2012, p. 424). Snowball sampling is a sampling method where one source of information leads to another. In this way, the sources of information recommend each other by their relation in the branches (Rienecker & Jørgensen, 2011, p. 208-209). The literature search had it’s beginning in the databases *Scopus*, *Jstor*, *Web of Science* and *ProQuest* with key search words such as *trend*, *contemporary*, *authenticity*, *health*, *sustainability* and *convenience food*. Literature within the scope of this thesis was thus included for further reading. Additionally, literature that was referred to by the included articles was read and included if they were found relevant to the problem statement and the field of examination, thus the snowball was rolling. In order to apply the most relevant literature, articles that were more than 10 years old were excluded. There were, however, exceptions when fundamental literature was found to be important to include.

3.1 Definition of Convenience Food

There is no clear definition of convenience food. If something is considered convenience food depends on generation, social class or cultural group. Furthermore, the concept is often very

contextual and relative (Gofton & Ness, 1991, p. 20). For instance, older generations often perceive a home cooked meal as a meal made from scratch, while younger generations do not consider frozen vegetables as being a convenience solution when making a meal (Moisio et al, 2004, p. 374). There are different stages to be distinguished when it comes to convenience food: planning and shopping, storage and preparation, consumption, cleaning up and disposal of remains (Candel, 2001, p. 16). In addition, there has been defined four classes for home meal replacements in regards to degree of involvement: ready to eat (consumed as purchased), ready to heat (requires heating before consumption), ready to end-cook (needs some further cooking) and ready to cook (may be prepared for cooking, but still needs full cooking) (Halkier, 2016). For this thesis, the aim is not to define the concept of convenience food. It should, however, be understood in its broadest sense: food that minimizes time and cognitive effort within cooking and activities relating to cooking. The focus of present thesis, however, is on three selected products that are ready to heat (frozen), ready to heat (chilled) and ready to end-cook, respectively.

3.2 Convenience in Relation to the two Target Groups

In order to establish why the two groups are of relevance to this project and where there are similarities and differences between the two target groups, following section will shed some light on their respective attitudes towards convenience food according to existing literature. Lastly, the main points will be summed up in figure 7 in the end of the section.

3.2.1 New Mothers

Following section accounts for convenience food in relation to families with living at home children. The literature does not refer specifically to new mothers on maternity leave, but they are still part of this group.

In his research, Candel (2001, p. 23) found that single households purchased more convenience food than multi person households. It also seemed as if there was a pattern when the person who was responsible for housekeeping did not have the concern of preparing meals for other household members was more convenience oriented. This shows that families with young children are less convenience oriented than single households (Candel, 2001, p. 23). This view is supported by

Mestdag (2007, p. 15) who stresses that especially in households with children convenience food is deprecated, as homemade meals are still highly socially valued. Moreover, the home cooked meal can be seen as a symbol of a close family life, which is why having children were negatively correlated to consumption of convenience food according to the research made by Prim (2007, p. 61). Consistent with this perspective, homemade food is viewed as an authentic creation of the family (Groves, 2001) and Daniels et al (2015, p. 217) suggest that the meal has always been, and still is, an important symbol of family life. This is emphasized in her study that showed that households with living-at-home children are more likely to prepare meals from scratch (Daniels et al, 2015, p. 217).

Research performed by Jabs et al (2007, p. 23) also stresses that preferably mothers want to feed their children fresh, nutritious food and meals of high quality, but that it is not always a possibility if being a single mother. Bava et al (2008, p. 493) agrees that adults living with children or other family members often acquire a nurturing role, which entail providing good and proper meals. In alignment with this Prim (2007, p. 53) found that the majority of ready-meals consuming respondents in her study think that small children should not be served ready-meals. A reason for this can be related to an approach by Moisio et al (2004, p. 364), who present that producing meals within the home can contribute to the construction of family around shared consumption practices. Another aspect of convenience food solutions is that it can contribute with creativity, novelty and adventure for the consumer in an eating situation, as dishes they could or would never cook at home may be served (Carrigan, 2006, p. 374). Especially adolescents may benefit from a little “help” from convenience solutions, as many young people lack the necessary cooking skills (De Boer et al, 2004, p. 157; Bava et al, 2008, p. 494).

Convenience food, especially take away meals, can also be seen as a treat for the family and as a labour saving arrangement for the cook (Carrigan, 2006, p. 382).

Further, Carrigan (2006, p. 382) argues, that an increasing number of home cooks with time scarce schedules substitute the time consuming stages of cooking with convenience solutions and believes that it does not compromise the quality of the finished dish. This way the women can deal with the demands of their complicated life and still serve acceptable and close to traditional family food to their loved ones (Carrigan, 2006, p. 382).

This is in accordance with Bava et al (2008, p. 495) whose research show, that mothers were not willing to settle with a tasty meal in order to buy time if it did not meet their requirements. They, however, often made use of convenience solutions that were aligned with their ideals in regards to

meals they would serve to their family. When feeling time-constrained convenience food was seen as an easy meal alternative (Bava et al, 2008, p. 495). Similar findings is gathered by Jabs et al (2007, p. 24) whose study showed that mothers sometimes prioritized to buy convenience food in order to “buy” themselves time to, for instance, help their children with their homework.

3.2.2 Retirees

In a study by Brunner et al (2010, p. 504) found that age was the most important variable that significantly could predict the consumption of different convenience food products covering highly processed food items, moderately processed food items, single components and cut salads. The older the participants were, the fewer convenience products he or she consumed (Brunner et al, 2010, p. 504).

Both positive and negative feelings were associated with ready-meals by Dutch seniors in a study conducted by Costa et al (2002, p. 103). The positive feelings encompassed being relaxed and spending less time and energy on cooking. At the same time contrasting negative feelings occurred concerning feeling guilty about not preparing the meal from scratch, worries about the nutritional value of the meal or concerns about appearing lazy or careless (Costa et al, 2002, p. 103).

A study that investigated the perceptions and attitudes towards convenience from seniors over 65 years was made in eight European countries including Denmark (Saba et al, 2008, p. 147). The general associations from the seniors in regards to ready vegetable soup concerned the easiness of the preparation and did not relate to their own taste preference. Contrariwise, when they had to express their thoughts on fresh vegetables that required preparation the seniors mentioned qualities such as taste, freshness, health benefits and familiarity with the product (Saba et al, 2008, p. 147). Generally, findings show that seniors did not have a positive attitude towards the consumption of convenience products and did not feel the need to consume them themselves. The most important determinant of intention to eat convenience food was found to be pleasure in Denmark, Germany and Sweden, as it provided time for others activities (Saba et al, 2008, p. 147). Two other positive aspects was that ready meals are easy to store and practical to have in the house as an emergency meal (Saba et al, 2008, p. 151).

Another perspective on why seniors do not buy convenience food can be related to their behaviour when grocery shopping, which according to Daniels et al (2015, p. 217) is much more traditional than younger consumers. Moreover, the 60+ segment prefers to buy non-processed food and prepare it themselves (Olsen, Prebensen & Larsen, 2009, p. 775).

A survey conducted in Finland and the Netherlands among seniors in the age range of 55-65 years showed that the majority of the respondents were unwilling to buy ready meals (Heiniö et al, 2014, p. 9). The resistance towards ready meals was rooted in inferior taste, suspicion towards the ingredients and possible additives used. Moreover, a lot of the respondents had an urge to cook and also thought that the price of ready meals was too high (Heiniö et al, 2014, p. 9). Generally, the seniors considered home-cooked meals as a good meal and ready meals as a bad meal. Components of a good meal entailed fresh ingredients, a garniture, vegetables and a dessert, which the participants did not assess ready meals to contain (Heiniö et al, 2014, p. 9). Another barrier towards using ready meals was the joy of cooking. Many of the seniors enjoyed buying the ingredients and preparing their own meals as well as it was considered as a way to maintain good daily functioning (Heiniö et al, 2014, p. 9). Two of the biggest obstacles to using ready meals concerned taste and health. Either the ready meals were judged as tasteless and too similar to each other or too salty (Heiniö et al, 2014, p. 10).

The two target groups' attitudes towards convenience food

New mothers

- Parents deprecate convenience food for their children
- Convenience food conflicts with close family life
- Doubts the quality of convenience food
- Convenience food is not socially valued
- Convenience can contribute with creativity, novelty and adventure
- Convenience as a treat for the family
- Labour saving arrangement for the meal responsible
- Simplifies demands of a busy life
- Convenience buys parents time with their children
- Convenience products can be used as parts of "home cooked meals"
- Convenience eases cooking for people with lacking cooking skills
- Convenience food "buys" more time for other things e.g. family time
- Convenience is an easy meal alternative that in some cases can meet ideals in relation to meals

Retirees
<ul style="list-style-type: none"> - Feeling guilty about not preparing the meal from scratch - Worries about the nutritional value of the meal - Concerns about appearing lazy or careless - Does not trust the freshness and health benefits of convenience food - Feels alienated towards convenience products - Have no wish to consume convenience products - Inferior taste compared to home cooked meals - Convenience products have no place in “home cooked meals” - Misses cooking themselves - Suspicion towards the ingredients - Too expensive - Fear of additives - Convenience perceived as ‘bad’ meals - Tasteless/too similar/too salty - Feeling relaxed and spending less energy on cooking - Feelings of pleasure when using convenience food - Easy to store - Good to have as an emergency meal product

Figure 7: Sum up of Main Points

3.3 The Convenience Food User

Even though consumption of convenience has become embedded in the way most people eat (Daniels et al, 2015, p. 206), there are certain demographic characteristics that recur with the segment that uses convenience food to a great extent. These characteristics will together constitute an image of the typical convenience food user who will be accounted for in following section.

A study made in Norway by Olsen, Prebensen & Larsen (2009, p. 774-775) shows that consumers can be divided into three groups in relation to their attitude towards convenience food: the convenient consumers, the dissatisfied consumers and the ambivalent consumers. The convenient consumers find convenience food satisfying and exiting. In addition, they perceive the quality and value for money more positively than the two other segment and they have no moral considerations when eating convenience food. The convenient segment accounts for 42 per cent of the consumption market (Olsen, Prebensen & Larsen, 2009, p. 774). The dissatisfied consumers disapprove of convenience food and the reasons why concern presumptions that convenience

products are of low quality, bad taste, less nutritious and too expensive. This group prefer to cook food from scratch. This segment constitutes 26 % of the market. The last consumer group has an ambivalent relationship with convenience food. To a greater extend than the other two consumer groups, the ambivalent consumer feel the need for using convenience products due to time scarcity. However, buying convenience food makes the ambivalent consumer feel guilty, because he thinks it is incorrect and against his other principles. The ambivalent segment covers 32 per cent of the Norwegian market (Olsen, Prebensen & Larsen, 2009, p. 775).

Furthermore, it appears that convenience food consumers are more educated, younger and have higher-paying jobs than consumers who do not buy convenience food (Stewart et al, 2004, p. 4; Swoboda, 1999). This aligns with results found by Daniels et al (2015, p. 217) who propose that higher educated people consume more convenience food due to less free time after work. Furthermore, findings show that the segment that has a positive attitude towards convenience food includes more men and more who have full-time jobs (Olsen, Prebensen & Larsen, 2009 p. 775). A discovery that seems to be repeated in several studies is that single households are more convenience oriented than multiperson households (Candel, 2001, p. 25; Swoboda, 1999; Olsen, Prebensen & Larsen, 2009 p. 775; Daniels et al, 2015, p. 217). However, Casini et al (2015, p. 705) suggest that families with children are also often users of convenience food solutions. Moreover, several studies agree that age is a strong predictor when it comes to convenience consumption: the older the consumers, the less they consume convenience food (Brunner, 2010, p. 500; Saba et al, 2008, p. 147; Olsen et al, 2009, p. 775)

Another aspect of convenience food users is their involvement with food. They tend to be uninvolved and careless about what they eat. Considerations such as taste, health or process-related qualities are not in their interest (Brunsø, Fjord & Gruner, 2002, p. 33; Frewer, Risvik & Schifferstein, 2001, p. 183). In addition, the convenience food users are not very price conscious and they place more emphasis on the ease of purchase than on price (Brunsø, Fjord & Gruner, 2002, p. 31; Swoboda, 1999).

3.4 Health, Authenticity and Sustainability in Relation to Convenience Food

The purpose of this section is to clarify how convenience food solutions are related to the three identified tendencies health, authenticity and sustainability. The part about authenticity differs from the two other sections, as there is a gap in the literature linking authenticity and convenience food. Thus, authenticity is introduced as a concept for itself and not related to convenience food.

3.4.1 Convenience Food and Health

There is no clear definition of health. The concept can entail nutritional recommendations, different diet orientations, naturalness and more. The perception of health is relative and means different things to different generations, social classes or cultural groups (Gofton & Ness, 1991, p. 20). In this thesis, no fixed definition of health has been obtained and the concept is referred to in its broadest sense. In this section, health implies what participants of the different studies connect with health being salt content, freshness, quality, degree of processing and more.

Convenience food has not had the best reputation when it comes its' health factor. According to several studies convenience food is perceived as less nutritional and of lower quality than homemade food (Olsen, Prebensen & Larsen, 2009, p. 768; De Boer et al, 2004, p. 164; Costa et al, 2007, p. 82; Heiniö et al, 2014, p. 9; Boer & McCarthy, 2005, p. 69). This finding also concurs with the extant literature that consumers are demanding health, or at least naturalness, in addition to convenience (Geeroms, 2008, p. 710; McCullough et al, 2003, p. 400; Binninger, 2015, p. 2). In a study conducted in Sweden, Prim (2007, p. 53) found that 20% of the ready-meal consuming respondents agreed that eating ready meals is unhealthy. However, 60 % stated that ready meals had an undeserved bad reputation (Prim, 2007, p. 53). Heiniö et al (2014, p. 9) found that ready meals often were perceived as too salty and generally unhealthy due to suspicion of low quality ingredients and additives. Other aspects of ready meals that worried the consumers in regards to health was unclear origin of ingredients, high fat content and long shelf-life (Heiniö et al, 2014, p. 10). Moreover, consumers perceive canned soups as being extensively processed and therefore possibly lacked essential micronutrients in sufficient quantities (Costa et al, 2007, p.82). This

finding is in alignment with the one found by Gofton & Ness (2007, p. 20) who argue that convenience food contains preservatives, emulsifiers and added sugar in order to engineer the right texture.

A study conducted by Geeroms et al (2008, p.710) showed that one's perception of health influences one's attitude towards convenience food. The participants of the study who related health to individualistic values such as feelings of independence and physical activity had a positive attitude towards convenience food and were also frequent users of it (Geeroms, 2008, p. 710). Contrariwise, the participants who related health to more altruistic values such as social responsibility and relationships with others had a negative view on convenience products. This group of participants were infrequent users of convenience food and when they used quick meal solutions feelings of guilt were experienced as it felt like neglecting their duty towards their family or friends (Geeroms et al, 2008, p. 710). Another finding from this study was that different criteria were important to different people in terms of buying ready meals. To some of the participants healthiness, nutritional value and naturalness were the most important criteria. The other group valued more hedonistic values such as taste and freshness (Geeroms et al, 2008, p. 710).

According to Murdoch & Miele (1999, p. 469) healthy food is often connected to natural ingredients because they are associated with higher quality than standardized and industrialized products. Moreover, natural food and food with a known origin are often associated with product differentiation and closeness to nature (Murdoch & Miele, 1999, p. 469). A reason for this can be explained by the fact that consumers feel alienated from food products that is processed with unrecognizable production techniques. The uncertainty connected to the use of technology is also touched upon by Ulrich Beck (1986, p. 33-38). He presents a theory that technology and science create insecurity due to the unpredictability and lack of transparency (Beck, 1986, s. 33-38). Due to this the consumers, to a higher degree, demand transparency and honesty about what the product contains and its' journey from farm to fork (Landbrug & Fødevarer, 2016; Van der Vorst, 2006, p. 33).

A reaction to the fear of technology might be the hype about naturalness. Naturalness can be seen as opposed to processed and has acquired the status of being healthy and in accordance with nature (Binninger, 2015, p. 2).

3.4.2 An Introduction to the Concept of Authenticity

The quest for authenticity is not a new concept within consumption. The starting point for it was the post-war shortage that came with the Second World War. Scarcity of goods and rationing resulted in great power for manufacturers and suppliers because the customers bought anything (Lewis & Bridger, 2000, p. 17). When scarcity of goods was no longer a problem, manufacturers continued with mass production and suddenly abundance characterized the market. But the consumers were fed up. A new consumer type emerged as a backlash of the abundance. This type of consumer rejects mass-produced and mass-marketed products and prefers authentic products and services instead (Lewis & Bridger, 2000, p. 16; Beverland, 2005, p. 1007). That consumers to a higher degree demand authenticity has also been linked to people being fed up by conformity, consumerism and capitalism. This way, the search for authenticity can be seen as a reaction to modernity itself (Potter, 2010, p. 8-9). Lionel Trilling published his seminal text about authenticity as a response to modernity already in 1972. He explains that in the beginning humans lived in a state of original authenticity, where all was in concord and agreement. With the birth of the modern world everyone experienced a great discord, which induced that people got separated from nature, from society and from themselves. He argues, that with modernity we have lost touch with everything that has meaning and that it is why we have an urge to seek the authentic (Trilling, 1972). Part of the reason why we ‘have lost touch with everything’ is connected to globalization, as products are easier to globalize when they are systematized, de-territorialized and not tied to a place, history or terroir (Thompson & Coskuner-Balli, 2007, p. 293-294). De-territorialisation has even been described as ‘*a general cultural condition, which proceeds from the spread of global modernity*’ (Thompson & Coskuner-Balli, 2007, p. 273). A reaction to ‘*modernity, secularism, nationalism, capitalism, industrialism, urbanism, consumerism and scientism*’ is the wish for enchantment (Thompson & Coskuner-Balli, 2007, p. 280). Enchantment is related to magic and wonderment and often connected to pre-modernity, whereas modernity has been linked to rationalization. In connection to this, modern, globalized, un-enchanted food systems raise alienation towards what we consume and make us seek back to our roots and romanticised idealisations of the past (Thompson & Coskuner-Balli, 2007, p. 280). Buying local, organic commodities, maybe even acquired at a farmers market or at a nearby farm, makes us obtain the connection with nature that has been lost via production (Thompson & Coskuner-Balli, 2007, p. 275). Through consumption, consumers thus wish to “*reconnect to time, place and culture*” (Napoli et al, 2013, p. 1090). The wish for authenticity has also been presented as a “*need to reconnect with*

the truth of our lives and to disconnect from the illusions that everyone from advertisers to politicians tries to make us believe are real” (Potter, 2010, p. 5).

Authenticity is a buzzword in contemporary society and a greatly discussed term; however, scholars have not reached an agreement when it comes to a fixed definition. The concept of authenticity is difficult to define, as it is continuously changing, fluid and subjective, making it difficult to grasp (Beverland, 2005, p. 1008).

According to Gilmore & Pine (2007, p. xi) there is a shared belief that the term authenticity means something real. But what is real to the individual is not necessarily shared by others (Gilmore & Pine, 2007, p. xi). Originally, the word authenticity is derived from the Latin “*authenticus*” which means “*worthy of acceptance, authoritative, trustworthy, not imaginary, false or imitation, conforming to an original*” (Beverland, 2009, p. 15). Even though there does not exist a fixed definition of authenticity, scholars have used similar words when describing the concept in relation to consumption. A recurring notion is that authenticity is often described in terms that refer to *genuineness* and *sincerity* (Gilmore & Pine, 2007, p. xiii; Fine, 2003, p. 155; Grayson & Martinec, 2004, p. 297; Lewis & Bridger, 2000, p. 38, Zukin, 2008, p. 727). Moreover, *origin* plays a big role when it comes to authentic products. The unchangeable ties a product has to a specific place when it is from “somewhere” in opposite to globalized, mass produced products from “no where” is often connected to authenticity. (Thompson & Coskuner-Balli, 2007, p. 294; Lewis & Bridger, 2000, p. 50; Napoli et al, 2014, p. 1091; Beverland, 2005, p. 1007). In addition, products that are *local* can to a greater extend be perceived as authentic (Thompson & Coskuner-Balli, 2007, p. 294; Beverland, 2005, p. 1008; Zukin, 2008, p. 738). A product that originates from a certain place has an aura of uniqueness, which cannot be fully copied by competitors. In relation to that, *uniqueness* is an essential form of authenticity (Beverland, 2005, p. 1008; Lewis & Bridger, 2000, p. 25). A product’s *background story* is also an aspect that will contribute to a product appearing more authentic (Zukin, 2008, p. 736; Lewis & Bridger, 2000, p. 42; Napoli et al, 2014, p. 1091). The stories of the products can relate to *small production scale* (Lewis & Bridger, 2000, p. 31; Autio, 2013, p. 566), *traditional* or *hand made production methods* (Carroll & Swaminathan, 2000, p. 719; Napoli et al, 2014, p. 1091; Beverland, 2005, p. 1003), *original* products (Lewis & Bridger, 2000, p. 52; Napoli et al, 2014, p. 1091) or products localized in a certain *era of time* (Lewis & Bridger, 2000, p. 50). Furthermore, authentic consumption can be seen as a means to uphold health or meet personal ethical requirements by choosing food products that are organic, sustainable, without

genetically engineered ingredients and non users of child labour and animal testing (Lewis & Bridger, 2000, p. 27). Zukin (2008, p. 738) further argues that consumers who, as rebellion against the mass-produced and mainstream, seek towards alternative consumption practices and authentic food. Authentic food is, according to Zukin (2008, p. 738), local, healthy, organic and fresh. Another perspective on why people search for authenticity deals with the loss of religion as the final truth. Once upon a time, religion served as standard of what was right and wrong, which is a belief that in the Western world has eroded. Potter argues that the quest for authenticity is a quest to restore that lost unity and that it explains the ‘obsession’ with organic and local food. He believes that the wish to buy organic and local food reflects a feeling that *“the holism of a small community is more valuable and more rewarding than the wasteful and messy free-for-all of mass consumerism”* (Potter, 2010, p. 11-13). In this case, the small community consists of consumers who choose to also buy organic and local food (Potter, 2010, p. 13). Organics has even attained a status that extends beyond food: *“It [organics] seems to have become the magic cure-all, synonymous with eating well, healthfully, sanely, even ethically”* (Bittman, 2009).

Even though there are several parameters that can contribute to the authenticity of a product, to experience something as being authentic or not is individual. This means that the distinction between the authentic and the inauthentic can be socially or personally constructed (Grayson & Martinec, 2004, p. 306)

In a convenience food context, several studies have found that authenticity and convenience food solutions are perceived as contradictions per se. The reason for this is linked to the perception that industrially produced meals are not associated with values that correspond with authenticity in accordance with the paragraph above (Autio, 2013, p. 567; Brunner et al, 2010, p. 499; Plessz & Gojard, 2015, p. 6).

Grauel (2014) has studied authenticity in connection with ethical consumption and found personal taste to be basis for one’s consumption behaviour. In his study being authentic was linked to following personal taste as one’s inner motivation thus becomes presented in one’s actual behaviour. This way it is of minor significance how one’s consumption carries out, because true authentic consumption is about having balance between inner self and self-presentation (Grauel, 2014, p. 9). In another context, ethical consumption – thus buying organic, animal friendly, sustainable products - has been discussed to be an effective means for transforming the capitalist

system. Some, however, argue that it simply is a way for wealthy consumers to disguise their materialistic tendencies in socially responsible pretences (Thompson & Coskuner-Balli, 2007, p. 277)

A great critic of the concept of authenticity believes that authenticity is a hoax (Potter, 2010, p. 13). Potter states that authenticity does not even exist. He believes that there is no genuine authenticity as opposed to fake authenticity and that the past was in no way more authentic than the present (Potter, 2010, p. 114). He further argues that products that are branded as being authentic are self-defeating. His contention is based on the meaning of authenticity that refers to something that is spontaneous, natural, innocent and ‘unspun’. Products that, when all comes to all, have the aim to be sold in order to make a profit are planned, fake, calculating and marketed (Potter, 2010, p. 114). Authenticity framed by capitalists thus drains the authentic credibility out of the products and can therefore be seen as nothing but a marketing trick (Potter, 2010, p. 115). Potter’s biggest criticism, however, is not aimed at those who are selling authentic branded products but at those who are buying them. He believes that the pursuit for authenticity is actually a pursuit for status. As buying local food at a farm and cooking slow food is more demanding and time consuming, people do these things in order to differentiate themselves from the mainstream consumer and obtain status on this basis (Potter, 2010, p. 15+131). Potter even goes as far to say that the quest for authenticity is a quest for being cool (Potter, 2010, p. 133).

3.4.3 Convenience and Sustainability

Following section will deal with the connection between convenience food and sustainability. It has been constructed of a brief overview of the concept of sustainability in order to address the multifaceted term. Further, the link between convenience food and sustainability will be outlined.

In 1987, The Brundtland Commission defined “Sustainable Development” as: *“development that meets the needs of the present without compromising the ability of future generations to meet their own needs”* (The World Commission on Environment and Development, 1987, p. 41). Although sustainability has been defined, the term is still perceived as a blurred and incomprehensible concept, which is difficult to grasp (Europa-Kommissionen, 2015; Gregersen, 2016).

People are conscious about the fact that the food they eat has a crucial impact on their health, but it is less well known what impact the production of food has on the world's resources (Europa-

Kommisionen, 2015). Sustainability deals with the usage of the world's resources in amounts that do not go beyond the ability of the earth to restore them (Europa-Kommisionen, 2015) and covers economic development, environmental protection and social equity in its broadest sense. However, the term is commonly used by organisations and actors in order to benefit from the positive associations related to the concept. In connection to this, consumers use the term indiscriminately about everything “*good and green*” (Kloppenburger et al., 2000, p. 178). Consumers who have a positive attitude towards sustainable consumption are predominantly women and they, further, believe that their personal consumption behavior have an impact on the environment (Piscopo, 2015, p. 204).

In relation to convenience food, there are different perspectives in regards to sustainability aspects of the concept. However, it is found that consumers rarely link convenience food and sustainability (Jackson & Viehoff, 2016, p. 8). The one aspect that, though, is pointed out is a concern about high amounts of waste in relation to food packaging, producing, processing and preparing convenience food (Jackson & Viehoff, 2016, p. 8). This concern has though been proved wrong by a German examination that tested the CO₂ emission of five frozen foods and compared them with a home-cooked and a chilled version of the same products. It concluded that there was no significant difference between their respective carbon footprints (Öko-Institut e.V., 2012, p. 22). In connection to this, it is also showed that in some cases it is more sustainable to cook food in large quantities, which is the case in convenience food production, than cooking at home from scratch. This is, however, only the case if the production is energy efficient and dependent on the product facilities (Öko-Institut e.V., 2012, p. 22). Although, a problem in relation to convenience food products and sustainability regards the food waste that can occur when convenience food manufacturers overproduce. The overproduction happen often to such an extend that it has been found that up to 20-40 % of convenience food manufacturers' resources are being wasted (Darlington, Staikos & Rahimifard, 2009, p. 1274).

Thompson & Coskuner-Balli (2007, p. 298) refer to sustainability as a contrary to convenience food and generally convenience food is often associated with unsustainable food (Szabo, 2011, p. 547; Jackson & Meah, 2016). There are, however, several elements where convenience food solutions outmatch meals made from scratch sustainably. Food waste is a massive problem in regards to sustainability: approximately one third of food produced for human consumption gets lost or wasted

(Evans & Welsh, 2015, p. 2). However, contemporary research show that ready meals provides less food waste than meals made from scratch (Evans & Welsh, 2015, p. 5; Jackson & Meah, 2016). Also, meal box schemes as a convenient food choice can reduce food waste as they only contain measured ingredients for each meal and thereby do not create excess ingredients that need to be used afterwards (Aarstiderne, 2016). A study that examined organic box schemes in relation to sustainability, found that the majority of the box schemes consisted of fruit and vegetable that originated from the particular country where it was delivered. This implies that it was seasonal and seasonal fruit and vegetable can be produced in the most climate friendly way (Torjusen et al, 2008, p. 229). Additionally, around 80% of the receivers of the fruit- and vegetable box schemes increased their overall consumption of fruits and vegetables at the expense of meat (Torjusen et al, 2008, p. 229). This is environmentally beneficial from an ecological perspective as meat carries weight in relation to the emission of greenhouse gasses and CO₂ emission (Torjusen et al, 2008, p. 229, FAO, 2016). CO₂ emission is an important and well-known aspect of sustainability. 25 % of the total CO₂ emission comes from food production, whereof meat production constitutes the majority (FAO, 2016). One of the most frequently mentioned ways of reducing CO₂ emission is choosing food with a low carbon footprint, and thus reducing one's consumption of animal products (Mogensen, Knudsen & Hermansen, 2009; FAO, 2016).

3.5 Identity

This section will commence with how consumption generally have been seen as identity creating and how this today will be used for consumers to create an authentic self-image. This leads to a brief inclusion of the term storytelling in relation to how stories appeal to our desired identity.

When looking at consumers' food choice it is not solely a simple question about whether they like the taste of the food or not. Many factors play a role in this choice. For many years it has been recognized that consumption helps to construct one's identity. The self is actively created by the individual and consumption is part of this creation process (Elliot & Wattanasuwan, 1998, p. 132; Solomon et al, 2006 s. 519, Firat, 1993, p. 235; Gofton & Ness, 1991, p. 21) That is, consumers do not only base their choices on the features of a product, but also on the symbolic meanings of a product or a brand and the values attached to this (Elliot & Wattanasuwan, 1998, p. 132). These symbolic meanings and values are consequently important as they help us to construct our self-

identity (Elliot & Wattanasuwan, 1998, p. 132; Solomon et al, 2006 s. 519). If consumers have different choices to consume, the choice will end up with the product that, for the consumer, has the right symbolic meanings or values attached to it in order to construct the wanted self-identity (Elliot & Wattanasuwan p. 134).

Gran (2004, p. 49) describes identity as a choice in different situations. When identity no longer is considered as inner and static but can be chosen at one's pleasure it becomes a way of staging one self. Moreover, it has been proven that personality trait change as we age. Warr, Miles & Platts (2001, p. 165) found significant results that showed that elderly are more conservative and motivated for change. In alignment with this, Costa & McCrea (1976) add that the need for variety reduces with age. Furthermore, openness increases during adolescence but then decreases again in old age (Roberts, Walton & Viechtbauer, 2006, p. 1).

In the attempt of staging one self in a desired manner the choice of products have great significance (Gran, 2004, p. 49). Thus, one of the most important ways in which people socially relates to each other is through the signals material things send (Lury, 1996, p. 1).

This is also something that can be recognized in today's great and increasing focus on storytelling. A product must appeal to ones desired identity, which storytelling can seek to ensure. The consumers base their choices on feelings rather than sense and there is a possibility for an experimental value in all kind of consumption (Mossberg, 2007, p. 321). Storytelling is a mean through which you can differentiate your product or service from the ones of the competitors. The purpose of storytelling is to create added value by telling a story about a product in order to make it more attractive for the consumer (Mossberg, 2007, p. 321). The story can be of big importance given that the story makes the consumers feel more connected to a brand and easier understand whether it matches their wanted construction of their identity (Mossberg, 2007, p. 321).

Given this, brands and the attached values are powerful tools to express one's lifestyle, status in the society, political persuasions and the like (Holt, 2001). The food we eat also point towards different identities, and some even argue that we choose to eat what we are or *what we want to be* (Holm, 2003, p. 139). Food is thus an important part of our social identity. Earlier food was about nourishing your hunger, but has now become a category of its' own in relation to consumption. In the modern society lifestyle, including food, to a great extend is an indicator of one's social position (Bell & Valentine, 1997, p. 5-6).

3.6 The Modern Consumer

Following section outlines how different tendencies and factors come into play when the modern consumer is to decide what products to buy. Furthermore, it will be touched upon how ethical considerations have an impact on these decisions.

The modern consumer is fragmented, which means that the same consumer can have different wishes depending on the situation (Krystallis et al, 2015). Basic needs such as taste, quality and price have always been valued by the consumers, but today the consumer become even more demanding (Holm & Kildevang, 1996, p. 10; Tudoran et al, 2012, p. 18). Generally, it appears that the consumers today want it all at once. They want convenience food as well as they increasingly emphasise the values of sustainability, health and authenticity (McCullough, Jones & Vignali, 2003, p. 395; Tudoran et al, 2012, p. 18; Krystallis et al, 2015). At the same time they also value more basic needs such as product taste and product quality as well as the price still is considered as one of the most decisive factors in regards to buying a product or service (Lam et al, 2004; Zeithaml, 1988; Tudoran et al, 2012, p. 18). However, none of the trends replace each other, instead they add up on each other and raise the total consumer demands (Tudoran et al, 2012, p. 18). Thus it is seen that the values the modern consumers emphasise as important are multifaceted and co-existing and include both taste preference, price, health, quality, sustainability, ethics and authenticity (Tudoran et al, 2012, p. 18; Holm & Kildevang, 1996, p. 10; McCullough, Jones & Vignali, 2003, p. 395; Grauel, 2014, p. 1; Andersen & Hjelmars, 2011, p. 80; Olsen, Prebensen & Larsen, 2009, p. 766). This modern consumer does not only relate to one specific group. These consumers cut across demographics and are seen both in the group of wealthy retiree's, families with children, young people as well as students (Lewis & Bridger, 2000, s. 15).

Ethical Consumption

Another important aspect of the modern consumer is ethical consumption. In recent years, it has become a highly discussed subject within the sociology of consumption (Grauel, 2014, p. 1; Andersen & Hjelmars, 2011, p. 80; Olsen, Prebensen & Larsen, 2009, p. 766). Consumers are increasingly being ascribed co-responsibility in order to solve societal issues, for instance in relation to the environment, through their consumption habits (Andersen & Hjelmars, 2011, p. 80). In relation to food consumption, some foods can be constructed as 'ethical' or 'good' food as opposed to the contrary 'bad' food (Grauel, 2014, p. 2). By buying the 'good' food, consumers can

feel like they take responsibility for the environment and for distant others (Grauel, 2014, p. 2). Since everything we do and how we behave signify who we are, the ethical consumption also help construct our identity as it shows a person's stance and opinions. That is, if you want to show that you take responsibility for the environment you may buy organic food and recycled paper (Elliot & Wattanasuwan, 1998, p. 134).

According to findings by Grauel (2014, p. 7), 'good' food is homemade, without excess processing and of known origin. 'Good' food consumption is also about eating consciously and healthily as it shows one's moral discipline and self-control. Furthermore, 'good' consumption relates to deselection of products that may harm distant others, animals or the environment (Grauel, 2014, p. 7). There are so many considerations embedded in the choice of products and, in addition, consumers wish to appear in a certain manner via their patterns of consumption to such a degree where a form of consumer anxiety can occur (Warde, 1994, p. 877). The fear of choosing inappropriately in relation to how they really want to appear to others can cause great distress for the individual (Warde, 1994, p. 877). In addition, many consumers wish to both appear and be moral in a buying situation. Olsen, Prebensen & Larsen (2009, p. 766) found that moral obligation was one of the most important predictors of motivation for consuming.

3.7 Proper Meal

In order to use the term a "proper meal" the following section will shed light on how the literature defines what a proper meal is and what is not considered as a proper meal among consumers.

A proper meal is a multifaceted term constituted by both social and cultural processes (Bugge & Almås, 2006, p. 203; Carrigan, Szigin & Leek, 2006, p. 374; Halkier, 2016). Several studies indicate that a proper meal is a homemade meal consisting of unprocessed foods (Holm, 2003, p. 69; Bugge & Almås, 2006, p. 204-219; Grauel, 2014, p. 7; Carrigan, Szigin & Leek, 2006, p. 374; Evans & Welsh, 2015, p. 4; The University of Sheffield, 2016). It is thus considered as an ideal to prepare meals from scratch from fresh ingredients and without semi-manufactured components. Moreover, Autio (2013, p. 567) found that meals where the consumer were involved with the production were perceived as more safe and pure than its' readymade counterparts. Self-produced food is thus easier to "know" thoroughly and thereby easier to relate to (Autio, 2013, p. 567).

A proper meal is also, especially in relation to children, connected to a healthy meal. Mothers often see it as their responsibility to give their children healthy meals (Carrigan, 2006, p. 376).

For many people, especially women, a proper meal is a way to show care for one's family or guests (Bugge & Almås, 2006, p. 210-211; Närvänen, Saarijärvi & Simanainen, 2013, p. 572; Evans & Welsh, 2015, p. 4). Cooking is often considered to be a female task, for which reason women can feel that it is expected of them to cook and gather the family around a proper meal (Bugge & Almås, 2006, p. 209-210; Närvänen, Saarijärvi & Simanainen, 2013, p. 572). And a homemade meal is viewed upon as an 'authentic' creation of family (Moisio, Arnould, & Price, 2004, p. 363). Moreover they often connect this competence with being a "proper woman" or a good mother (Bugge & Almås, 2006, p. 209-210).

A proper meal is, however, not only a way to care for others, for instance, one's family but it is also helpful in positioning oneself and create ones identity (Bugge og Almås, 2006, p. 203-209). With the use of particular foods, dishes and ingredients people try to reinforce their identity and prestige in the context of their surroundings (Bugge & Almås, 2006, p. 212). Further, a family's eating-habits and patterns also help construct their identity within their social world (Bugge & Almås, 2006, p. 207-208, 218).

Age groups

Generally, a proper meal is seen as a homemade meal (Holm, 2003, p. 69; Bugge & Almås, 2006, p. 204-219; Grauel, 2014, p. 7; Carrigan, Szigin & Leek, 2006, p. 374; Evans & Welsh, 2015, p. 4; The University of Sheffield, 2016). However, when looking at different age groups, there are some differences in their criteria for the "degree" of what is considered to be homemade or "proper".

Older women describe a proper meal to be a meal made from scratch without any industrialised products, market-made ingredients or components. Whereas younger women think a proper meal could consist of a combination of fresh and ready-made ingredients. That is, primarily fresh ingredients but a packet of ready-made sauce, a frozen bag of vegetables or the like would be accepted as ingredients in a proper meal (Carrigan, Szigin & Leek, 2006, p. 374-376; Halkier, 2016).

Not a proper meal

When trying to define and describe what is considered as a proper meal, it is also interesting to understand what people *do not* accept as a proper meal. Home made food from scratch is seen as proper food, in contrast to this is convenience food, which is often *not* considered a proper meal (Halkier, 2016; Bugge & Almås, 2006, p. 218; The University of Sheffield, 2016).

Mainly semi-fabricated or frozen dinners are not seen as a proper meal, and the typical example of a wrong or even a poor type of dinner is a frozen pizza from the supermarket (Bugge & Almås, 2006, p. 218-220). The women from the study by Bugge & Almås (2006, p. 220) describe this type of dinner as a careless type of cooking. It is seen as an emergency solution that tastes like cardboard and it is something you just fill up your stomach with. Convenience food is accordingly considered as being the second best option (Närvänen, Saarijärvi & Simanainen, 2013, p. 574).

Consumers often feel a need to justify their convenience food consumption with explanations about lack of time and that it was an emergency solution. This is, in the study by Närvänen, Saarijärvi & Simanainen (2013, p. 574), found to be done with the purpose of creating a conception that the use of convenience food was a special exception, which illustrate that they try to justify their use of convenience food and that it is not their desired choice.

However, convenience food products are often more accepted if some kind of customizations towards for instance a healthier meal is made, by for example adding fresh vegetables or making a fresh salad on the side. In this way it becomes possible to eat convenience food with less guilty conscience (Närvänen, Saarijärvi & Simanainen, 2013, p. 574).

These types of convenience foods, which are related to unhealthy foods or food of a low quality, are less accepted as being a proper meal (Halkier, 2016). Generally, the less involvement and preparation in terms of both effort and time a convenient product requires, the more negatively it is perceived among consumers (Närvänen, Saarijärvi & Simanainen, 2013, p. 570).

Market made and industrialised food products cause consumers to doubt about the quality and the origin of the food, this is due to lack of transparency and mass production (Moisio, Arnould & Price, 2004, p. 368). Other parameters mentioned as important in relation to homemade food is quality and origin. When food is homemade from scratch it is easier to know where the food comes from and what quality the food has (Moisio, Arnould & Price, 2004, p. 367-368).

Context

The social relation within we eat our food is also a factor when considering a meal to be proper or not. If people have some of their family or relatives over for dinner, they want to make something homemade. If people have a couple of friends coming by for a relaxed evening, it is accepted to order some kind of takeout, for instance, a pizza (Halkier, 2016). The more informal the social context is within the eating situation, the more accepted it is for convenience foods to be a part of it (Halkier, 2016). Further, it is also more expected and acceptable to eat a poor dinner, for instance, ready-made meals or semi-fabricated food items, when people eat alone compared to when eating with others (Bugge & Almås, 2006, p. 221-222).

In relation to this, aspect that deals with the eating situation is about the context of a meal. Borgmann (2000) describes how the context of the food is important factors:

“The preparation of the meal, the gathering around the meal, and the customs of eating, serving, and conversing are the focal practices” (Borgmann, 2000, p. 421).

Which shows that it is not solely the food itself but also the settings that are crucial parameters when it comes to the culture of the table. Here, the central parameters are everything related and intertwined with the eating situation. Thus, this must also be focal parameters in order to construct a proper meal. That the setting and the context of a meal are central focus areas has also been pointed out by Sobal and Wansink (2007) with their research on how microscale built environments affect food behaviour. They present four microscale ‘scapes’, which are small spaces with food available for consumption. These spaces provide a setting wherein food is perceived, selected and consumed. The four scapes they describe as the most important when it comes to food are kitchenscapes, tablescares, platescapes and foodscapes, which relate to how the kitchen, table, plate and food presents itself. Together, these scapes construct the overall context around a meal (Sobal & Wansink, 2007, p. 127).

Chapter 4

Data Presentation, Analysis & Discussion



4. Data Presentation, Analysis & Discussion

Following chapter will gather the data presentation and the analysis of each global theme: *proper meal*, *scepticism*, *authenticity*, *involvement* and *appropriateness*. In order to improve the reader-friendliness, the related discussion will be presented after each organising theme.

The results of the organising process of the themes are illustrated in tables before each global theme. The basic themes, expressing specific topics from the data, are listed in the left side of the table. In the middle column the organising themes gather the basic themes and are connected to the global theme, which is placed in the right side. The global themes cover the main aspects of the focus group interviews.

4.1 Thematic Network: Proper Meal

THEMATIC NETWORK 1		
BASIC THEMES	ORGANISING THEMES	GLOBAL THEME
<ul style="list-style-type: none"> • Sund Takeaway • Aarstiderne • Hanegal 	Case Products as Proper Meals	Proper meal
<ul style="list-style-type: none"> • Full fat products • Seasoning • Salt • Spices • Well prepared food • Tastiness • Organics 	Taste	
<ul style="list-style-type: none"> • Vegetables • Organics • Unprocessed • Freshness • Less meat • Varied • Health trends • Made from scratch • Low fat • Moderation • Composition of meal • Keyhole nutrition label • Nutritious • Seasonal • Involved in cooking process • Naturalness • Quality 	Health	

This section will account for the three organizing themes identified in relation to the global theme proper meal. Firstly, a short section will establish if the participants of both groups consider the case products as proper meals.

4.1.1 Organizing Theme: Case Products as Proper Meals

Retirees

The retirees see a proper meal as a home cooked meal, therefore the product of Sund Takeaway does not live up to this requirement in order to be a proper meal. This attitude comes very clear, when they are asked if they considered the product of Sund Takeaway as a proper meal or not:

“It would be an easy meal, but that is not necessarily the same”¹

This group agree that they would never buy the ready meals from Sund Takeaway.

The retirees see Aarstiderne’s Kvik-KvikKasse as a proper meal due to health related reasons. They value the high content of vegetables in the box, but would consider it as a ‘more proper meal’ if they had made the meal from scratch themselves. The Kvik-KvikKasse from Aarstiderne is not a product that any of the participants would consider buying.

Hanegal’s Chili Con Carne is also considered a proper meal of the retirees. This is due to the keyhole nutrition label, attractive packaging and familiarity with the brand. This target group finds this product the most appealing of the three cases and could, as the only one of the products, consider to buy it.

New Mothers

The new mothers think that the content regarding the nutritional composition of Sund Takeaway’s meal boxes could account for a proper meal if it had been homemade or freshly made. They, however, do not consider the product a proper meal because it is a refrigerated meal they do not know when have been cooked. For this reason, they would not buy it.

Aarstiderne was the most popular company among the mothers and they had great trust in the brand due to familiarity with their concept and the fact that their products are all organic. The participants agreed that the Kvik-KvikKasse from Aarstiderne could be a proper meal. They are, however, more prone to consider buying one of the other boxes from Aarstiderne, that contain ingredients that are

¹ Translation from Danish: Bjarne (Appendix 8)

not cut or prepared as they believe this would be healthier and thereby a ‘more’ proper meal. Due to organics and the highest level of involvement in the cooking process and therefore the freshest product, the mothers found this product the most appealing compared to the other two cases.

All the new mothers considered the Chili Con Carne from Hanegal a proper meal. This was reasoned with the organic label, the keyhole nutrition label and the absence of additives. They were not dismissive of buying the product, but would rather cook it themselves.

4.1.2 Organising Theme: Health

Retirees

The retirees had five main points regarding health, which came to light in the interview. First of all, they all placed food made from scratch in high regard. Buying pre-fabricated meals and semi-manufactured convenience food products, for instance pre-cut vegetables, were not considered part of a proper meal. This is in alignment with several findings investigating the perception of proper meals (Holm, 2003, p. 69; Bugge & Almås, 2006, p. 204-219; Grauel, 2014, p. 7; Carrigan, Szigin & Leek, 2006, p. 374; Evans & Welsh, 2015, p. 4; The University of Sheffield, 2016). Cooking the entire meal themselves ensures that the meal is unprocessed and fresh, which they value highly. They are in this way suspicious of the ingredients and additives of convenience food. Self-produced food has been found to be easier to ‘know’ and relate to (Autio, 2013, p. 567), which can be connected to the retirees’ wish to eat home cooked food.

They regard home cooked meals as a matter of course, and they question other alternatives as proper meals.

Secondly, the interview uncovered that variation and the nutritional content of the meal is highly valued. A proper meal is viewed as one that contains a good salad, is varied in content and is made with fresh ingredients. Meat, poultry or fish is a secondary part of the proper meal, but must be present for this group. Regarding the nutritional value of the meal, they like buying products with the Keyhole Nutrition Label, as they think this a trustworthy label indicating how healthy a food product is. However, they are also aware of how the composition of the meal contributes to good nutrition, which is why they value variation and moderation. As indicated by Costa et al (2002, p. 103), worries about the nutritional value of the meal is also related to ideals about homemade meals. These considerations about health add up to an overall sense of identity. They do not wish to

appear lazy or careless, as pointed out by Costa et al (2002, p. 103), which is expressed in the ideal for home cooked meals. Ethical and ‘good’ consumption is, according to Grauel (2014, p. 7) about eating healthily, which the retirees demonstrate through their food choices.

Fourth of, eating more vegetables and less meat is a point of focus. Eating less meat, especially less red meat is an intentional choice due to both environmental and health related consideration. They thus adhere to the Danish Health Authority recommendations for a healthy diet, although they do not mention this organization specifically. As the salt content is an essential matter in the official recommendations (Fødevarestyrelsen, 2013), and it has been found to be an important concern with the same target group in another study (Heinö et al, 2014, p. 10), it is interesting that they do not mention the salt content of convenience food as a point of concern.

Lastly, the retirees favour Danish products, as they are perceived to contain fewer pesticides. An aspect of choosing Danish products is traceability – knowing where the product is from and what treatments it has been exposed to, is essential for the retirees. They feel that food safety and food control in Denmark are better than abroad, which makes them feel safer when choosing Danish produce. Also, they like the idea about supporting the agricultural industry in Denmark.

In general, the group tries to distance themselves from being elderly. The retirees want to look modern in their food habits and are interested in the latest health trends. They give answers that show, that they are affected by these trends. One interviewee talks about eating skyr with chia seeds – products that were virtually unknown just a few years ago. In general, they all mention eating less white bread, but they still eat a lot of rye bread, as this contains more fibre and is perceived as healthier.

Furthermore, they reject being the target group for the meals from Sund Takeaway, as these meals are for “old people” according to them. However, they do hold “old school” and traditional values regarding that proper meals should be home cooked. This supports Brunner’s (2010, p. 504) finding that older consumers buy less convenience products and prefers to prepare their food themselves (Olsen, Prebensen & Larsen, 2009, p. 775).

In regards to foods not considered as proper, the retirees especially mention canned vegetables, whereas frozen soups of the right quality can be accepted. This might be why they prefer the

Hanegal chilli con carne, because they know the sausages and pâtés from this brand to be of the highest quality. They therefore also associate the chilli con carne with this high quality.

New Mothers

In the interview with the new mothers, many of the same health concerns that the retirees focused on came to light.

Throughout the interview it appeared continuously that they are very focused about fresh and home cooked food. They think it is healthier and also a more proper meal when they cook food from scratch, as this ensures that it is unprocessed and fresher. That home cooked meals are perceived more safe and pure have also been found by Autio (2013, p. 567), which could be a reason for the mothers to think that their home cooked meals are more healthy.

The new mothers all prefer fresh produce to frozen foods. As they are all on maternity leave, they are not under the same time pressure as when both parents are working. They thus have the time to prepare home cooked meals. This can be viewed as a part of forming the new identity as a mother, returning to traditional family values. They want to appear as the perfect mother, and home made, healthy food for the family is part of this identity. Not cooking home made meals was in the study by Geeroms (2008, p. 710) found to give a feeling of neglecting one's family. The competence of gathering the family around a proper meal was also connected to being a 'proper woman' or a good mother in the study by Bugge & Almås (2006, p. 209-210).

As mentioned above, nutritional value is important to the retirees. The new mothers agree that the nutritional content of the meal is essential. When they make the meal plan for the family, they think about the different elements that are necessary to make up a healthy meal and also what vegetables are in season to ensure variety.

They think it is important to eat healthy the majority of the time and mention if you eat healthy 80-90 percent of the time there will also be room for more unhealthy foods once in a while.

Some of the new mothers look at the list of ingredients to check that it is "plain" and thereby with no additives or "suspicious" ingredients. They do not trust products unless they are organic and only made out of the same ingredients as if they were homemade. Recently, naturalness has attained a status of being healthy (Binninger, 2015, p. 2) and natural ingredients are associated with higher quality than industrialized products (Murdoch & Miele, 1999, p. 469). On the basis of the mothers'

focus points when choosing what food to eat, it can be argued that they also connect naturalness with health.

Even though the new mothers always say that fresh foods are very important, one say that if the nutritional content is satisfactory for her and it is organic, she will not be too proud to use frozen food because they can contain as many micro-nutrients and vitamins as fresh foods.

Some of the interviewees also have concerns about the nutrients the food contains, which is why they express concerns about Aarstiderne's Kvik-KvikKasse:

*"[...] and regarding the pre-cut vegetables; yes it is probably smart for some people, but I prefer uncut vegetables, because I think some nutritional things are destroyed when it is cut long before it is eaten. And I would also like to know what is done with the food. Even if it is just vegetables. I just think that it is tastier when you have your own fingers in it."*²

Concerns regarding processing to affect the nutritional value of convenience meals was also found by Costa et al (2007, p. 82).

That health is an important part of a proper meal within this group is reflected continuously throughout the interview. It is, for instance, touched upon when it is mentioned to give less guilty conscience when serving healthy food for the family.

The new mothers are not of the same opinion when it comes to starchy carbohydrates. For some of them it is important to eat a lot of starchy carbohydrates like potatoes, pasta and rice. For others it is a goal to avoid them. Both opinions are due to health reasons. Here it is shown that they see health differently and have their own health orientations when it comes to the composition of their meals. However, they do agree very much about organics and that vegetables are an important factor. It can thus be deduced that they trust in their own health orientation more than what is recommended by the Danish Health Authority, as many of their opinions about diet and health are different than the official recommendations. Further, all of the mothers mention themselves that they do not trust or believe completely in the recommendations by the Danish Health Authority and thus do not comply with these. This came to light, for instance, when they were asked if it was appealing for

² Translation from Danish: Vivian (Appendix 9)

them that the product of Sund Takeaway complies with the official health recommendations. All of the participants agree that this is not a crucial factor for them. They mention that they are aware of the recommendations, since they grew up with them, but express attitudes such as *“I don’t think much of them”* and *“They are kind of old-fashioned”*.

Following this, one participant tells that it is a problem for her to find a nursery for their child, because the children will be provided a glass of milk, in accordance with the official recommendations, but she does not want that for her child. Again, this shows that they do not adhere to the official recommendations and that health can be perceived in many ways.

The new mothers consistently try to avoid refined sugars and instead they use dates or coconut sugar as substitutes when making sweets or cake. They see these products as healthier alternatives than refined sugar.

This could also be seen as an identity-creating act, as sugar is seen as the new ‘bad guy’ in terms of being guilty of various lifestyle diseases, where fat previously has been highly criticized. For this reason, many day-care institutions have zero sugar policies (Danielsen, 2012) and sugar is generally frowned upon in relation to children. Making sweets without refined sugar is then part of constructing an acknowledged identity as a “proper mom” as a family’s eating habits help construct their identity (Bugge & Almås, 2006, p. 207-208, 218).

The new mothers have, just like the retirees, a focus on eating more vegetables and less meat. They therefore like the fact that Aarstiderne’s focus on health is very much about reducing the amount of meat in favour of vegetables. In addition, some interviewees point out that their own health is of higher priority than environmental concerns. The choice of vegetables is thus not made to build an identity as an environmentalist for them, as they do not believe that their choices will have an affect in the big picture. Eating more vegetables and less meat is thus primarily done for health reasons and not to reduce CO₂ emission and must then not be regarded highly. However, some of the other participants do believe that their personal choices will have an affect on the environment and therefore try to make as sustainable choices as possible.

The mothers prefer Danish food products whenever possible since they do not trust foreign food products to the same extent. They, thus, articulate the same scepticism as the retirees regarding foreign food safety and control. They do not, however, emphasise supporting Danish farmers.

The new mothers do not share the retirees' scepticism of organic products. On the contrary, they connect organics with health and are very much focused on this parameter. They want to prioritize organic food products over meat; for this reason one of the participants eat primarily vegetarian and the other participants try to incorporate meat-less meals. The new mothers' choice of eating organic can reflect the wish to consume ethically as it can help construct our identity and show our stance and opinions (Elliot & Wattanasuwan, 1998, p. 134). It thereby shows that they take responsibility for the environment and for animals when buying organic and animal friendly food products. The new mothers show no critical attitudes towards organics; they are convinced that organics are always the right choice. Organics has been referred to as something that: "[...]seems to have become the magic cure-all, synonymous with eating well, healthily, sanely, even ethically." (Bittman, 2009). It seems as if the mothers are of the same persuasion as they always assign the greatest weight to this matter.

They also attach importance to the food products being "natural". This is expressed in the following quote:

*[...] and it is completely natural for some products to have a high fat content. If suddenly there are 50 percent fewer calories in butter, then you can be absolutely sure that there has been done something to it in one way or another. It is much more appealing to get the food as it is instead of some unnatural products developed in a laboratory in order to obtain a fat percentage in accordance with the recommendations"*³

This quote states a critique toward many modern food industries, which alters the original product. The new mothers all agree that products that are as little processed as possible are more natural and healthier, thus linking these two concepts. In the quote above, it can also be seen that the new mothers perceive naturalness healthier than the official health recommendations that state that low-fat products are preferable.

³ Translation from Danish: Camilla (Appendix 9)

The new mothers highly dissociate themselves from food that is not homemade. They do not consider premade, frozen, or canned meals as proper meals, some of them would even refuse to eat this type of food. This stands in contrast to some of the earlier literature, which indicates that busy families with children would be more prone to buying ready-made meals or semi-manufactured components of a meal (Bava et al, 2008, p. 495; Jabs et al, 2007, p. 24). This can be explained with the fact that these mothers are still on maternity leave and thereby do not feel busy or time-constrained. There are, however, also findings showing the opposite; that parents do not wish to feed their children ready meals (Candel, 2001, p. 23; Mestdag, 2007, p. 15; Prim, 2007, p. 53). This can be connected with meals being a symbol of family life and that producing homemade meals can contribute to the construction of family around shared consumption practices (Moisio et al, 2004, p. 364; Groves, 2001; Daniels et al, 2015, p. 217). It is therefore possible that their opinions will change once they get back to their full-time jobs and will get less time. One participant also mentions that this change is likely to happen, especially if they get more children, which is similar to findings by Olsen, Prebensen & Larsen (2009, p. 775) who found that people who work full-time are more positive towards the use of convenience food.

Sub-conclusion and Discussion

Both groups eat healthily based on their own health orientation. The retirees and the new mothers share many of the same attitudes towards what is healthy but they weigh them differently. The new mothers have a higher focus on organics than the retirees, while the retirees are a bit sceptical about the concept of organics. The two different groups agree on the fact that a proper meal should be home cooked, preferably from scratch. However, when it comes to the official health recommendations, the two groups show rather different attitudes.

Official recommendations

The analysis showed that the recommendations from the Danish Health Authority and the Danish Veterinary and Food Administration do not matter much for the new mothers as opposed to the retirees, who adhere to these recommendations to a higher degree. Hence, this could indicate that people from older generations might trust more in authorities. As there is a generation gap between the two groups, it seems as the retirees come from a generation where it might be more common to adhere to this kind of authority without questioning the knowledge presented by them. There can be many possible reasons why younger generations trust the official recommendations regarding health

to a smaller degree. Within recent years, food has been a greatly and increasingly debated topic (appendix 10) and nowadays there are a large amount of different orientations within diet and health. When the retirees grew up there were less health orientations to make up ones mind about. Not until 1970 did the government give recommendations for what one should eat (Ernæringsrådet, 2005, p. 7) and in 1976 FDB introduced the Danish food pyramid (Madpyramiden, 2016). Thus, the official recommendations were a development of later years. This do, however, not exclude that unofficial recommendations have existed previously.

Additionally, with food being a greatly debated topic (appendix 10) health has become a major industry with many different health beliefs showing up on a continually basis. The official recommendations have also changed over time, however, in a slow pace compared to the new diet orientations. Today, all the different health orientations can add up to a sense of health being a very relative and individual term, as also stated by Gofton & Ness (1991, p. 20). Thus, there are an increasing number of ‘experts’ and diets to make up one’s mind about, and it can therefore be difficult to figure out what to trust as the ‘correct’ truth. All these new information, that occur continuously, could also be a reason why the new mothers perceive the official recommendations as ‘old-fashioned’ and out-dated and therefore question the truth of them. Thus, it appears that the new mothers see the new trends regarding health as being more up-to-date.

One of the official diet advices is to eat a varied diet (Fødevarestyrelsen, 2013, p. 6). This is a rather vague advice, and contrary to this, some of the ‘self-proclaimed experts’ often come with much more defined and concrete advices, which therefore might be more easily understood and complied with. One of the most common unofficial recommendations that contradict the official recommendations regards the healthiness of milk. The official recommendations prescribe that both children and adults should drink milk on a daily basis (Fødevarestyrelsen, 2013). However, one of the new mothers is so convinced that dairy products is not good for her child that she insists that he is not served milk in his nursery. She does not mention what her health orientation is based on, but it is obvious that she trusts this orientation more than the official recommendations. That the new mothers are critical towards the official health recommendations shows that they take an active and individualistic stance towards nutritional information.

Another reason for the mothers not to follow the official recommendations could be due to their valuing of naturalness. It appeared that they value naturalness over the official health recommendations, as they would rather consume natural food products than products that comply

with what is recommended by the authorities. This was for example seen with their favouring of full fat products instead of reduced fat products. Another official diet advice recommends the Danes to choose low-fat dairy products (Fødevarestyrelsen, 2016) and the new mothers thus choose not to follow this guideline. Naturalness is perceived more authentic (Autio, 2013, p. 567; Brunner et al, 2010, p. 499), and authentic food products are perceived as healthier (Zukin, 2008, p. 738), which makes the mothers prioritise this rather than to follow the recommendations.

The retirees also prefer these full fat products, however, without mentioning the word ‘natural’ directly. This preference for full fat products is what is to be expected from this generation, as they grew up with full fat products and low fat products being an invention of later years⁴ (Arla, 2016). They would thus perceive these low fat products as more unnatural and regard them with scepticism. So even though the retirees do not mention the word ‘natural’, it appears as if they still value this parameter highly.

As ‘nutritional adjusted’ and ‘designed’ products are not foreign to the new mothers, it would be reasonable to assume that they would be more prone to buying these kinds of products than the retirees. However, they have perhaps moved away from the low fat-mentality and have concurred to the contemporary conviction that naturalness means more than fat content in relation to health (Landbrug & Fødevarer, 2015; Tudoran et al, 2012, p. 6). Thus, they favour natural and unprocessed products like in the ‘good old days’ and from this it is indicated that the new mothers associate authenticity with health. Accordingly, the mothers have a holistic perception of health, as the concept for them concerns more than nutritional content.

Reduction of complexity

The two groups do not relate to organics in similar ways; the retirees show scepticism and the new mothers show a consequent behaviour of buying primarily organic products.

The modern consumer lives in a complex society with many possibilities and temptations everywhere, for which reason it can be difficult to navigate in this society (Andersen & Hjelmar, 2011, p. 83). Thus, it might be easier if having a tight frame to navigate within. Here, a tight framework for how to be healthy and what to eat. When the new mothers, for instance, choose only to eat organic, this will naturally limit the range of choices when grocery shopping. The consequent prioritization of organic thus becomes part of the construction of this tighter framework to navigate

⁴ Low-fat milk was introduced in 1973 as one of the first reduced fat products in Denmark

within. It simplifies the complex decision making process as it makes choices easier when they, in this way, can eliminate everything not organic.

Engaging in the process of cooking

For both groups of informants, a proper meal has to be home-cooked, preferably from scratch, in order to be viewed as a proper meal. When the interview conversation turned to the topic of what constitutes a proper meal, it became clear that it was not only a question about the nutritional value of the meal. The informants from both groups had a lot of focus on the cooking, but there were also indications on that the staging of the meal was an important parameter. For instance the new mothers express that Aarstiderne might be a proper solution because it looks and is more homemade and “...*the guests would probably never be able to see that it was not homemade*”. This shows that it is not only a question of nutrition and specific ingredients. The retirees share some of the same attitudes, when they express that a convenience food meal, in the case of usage, should be served on their own chinaware, with candles on the table and wine, as a homemade meal would have been served. With this it could be deduced, that a proper meal, for the retirees and the new mothers, not only include nutrition but also the serving and the staging of the meal experience, which is in accordance with Borgmann (2000, p. 421) who states that: “*The preparation of the meal, the gathering around the meal, and the customs of eating, serving, and conversing are the focal practices*” (Borgmann, 2000, p. 421).

This could also be reasoned with an experience of the meal appearing less factory-made and more as a home cooked, proper meal when it enters a personified context with, for instance, their own tableware. This indicates that if a convenience food meal shall be perceived as a proper meal, the meal has to be ‘domesticated’ and it matters how you serve it, as it must also look homemade. You have to be involved and do something yourself. This point was also seen when the American food manufacturer General Mills introduced cake mixes under their popular brand Betty Crocker. The cake mixes should only be mixed with water and baked in the oven. Although this was a very easy solution the consumers did not make use of it and psychologists revealed the reason to be guilt. The product saved the housewives *too* much time, effort and involvement, which resulted in guilt and a feeling of deceiving their families and guests. Because of this, General Mills changed their product in a way that would make the users feel more involved in the cooking process. They removed the powdered egg from their cake mix and now the users had the effort of adding water *and* an egg. The extra level of involvement from the user suddenly made the sales of the cake mixes increase (Boyd,

2014). It appears as if both groups of informants experience convenience food in the same way as the American housewives experienced the cake mixes; there has to be some degree of involvement in the cooking or perhaps the serving or staging of the meal, in order for it to be considered as a proper meal and something they possibly would make use of. In connection to this, it can be suggested that convenience food conflicts with the embedded value of care one shows when serving home-cooked food. Thus, there has to be some kind of involvement with the meal in order to be able to ‘stir in some love’.

4.1.3 Organising Theme: Taste

Retirees

The word ‘tastiness’ recurs continually throughout the interview with the group of retirees. This indicates that taste is of very high priority in this group of people. They want the products that have the fullest taste. Among these, they want full-fat products due to the fuller taste compared to the taste of a low-, or reduced-fat product:

“ [...] but butter on the bread. It has to taste of something. It does not have to be a thick layer, but [...] it has to be tasty. You thicken the sauce with cream, but there is no one saying that you should eat 10 litres of cream, it's as much a question of it to be tasty.”⁵

This shows that the retirees are not afraid of the full fat products, as they are aware of moderating their intake and prefer a smaller amount of something tastier and full fat.

The fact that they favour full-fat products is also expressed when they were shown the Chili Con Carne from Hanegal, where they were a little sceptical about the taste because it has a highlighted label on the packaging that says ‘2 percent fat’.

“Two percent of fat? That is too little. The taste is in the fat. Not because I want a lot of fat, but I get a little worried about the taste. It is like buying a cheese with only ten percent of fat, it does not taste of anything. So forget it.”⁶

⁵ Translation from Danish: Søren (Appendix 8)

⁶ Translation from Danish: Søren (Appendix 8)

This indicates that the participants are aware of the health-related problems with a high fat intake, but favour taste to such an extent that they would rather moderate their intake and then choose the full-fat option.

During the interview the conversation turned to a talk about salmon and that the retirees think that the bred salmon from the fishponds in Norway might have been fed with something ‘bad’, so they believe wild salmon to be a healthier choice. However they end up saying:

“We have tasted a wild salmon and then I would say that the other tastes so much better.”⁷

Even though they consider issues with the bred salmon, the good taste weighs higher and they would rather go to their favourite fishmonger and buy the salmon they think tastes the best instead of buying the wild salmon they think are the healthiest and most sustainable choice.

Further, the participants are a little nervous about the taste if they should buy a pre-made food product. Their concern regards that the taste has to be adjusted to please the widest group of people possible and thereby they are worried that the dishes are very neutral in taste. This was expressed in following quote:

“When my wife makes tzatziki it is like flames bursting out of the throat, a lot of garlic! Even a Greek would run away. A chef would never do that because in that case, most people would not want it. Taste is a matter of taste – some like it mild, some like it hot”⁸

However, several of the participants mention that it then could be a possibility to make own customizations including seasoning, in order to achieve a taste that fits one’s personal preferences. That ready meals were more accepted as proper meals if some kind of customization had been done was also found in the study by Närvänen, Saarijärvi & Simanainen, (2013, p. 574).

Taste is also at the essence when the retirees mention organic foods. They believe organics to have better taste, although their scepticism of organics also comes to light, as they do not know if this

⁷ Translation from Danish: Susanne (Appendix 8)

⁸ Translation from Danish: Søren (Appendix 8)

belief of better taste is just in their head, something they are primed by, for instance, marketing to believe.

New Mothers

During the interview with the new mothers it became clear that taste was not the first thing they thought of when asked what was important when choosing foods. The immediate thoughts they brought up was in relation to organics, animal welfare and health, but when the interview conversation evolved, they also mention that taste is a crucial parameter that comes before other things such as environmental considerations. It could seem a little self-contradictory that they in turn mention different factors to be *the* most important factor when choosing which food products to buy. In the beginning of the interview, the mothers valued organics the highest and by the end of the interview they valued taste the highest. Maybe they are equally important factors? This, however, also points to a group dynamic, where the new mothers display an outwardly attitude of choosing “what is right”, as well as they confirm each other in a common opinion about organics, taste and home made food. It can be a methodological weakness that the mothers might feel obliged to have ‘the right’ attitudes in order to be accepted by the other mothers. However, it can be considered a methodological strength that group dynamic makes the conversation evolve during the interview.

In the group of young mothers, it was mentioned that full-fat products would be chosen and preferred because of a better and fuller taste. This was both in relation to meat products and dairy products, where one even explained that she felt it harder to digest low-fat dairy products contrary to full-fat products.

The new mothers expressed a concern regarding the saltiness of convenience food. They highlight that convenience food contains too much salt. This fits with the finding from Heinö et al (2014, p. 10), who also found that ready meals were perceived as too salty and containing additives as well as low quality ingredients. These concerns are all expressed by the mothers’ group.

Sub-conclusion & Discussion

The biggest difference between the two groups was that the retirees immediately mention taste as an important parameter when choosing foods, whereas the new mothers at first mention a lot of other

values such as organics and animal welfare. However, when the interview conversation developed it became clear that taste also was an important factor for them. This shows one of the strengths of focus group interviews, because these findings might not have been revealed if the informants had been asked the questions in an individual interview or in a questionnaire. However, it also causes confusion about what they actually mean; if it is equally important factors, if it depends on the situation or if one is more important than the other.

Some of the retirees mention that they prefer organic produce, partially because of a better taste. However, as they do not know whether organics is a marketing trick or not, it appears as it sometimes can be difficult to separate certain 'values' from the actual taste. In the case with organic vegetables; do they actually taste better than conventional produce or are they perceived to taste better because the retirees know it is organic and this is something they value.

4.2 Thematic Network: Scepticism

THEMATIC NETWORK 2		
BASIC THEMES	ORGANISING THEMES	GLOBAL THEME
<ul style="list-style-type: none"> • Packaging • Additives • Content • Is it healthy when the product is not visible • Visibility of ingredients • Why so beautiful • Involved in cooking process 	Transparency	Scepticism
<ul style="list-style-type: none"> • Marketing tricks • Locality • Production method • Overprice due to brand name • Buzzwords • Superlatives • Romantic packaging • Commercials are rubbish • Production method 	Storytelling and branding	
<ul style="list-style-type: none"> • Organics • What is health? • Shelf life • Health of convenience products • Packaging • Re-heating • Food-safety 	Health	
<ul style="list-style-type: none"> • Origin • Danish • Support Danish farmers • Danish food control • Pesticides • Sustainability • Trust the Danish Organic Label • Trust the Keyhole Nutrition Label • Trusting brands 	Trust	

During the focus group interviews, a theme that was present throughout both the interview with retirees and the new mothers was scepticism. This global theme will be outlined in following section.

4.2.1 Organising Theme: Transparency

Retirees

Generally speaking, the retirees were fairly sceptical towards virtually everything they were presented to during the interview. Both the actual products and the values of the companies behind the products were subjected to extensive criticism. The sceptical attitude of the retirees can be connected to the fact that people become more conservative and less open-minded with age (Warr, Miles & Platts, 2001, p. 165; Roberts, Walton & Viecithbauer, 2006, p. 1).

An apposite quote that describes their sceptical mind-set was spoken by one of the male participants in relation to ready meals:

“We are also the generation where we prepared everything ourselves compared to the new generation where everyone is more accustomed to all the choices. I think that we are almost born sceptical”⁹

All of the participants shared this view and were, especially, worried about aspects related to the transparency of convenience food products. With respect to the product from Sund Takeaway, the retirees found it worrying that they could not see the actual food through the packaging. They doubted if the company behind the product is trying to hide something and assumed that the food looks unappetizing, since it is hidden behind cardboard. When they were asked what should be different about the product if they should buy it, they agreed that a little window in the packaging that allowed them to see the actual product would please them. They actually questioned the healthiness of the product, among other things, because they could not see the food. Further, some of the participants wondered why there was not described how much the different components of the product accounted for. They would like to know how many grams of, for instance, broccoli and meat the product contained. On the contrary, none of the participants mentioned the lack of

⁹ Translation from Danish: Bjarne (Appendix 8)

transparent packaging in relation to the product from Hanegal. They found this product appealing and said that the packaging made them want to eat chilli con carne, which can indicate that if the packaging looks attractive it does not matter that there is not a peephole to the food. However, one side of transparency can be about a regular transparent packaging where the product itself is visible. Another side of the matter deals with *information* that increases the transparency of a product. The chilli con carne from Hanegal has both the Keyhole Nutrition Label, the Danish Organic Label and states clearly that it does not contain any additives. These aspects make the product much more transparent to the consumer and can have a mitigating impact that might have influenced the participants' opinions. This attitude is in alignment with the general wish from consumers for increased traceability and transparency in relation to food products (Landbrug & Fødevarer, 2016; Van der Vorst, 2006, p. 33).

Additives are generally a concern the retirees have in relation to convenience solutions. They have difficulties with understanding them, because they are aware that not all additives are harmful. The concern about additives in convenience products has earlier been found within this target group by Heiniö et al (2014, p. 9). Their concerns about pesticides are bigger when it comes to fruit and vegetables from abroad, because they assume that they have been 'sprayed with poison'. Several of the participants express that they are alert when the apples are 'too red' or that the tomatoes can stay fresh 'forever'. One of the participants even states that she cannot eat an unpeeled apple, unless she has picked it directly from the tree herself. In order to avoid too many pesticides, all of the participants choose to buy Danish fruit and vegetables when possible. This can be reasoned with the fact that Danish produce is associated with better control, a cleaner environment and more proximity (Landbrug & Fødevarer, 2016).

New Mothers

Additives are also a big concern for the new mothers, but they all avoid the problem by buying organic commodities when practically and financially possible. If a specific ingredient is not possible to get in an organic version or if the price is unreasonable, they all agree that the second best option is to buy the Danish alternative. The very best solution, to them, is to buy a Danish, organic product.

Furthermore, this group is used to look at lists of ingredients. They look for recognizable ingredients, no e-numbers and generally short lists of ingredients and refer to these types of

products as “plain”. That the mothers perceive natural ingredients as attractive and healthy is in alignment with findings by Binninger (2015, p. 2).

The mothers felt more or less “safe” about the Kvik-KvikKasse from Aarstiderne in regards to the ingredients being plain and healthy. They, however, had doubts about the meat:

“I am a little sceptical about the fact that the meat is precooked. You don’t know what has been done to it. But it is of course a dilemma, if that meat is organic and free range versus buying some meat in the supermarket, that isn’t organic or precooked. Then I don’t know...then I guess the meat from Aarstiderne is better”¹⁰

This quote shows that everything is about trade offs to the participants. It is better to eat unprocessed than precooked food. On the other hand, it is better to eat organically than conventional food. But if you have to choose between a precooked, organic product and the conventional, unprocessed counterpart, it can be difficult to decide which product is the best. The quote also shows a sceptic attitude towards precooked ingredients and insecurity about what have been done to it, when you do not prepare it yourself. The insecurity that can arise when food have been produced with unknown production techniques has been identified earlier by Murdoch & Miele (1999, p. 469). New technology, in this case how the meat possibly has been processed, can cause a feeling of insecurity towards the product (Beck, 1986, p. 33-38). Thus, the mothers want to be involved in the cooking process from beginning to end in order to feel completely safe about what they serve to their families.

Sub-conclusion & Discussion

Both the retirees and the new mothers care a lot about transparency of food products, as it makes them feel more secure about the food they eat. Based on that, they both buy Danish products when possible. Even though the meat is from Denmark, none of the groups felt safe or appealed by eating the processed meat from Sund Takeaway or Aarstiderne, respectively. That the insecurity only regards meat and not the other components of the meal can perhaps be connected to the number of meat scandals that have been in Denmark within recent years. Horse meat sold as beef (Holst,

¹⁰ Translation from Danish: Vivian (Appendix 9)

2013), bacteria-filled, date exceeded meat marketed as fresh meat (Politiken, 2009) and Listeria infested cold meats (Politiken, 2014).

4.2.2 Organising Theme: Storytelling and Branding

Retirees

The retirees were not impressed by storytelling and branding in relation to any of the products they were presented to, or other examples mentioned, during the interview. They felt like they could see right through marketing tricks and it often made them more unwilling to buy a product if it ‘tried too hard’. The main reason why the retirees were sceptical about branding was that they were sure they would pay overprice for the highly branded products. When the conversation fell on the meal boxes from Sund Takeaway the participants started to discuss whether it was handmade. Especially one of the women were sceptical about how it had been processed, so we asked her if it was negative if the product was not handmade, to which she replied:

“No, that is how it is when you make something like this in large quantities. I can sometimes feel a little sick about all that hand-made and hand-cut and so on, that’s bullshit. And beetroots from Samsø and things like that, it’s probably just a trick”¹¹

To this statement all the other participants nodded in recognition. It shows that this group is very sceptical about buzzwords that are connected to products to make them more attractive. As being established in section 3.4.2 authentic food products are modern and popular right now and is, among others, about origin and production method. But this concept is not appealing to the retirees as they are so aware of the branding they are exposed to. When the participant were asked if she did not believe that, for instance, beetroots that were marketed as Samsø beets were originally from Samsø, she answered that they probably were but that she could not understand why they should be any better than beetroots from eastern Jutland. This way the retirees are very much aware of what products they buy in order to not be deceived by marketing tricks. This was also evident when the participants were explained that Aarstiderne values transparency, development, care, presence and taste:

¹¹ Translation from Danish: Anne-Lise (Appendix 8)

“It sounds fancy, but it costs!”¹²

The fear of paying too much for adjectives is present with the retirees in the context of all products. They all agree that the main focus for all companies is to get something sold and that their advertising reflects the fact that they know all the buzzwords. However, these words glance off of this group.

“My concern comes when they bring all the superlatives, then I always become a little sceptical. What the hell is all that about and what are they up to?”¹³

This quote could indicate that advertising and storytelling would even make this group deselect some products because they feel repelled by the companies that are trying too hard.

Another consideration the retirees bring up is the wooden boxes that Aarstiderne use to deliver their products in. Several of the participants mention that Aarstiderne use wooden boxes instead of polystyrene boxes in order to signal exclusivity, origin and ‘back to the farm’. They know what Aarstiderne are up to and do not wish to pay for the storytelling. Furthermore, the retirees also know that companies that are well-established and well-known can, to a greater extent, allow themselves to demand more money for their product, because people acknowledge their brand name as a quality in itself. This was expressed when the group was asked if they could consider buying the product from Aarstiderne, to which one of the participants answered:

“No, because I’m sure I would be paying way too much for something I could buy in Føtex. Because of the name. I’m completely sure of that”¹⁴

In general, the retirees were very sceptical towards romanticised branding. In the context of the product from Hanegal, the participants discussed what kinds of products Hanegal produced and how they positioned themselves. Even though they agreed that they knew and liked Hanegal’s products they questioned their choice of name, which is apparent in following quote:

¹² Translation from Danish: Egon (Appendix 8)

¹³ Translation from Danish: Søren (Appendix 8)

¹⁴ Translation from Danish: Susanne (Appendix 8)

“It sounds so cosy, 'Hanegal'. It's like commercials featuring happy pigs, it's nonsense. No pigs are happy today”¹⁵

Again, this group is attentive that everything a company does comes down to economic outputs. The fact that they feel like they are being tricked by marketing makes them attentive buyers that are not easily seduced in a buying situation. When the retirees were presented to the different values of the companies, they often shrugged and said that it was just words. In order for them to trust the values they need something ‘more’. But it was unknown to them what this ‘more’ was. Maybe their scepticism works as an armour where marketing cannot penetrate and leaves them in disbelief unless they see it with their own eyes.

New Mothers

Unlike the retirees, the majority of the new mothers appreciated storytelling and marketing that refer to older and romantic times. One of the mothers said that she often did not have the time to pay attention to packaging or describing wording on the different products, which resulted in a keen eye that spotted “just” Danish or organic products easily in the supermarket. The rest of the group, however, expressed that the look of a product and how it presented itself in general played a big role, when they were to choose which product appealed to them the most. Local commodities were also mentioned as something to go for when choosing meat, fruit and vegetables, which can be seen in following quote:

“In some Coop-stores it is also possible to buy for instance carrots and apples that have been produced at a nearby farm. Somehow it seems healthier and it just makes a lot of sense to me, to buy something that hasn't travelled around the country”¹⁶

Two of the other mothers agreed on this, but they had difficulties on going into detail with why they felt like this. The connection between health and local food might originate in a feeling of proximity and recognition towards commodities that have been cultivated near by. The fact that the mothers feel like it ‘makes sense’ to them to eat local food perhaps have something to do with an increased feeling of transparency towards products that are produced in a place they have a sense of

¹⁵ Translation from Danish: Anne-Lise (Appendix 8)

¹⁶ Translation from Danish: Anna (Appendix 9)

belonging to. Furthermore, the participants articulate that they appreciate that their food have not travelled a long way, which could be reasoned with a sustainable aspect due to lesser CO₂ emission. The appearance of products and what the packaging signals also play a role when the mothers are to choose one product over another in the supermarket. As an example, one of the mothers talked about milk and how milk cartons presented themselves:

“[...] I can easily be flattered by milk in an old-fashioned glass bottle. Then I would buy it because it gives another impression and gives associations to another time. In despite of a price that of course is much higher than the regular milk”¹⁷

This quote shows that the mothers are easy to be kindled by products that tell a story and have an aesthetic exterior that appeals to them. They are aware that these details mean an increased price, but it is money they are willing to pay in order to get the experience that products like these induce. This theme is elaborated on in the analysis about authenticity (section 4.3).

Sub-conclusion & Discussion

There is great variety between the two groups when it comes to their perception of branding. The retirees reject it and are on their toes in order to reduce the fear of being scammed and paying overprice for a branded product. The mothers are also aware of the power of branding, but they occasionally let themselves be seduced by it.

The difference between the two groups, in relation to being sceptical towards branding, can possibly be explained with their two different generations. The retirees have not been used to such a wide range of options in correlation with the supply of products, which may lead to feeling a little unsecure about all these choices that offhand are similar but branded in different ways. On the contrary, the mothers have grown up in a world with commercials and branding, which possibly makes them less on guard towards branded products because they have grown accustomed to them. Even though they are aware about an increased price of highly branded products they do not feel like they are being tricked when buying them, because it is an informed choice they have made themselves and it perhaps feels like a treat to, once in a while, buy a beautiful but expensive product.

¹⁷ Translation from Danish: Camilla (Appendix 9)

Another reason why the retirees are so sceptical towards new products can perhaps be connected to the fact that they have been shopping for groceries their entire adult lives and one must not underestimate the power of habit. Elderly are less open and motivated for change compared to younger people, which is exemplified with these two groups (Warr, Miles & Platts, 2001, p. 165; Roberts, Walton & Viecthbauer, 2006, p. 1)

4.2.3 Organising Theme: Health

Retirees

Health was a theme that was mentioned continuously throughout the interview with the retirees. It was referred to as an important aspect of the food they ate and in life in general. However, they repeatedly discussed what health actually was and had difficulties in reaching a common understanding because health is such a complex matter. Nevertheless, they could agree that balance was important – neither gluttony nor fanaticism could be healthy. Given that health is such an undefined concept to the retirees, the word makes them attentive. This was clear when they were presented to the meal solution from Sund Takeaway:

“I’m probably a little sceptical when it says on it that it should be healthy. I mean, what is healthy? Too much and too little. Is it too much if you eat such a product everyday? It is probably not so healthy, even though each portion is actually well planned. Then you should maybe also have some rye bread and some other stuff, some fruit”¹⁸

All the participants agreed with this statement, which shows that according to the retirees health cannot be defined based on a single meal. The context and how you eat and act in general has larger importance for one's overall health.

A great matter of dispute in relation to health was organic commodities. Some of the participants expressed that they purchased organic fruit and vegetables if the price difference was not too big compared to its' conventional counterpart. They were, however, not consistent in this choice as they were not sure that the organic products were actually better or healthier. The remaining participants did not care about organics, as they did not feel like they had any reason to believe that organically

¹⁸ Translation from Danish: Søren (Appendix 8)

grown commodities were healthier. None of the participants were though convinced that they were so informed that they knew for a fact that they made the right choice, whether it was the participants who favoured organics or the ones who did not.

One thing the retirees could agree was healthy was fresh food. One of the reasons, why they did not find the product from Sund Takeaway healthy regarded shelf life. They did not like the idea that the meal had been produced and then stored in the supermarket for several days. To them, that was not healthy and this concern has also been identified in a study by Heiniö et al (2014, p. 10). Furthermore, the retirees were concerned about the packaging of the product from Sund Takeaway:

“Alone the idea that it can go into the microwave in its’ plastic container [...] the idea is disgusting and obscene, that you heat plastic and food together. That is weird.”¹⁹

The retirees find it strange that it can be healthy to heat up their food in the microwave, but especially the fact that it is heated up in plastic they have difficulties to unite with. To the retirees, plastic and food have nothing to do with each other, which can make it seem very unnatural that these two components can be heated up together and even be served together afterwards. Convenience products that are served in plastic have a completely different expression than homemade food that is served on chinaware. First of all, the media has criticized plastic, due to content of harmful substances that can harm both the environment and one’s health. The retirees’ opposition towards plastic can maybe be reasoned with this criticism. Furthermore, food served in plastic does not show that someone has made an effort to cook the meal, as plastic to a greater extend signals a throw away mentality since it obviates the washing-up. Cooking a proper meal is a way of showing affection to one’s family and friends (Bugge & Almås, 2006, p. 221), which a convenience meal served in plastic might not expresses.

Another aspect of convenience food solutions that makes the retirees doubt how healthy they are, comes down to the used ingredients:

“When it comes to many readymade things there’s an informative labelling so long with a lot of E-numbers that no one can understand, so we actually don’t know what it is”²⁰

¹⁹ Translation from Danish: Birthe (Appendix 8)

This quote shows that the retirees feel alienated towards E-numbers they do not have an understanding of. Even though they are aware that some E-numbers are natural additives such as beetroot-colour or lemon juice, they feel insecure about lists of ingredients where they cannot recognize the ingredients. Additives is a general concern regarding convenience food products, as Gofton & Ness (2007, p. 20) found that consumers are aware that preservatives and emulsifiers are necessary in these kinds of products.

The retirees showed worry about the products that contained a fixed quantity that should entail a meal from both Sund Takeaway and Hanegal. The critique concerned if the products would have appropriate serving sizes. All the participants had experienced a smaller appetite with age and were sure that they would feel overwhelmed with the food if the portion size was too big for their appetite. In relation to this, the retirees discussed that it could be a possibility to reheat the meal the next day, if the portion was too big, but they were then worried that vitamins and minerals would disappear and then the meal would not be as healthy as intended.

New Mothers

With the new mothers, health was also a recurring theme. Within the concept of health, organics was one of the most significant markers. All the participants believed that organic commodities were healthier than the conventional ones and bought preferably organic food. Especially organic meat was important to the three meat-eating mothers as they were aware that it is more sustainable, that the animals have better conditions, but particularly also because they knew that conventional meat can contain antibiotic residues and be pumped with salt water. They dissociate themselves from being consumers, who support poorly treated animals, CO₂ emission and unhealthy products, as it seems they wish to appear as ‘good’ food consumers who take responsibility for the environment and for distant others (Grauel, 2014, p. 2; Elliot & Wattanasuwan, 1998, p. 134). Generally, it was the meat that the mothers were most sceptical about in relation to two of the cases. They were concerned about the taste, the health aspect and the food safety aspect of the meats in the meal from Sund Takeaway and Aarstiderne. They did not show scepticism towards the meat from Hanegal as it was organic and they thus trusted it more. Meat was also the only food product the

²⁰ Translation from Danish: Egon (Appendix 8)

mothers did not want to compromise on. If they could not get, for instance, an organic chicken for a planned meal, they would rather change the menu than buy a conventionally bred chicken.

One of the mothers had chosen to eat vegetarian when she got pregnant, because she believed that organic food was much healthier for her and her baby, so she wanted to prioritize to buy almost exclusively organic food instead of using her money on meat.

Besides organics, the mothers also agreed that freshness was a requirement in order for food to be healthy. Due to this attitude, they generally perceived convenience food as unhealthy as it for the most part have been produced several hours or days before consumption. The shelf life of the product from Sund Takeaway was a verbalized concern, as the mothers feared that vital nutrients would disappear over time when the ingredients were cooked. A nutritional related concern about long shelf life of convenience food products has also been found by Heiniö et al (2014, p. 10). The new mothers did not perceive freshly made take away meals as unhealthy if the composition of the meal was well planned. This perception is in accordance with the result from Bava et al (2008, p. 495) who found that mothers only were willing to settle with a convenience meal if it met their requirements.

Possible long “shelf life” was also the reason why the mothers did not think that the pre-cut vegetables from Aarstiderne were healthy. They did not know when it had been processed and did not believe that the extended amount of time between cutting the vegetables and eating them was healthy. However, they believed that the semi-prepared meal from Aarstiderne would be a better and healthier alternative to buying a shawarma. The fact that they think it would be healthier to eat a meal from Aarstiderne’s Kvik-KvikKasse rather than a shawarma can be reasoned with a higher content of vegetables in Aarstidernes meal but maybe also with a higher degree of involvement, which according to Holm (2003, p. 69), Grauel (2014, p. 7) and Carrigan, Szigin & Leek (2006, p. 374) is associated with a more proper meal. Furthermore, one of the mothers valued that with the meal from Aarstiderne they would get a meal at home instead of eating at a takeout place or eating directly from the wrapping of a takeout meal at home. Findings by Groves (2001), Daniels et al (2015, p. 217) and Moisio et al (2004, p. 364) show that a proper meal is connected to eating together in a family setting, which is alignment with the wish to eat at home.

Sub-conclusion & Discussion

Both the retirees and the new mothers value freshness highly in relation to food and both perceived the frozen dish from Hanegal as fresher than the chilled dish from Sund Takeaway. This opinion conflicts with an assumption from Hanegal who, through a market survey, found that consumers want chilled food instead of frozen foods, as they perceive this fresher. Both groups mention that they are aware that frozen food can be as nutritious as fresh food, why they might favour this type of product contrary to chilled food where they are more concerned about shelf-life.

The retirees emphasise that they find it repulsive and unnatural to heat plastic wrapped convenience meals in the microwave, while this is not a matter of concern for the mothers. The retirees are of a generation that have not grown up with the use of a microwave, but have been presented to it later in life when it started to appear in Denmark in the late 1970s (Jørgensen & Ødegaard, 2004, p. 47), which can increase the feeling of alienation and scepticism towards products that require this. On the contrary, the microwave has been a normality all of the new mothers' lives why they might not consider it strange and unsafe.

That the new mothers care more about organics than the retirees can be explained with their demographic profile. The characteristics of the organic consumer has been found to be female, aged 30-45, with living at home children (Davies, Titterington & Cochrane, 1995). It has also been found that organic food consumption often becomes a lifestyle choice that is connected to vegetarianism (Fearne, 2008, p. 9), which can be connected to the vegetarian new mother being the one caring the most about organics. Furthermore, there is a bigger probability of buying organic if having a higher level of disposable income (Davies, Titterington & Cochrane, 1995), which can clarify why the only mother who is still studying is the one who buys less organic food. In connection with this, the higher price of organics has been found to be the most important obstacle of purchasing it. Generally, consumers are willing to pay some kind of price premium for organics, but they are not willing to pay significantly higher prices (Hughner et al, 2007). This in accordance with the retirees' attitudes towards organic produce. They are willing to pay a little extra for, for instance, organic carrots but none of them are willing to pay the high price for organic meat. However, none of the retirees are sure that organic produce is actually better than conventional. This is a normal attitude among consumers, who demand evidence of the benefits, in relation to taste, health and

environment, of organics. As this clarity is missing consumers often feel confused and sometimes even sceptical towards organics, which matches the retirees' uncertainties (Fearne, 2008, p. 3).

4.2.4 Organising Theme: Trust

Retirees

Generally, the retirees showed great scepticism towards many aspects of the food industry during the focus group interview. There was, however, some points to which they showed trust.

“Well, for instance blueberries that are so discussed these days. I always study closely if they are from Poland. It's the same with champignons; I've heard that they have been washed in chlorine. So they should preferably be from within national borders or from a country you trust”²¹

Statements like this were repeated throughout the interview, which shows great trust in Danish food products. The retirees feel secure when buying Danish commodities, because they believe that the Danish Food Control ensures healthy fruit and vegetables with a smaller amount of pesticides compared to, for instance, Eastern European countries. The increased control from Danish health authorities and maybe the feeling of proximity to Danish produce gives them a sense of security (Landbrug & Fødevarer, 2016). Furthermore, the retirees mentioned that they liked to support Danish farmers when buying their products.

Another property that made the retirees feel secure about a product was the Keyhole Nutrition Label. The frozen dish from Hanegal had the Keyhole Nutrition Label, which the participants mentioned that they appreciated because they then would know that everything was ‘in order’. Even though none of them could explain what it exactly entailed to have the label, they trusted that the Danish Veterinary and Food Administration would only provide the label to healthy products.

The dish from Hanegal had also the Danish Organic Label, which the retirees appreciated to some degree. Some of them expressed that they would notice it and think it was a bonus if a product had the label but it would not be a crucial factor when deciding whether to buy a product or not. In addition, they all agreed that they trusted the Keyhole Nutrition Label to a greater extend than they trusted the Danish Organic Label.

²¹ Translation from Danish: Birthe (Appendix 8)

When the conversation turned to the companies' attitudes towards sustainability, it appeared that the retirees perceived sustainable initiatives positively, but they had difficulties in saying something concrete about it. One of the participants uttered following:

“I think it's a bit of a cliché. What is sustainability? Brundtland, she was part of this report where the concept of sustainability was marketed. Generally seen, it sounds very fancy, but when you are to concretise it, it is nonsense”²²

This statement shows that this group actually has some knowledge about sustainability but instead of making them more convinced, the knowledge makes them even more unsure. The concept of sustainability in itself is vague to them and they cannot relate to the matter in an undefined context.

New Mothers

The new mothers were generally less sceptical than the retirees, but there were some similarities in what they trusted. For instance, the mothers showed trust in the Keyhole Nutrition Label and they perceived it as a sort of security that the product from Hanegal had the label. They would, however, not believe that a product was healthy only due to the label. This might be connected to their scepticism towards the recommendations from the Danish Veterinary and Food Administration. The mothers are enlightened and decide, based on both labels and their own knowledge, whether a product is good for them or not. Opposite the retirees, the mothers trust completely in the organic label. When the mothers were presented to the partially organic product from Sund Takeaway that did not have the organic label, their reaction was as following:

“I don't think I can use it for anything, when I don't know how much of it is organic. I wouldn't trust it, but that's probably how we Danes are. We trust the labels because we then know that it is checked. Abroad they don't have all these labels so it's a jungle”²³

This quote shows that the mothers also are confused about what is healthy and what is not. Even though they are enlightened it can be difficult to distinguish between healthy and unhealthy products. They value organics highly, but they do not trust that something is organic if it does not

²² Translation from Danish: Søren (Appendix 8)

²³ Translation from Danish: Julie (Appendix 9)

have the organic label. The mothers are aware of several labels and use them actively when shopping. For instance, they mentioned that they look for the Danish allergy label, the fair-trade label and the Nordic Eco label (Svanemærket) when shopping, because it gives them a sense of security. Concurrently they show great trust in these labels and do not question their genuineness. When one of the mothers expresses a concern about the precooked meat from Aarstiderne, the other mothers utter that they would feel completely safe about eating it, because it came from Aarstiderne. This indicates that if the mothers trust a brand, they also trust the products from that brand.

Like the retirees, the new mothers chose to buy Danish commodities when possible. They expressed an uncertainty towards products from Eastern Europe and South American countries due to poor control from their health authorities. Their trust in Danish commodities is thus bigger due to trust in the Danish health authorities.

In relation to sustainability, the new mothers found the overall concept hard to grasp. They offhand perceived it positively that some of the companies worked with sustainability, but during the conversation they questioned what it actually entailed. They also concluded that it never says on the packaging if a product is sustainable, which made it clear that it is not a parameter they choose their products on the basis of.

Sub-conclusion & Discussion

Similar for both groups was their big trust in Danish food products. This might be connected to awareness that Danish agriculture and farming have stricter control compared to many foreign countries (Uddannelses- og Forskningsministeriet, 2016). The participants in both groups are educated and based on their considered statements there are indications that they keep up with the latest news. We did not ask them about their use of newspapers or television news, but their trust in Danish produce and rejection of Eastern European produce could very well be connected to information from the media.

Besides Danish products, the retirees have great trust in the Keyhole Nutrition Label, whereas the new mothers trust the Keyhole Nutrition Label to some extent. That the retirees are very pleased with the label, while the mothers are more dubious is possibly connected to the mothers' scepticism towards the official nutrition recommendations, which the label is based on. Conversely, the mothers trust completely in the Danish Organic Label, where the retirees are a little more sceptical

towards this label. Again, it can be connected to the fact that the mothers believe that organics is healthier, whereas the retirees are not sure about this fact.

That the mothers feel safe about the products from Aarstiderne might be connected to the fact that it is a big and well-known company. Furthermore, Aarstiderne have positioned themselves as being an organic, healthy and transparent company, which all are values that the mothers can relate to. Hanegal is also, for them, a well-known brand, for which reason it is easier for them to know the values and feel connected to the brand (Mossberg, 2007, p. 321). On the contrary, Sund Takeaway is an unknown brand to them and therefore linked with a higher degree of mistrust. Because of this, they do not know what they stand for or which values can be associated with them.

4.3 Thematic Network: Authenticity

THEMATIC NETWORK 3		
BASIC THEMES	ORGANISING THEMES	GLOBAL THEME
<ul style="list-style-type: none"> • Rye bread from Skallebæk • Trust • Local food • Danish • Southern Jutlantic salami • Individual taste preference • Northern Jutlantic salmon • Roadside vegetables • Production method • Tradition 	Authenticity	Authenticity

As authenticity is a complex, fluid and subjective term it is difficult to give words to. Furthermore, no fixed definition of the term has been reached, which complicates a conversation about the topic. In order to investigate how the participants of the focus group interviews related to authenticity with respect to food products, they were asked questions that took point of departure in authentic terms, identified in section 3.4.2 about authenticity, such as origin, production methods and tradition. Because the term is undefined and the different markers for authenticity described in the literature are entangled and difficult to separate, the global theme and the organizing theme of authenticity has been named the same and has been gathered in only one organizing theme.

4.3.1 Organising Theme: Authenticity

Retirees

Origin plays a big role in the literature that describes authentic food products. Firstly, local food can be perceived as more authentic as it can be easier to identify with food from one's local area (Thompson & Coskuner-Balli, 2007, Beverland, 2005, p. 1007; p. 294; Zukin, 2008, p. 738). A great discussion within this topic is how to define local food. Depending on the context and who you ask, local food can be defined as being produced and consumed within a fixed ratio of, for instance, 30 kilometres (Foodculture, 2014). Some, however, argue that in a small country as Denmark, Danish food equate with local food. From this definition, it can be argued that the retirees' preference for Danish food can be related to their wish for authentic food. Another aspect of origin within authenticity is related to food from a specific place. A product, that origins from a

certain place, has an aura of uniqueness that is difficult to copy, which makes it authentic (Thompson & Coskuner-Balli, 2007, p. 294; Lewis & Bridger, 2000, p. 50; Napoli et al, 2014, p. 1091). One of the participants states that he only wants to eat a certain type of rye bread, which he imports from Skallebæk in Haderslev. He does not elaborate why this is the best rye bread in his eyes, but it can be related to the sense of uniqueness he feels he is getting when buying this particular bread. This bread might have the unique taste of Skallebæk, which he has not been able to find in his neighbourhood. The fact that he would rather go through trouble to get this specific rye bread instead of eating the one from the nearest bakery is also a good story that can create a certain aura around the product. Furthermore, he maybe receives recognition from his acquaintances because he differentiates himself from the mainstream consumer in this case (Beverland, 2005, p. 1007; Potter, 2010, p. 131).

Rye bread is though not the only product that some of the retirees prefer, which comes from a specific place. Several of the participants utter that if they are to buy salami, they prefer to buy one from Southern Jutland. Southern Jutland is traditionally known for salami (Slagter Lampe, 2016) and tradition is according to Carroll & Swaminathan (2000, p. 719), Napoli et al (2014, p. 1091) and Beverland (2005, p. 1003) an important aspect of authentic food products. Furthermore, it can be seen as a quality in itself that a product is well known. There is a specific kind of salami named after its' origin: Southern Jutlantic salami (Sønderjysk spegepølse), which indicates that the origin of the product makes the salami differentiate itself from other salamis and appear more unique and thereby more authentic.

Another participant mentioned that she prefers to buy salmon in Northern Jutland at a specific fishmonger, because he prepares them in a certain, delicious way. Also products that have been produced in small scale and by hand are known to have an impression of authenticity as it makes them appear more special than mass-produced and manufactured products (Carroll & Swaminathan, 2000, p. 719; Lewis & Bridger, 2000, p. 42; Autio, 2013, p. 566). The fact that this particular salmon is not easily accessible and is reserved to be eaten when she has had other things to do in Northern Jutland makes consuming this salmon an even more special event, which can increase the feeling of authenticity.

Another example of food that the retirees buy that can appear authentic is roadside vegetables and eggs:

“We enjoy to buy roadside vegetables and eggs when we are passing them on our way home from, for instance, Beder where we sometimes visit some friends. It’s a little cosy that it’s the hens we can see that have laid the eggs. And that it’s the farmer, who we often small talk with, that has dug up the potatoes”²⁴

The fact that the retirees can see the hens and talk to the farmer himself can give a sense of genuineness and sincerity, which, according to for instance, Gilmore & Pine (2007, p. xiii) and Fine (2003, p. 155) is strongly linked to authenticity. Furthermore, it can be understood as trustworthy and not imitated as they can see the origin of the food products and the producer himself, which refer back to the original meaning of the word authenticity (Beverland, 2009, p. 15). This married couple uttered earlier in the interview that they always buy organic eggs. They, however, are not sure these eggs are organic but in this particular case it might be less important. They feel close to the product because they have a relationship with the producer and the place of origin, which makes them trust completely in the food they buy there. Organics possibly mean less when buying food products of the farmer himself compared to buying it in the supermarket due to greater trust in the producer and thereby his product. In addition, in a modern, globalized world we can reconnect with nature via buying local commodities at the farm itself (Thompson & Coskuner-Balli, 2007, p. 275). In this case, there is also an important aspect of storytelling in the purchase itself, which can be a mitigating circumstance in relation to the lacking organics. The very act of purchasing eggs and vegetables at the farm contributes with a background story of the produce for the consumer, which can be perceived as an added value (Mossberg, 2007, p. 321). Storytelling takes point of departure in consumers who base their choices on feelings rather than sense. This can easily be applied to this particular purchase situation where normal values, such as organics, are undermined by the positive feelings the couple feels when buying the farmers’ produce. To buy roadside produce can also be connected to a wish to deselect the modern and the mass produced (Lewis & Bridger, 2000, p. 16; Potter, 2010, p. 8-9). In addition, the couple might wish to differentiate themselves from mass consumption and hope to obtain status when they tell their friends about their roadside purchases (Thompson & Coskuner-Balli, 2007, p. 280; Potter, 2010, p. 131).

Even though most of the participants had some preferences of origin in relation to certain food products, some of the other participants dissociated themselves from this tendency. As mentioned in

²⁴ Translation from Danish: Susanne (Appendix 8)

section 4.2.2, one of the participants was in particular against products that was branded as something special or as authentic due to its' origin.

According to Grauel (2014, p. 9), authentic consumption is about accordance between inner personal taste and one's actions. From this definition it can be argued that some of the retirees are not authentic, as they compromise on their personal beliefs, when they buy cheap, conventionally bred chickens with guilty conscience even though they do not wish to support non-organic animal production. Furthermore, it seemed as if the retirees assumed that we had a personal stance towards 'good' consumption, which they did not match. This was reflected in the way they almost were ashamed to admit that they did not buy organic meat, which according to Grauel (2014, p. 7) can be characterized as 'bad' consumption and thus be unethical consumption.

New Mothers

The mothers did generally not talk as much about the origin of food product as the retirees, but they did mention it a couple of times. As revealed in section 4.2 about scepticism, one of the mothers likes to buy fruit and vegetables from nearby farms when they are available in COOP stores. This can, again, be related to the connectedness one can feel with products that have been produced in a well-known place and the accompanying feeling of authenticity (Thompson & Coskuner-Balli, 2007, Beverland, 2005, p. 1007; p. 294; Zukin, 2008, p. 738).

Furthermore, as mentioned in section 4.2, another of the mothers mentions that she is flattered by milk in old-fashioned milk bottles and sometimes buys them. A glass milk bottle gives associations to another time, which can give an experience of authenticity (Lewis & Bridger, 2000, p. 50). In addition, the packaging tells a story about tradition, small production scale and original products, which also are values that in the literature are connected to authenticity (Autio, 2013, p. 566; Napoli et al, 2014, p. 1991; Beverland, 2005, p. 1003). As the most normal packaging for milk in Denmark is milk cartons, the glass bottle differentiate itself from the mainstream and thereby provides a story about romanticised days in the past that can speak to the feelings of the consumer and maybe even some 'cool-factor' from the outside world accompanies this purchase (Thompson & Coskuner-Balli, 2007, p. 280; Potter, 2010, p. 131). In addition, a choice about buying milk in a glass bottle can be connected to a wish about distance oneself from mass consumerism and modernity (Trilling, 1972; Potter, 2010, p. 8-9).

As authenticity is such a complex matter to verbalise and define it was difficult to ask direct questions to the participants about their opinions concerning authentic food. Zukin, (2008, p. 738) however, defines authentic food as local, healthy, organic and fresh. These parameters are all important to all of the new mothers. Even though they do not correspond completely about what healthy food entails, they agree that fresh, local when possible and organics are the most vital considerations in relation to food. Furthermore, they all eat healthily according to their own orientation about health. From Zukin's definition, it can thus be argued that all of the new mothers eat authentic food. This understanding is in alignment with the one of Lewis & Bridger (2000, p. 27). They argue that authentic consumption can be seen as a way of maintaining health and meet personal ethical requirements by choosing food products that are organic, sustainable and without genetically engineered ingredients. With this kind of authentic consumption the mothers can also show the outside world that they are conscientious and aware consumers, which probably match their feelings of identity (Elliot & Wattanasuwan, 1998, p. 134; Grauel, 2014, p. 7; Solomon et al, 2006, p. 519).

That the mothers generally dissociate themselves from convenience food can be related to the fact that they wish to eat authentic food, which is a natural contrast to convenience solutions due to conflicting values, described thoroughly in section 4.3.2 about authenticity (Autio, 2013, p. 567; Brunner et al, 2010, p. 499; Plessz & Gojard, 2015, p. 6).

The new mothers compromise rarely with their personal beliefs in relation to the food products they buy. They believe that organics, health and freshness are vital aspects of the food they consume and these are parameters they choose the majority of their food from. One of the mothers believes so much in animal welfare and organics that she has stopped eating meat and buys almost 100 % of her food organically. From Grauel's (2004, p. 9) definition it can be argued that she is a very authentic person as her personal taste is completely represented in her consumption patterns.

Sub-conclusion and Discussion

Due to the undefined and many-sided characteristics of authenticity, the interview guide did not contain questions that touched upon the actual term in relation to the three case products. This means that the participants did not directly articulate whether they perceived the case products as being authentic or not. However, both target groups referred to aspects that, according to the written

literature could be considered authentic. These aspects were though mostly applied to situations or food products that were not the selected cases.

One of the things that was most conspicuous in relation to the retirees was that they mostly were very sceptical towards products that were branded in one way or another. Their scepticism was reasoned with a fear of paying overprice for a product and incomprehensibility regarding branded products being better than their budget competitors. However, the retirees unsolicited mentioned several food products they preferred that all have authentic characteristics, which probably makes them more expensive, if not only more difficult to provide, than a cheap alternative in the supermarket. There must be a certain quality of these exact products that speaks to the retirees, since they choose to buy them again and again. The recurring theme with the mentioned products was the place of origin: rye bread from Skallebæk, salami from Southern Jutland, salmon from Northern Jutland and roadside vegetables from a nearby farm. This can indicate that the retirees have a greater feeling of attachment to products with a place of origin they have familiarity with and that it is something they value. In addition, they all prefer Danish and, in particular, local produce, which supports that a feeling of proximity to a food product increases the wish to buy it, for this group.

It was, however, only some of the participants who expressed an inclination to buying food products that are from a particular place or manufactured in a traditional way. There were a couple of participants who were sceptical and did not understand the hype about produce with a certain origin. The difference of opinions shows two perspectives of authentic branded products; for some it is appealing but for others it can be perceived as unnecessary and unimportant. This observation exemplifies that it can be difficult to assess who the target group for authentic branded products is. The retirees were a very homogenous group of people who agreed on basically everything during the interview except on this exact matter. However, it can be argued that scepticism towards the sincerity of the products and the fear of paying overprice for a product is the greatest barrier against authentic branded products from this target group. This can be connected to the fact that the retirees perceive themselves as thrifty, so paying overprice for branded products would not be in coherence with their own self-image, which according to Grauel (2014, p. 9) would make them an unauthentic person.

As the new mothers all prioritize organic, healthy, fresh and partly local food it can be argued that they, from Zukin's (2008) definition, all eat authentically. The retirees all go for the same qualities

except for less willingness to pay much more for organics when grocery shopping. Is it thus fair to say that the new mothers eat authentic food while the retirees do not? In return, some of the retirees go through trouble in order to get local food or food from a certain locality, which none of the mothers do. Offhand, it is a more obvious choice to characterize the new mothers' consumption as authentic because they are young and trendy and the search for an authentic life has been expounded as being for hip and young people (Zukin, 2008). It requires energy, knowledge and money to buy food that radiates idyll and the right attitudes and it is cool to 'consume authentically'. Authentic consumption practices can be seen as a way of differentiating oneself from the mainstream, which is why it is a more natural conclusion to characterize the young and Nørrebro-living mothers as authentic consumers while the retirees do not obtain that label. However, the difference between the two groups' food consumption practices is not that big, why it can be argued that, from Zukin's definition, both the retirees and the new mothers eat authentic food. That the reason for their choices is different is then a whole other issue. Where the new mothers choose organics due to health reasons, the retirees, to a larger degree, choose organics because of the taste. The mothers choose Danish food because of greater trust in the Danish food control. This is also one of the arguments for the retirees, but they also wish to support Danish producers when choosing their products. So, here it can be seen that to choose food products that can then be characterized as authentic can deal with many different aspects.

Authentic aspects were only mentioned in relation to commodities and not processed convenience food products. This can be explained by the wish for authenticity originates from a wish to reconnect with nature, which modernity and globalization has hindered (Thompson & Coskuner-Balli, 2007, p. 273). Global production of food products increases uncertainty of where it comes from and what has been done to it, which has induced a separation between man and nature (Trilling, 1972). Thus, it makes more sense to talk about authenticity in relation to unprocessed food products, as these have a stronger link to nature than food products that have been processed in some unknown way by someone unknown. Convenience products do not necessarily have a sender of each ingredient of the product, which can increase the uncertainty about it, as the sender often only reflects where the product has been produced. Commodities always state where they are from, which can make it easier to relate to that type of product. It can thus be argued that readymade convenience products have been 'de-romanticized' and 'un-authenticated' through its' production and thereby increase the feeling of alienation towards them. The more steps in the production chain

of a product, the more opaque the history and the ‘journey’ of a product becomes. This way the product will be more difficult to understand and relate to, which makes it less ‘romantic’ and authentic than products where all steps are visible. Due to this, it can be easier to relate to primary production, for instance, a carrot from Lammefjorden that both is known for its’ origin and has only been pulled out of the soil, cleaned and transported to the supermarket. Whereas convenience food products consist of several ingredients with unknown origin and has been processed in an unknown way in an unknown number of steps.

To deduce that the retirees’ wish to eat Danish food is related to a wish about eating authentically is maybe a little overstated. They reason, themselves, the choice with supporting Danish farmers and greater trust in Danish food control. Likewise, it can be argued that the proneness to buy an old-fashioned glass milk bottle has nothing to do with a search for authenticity but is just an expression of an aesthetic inclination. However, it can be reasoned that authenticity is inextricably linked with aesthetics, as both what the eye sees, culture and personal values can have an impact on what the individual perceive as authentic. With point of departure in the social constructivist approach it is acknowledged that it is not given but socially constructed what we perceive as authentic.

Due to the versatile and undecided definition of the concept of authenticity it is easy to argue that a number of food choices is connected to a wish to eat authentically, but it may be a little far-fetched. With authenticity being one of the pre-identified tendencies for this thesis we, as researchers, had markers of authenticity in the back of our minds during the analysis, which can have induced a great focus on every little indication that could be linked to authentic consumption practices. These indications can, however, also be explained with arguments that have no relation to the wish for authentic food products. Furthermore, everything depends on how you define the concept. Even though there are many similar indications of authenticity that are related to sincerity, origin, tradition, originality and production scale, authenticity can also be about accordance between personal taste and actual purchases. Due to this great variety in definitions of the term, it can be argued that it is too intangible to talk about in relation to consumption. Potter (2010, p. 114) even states that authenticity does not exist, as no times or objects are more ‘real’ than other. Even though this logically makes sense, it can in this thesis be seen that they are still being perceived as such by varying informants.

Products that are branded as authentic can be denoted as self-contradictory. Authenticity is, literally speaking, about something that is real and not imaginary or imitated. Commercials and branding are exactly these things, which can give a feeling of untrustworthiness towards authentically branded products.

Even though the search for authentic indications in food consumption possibly is a little far-fetched and that authentically branded products are self-contradictory, the findings from this chapter suggest that authenticity works as branding strategy. Participants from both groups pointed specific products out that had authentic elements. These elements referred, in particular, back to the origin of the products, which could indicate that a branding strategy that take the origin or the production place of a product into account could be appealing to potential customers.

Furthermore, the mothers were very much attracted to the aspects that Zukin points out as authentic in relation to food consumption. These aspects, that is healthy, organic, fresh and local (in this case mostly Danish), spoke to them in relation to Aarstiderne's regular, unprocessed boxes and were the reasons why they would be prone to consider to make use of this solution. The wish for these aspects applied to food in general for the new mothers and also the retirees had the same requirements for their food, organics were however less important to them. That two such different target groups have the same preference within food consumption suggests that these are aspects that are worth considering as a food producer. Furthermore, both groups rejected mass-produced and highly processed food products, which are products that can be characterized as inauthentic. However, when all comes to all, it can be argued that the chilli con carne from Hanegal is mass-produced and maybe also associated with a highly processed food product, but due to the values they brand themselves on; organic, additive-free and healthy, this becomes the focus for the consumer. Thus, using branding that makes a product appear authentic, or at least have values that speak to the consumer, can reduce the resistance towards buying mass-produced and highly processed food products. Also, it can be argued that part of why consumers demand transparent and genuine food products, which are important aspects of authenticity, is linked to a desire not to be deceived by surfaces. So maybe authenticity is just a hoax, as Potter (2010) puts it, nevertheless, it seems that it works. For the retirees, this kind of branding, however, has to be subtle. They feel like they can see right through it if a product is being oversold through farfetched branding.

Given that authenticity works as branding strategy but consumers rarely link authenticity with convenience food products, it can be suggested that there is unexplored potential at this point.

Though it is important to note, that not all consumers accept any use of authenticity as branding strategy, why it can be challenging to create perceived authenticity.

4.4 Thematic Network: Involvement

THEMATIC NETWORK 4		
BASIC THEMES	ORGANISING THEMES	GLOBAL THEME
<ul style="list-style-type: none"> • Planning of meals • Time consuming dishes • Advanced dishes 	Time and prioritization of time	Involvement
<ul style="list-style-type: none"> • Aarstiderne = no possibility to choose specific ingredients • Plan menu yourself • Feel your body's needs • Assemble meal yourself • Aarstiderne aids variation 	Influence on choice	
<ul style="list-style-type: none"> • The joy of anticipation • Aesthetics: different cuts of vegetables • Unprocessed • The wish to cook yourself • Enjoys to cook • Health • The more involvement the better • Fresh food > partially premade > convenience food • Convenience solutions can help people with lacking cooking skills 	Meals made from scratch	
<ul style="list-style-type: none"> • Convenience food is 'too easy' • Frozen dishes are easy to storage • Taste and ease • Health • Tastiness • Guilty conscience • Customization • Food styling and serving • Disclaim responsibility when using convenience solutions • Many healthy alternatives • Definitions of convenience 	Use of convenience solutions	

4.4.1 Organising Theme: Time and Prioritization of Time

Retirees

For the retirees, having the time and capacity to cook was not an issue. They characterised every day as weekend in terms of having the time to plan the menu of the night, grocery shop and prepare the food. The group was, however, also a group of men and women with hobbies, voluntary work, children and grand children who take up a lot of their time. Some days they are preoccupied all day, but this does not mean that they resort to quick meal solutions bought on their way home. That elderly are not big users of convenience products is also shown in the study by Brunner et al (2010, p. 504) and Heinö et al (2014, p. 9). The retirees agree that they often make a large portion of a meal and then freeze it for busy days in the future. This way they are aware of prioritizing their time so that they can eat home cooked meals every day.

A theme that was mentioned repeatedly during the interview was the zeitgeist of speed. A negative perspective of the quick meal solutions, for the retirees, was the fact that it was ‘too easy’ to get something to eat. Both due to the constant availability and the minimal effort that is necessary to get something to eat these days. This attitude is represented in the quote below.

“This is also a picture of our time. You have to be able to get something to eat all the time, it should be easy to get something to eat, there has to be something to eat everywhere and we may definitely not be hungry. I think it’s different from our generation. It’s okay to be hungry, it’s okay to cook your own food and it’s okay that it takes some time before you get something to eat.”²⁵

That the retirees feel that it is ‘too easy’ to buy convenience food instead of making a meal from scratch is in alignment with the results by Costa et al (2002, p. 103), who found that not preparing meals from scratch can make one appear lazy or careless.

New Mothers

The new mothers from the focus group interview were all on maternity leave. This, naturally, left them with more time on their hands than if they were working full time. The fact that they have more time than most families can of course affect their cooking habits, but they all prioritized to cook their meals from scratch on an every day level. In order to accommodate busy days during the

²⁵ Translation from Danish: Susanne (Appendix 8)

week, they mentioned cooking large portions of food and then eat that dish for several days. This was, however, not the only way that they prioritized their time in connection with cooking meals. When the conversation turned to using convenience subcomponents, such as premade pizza crusts, the mothers uttered that they would make another dish if they did not have the time to make the planned dish from scratch. They emphasized that planning was an essential aspect of their meal strategy as simple dishes were cooked on busy days while more time consuming dishes were put on the menu when they had the time for making them. Even though this group said that they did not use convenience solutions very much, they could appreciate the concept when it either regarded advanced, complicated or particularly time consuming dishes. This is exemplified in the quote bellow

“Even though I have tried to make pasta myself, it is a thing were I think I could use my time better. So, something that time-wise takes a long time to make I would rather pay for”²⁶

This attitude was also found in the study by Carrigan (2006, p. 382) where it was seen that it was accepted to use convenience food components that can replace the time consuming stages of cooking. The awareness about using one’s time the best possible is a recurring theme among the mothers. Social intercourse with both friends and, especially, the newly established family was highlighted as being very important. Particularly one of the mothers were willing to compromise on the home cooked meal in the favour of spending some quality time with her loved ones:

“Sometimes we do make use of faster solutions because we would rather have a good time together instead of one of us having to be in the kitchen cooking. Then we agree, for example, to stay in the wood a little longer and then we buy a pizza on the way home because this gives more intimacy with the family.”²⁷

The other mothers showed understanding of this opinion and agreed that no good would come out of being fanatic about the food for their children. Jabs et al (2007, p. 24) also found that mothers in

²⁶ Translation from Danish: Camilla (Appendix 9)

²⁷ Translation from Danish: Anna (Appendix 9)

their study were willing to buy themselves time with their children with the use of convenience food solutions.

Even though the new mothers in the beginning did not admit their use of convenience food, towards the end of the interview, it appeared that they do make use of these solutions. Above quote is from the end of the interview, which could indicate that one of the mothers now feels more relaxed in the conversation and 'safe' to admit that this is something she actually does more often than firstly admitted. It shows that, at least this interviewee, might have strong opinions about food, but when it comes down to acting upon them in everyday life, she and her family can resort to convenient solutions.

Sub-conclusion & Discussion

In relation to time, the two target groups had very different foundations. The retirees felt like they had a lot of time to cook and, in addition, their partners were also retired which meant that time in the kitchen could be spend together so that quality time was not compromised by the daily cooking. The new mothers had less time and attached great importance to both meals made from scratch and intimacy with their family. However, the two priorities clash why time with family was selected over homemade food in some situations. The aspect of planning was present with both target groups in order to accommodate busy days. Further, the older generation showed opposition towards the zeitgeist of speed, which was not something the mothers touched upon. That the retirees repeatedly mentioned their resistance towards the fact that food has to be available everywhere at all times can be connected to their generation. These people have not been used to the omnipresence of food during their upbringing, which can have led to a resistance towards exactly that. That they feel like it is 'too easy' to acquire food can be connected to a 'no sweet without sweat'-mentality they have been raised with. This can also be the reason why they prioritize their time so that they can cook food and freeze it for busy days, because it, to them, is okay to put some work into it if it means that you can enjoy the fruits of your work at a different time.

Another perspective on why the retirees frown upon the easy access to food can be about the shift that has happened from eating three regular meals a day to people who, to a greater extend, snack through the day. People increasingly make use of all the easy food offers and thereby become grazers that eat a large amount of their meals 'on the go'. Based on the retirees' statements it implies that they are not used to this way of eating. If they are used to eating three meals a day

where a meal first has to be prepared and takes place at a table together with family, friends or colleagues at certain times a day, this can be perceived as proper meals. In contrast, many convenience meals can be consumed on the go, at anytime and maybe even alone, which can therefor conflict with their idea of a proper meal.

4.4.2 Organising Theme: Influence on Choice

Retirees

For the retirees, involvement with cooking was very much about choosing themselves. Choosing what dish they wanted to cook, choosing how the meal should be assembled and choosing which specific ingredients to buy. Seniors in a study made by Heiniö et al (2014, p. 9) showed the same will to have an influence on their own meals.

The thought of someone else should decide what they were going to eat several times a week, in connection with Aarstiderne's subscription boxes, felt strange to them. They were aware that sometimes the appetite and urges varied and they would like to match their meals to that. Another concern dealt with the fact that they would not have the ingredients in front of them, if they ordered them online (Aarstiderne). The enjoyment of choosing their own specific cauliflower when they were in the supermarket was of great significance to them and a choice they did not wish to be free from. The feeling of finding the exactly right ingredient was something this group appreciated. Findings show that the typical convenience food users are uninvolved and careless about what they eat (Brunsø, Fjord & Gruner, 2002, p. 33; Frewer, Risvik & Schifferstein, 2001, p. 183). This group of retirees are both involved and care about what they eat, which therefor contrasts with the traits of the convenience food user. According to this observation, it makes sense that the retirees do not make great use of convenience food solutions.

New Mothers

The reduced influence that comes with using Aarstiderne was not a verbalized issue for the mothers. On the contrary, they could imagine that a product such as Aarstiderne would provide inspiration for their cooking, which was also seen in the study by Carrigan (2006, p. 374). They all appreciated to eat seasonally, but were not always sure what vegetables to eat when, which a weekly box from Aarstiderne would accommodate. A study that examined the same matter found that exactly fruit and vegetable box schemes increased the intake and the awareness of seasonal

fruit and vegetables (Torjusen et al, 2008, p. 229). On days where the menu for dinner not has been planned in advanced, some of the mothers often ended with making the same dish again and again, which they would like to avoid. They thought that a meal box would provide inspiration to make new dishes in these cases.

As the retirees, this group of mothers are very involved with the food they eat, which also differentiates them from the typical convenience food user (Brunsø, Fjord & Gruner, 2002, p. 33; Frewer, Risvik & Schifferstein, 2001, p. 183). This corresponds with the fact that they are not heavy users of convenience food.

Sub-conclusion & Discussion

The two target groups were quite dissimilar in their attitudes towards being involved in the different choices related to cooking. The retirees wished to be involved in all the steps, from choosing their own ingredients to cooking the meal. Contrarily, the new mothers would welcome a concept that could make grocery shopping easier and inspire them in their cooking. The retirees thus wish to have full control over their meals, while the new mothers do not mind giving some of the responsibility away. This distinction can maybe be explained with the age difference between the two groups. The retirees have not been used to services that ease grocery shopping, which can explain their insecurity with disclaiming the selection of specific ingredients. Furthermore, online shopping has not been a normality when the retirees grew up, why they might feel alienated with this solution. That it is not a problem for the mothers to purchase their groceries online confirm this assumption. Online shopping has become normal while the mothers have been young, which makes them feel completely safe with this alternative link between the producer and the consumer.

4.4.3 Organising Theme: Meals Made from Scratch

Retirees

By default, all of the interview participants in the group of retirees cooked their meals from scratch, which is normal within this age group (Brunner et al, 2010, p. 504; Saba et al, 2008, p. 147). They refer to home cooked meals as being a matter of course and they almost question what other possibility there is, when it comes to cooking. This is in alignment with Grauel's (2014, p. 7) perception of 'good' consumption, who highlights the importance of homemade food. A reaction

from one of the participants when she was asked, why she would not buy the products from Sund Takeaway was:

“Because I would so like to cook myself. I couldn’t dream of buying something like that.”²⁸

This quote describes quite well how this target group feel about cooking themselves. To cook your meals from scratch is the way to do it. Additionally, the retirees associate cooking with joy and they also refer to cooking as being a social activity, where they enjoy themselves with their spouses. Health is a quality of strong presence regarding making food from scratch. First of all, because they then know what their food contains and ensure that it is unprocessed. This is in alignment with the findings by Autio (2013, p. 567) who discovered that self-produced food is perceived as more safe and pure than readymade food. Second of all, because the retirees see a health aspect in involving themselves in the process of cooking. As they do not work anymore they recognise everyday activities as a way of keeping active, among which, cooking is of great importance. Preparing and cooking meals was also found to maintain good daily functioning by Heiniö et al (2014, p. 9). Lastly, some of the participants are worried that the joy of anticipation gets lost, if they always know what they are going to eat a week in advance, in the case of Aarstiderne.

When the retirees had been introduced to all three cases, they discussed which product is most attractive, but at that point they are not agreeing. Some of the participants think that Aarstiderne is the best product, because they like the fact that they themselves are somewhat involved in the cooking process. They feel alienated towards the products that are readymade and just needed to be heated. All participants could agree on this fact, but they were so dismissive towards both the price and the fact that they could not decide everything themselves that they rejected the Kvik-KvikKasse from Aarstiderne. On the basis of this, the rest of the participants found the frozen chilli con carne from Hanegal most appealing. This is, however, based on the fact that they were only going to use this product very rarely. From this, it can be seen that the groups of retirees think that the more involvement with cooking the better.

²⁸ Translation from Danish: Anne-Lise (Appendix 8)

New Mothers

The group of mothers also all prioritizes to generally cook their meals from scratch. This behaviour is generally seen in households with young children (Candel, 2001, p. 23; Daniels et al, 2015, p. 217). Their main reason for this is health. They believe that unprocessed food is the healthiest and wish to know what their food contains and what has been done to it, which they are only completely sure of when they cook their food from scratch. In addition, home cooked food can be seen as ‘good’ consumption (Grauel, 2014, p. 7). Autio (2013, p. 567) has also revealed this result in his study that showed that home cooked meals are easier to relate to and is thereby perceived safer.

All the mothers enjoy to cook and do not mind making time consuming dishes in the weekend, when they have the time for it. Further, aesthetics matters a lot to several of the mothers. They are concerned that premade food will not look appetizing and they like to imprint their personality on a dish in the terms of cutting the vegetables in different sizes and shapes.

When the participants were asked if the Kvik-KvikKasse from Aarstiderne appealed to them, one of the mothers had following answer:

“It certainly appeals to me more, than if I just have to heat it. I would rather use this product, where you save a little time than ready meals. But if you have the time, then I would rather just cook it myself”²⁹

The other mothers agreed on this statement, which shows that they think that food made from scratch is better than partially premade meals, but partially premade meals are better than ready meals. Again, the higher level of involvement in cooking is valued the best.

Even though the mothers do not appreciate convenience solutions, they can see the potential in the product from Aarstiderne for people with lacking cooking skills. During the interview, they mention several times that the Kvik-KvikKasse is not relevant to them, because cooking is easy for them and they enjoy being in the kitchen. However, they have friends who would be the right target group for this kind of product, for who cooking is a time- and energy demanding duty due to low interest and experience with cooking. This way Aarstiderne can help a cooking novice with getting *almost* home cooked meals without spending too much time in the kitchen. It has previously been shown that different convenience food solutions can help young people with lacking cooking skills (De Boer et

²⁹ Translation from Danish: Vivian (Appendix 9)

al, 2004, p. 157; Bava et al, 2008, p. 494), however, this group of young mothers differentiate themselves from this group as they all have the skills to cook themselves.

Sub-conclusion & Discussion

The two target groups have similar opinions and habits in relation to meals made from scratch. Both groups prioritize the time to cook themselves due to enjoyment and health aspects. Further, both the retirees and the new mothers appreciate as much involvement with cooking as possible. The mothers could, however, see a potential target group for Aarstiderne in people with lacking cooking skills, who still wish to eat healthily. The retirees do not mention lacking cooking skills as being an incentive to buy convenience solutions. That lacking cooking skills is only mentioned by the new mothers and not by the retirees might have something to do with their generation. The older generation was brought up learning how to cook and to make food from scratch because the opportunities to do otherwise were limited. That the younger generation mention it can be linked to the fact that they have grown up in another time where cooking skills and food made from scratch have not been a matter of course.

That both groups want to be involved with the process of cooking can be related to health-aspects but it can also regard the affection a home cooked meal can signal. It can be perceived as a loving and caring act to cook a meal from scratch to one's loved ones (Bugge & Almås, 2006, p. 210-211; Närvänen, Saarijärvi & Simanainen, 2013, p. 572; Evans & Welsh, 2015, p. 4). Due to this reason, this particular group of young women maybe value serving meals made from scratch more than women within same age group who do not have children. Furthermore, they are all new mothers which maybe make them less willing to compromise on their beliefs at this point, because they are only just gaining foothold in the new world as mothers. The result within this organizing theme would probably look different, if the group of mothers had several children and a full-time job. In a super busy life one could probably be more prone to compromise on one's ideals and make use of convenient food solutions. This was exemplified when the new mothers expressed that when they are back on the job market with full time jobs and maybe more children, they would not be dismissive regarding Aarstiderne being a convenient solution. However, they still refer to the traditional meal boxes from Aarstiderne and not the Kvik-KvikKasse. It has previously been seen that people with full-time jobs are more prone to buying convenience food solutions due to bigger time pressure (Olsen, Prebensen & Larsen, 2009, p. 775). As the mothers do not belong to this group, this could be a reason why they are not positive towards convenience food.

4.4.4 Organising Theme: Use of Convenience Food Solutions

Retirees

Convenience food was generally frowned upon by the retirees, but when they were asked if they used any convenience solutions, they expressed that they in rare situations did buy different ‘easy’ food products. They mentioned frozen soups, frozen pizzas and premade piecrusts. The three most important parameters they went for when buying these products were tastiness, health and ease. Though, they all agree that convenience solutions are only used as emergency solutions, which also was also found in the work by Närvänen, Saarijärvi & Simanainen (2013, p. 574).

They could especially see a practical aspect of having a healthy, frozen option, for instance chilli con carne from Hanegal, stored in the freezer for busy days. In the study by Saba et al (2008, p. 151) seniors also valued the practical aspect of having a ready meal stored in the house as emergency solution.

In addition, they liked to customize the dishes so that it fitted their own taste preferences by, for instance, adding fresh tomato to a frozen pizza. In alignment with this, convenience meals have been found to be more accepted if some kind of customization has been made to it (Närvänen, Saarijärvi & Simanainen, 2013, p. 574). Furthermore, they would not serve a ready meal in the accompanying packaging, but use their own dinnerware, light some candles and serve some red wine with it.

One of the explanations why the group would not use convenience products on a regular basis, reasons with the fact, that they think it is ‘too easy’. They feel that you disclaim responsibility over your own health when using convenience solutions instead of deciding over your own food intake and make your food yourself.

New Mothers

Convenience solutions were not something that the new mothers used to a very high degree. Products that they used occasionally were premade piecrusts, frozen soups and pre packed bags with ingredients for a certain dish. The parameters they valued in convenience solutions were organics, pure products (free from additives) and animal welfare. One of the participants added that even though she also wished to prioritize those values, price was of greater importance to her. All the mothers mentioned that they feel guilty when they use convenience solutions. Though, different values of a product could relieve the guilty conscience. These values regard organics, animal welfare and, particularly, health. This can be seen in following quote.

“But actually it isn’t difficult to find healthy alternatives anymore. My guilty conscience over not making it from scratch is clearly reduced when the food is healthy and nutritious”³⁰

The fact that convenience products with these kinds of values attached to it reduces the guilty conscience was also seen in the findings of Bava et al (2008, p. 495). They concluded that when mothers bought convenience food solutions that were aligned with their own ideals, they did not feel like compromising.

In connection to this, one of the mothers refers to some pre-made soups she had eaten, which were very salty. She explains that her body reacted to the high salt content and adds that, based on that, she would not buy them again. Healthy food that has a positive effect on the body is thus crucial for the new mothers when choosing a convenience food product.

Another interesting aspect of convenience food that came to light was how the mothers defined it. One of the participants said that she normally would soak the beans the day before if she were to make a bean dish, but that in busy times she would buy the canned beans. To this, another participant replied that she did not even think of canned beans as being a convenience solution as she had never used fresh beans.

Sub-conclusion & Discussion

In term of buying convenience solutions, the two target groups were quite similar. They do not buy convenience solution very much, but agree that frozen soups and pre-made piecrusts are products they sometimes buy. Furthermore, they agree that health is an important value when choosing which convenience products to buy.

That the retirees prefer to light some candles and serve convenience food on their own chinaware can be explained with the more homemade and personal expression it gets. In addition, the retirees are maybe aware that details in a meal matter a lot to the overall experience. It has been found that the micro geography around a meal such as how the food is presented, on which plates and how the table has been set have great influence on the experience of a meal and thereby one’s food intake (Sobal & Wansink, 2007, p. 135).

³⁰ Translation from Danish: Anna (Appendix 9)

The fact that one of the mothers perceives canned beans as convenience food and that another of the mothers does not indicates that depending on personal cooking behaviour the definition of convenience food differs. In addition, convenience food has been mentioned as being embedded in the way most people cook and eat (Daniels et al, 2015, p. 206), why some convenience solutions might not even be considered as such.

The new mothers oppose to the literature (section 3.2.1) that shows that young people are using convenience food products to a greater extent than elderly. However, men are much more inclined to making use of convenience solutions than women, so the results are maybe influenced by this group consisting of only one gender. Several of the new mothers express repeatedly throughout the interview that they disagree with their boyfriends about, for instance, meat. In this case, the women wish to buy organic meat, while the men appreciate big quantities and organics are less important. This can indicate that the women have some stricter demands to their food than their boyfriends. This difference can imply that if the boyfriends had been included in the interview, the attitude towards convenience food would maybe have been more versatile. Also, even though the mothers are young and thereby more likely to make use of convenience solutions than the retirees, they are also mothers, which reduces the proneness to buying convenience food according to literature (section 3.2.1).

4.5 Thematic Network: Appropriateness

THEMATIC NETWORK 5		
BASIC THEMES	ORGANISING THEMES	GLOBAL THEME
<ul style="list-style-type: none"> • Emergency solution • Once in a while • Easy solution • Time pressure • Everyday, alone or with partner • Never guests • Convenient food • Being together when cooking 	Context	Appropriateness
<ul style="list-style-type: none"> • Elderly • Retirees • Young families • Busy people • Time • Busy or not busy people 	Target group	
<ul style="list-style-type: none"> • Is organic a branding trick? • Prioritize organics when the price difference is small • Everyday basis • Overprice due to brand name • Overprice due to delivery (Aarstiderne) • 	Price	
<ul style="list-style-type: none"> • Food Waste • Co₂ emission • Animal welfare • Organics 	Sustainability	

4.5.1 Organising Theme: Context

Retirees

For the retirees, there is not a big difference between weekday and weekends; when they are not working they have the same amount of time whichever day. This is one of the reasons why they are not appealed to the convenience solutions and all agree that they always prefer to cook their meals themselves. That the retirees are not working anymore and thereby have the time to cook could be one of the factors why they are less positive towards convenience food (Olsen, Prebensen & Larsen, 2009, p. 775). Several studies back up the indication that elder consumers are not very convenience oriented. Actually, it shows that the older the consumer, the less they consume convenience food (Brunner, 2010, p. 500; Saba et al, 2008, p. 147; Olsen et al, 2009, p. 775).

All of the participants have a partner, however, they agree that convenience solutions could be more relevant if you were single:

“I think these solutions would be more relevant if you were single. I think it’s fun to cook together. So if I were single I might be prone to make use of it. I think I could, if I were alone”³¹

Though, his wife, who was also participating in the interview, disagrees with his statement; she does not think he would use it. It seemed like she thinks he is used to eat better food and that these products are below his standard, which is in agreement with the study by Heiniö et al (2014, p. 9) and Costa et al (2002, p. 103) who also found that seniors see convenience food as a ‘bad’ meal of inferior quality.

Another participant agrees in the statement above and substantiate this with the fact that it is both difficult and expensive to shop and cook for only one person and besides that, it would also often be much the same food you would eat time and time again. In spite of this, she does not express an urge to buy convenience products herself if she was single. Generally, it is found that single households are more convenience oriented than multiperson households (Candel, 2001, p. 25; Swoboda, 1999; Olsen, Prebensen & Larsen, 2009, p. 775; Daniels et al, 2015, p. 217). This is in

³¹ Translation from Danish: Bjarne (Appendix 8)

accordance with the fact that all of the retirees are married and do not make much use of convenience food solutions.

When shown the product of Sund Takeaway, one participant even mentions that she would rather eat oatmeal or rye bread with cheese instead of buying this product. Thus it seems like that, for them, it is more appropriate and accepted to eat *convenient* foods such as rye bread or oatmeal instead of using *convenience* food consisting of complete ready meals that have been produced somewhere else than in their own kitchen. This difference between *convenience* and *convenient* food as seen here, has also been described by Halkier (2016). According to Halkier, *convenience* food is a sub-category of the broader food-category *convenient* food. A new study shows that *convenient* food is more associated with proper food than *convenience* food (Halkier, 2016), which can explain why the retirees prefer the rye bread rather than the complete *convenience* meal.

The interview also came across what company the retirees think is appropriate when serving and eating *convenience* food to and with others. They agree that *convenience* solutions are definitely not appropriate when having guests for dinner. They assume that the guests would expect a home cooked meal. In alignment with this, it has been found that the social relation within we eat our food is an important factor when considering a meal to be proper or not and that a meal for guests is considered proper when it is homemade (Halkier, 2016). If the retirees should make use of *convenience* food solutions it should be in a situation where they are alone or with their partner. This is consistent with the view, that *convenience* food can be accepted in informal settings (Halkier, 2016). When they were asked if the product of Sund Takeaway could be served to guests, the answer was quite clear:

“No, please! Over my wife’s dead body!”³²

This attitude can might be reasoned with a fear of appearing lazy or careless as found in the study by Costa et al (2002, p. 103). Furthermore, having guests for dinner is a special occasion where most people wish to be a good host, which entails spending time and effort on the food. In addition,

³² Translation from Danish: Søren (Appendix 8)

it is found more accepted to eat a poor dinner, for instance ready meals, when people eat alone compared to eating with others (Bugge & Almås, 2006, p. 221-222).

New Mothers

The new mothers think the product of Sund Takeaway seems like a product elderly people would buy. They should be starving, tired and under a lot of pressure in order to buy a product like this. One participant even mentions that she would rather eat oatmeal instead of eating this product. For them it is, like with the retirees, more appropriate and accepted to eat *convenient* food, such as oatmeal, instead of using *convenience* food consisting of complete ready meals. Like the retirees, the new mothers prefer to eat convenient food rather than ready meals, because they, in alignment with Halkier (2016) find it more ‘proper’.

It is very important to the new mothers that when they have guests they serve homemade food preferably made from scratch and would therefore never make use of convenience food solutions in this situation. For them, having guests can thus not be considered an informal social relation, where it is accepted to serve convenience food (Halkier, 2016). The mothers would, however, not think badly of people who would serve a convenience meal for them. For instance, a participant mentioned that some of their friends just became parents and they served some kind of convenience food, which she thinks was ‘fair enough’, she would just never do it herself. With this statement it is clear that she cares about food but is aware that not everybody is as interested in food as her.

The new mothers mention that if they had been single, it is possible that they would have made more use of convenience food. This shows that the fact they are now a family makes them want to provide their family with a home cooked meal, which is an important parameter for them in order to be a proper mom. The new role as a mother has changed their behaviour towards a more domesticated person. This is in accordance with the study by Bugge & Almås (2006, p. 209-210) who found that mothers think homemade meals is a part of being a ‘proper mom’.

The mothers are more positive when it comes to Aarstiderne. This is a brand and a concept they are familiar with. However, a lot of their positive thoughts seem to be in relation to Aarstiderne’s more ‘traditional’ boxes with only uncut and unprocessed ingredients and not the Kvik-KvikKasse. They think it is a healthy alternative to many other take-away solutions if you are busy but still want a

healthy meal. They also mention that in this way it will still be possible to get a meal at home, instead of at a restaurant, take-out place or on the go, which seems like they prioritize eating at home together as a family. Thus, dinners eaten at home around the table is a symbol of family life and aids the construction of family around shared consumption practises. (Groves, 2001; Daniels et al, 2015, p .17; Moisio et al, 2004, p. 364). It is important for the mothers to gather the family around a meal. This could also be a part of their identity as a proper mother, which is in agreement with the work by Närvänen, Saarijärvi & Simanainen (2013, p. 572) and Bugge & Almås (2006, p. 209-210) who also found that it is considered to be a female task to gather the family around a proper meal.

The mothers think it is acceptable to purchase takeaway if it is for special occasions like for New Years Eve. Further, if they should buy convenience food, it should be something delicious that you cannot make yourself, something that requires a special technique, are very difficult and time consuming or are some sort of ‘luxury’ takeaway. To perceive takeout as a treat was also seen in the study by Carrigan (2006, p. 382).

In the beginning, all of the mothers agree that a frozen complete meal *is not* a proper meal. However, when they were shown the chilli con carne from Hanegal, which is exactly a frozen meal, they are not completely dismissive towards it. They are familiar with the brand Hanegal and are positive about it because it is an organic, ‘clean’ product with no additives and has the Keyhole Nutrition Label. Because of this, and how they perceive Hanegal and the values of Hanegal, it appears that due to the “right” values, it could be okay to buy a meal like this, where they normally perceive a frozen meal as a ‘no-go’. This indicates that with the right label and the right brand a frozen meal can be considered acceptable, and for this group, justify a purchase.

In the beginning, they were all very dismissive towards premade complete meals. However, as the conversation evolved one participant mentions that she sometimes buys ready made convenience food meals from Meyer’s or other high quality brands. With this, it shows that she actually buys this type of meals and it is only accepted when it is from a brand like Meyer’s. This could be due to the fact that the values attached to this type of product are in accordance with what is, by her, considered as the “right values”. This demand has been found to be present with other consumers, who require health and naturalness in addition to convenience (Geeroms, 2008, p. 710; McCullough

et al, 2003, p. 400; Binninger, 2015, p. 2). A product like the one from Meyer's can in this way for her, differ a lot from other complete premade meals with none of these values attached to it. In this case, the product of Meyer's is aligned with her ideals of a proper meal and is thus acknowledged as a proper meal even though it is not home cooked. Similar findings were found in the study by Bava et al (2008, p. 495), whose research showed that if a ready meal met the mothers' requirements of a proper meal, they were willing to make use of convenience meals.

The participants spend the majority of the interview saying that they almost never make use of convenience solutions. Thus, the mothers can be categorised as "The Dissatisfied Consumers" according to Olsen, Prebensen & Larsen (2009, p. 774-775). The dissatisfied consumer disapprove of convenience food due to assumptions that these kinds of products are low quality, bad taste and less nutritious. Some of the mothers have, however, traits of "The Ambivalent Consumer" who feels guilty when eating convenience food, because it, according to them, is incorrect and against their principles (Olsen, Prebensen & Larsen, 2009, p. 775). A way to accommodate this guilty conscience is, as mentioned above, by choosing convenience food solutions with the 'correct' values connected to it.

Sub-conclusion & Discussion

Time, health considerations and care are the main reasons why both groups do not make use of convenience food solutions. Time, due to the fact that they do not feel time constraint and prioritize to spend time on cooking. Health considerations, because both the retirees and the new mothers believe that homemade food from scratch is healthier than convenience food. Care, in the sense that they all care about the food they eat and serve for their families. In addition, both groups mention that they probably would have been more prone to make use of convenience food solution if they had not had a partner.

Both the retirees and the new mothers unsolicited mentioned that they preferred to eat *convenient* food such as rye bread or oatmeal instead of *convenience* foods such as ready meals in time constraint situations. Both options are easy solutions but it appears that *convenient* foods are more appropriate and accepted than *convenience* solutions. This might be reasoned with the fact that convenience food often is associated with unhealthy food of inferior quality (Olsen, Prebensen & Larsen, 2009, p. 768; De Boer et al, 2004, p. 164; Costa et al, 2007, p. 82). Whereas *convenient*

food such as rye bread and oatmeal are foods that most Danes have eaten during their upbringing, which could be why they overlap more with proper food than convenience food.

One of the factors that make the new mothers think the product of Hanegal is acceptable is that it has the Danish Organic Label and the Keyhole Nutrition Label. As mentioned in section 4.1.2 about health, the mothers do not comply with the recommendations of the Danish Health Authority for a healthy diet, thus it can seem a little self-contradictory that they trust the Keyhole Nutrition Label. When they are critical of the Danish Health Authority one might expect that they would also be critical of the Keyhole Nutrition Label, since the label is based on the official health recommendations (Miljø- og fødevareministeriet, 2016). Thus it is surprising that they think the product of Hanegal as being ‘more’ appropriate due to this. Even though the mothers do not have faith in the official recommendations, they find some kind of security in products with that label. This can perhaps be explained with the Danes’ big trust in labels in general (Miljøministeriet, 2013, p. 24).

4.5.2 Organising Theme: Target Group

Retirees

When the mothers were presented to the product of Sund Takeaway they immediately mention that the product resembles elderly food packed in plastic boxes ready for heating. The retirees distance themselves from being ‘elderly’ and thereby reject this product being suited for them. As products are a powerful way to show who you are (Lury, 1996, p. 1; Elliot & Wattanasuwan, 1998, p. 32; Solomon et al, 2006, p. 519) it seems as if the retirees do not want to buy the product and thereby be associated with elderly people. This group of retirees is still very mentally and physically active and do not want to be associated with old people who cannot take care of themselves anymore. In spite of the fact that the retirees associate the product with elderly food, they agreed that it must be targeted and more suited for young people. One of the participants expressed:

“I think it is young people who gets attracted by that; it is easy and you can just bring it home with you in the study bag.”³³

³³ Translation from Danish: Susanne (Appendix 8)

Moreover, the participants repeatedly mention that a product like the one from Aarstiderne is not for their age group. They have the whole day to go back and forth from the supermarket whereas younger people with full time jobs could benefit from saving time by having the meal boxes from Aarstiderne delivered.

“I can see that our neighbour gets these boxes delivered. And they are working from morning until evening. When they get home, a box like this is by their door. That could very well be an advantage for them. It doesn’t matter to us when we have all day. We can go several times back and forth to the supermarket just as crazy as we want to.”³⁴

They can see the potential if you are a working family with children:

“If you are at work all day and have two screaming children with you, then I can understand why this alternative is attractive”³⁵

With this it seems like their current life situation plays a significant role in their distance against convenience food solutions, but that they can see the possibility of it being a convenient and timesaving alternative for families with children. However, they add that it must be for families who has a lot of money and prioritizes organics.

New Mothers

When the mothers are shown the product of Sund Takeaway they immediately associate it with elderly food. They are certain that they are not the target group for this product. They base this assumption on their willingness to cook and their age.

They do not distance themselves from being the target group of Aarstiderne as a brand, however, they do distance themselves from being the target group of the Kvik-KvikKasse. The mothers want to make their food from scratch and are thereby not attracted by the pre cut and pre prepared ingredients.

³⁴ Translation from Danish: Susanne (Appendix 8)

³⁵ Translation from Danish: Anne-Lise (Appendix 8)

Sub-conclusion & Discussion

It is notable that both groups reject to be the target group for the ready meal from Sund Takeaway. The retirees assume that the product is developed for young, busy students, while the new mothers believe that it is meant for elderly. Sund Takeaway claims themselves that the product is intended for everyone (appendix 1). The undefined target group can maybe constitute part of the problem that no one recognizes themselves as possible buyers of the product. Furthermore, the most conspicuous value when looking at the product of Sund Takeaway is health. Even though both groups care about health, they perceive health differently than Sund Takeaway. In order for them to perceive a meal as healthy, values such as naturalness, organics and proximity must be attached to it. Thus, as they do not connect mentioned values to the product of Sund Takeaway, it is not perceived as healthy in accordance with their health orientation. The same attitude is present in the group of retirees. However, with less focus on organics and more focus on proximity, in this case products from Denmark.

4.5.3 Organising Theme: Price

Retirees

It is the price that determines whether the retirees buy organic produce or not; if the price difference is too great, they do not purchase the organic option, for example as expressed here:

*"I would prefer organic, but it has something to do with money. I don't buy [organic] meat due to the price. But with vegetables the price difference is so small"*³⁶

It is thus the price difference compared to conventional products that determines if they choose organics. The retirees are, however, aware that price and quality often follows. They are very focused on the price, but it seemed as if they became a little embarrassed that it was so important for them to always seek the cheapest option:

*"But it is also okay to pay a proper price for a proper meal. We probably tend to chase the cheapest products. But then you can think, what is it then that we get."*³⁷

³⁶ Translation from Danish: Bjarne (Appendix 8)

The quote shows that the retirees are aware that they appear cheap, which they know is not a charming trait. The high frequency of price being mentioned made them acknowledge that maybe they sometimes ought to prioritize quality over price.

When the participants were informed of the price of Sund Takeaway (119 kr. for two persons) a participant expressed:

*”That is crazy! You could make it yourself many times and better”*³⁸

They think it is expensive, however some of the participants mention that it is maybe not that expensive if you compare it to other alternatives. They are aware that it is more expensive than making the food yourself, because the higher price also covers all the labouring processes that are done by others. When the participants consider it expensive they compare the price to a home cooked meal and it would be very expensive for the individual household if they should buy one of these boxes every day. That seniors find ready meals too expensive was also found by Heiniö et al (2014, p. 9) and Olsen, Prebensen & Larsen, (2009, p. 775). Following this, a participant expresses:

*“But for some people time is money. For people who are really hung up the alternative could be going out for dinner a couple of times a week, then this would be cheaper.”*³⁹

They do not see themselves as the target group for this product; it is in their opinion more suited for students or young families. Though they think it will be a ‘terribly expensive experience’ for them.

When the retirees were shown the pictures of the logo of Aarstiderne the first thing that was mentioned was ‘organic’, the second thing, mentioned by the majority of the participants was ‘expensive’. When they were informed about the specific price for the Kvik-KvikKasse they also thought that the price was very high:

*“What you can be absolutely sure about, is that you will pay overprice to have it delivered.”*⁴⁰

³⁷ Translation from Danish: Susanne (Appendix 8)

³⁸ Translation from Danish: Birthe (Appendix 8)

³⁹ Translation from Danish: Susanne (Appendix 8)

Further they are absolutely sure that they will pay way too much for something they could buy themselves in a supermarket, because of the name. The services of having meals planned, prepared and delivered are not services that this target group neither needs nor appreciates. They have the time and wish to do these things themselves and thereby, for them, it seems needless to pay extra for a product with these services.

When asked what should be different with the product from Aarstiderne in order for the retirees to consider buying it, they agreed on the price as being the biggest problem. Thus they think it is more suited for families with children who earns a lot of money, wants to save time and focus on organics. This is in accordance with, Olsen, Prebensen & Larsen (2009, p. 775) who found that people with full-time jobs are more positive towards the use of convenience meals.

The retirees think the price of the chilli con carne from Hanegal is more reasonable. They still think it is a bit too high but that it probably not can be done cheaper unless they cooked it themselves and at least it is cheaper than the other cases presented to them previously.

They see it as a proper meal, but it would be an ‘expensive experience’ if they should serve it for their families, as they then would have to buy several packages of the product.

Generally, the price is a very important factor for the retirees when grocery shopping, but they do not really understand why organic produce can be so much more expensive than conventional produce.

“The price is important and the producers know that. They then try to use organics as a branding strategy in order to make the customers more willing to pay a higher price. I cannot understand that a normal [conventional] chicken can cost 40-50 kr. and an organic chicken costs 120 kr.”⁴¹

This also shows their scepticism towards organics, as they are not aware of what justifies the high price difference. However, animal welfare is on their mind, as another participant mentions her guilty conscience when buying a chicken that has not had a good life. The price mostly ‘overrules’

⁴⁰ Translation from Danish: Egon (Appendix 8)

⁴¹ Translation from Danish: Egon (Appendix 8)

the animal welfare and they end up buying the conventional chicken due to the large price difference. That some of the retirees do not understand why the organic chickens are so much more expensive than the conventional ones, bear witness to ignorance of the living conditions of the chickens.

New Mothers

The new mothers all wish to buy organic food for themselves and their family. One of the mothers and her husband are though students, which means that their economy sometimes will not allow them to buy everything organic. She, however, believes that this will change when they both have full time jobs. It is her who prioritizes organics, her boyfriend thinks more about the economy and would rather buy conventional and cheaper meat.

Another participant and her family changed to eat vegetarian because they would rather prioritize organics over meat and in this way there is more money for them to eat organically.

To the mothers, the product of Sund Takeaway is expensive when it is not organic. The company has organics as one of their core values but because they do not have the Danish Organic Label, and thereby no guarantee for the amount of organic ingredients in their product, the mothers do not count it as an organic product and do not want to pay for it. They would rather not buy this type of product and then instead prefer go out to eat on a restaurant a few times, which is also in connection with the results of Carrigan (2006, p. 382) who found that eating out can be seen as a treat for the family.

These participants would rather pay for the product of Aarstiderne, but if it was something to buy on a weekly basis it would be too expensive for their food budgets and they know they would be able to do it cheaper themselves. They would see it as a luxury to get one of the traditional boxes from Aarstiderne, but this perception does, however, not apply for the Kvik-KvikKasse.

If something should be different in order for the new mothers to buy it, it should be cheaper, and preferably another one of Aarstiderne's boxes with no prepared ingredients or cut out vegetables.

In the beginning, the mothers think the price of the product of Hanegal is fair because it is organic. However, the exact dish chilli con carne is a dish they would prefer to cook themselves and freeze in portions for busy days because it is easy to make. So after some discussion they agree that they

actually think it is a bit expensive, because it is so easy to buy the ingredients and cook the dish themselves.

If the mothers should consider buying the product, they mention that the price should be lower. They cannot see the advantage unless they could not beat the price by making the dish themselves. This could signify that they do not feel a lack of time and therefore cannot see the purpose of 'buying time' with the help of spending more money on a meal that would save them time. Again this is something that might change when they are to re-join the job market or if having more children, which causes a greater time pressure than now where they have only one child and are on maternity leave.

Sub-conclusion & Discussion

Price was important to both groups in relation to food choice, but especially important to the retirees. They were generally more price sensitive than the new mothers, which was illustrated with their willingness to pay a little extra for organic vegetables but not the extra cost for organic meat. Even though the participants have certain expectations to the food they buy, such as freshness and naturalness, price is a classic determining factor in relation to consumption (Tudoran et al, 2012, p. 8) that still is important.

4.5.4 Organising Theme: Sustainability

With sustainability constituting one of the tendencies included for examination in relation to convenience food, this was a central theme during the interview. Though, the informants were not given a definition of the concept, which allowed them to address the term as they understood it. As participants in both groups linked sustainability with organic meat production and, in connection to this, animal welfare this aspect has been included in the organising theme of sustainability.

Retirees

At first, sustainability was not an important theme in relation to food for the retirees. Some of the participants chose to buy organic fruit and vegetables if the price difference between the organic and the conventional was not too big. They, however, only reasoned this choice with their own health or taste and not with sustainability. None of the participants bought organic meat as they thought that the price was too high. They, however, expressed a feeling of guilty conscience due to

the poor living conditions of the conventional animals. Welfare of neither animals nor human beings was deciding factors for the retirees when choosing their food products. A lower price was thus more important to the retirees, which characterizes them as classic homo economicus who is rational people who base their choices on a cost-benefit calculation (Nyborg, 2000). This is elaborated in section 4.5.3.

All of the retirees uttered that no food was wasted in their respective households. It was obvious that food waste was something they had in mind, as they unsolicited brought it up several times during the focus group interview. The participants mentioned that they always reused their leftovers or froze them if they could not manage to eat them all in time.

Food waste was also one of the biggest concerns in relation to the box from Aarstiderne. Because these retirees are active people that often attend arrangements and have dinner plans, they were unsure if they would be home enough to cook and eat all the food from the meal box or that they would get vegetables that were not in their liking. This stress factor made them reject the meal box scheme from Aarstiderne. Despite this concern, food waste is actually a problem that meal boxes manage to decrease due to measured amounts (Evans & Welsh, 2015, p. 5; Jackson & Meah, 2016). However, the idea is of course squandered if the food is not prepared and eaten at all because of lacking home time.

Another way to get around food waste was, for the retirees, to look in their refrigerator and then put together the menu of the day based on that. This way they made sure that all purchased ingredients were used in time.

Even though the retirees expressed that sustainability did not mean much to them in relation to what food they consumed, it appeared that it had some importance when the conversation turned on meat consumption. All of the participants uttered that they ate much less meat now than they had done previously. There were three reasons for this: First of all, the retirees said that they had a smaller appetite for meat than when they were younger. Second of all, they believed that it was healthier for them to consume less meat. And thirdly, they expressed a concern for the environment in relation to CO₂ emission and meat production. So although the retirees at first did not think of sustainability as a vital consideration in connection with the food they consume, it still had an impact on some of their food choices.

All of the retirees expressed a preference for Danish products and vegetables in season, but did not refer to this choice as being sustainable. They reasoned their fondness of seasonal and Danish food products with lower prices, the wish to support Danish farmers and trust in Danish production methods.

The retirees did not acknowledge sustainability as an important aspect of neither the products from Aarstiderne, Sund Takeaway or Hanegal. They believed that it was only marketing tricks if the companies had sustainable initiatives but they, however, liked the idea that Aarstiderne replaced big quantities of meat with vegetables in their boxes.

New Mothers

Within sustainability, organics was the most important aspect to the new mothers. They, however, chose to eat organically due to health aspects and did not mention sustainability as a reason. Organic meat was, to a large extent, about animal welfare, own health and sustainability. When the mothers were informed that Aarstiderne aims at being more sustainable through several initiatives, they were torn. The mothers appreciated the idea that Aarstiderne focuses on vegetables in their meal boxes in order to reduce meat consumption, because they wish to support this initiative. Furthermore, they perceive it positively that Aarstiderne focuses on sustainability in relation to production methods, but it is not something they are willing to pay an increased price for:

“Of course we know that the world has to continue living, but on the other hand it is a value that is very difficult to comprehend”⁴²

That the mothers find sustainability difficult to comprehend is common, as many people find the concept elusive and blurred (Europa-Kommissionen, 2015; Gregersen, 2016).

In relation to Sund Takeaway and Hanegal the participants did not change their perception of their products, when they were informed how the companies related to sustainability.

⁴² Translation from Danish: Camilla (Appendix 9)

Welfare for human beings was important to some of the mothers; they linked fair trade products with good quality and a clean conscience. For some of the other mothers, fair trade products were a luxury and a matter of prioritization when they were to spoil themselves with, for instance, some good coffee.

The new mothers did not mention food waste at any time of the focus group interview. Even though they were aware of different sustainable aspects of food, this was not a problem they discussed. The participants claimed that they often found themselves in the supermarket without knowing what they already had in their refrigerator and thereby bought some ingredients again. This could indicate that they are more careless food shoppers than the retirees and maybe are more prone to throw food out, because they cannot eat it in time.

Like the retirees, the new mothers also tried to consume less meat. Not because they did not enjoy to eat it, but due to health- and environmental reasons:

“I can feel that I want to eat more vegetarian now. Not fanatically, but more and more, also because I want to take care of our planet. I think we are responsible to make more ‘green’ decisions. It is also something I wish that my child grow up and know something about”⁴³

The mothers are aware that meat production emits large quantities CO₂ and therefor tries to cut back on it in favour of more sustainable, vegetarian alternatives. The participants express that these considerations in particular have occurred while being mothers, which shows that now they have someone else to take care of, their priorities have changed. Furthermore, the meat-eating participants all wished, when they did buy meat, to buy organic and ideally also free-range meat due to animal welfare purposes:

“[...] I have thought about lately that I need to stop liking everything that has to do with animal welfare on Facebook, if I still buy that [conventional] chicken. Action and opinion need to be

⁴³ Translation from Danish: Julie (Appendix 9)

consistent. It definitely has something to do with my child, it doesn't work to say something and do something else”⁴⁴

The rest of the mothers agreed about this statement. It indicates that it is easy to have the ‘correct standpoints’ on the outside but that it becomes more difficult when you are to comply with your own ideals. According to Grauel (2014, p. 7) ethical consumption is about eating consciously, which the mothers do by always choosing animal friendly products. That one of the mothers keeps liking animal welfare pages on Facebook illustrates that she wishes to stage herself as charitable and prioritizes the welfare of animals (Gran, 2004, p. 49; Lury, 1996, p. 1). The life as a mother has, however, triggered a wish for the external and internal person to be in coherence in order to be a credible role model. The difference between what *seems* and what *actually is*, that is the distinction between appearance and reality, needs to be aligned in order to appear as an authentic person (Grauel, 2014, p. 7).

As the retirees, the new mothers also prefer to buy seasonal fruit and vegetables but they do not articulate that it is due to environmental reasons. They are, however, aware that it is better for the environment to eat locally and seasonally. For instance, one of the mothers states that they eat a lot of pomegranates in their household and she knows, that it has been transported to Denmark from far away. She does not express a feeling of guilty conscience about the high CO₂ emission from the transportation and explains further that her own health always comes before the environment. She does not believe that her choices can have an effect in the bigger picture and is, additionally, not even sure that great sustainable initiatives necessarily will make a difference because she is sure that a new problem will then occur. The other participants did not share this attitude, as they believe that their personal consumption behavior do have an impact on the environment. This is in alignment with findings that shows that women often believe in the effectiveness of their personal purchase decisions in relation to food and sustainability (Piscopo, 2015, p. 204).

Sub-conclusion & Discussion

The two groups did at first not care much about sustainability, which was a surprising discovery. Our point of departure for the matter were the studied literature included in section 3.6 about ethical

⁴⁴ Translation from Danish: Anna (Appendix 9)

consumption and section 3.4.3 about sustainability, which have established an expectation that sustainability would be more important to the participants.

None of the two groups, offhand, chose food products based on sustainable reasons. However, during both focus group interviews several sustainable themes occurred. It appeared that both groups had consumption practices that were based on sustainable purposes: eating organic produce, decreasing food waste, eating Danish, seasonal and reducing their meat intake. That the groups did not classify these actions as sustainable choices can be connected to the fact that sustainability is such a blurred and incomprehensible concept (Gregersen, 2016; Europa-Kommissionen, 2015), which they also refer to themselves.

These findings did not occur at first, but during the focus group interview it became clear that sustainability after all did have importance, which shows one of the methodological strengths of focus group interviews.

A recurring aspect that both groups referred to in relation to sustainability was meat production. At first they mentioned a concern about the high amount of CO₂ emission it causes, but they almost always connected a concern about animal welfare to it. As a matter of fact, animal welfare was mentioned more than any aspects of sustainability in relation to their food choices. There was, however, a big difference between the two groups in relation to animal welfare. The retirees were positive about it when asked but did not support it through their consumption choices, besides a couple of them who bought solely organic eggs. All the mothers cared about animal welfare and supported it by choosing organic and free-range animal products. According to an analysis made by Danish Agriculture & Food Council, women care more about animal welfare than men (Landbrug & Fødevarer, 2014). Furthermore, people from Zealand choose animal friendly products to a higher degree than people from Jutland, which also is the case with young people compared to elderly (Landbrug & Fødevarer, 2014). The new mothers match all the characteristics of an animal welfare-supporting consumer, while the retirees fit in the opposite category, which can explain the difference between the two groups.

The great focus on meat production and animal welfare were brought up by the informants themselves in relation to sustainability, and not linked by us, as we did not define the concept when asking questions about it. That these two aspects showed to be predominantly linked to sustainability can be connected to the fact that it is easy to relate to, as many consumers do not know what sustainability actually entails (Gregersen, 2016; Europa-Kommissionen, 2015).

It is clear that the retirees are better at planning their meals than the new mothers. Both groups care a lot about what they eat and have strong opinions about their food. However, the two groups have different attitudes about money. The retirees are very financially aware and save money where it is possible. The mothers do not mention money as often and are generally more disposed to spending money on food. This can constitute part of the explanation for why the retirees, to a greater extent, plan their meals based on the content of their refrigerator than the new mothers. In addition, the retirees have grown up in a time of fewer resources (Terpstra, 2005, p. 532), which probably have made them accustomed to using what they have. The mothers have, on the contrary, grown up during less food scarce conditions (Kongsholm 2007, p. 59-62; Terpstra, 2005, p. 532) that can have primed them to be more careless about using the food they have in their refrigerator than the retirees.

From this part of the analysis it can be understood that it plays a major role that one of the target groups consists of women who are new mothers. Before, they only had themselves to take account of but now they have become a role model to their children, which causes them to want to make an effort in order to show them what they perceive as the ‘the right choice’. Maybe the mothers have always been aware of sustainability and animal welfare but have not had a motivation to support it before they were to set an example. One of the mothers had even become a vegetarian encouraged by the fact that she was going to put a child into the world, which shows that the new role of motherhood initiates taking a stand and taking action. Even though the deselection of meat or the choice of eating only organic meat, first and foremost, is about health for themselves and their child, it is perhaps also about showing their child and the outside world that they have some ideals they live in accordance with.

In connection to this, it matters where in life one is. The retirees all express a smaller appetite for meat than when they were younger. Thus, the discussions regarding meat would probably have looked differently within this group if they had been younger.

That the retirees do not link local and seasonal food with sustainability may be related to their generation. During their upbringing it was maybe more common sense, and maybe even the only option, to eat seasonally than it was a sustainable choice, as sustainability was not on the map to the same extent as today (Gregersen, 2016).

Sustainability is a matter that both groups care about to some extent. However, they only mention it in relation to primary production of food and not in relation to processed food. Meat production is the main aspect both groups refer to in relation to sustainability, which can explain why they only associate primary production to sustainability aspects. Furthermore, it is easier to comprehend the production of single components than a long production chain of several components, which is the case with many convenience food products.

When the participants were informed about the three companies' attitudes towards sustainability it did not affect their perceptions of them very much. Sustainability was included as a tendency in present thesis because of the great focus on this trend these days and we assumed that it would have an impact on the overall perception of the chosen case products. It turned out that sustainability did have an impact on the participants' perception of food, but only in relation to food of primary production and not to the three convenience food products. This can be reasoned with the fact that none of the participants buy these kinds of products anyway, so if they are sustainably produced or not are not of vital importance. In addition, the two groups might not connect sustainability with convenience products, since they only mention it in relation to unprocessed food products. This can be related to the fact that convenience food typically is associated with unsustainable food (Thompson & Coskuner-Balli, 2007, p. 298; Szabo, 2011, p. 547; Jackson & Meah, 2016).

4.6 Discussion

Following section will shed some light on discussions related to the methodological choices of this thesis. Firstly, it will be discussed how the informants were suitable for present thesis and where they had similarities and differences. Consequently, the method used for collecting empirical data will be discussed. Lastly, a concise discussion of validity, generalisation and reliability will be presented.

4.6.1 Discussion of Informants

As present thesis accepts social constructivism as the scientific position, we acknowledge that food behaviour and acceptance of convenience food are non-fixed, contextual and change over time. However, the two groups of participants have certain socio-demographic characteristics that can have an impact on their attitudes.

As the point of departure, it was the aim to include families with living at home children as one of the target groups, because we assumed they would have limited time to cook. We did, however, not manage to assemble a group of parents and one of the explanations for declining to participate was reasoned with lack of time by the contacted, possible informants. Even though this confirmed our assumptions, it also meant that we had to compromise with this group of informants. This resulted in a group consisting of new mothers, who were on maternity leave and thereby had more time on their hands than working parents. As lack of time is one of the main problems that convenience food seeks to solve (Olsen, Prebensen & Larsen, 2009, p. 766), this group becomes less relevant to these types of products than we initially assumed with identifying working parents as a group. This means that the new mothers actually did not contrast with the group of retirees in relation to the aspect of time. Thus, it is not a crucial parameter to save time in relation to food preparation for none of the groups. In connection to this, all participants found it easy and enjoyable to cook, which also is an aspect that makes them less relevant as consumers for convenience food products. In addition, as the participants perceive cooking as effortless they might not feel that the time saving of cooking when using convenience solution is that big. For instance, one of the new mothers expressed that she would rather spend ten minutes extra on making her own chilli con carne than buying it premade. That she believes it would only take ten extra minutes to cook a chilli con carne herself shows that she has a relaxed attitude about time spend on cooking. This attitude was shared

by the others participants in both groups. Further, no one perceived cooking as a duty and they all cared about what food they consumed. This, again, characterizes the two groups as opposites of typical convenience food users (Brunsø, Fjord & Gruner, 2002, p. 33; Frewer, Risvik & Schifferstein, 2001, p. 183). That food has such great meaning to all the participants can indicate that cooking perhaps never will be something they will feel a need to compromise on in order to attain more time for other activities. Thus, the time aspect of cooking will maybe never be the most important aspect to them, as there are so many underlying values, including care, connected to the action of cooking for one's family or friends. Taking this into account, it suggests that it should be something else than time that should be the focus area for selling convenience food products to this group.

Furthermore, the participants in the two groups are alike in the following respects. All participants are either married or in a serious relationship, which can have a great impact on the results, as literature show that single people buy more convenience food than people with a partner (Candel, 2001, p. 23; Olsen, Prebenssen & Larsen, 2009, p. 775; Daniels et al, 2015, p. 217). Moreover, all participants are health oriented and value their personal health highly. This can have an effect on the outcome of the interviews, since convenience food is often perceived as unhealthy and less nutritious (Olsen, Prebenssen & Larsen, 2009, p. 775; Costa et al, 2007, p. 82; De Boer et al, 2004, p. 164). Further, the focus group with the new mothers consisted of only women, which also can have an influence on the findings, because men generally buy more convenience food than women (Olsen, Prebenssen & Larsen, 2009, p. 775). The study by Bugge & Almås (2006, p. 209-210) and Närvänen, Saarijärvi & Simanainen (2013, p. 572), found that it is often considered a female task to provide healthy meals for the family. Thus, their male counterparts might not feel the same kind of 'nurturing role' as the mothers do. This indicates that what is considered as a proper meal is, in this group, considered somewhat different between the genders.

Additionally, the majority of all grocery shopping is done by women (Gregersen, 2014), why it could be interesting to know who in the household were responsible for this chore, as it also could mean something for the results.

Even though there are many similarities between the two groups, they do differ in some matters. Obviously, there will be a difference in generation, as there is approximately 40 years between the retirees and the new mothers. These impacts are however exemplified in the individual discussion sections connected to the analysis sections. Moreover, their places of residence differ as the retirees live in a suburb while the new mothers live in the capital area. This difference can have an influence

on their attitudes to food, as tendencies and new ideas often occur in urban environments (Kongsholm, 2007, p. 57-58).

Although both groups are sceptical, there is a difference in what they trust. For instance, the new mothers show higher trust to organics than the retirees do, while the retirees trust the official health recommendations to a higher degree than the new mothers. 76 % of baby food that is sold is organic (Politiken, 2016), which indicate that one's priorities change when you become a parent. We do not know about the new mothers' attitudes to organics before they had children, but this can explain why they are so fond of organics now. Mothers choose the food they believe is best for their child and since the most sold baby food is organic, it can indicate that organics has become equal to 'care food'.

A parameter, where it is unclear whether the two groups differ or not, is regarding economy. Although their educational backgrounds are similar this do not express the disposable income of the joint households. This might have an influence on their perception of a fair price and their willingness to spend money on food products. Since price is an important aspect in a buying situation (Lam et al, 2004; Zeithaml, 1988), their individual economies can perhaps explain some of their attitudes regarding food choice. The retirees continuously mention price as a crucial factor in relation to food, while this is not expressed to the same extend among the new mothers, which could indicate that the retirees are more price sensitive than the new mothers.

Lastly, the availability of restaurants and takeaway opportunities are somewhat different for the two groups. The new mothers live in Copenhagen, where there is a wide selection of convenience meals, whereas the retirees live in Højbjerg where opportunities for quick meal solutions are limited. That the new mothers are so exposed to convenience solutions compared to the retirees can have an influence on their perception of the concept and make them feel less alienated to it, as they have grown accustomed to it to a greater extend.

4.6.2 Discussion of Method

According to the area of focus and the problem statement of this thesis the qualitative method can be considered a vital strength. The aim for present thesis is, among other things, to uncover underlying values in relation to food in general and also, specifically, in relation to convenience food. Since these values might not be fully disclosed by the participants' immediate answers, a qualitative approach was more suitable than a quantitative approach, as it allowed the participants to

elaborate on their point of views throughout the interview conversation. A quantitative approach, for instance a questionnaire, would have given more respondents but the results would have been much more superficial. A questionnaire would, further, have to be more predefined in order to be able to generalise the results. Thus, we would possibly give some answers to the respondents by asking leading questions. This would especially be the case if boxes were to be ticked off instead of answering questions with their own words.

Additionally, the choice of focus group interviews instead of individual interviews has been a great advantage since the participants' interactions unfolded many of these underlying values. As appears from the analysis, many important aspects have been discovered when the participants interacted and discussed the themes during the focus group interviews, which is in accordance with the scientific position of social constructivism, which considers knowledge to be socially and culturally constructed. At first the mothers expressed organics to be the most important aspect of food, which thereby probably would have been the answer we would have gotten if they were to answer a questionnaire. However, as the conversation evolved, taste turned out to be a very important aspect as well. This finding would thus possibly not have been revealed in a questionnaire. Although the group dynamic can be a methodological strength, it also has some limitations. Power structures in the group can cause cautious participants to not fully express their attitudes. This was exemplified in connection to the focus group with the retirees, where one shy participant approached us after the interview, because she wanted to tell us something she did not want to say during the interview. All the other participants had agreed that Aarstiderne could not provide them with inspiration for their cooking, which she disagreed with but did not want to express in the presence of the other participants.

4.6.3 Discussion of Validity, Generalisation and Reliability

Validity and Generalisation

With the choice of qualitative focus group interviews as the empirical method it is obvious that the results from the sample is difficult to generalise to a bigger population and thereby ensure great validity. However, the interview guide is based on the theoretical foundation, which takes point of departure in scientific literature. Further, even though it is not a representative sample of retirees and new mothers, respectively, the results can be applicable for a smaller sub-group within each target group. For the retirees the result can possibly apply to similar, retired, active, health-

conscious men and women living in a suburb to a larger city. Likewise, for the new mothers, the results might be applicable for young, urban, health-conscious, organic-supporting, new mothers. Perhaps, it can also be suggested that the results are partly representational for well-educated mothers and retirees.

Moreover, we have to have a critical view on the sample of respondents, as they constitute the biggest impact on the reliability of the results. All of the participants live in or near the two biggest cities in Denmark. Furthermore, all of the retired focus group participants are physical active at least ones a week (at circuit training) and health was an important aspect of the lives of this group. Additionally, the participants were rather demographically homogeneous as they all lived in the same suburb, were within the same age group and all had spouses and two grown-up children. Moreover, they had similar educational backgrounds, as most of them had medium long higher educations corresponding to bachelor level (figure 5). The demographical homogeneity of the focus group can result in homogeneous attitudes towards the interview questions and gives thus maybe not a broad-spectrum image of the investigated questions.

We wished to have a gender diverse group for both focus groups in order to have a broader sample represented. However, after having several unsuccessful attempts in gathering a mixed gender focus group of parents with children living at home, the focus group interview was carried out with a mother's group.

As this focus group only consisted of women, the group had some natural similarities. Furthermore, the participants were all approximately in the same age group, they all had a cohabitating boyfriend and were all on maternity leave with their first child who was at the age of around four months. Educational wise, the new mothers had medium long to long higher educations corresponding to bachelor and master level. Another important aspect of this group relates to their new title as moms, as this can have a great impact on their attitudes towards their food behaviour.

Had we recruited differently, the results would possibly have looked differently. Respondents rooted in different environments, with other backgrounds and in others stages of their lives would have different attitudes, motives and motivations for their choice of food.

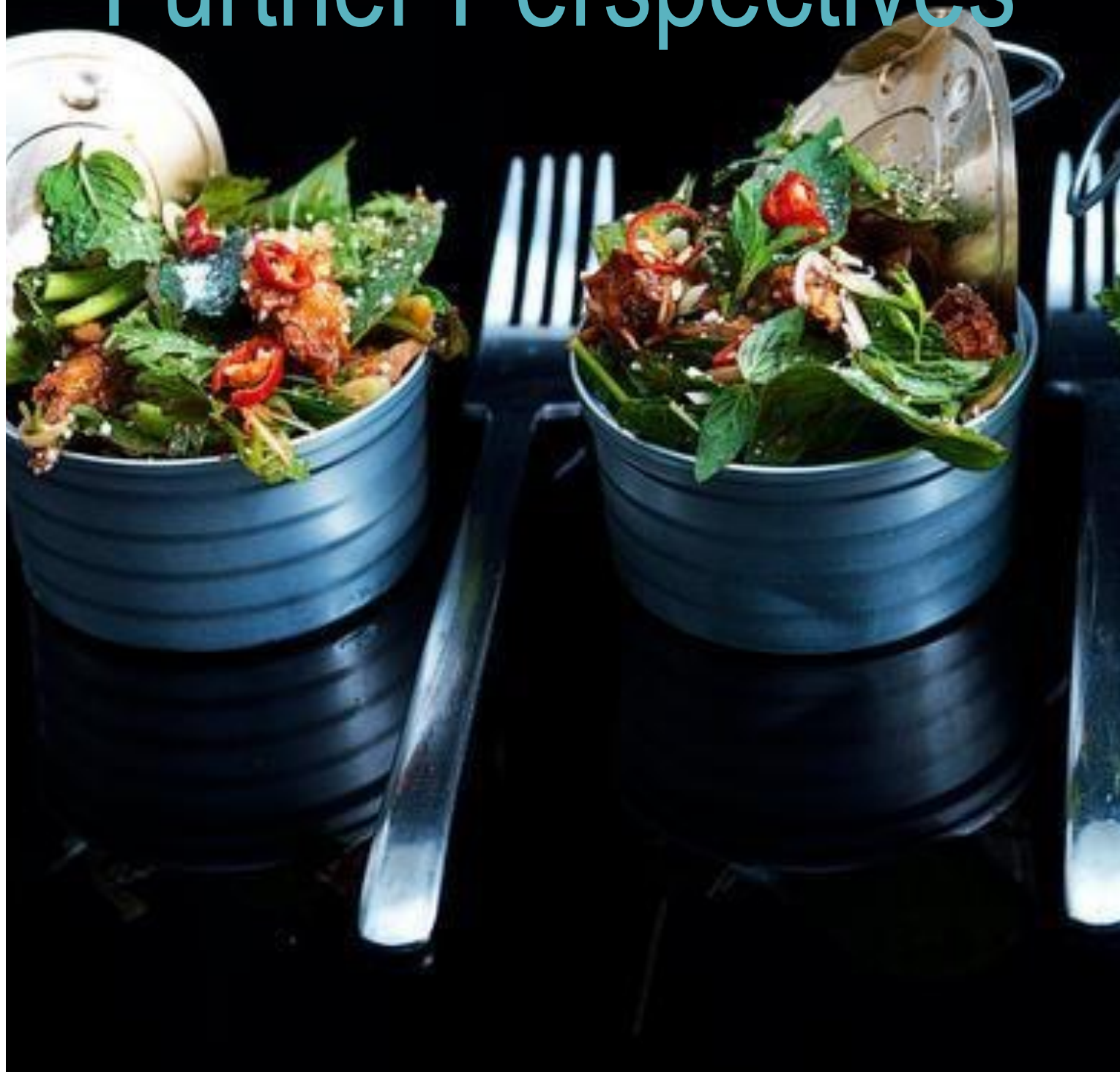
Further, we chose to assemble participants who knew each other, which can have an impact on the things being said, as they have an existing mutual culture in where they are used to construct knowledge.

Reliability

There will always be a risk of difference between two interview situations and participants can feel more or less comfortable with other interviewers and co-interviewees, which can have an impact on their answers. None the less, we believe that the data could be reproduced with the same results, and thereby our results can be considered reliable: Both focus group interviews were transcribed, reflecting exactly what the participants said, which increases the transparency of the data collection. Further, the interview guide was thoroughly composed based on scientific literature and was gone through systematically during both focus group interviews, which would ensure the possibility of reproducing the results. Even though we wished to have high reliability by asking the exact same questions to the two groups, we allowed the participants to elaborate on not planned themes if they were relevant. Thus, the follow up questions would be difficult to reproduce as they occurred during the interview situation. This have might compromised the reliability a little, but have on the other hand contributed to interesting aspects, which possibly would not have been revealed otherw

Chapter 5

Conclusion & Further Perspectives



5. Conclusion

With point of departure in three case examples of convenience food products, this thesis had the purpose of examining how the attitudes towards and perceptions of convenience food were among two groups. The fundamental basis for the thesis was a thematic analysis conducted on two focus group interviews with participants representing retirees and new mothers.

In order to establish if values influence the perception of the three selected convenience food products, it was examined what the informants valued in relation to food in general. Freshness, naturalness, transparency and health were valued highly by both groups, while organics additionally was very important to the new mothers and Danish produce was important to the retirees.

In relation to the exploration of the product of Hanegal, it was discovered that labels increased the trust to a product, if they are in alignment with one's health orientation. In addition, it was established that if the, individually perceived, correct values are attached to a product a frozen meal can be considered acceptable.

The main results discovered when examining the product of Sund Takeaway, was that freshness was found to be of great importance, as the long shelf life caused the biggest opposition to the product. Further, transparency was established to be an equally important aspect. Additionally, it became clear that health is a complex matter, as the way Sund Takeaway focuses on health conflicts with the perception of health in both groups.

Regarding the investigation of the product of Aarstiderne, it was found that the degree of involvement was important, as all the participants expressed that they preferred to be involved in every step of the cooking process. In connection to this, it was found that the more the participants were involved with the cooking process the better the meal was perceived.

Thus, this thesis establishes that the participants' values in regards to food have a great influence on their perception of the case products. Consequently, the values attached to the product have to be in accordance with one's individual values in order to be accepted as a proper meal.

This thesis did not find a great difference between the retirees and the new mothers in relation to their use and perceptions of convenience food. Resemblances between the two groups connected to time availability and interest in food and health were identified to be the main reasons why they did not differ much from each other in this respect.

Present thesis has further investigated if retirees and new mothers perceive a paradox between convenience food and sustainability, health or authenticity. It appeared that this could not be answered unequivocally, because it was dependent on which values were embedded in the concepts of sustainability, health or authenticity for the companies of the convenience product and if these values were in alignment with the values the individual ascribe to these concepts.

Generally, this thesis establishes that for the group of retirees and new mothers convenience meals are only for rare circumstances and the price of a convenience food product is of great importance. In addition, both groups had greater resistance towards convenience meals than convenient meals, which thus were more accepted and perceived as more ‘proper’.

Authenticity, although being a complex matter, includes aspects that are attractive to the participants of retirees and new mothers in relation to food. Though both groups, especially the retirees, do not uncritically accept any use of authenticity as branding strategy, which compromises the use of authenticity as branding approach.

The saying “*stirred with the secret ingredient of love*” appeared, for the retirees and the new mothers, to be in conflict with convenience food, because they wish to be involved with the cooking of the meal in order to be able to show care for their families. The way to show care, however, could be comprised by different levels of involvement from adding ingredients to staging the convenience meal as a homemade meal. Lastly, it can be established that convenience food is a trade-off and never the ideal for the two groups of retirees and new mothers.

6. Further perspectives

With point of departure in the analysis and discussions, we see both challenges and possibilities for the industry, if it prospectively is to include the tendencies authenticity, health and sustainability in convenience food products.

The modern consumers base, to a great extend, their food choice on the values embedded in the food and what these values signal. On this basis, convenience food addressed to this type of consumer should at least be as good as if they had cooked it from scratch themselves – or even be an upgrade. 32 % of the Norwegian consumers are ambivalent towards convenience food, as they do make use of quick meal solutions but they feel guilt when doing so because it is against their principles (Olsen, Prebensen & Larsen, 2009, p. 777). It can be assumed that this type of consumer also is represented in Denmark, which creates a great market opportunity for this segment. In order to increase trust and reduce the reluctance towards convenience food, from this segment, values such as organics, origin, transparency and health could be worth considering attaching to a given convenience product. These values can aid a consumer to perceive a product as authentic, which is an ideal many modern consumers strive for these days. However, it is important to have in mind that health is an ambiguous matter, which is perceived differently by different consumer types. Hence, it is crucial to identify the health orientation of one's target group in order to be able to appeal to this exact group and thus consider if it for instance is naturalness, transparency, organics or the nutritional content that should be the health focus for a given product.

It was found that the informants of present thesis did not associate convenience food to sustainability either positively or negatively. This can indicate that either sustainability is not of great importance to the informants or that there is an unexploited market potential linking sustainability to convenience food products. Thus, organics, sustainable production methods and environmentally friendly packaging are possible ways to address a product to the environmentally conscious consumer.

If doing further research within the area of convenience food, it could be interesting to examine groups of consumers who are more time constraint than the groups of retirees and new mothers from this thesis, to find out if the results were highly dependent on this aspect. In addition, it could probably provide new perspectives if consumers with less interest in food and health were included.

Another aspect that appeared in relation to the work with this thesis concerns the level of involvement required in order for meals to be perceived as proper. Convenience meals where some kind of involvement was required, either in the process of cooking or in the staging of the meal, were perceived as more proper. However, it did not appear where the limit was for the degree of involvement. Thus, it could be relevant to examine exactly how much involvement is necessary in order to perceive a meal as proper – and if the degree differs between different groups.

A problem with serving convenience food for others is the absence of care that can be ‘added’ to the meal. Though, when being somehow involved in a convenience meal it is possible to show affection, as oneself becomes the sender of the meal instead of the producing company. Hence, a further study could investigate how much the consumer needs to be involved in a convenience meal to feel like the sender of the meal, as they can then ‘add’ care as in a homemade meal.

7. References

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8. Appendix Overview

Appendix 1: Transcription of telephone interview with the production manager of Sundtakeaway.dk

Appendix 2: Transcription of telephone interview with the founder and co-owner of Hanegal, Fie Graugaard

Appendix 3: Transcription of telephone interview with mentor from Aarstiderne, Niels Haastrup

Appendix 4: Interview Guides – Focus Group Interviews

Appendix 5: Picture Material Sund Takeaway

Appendix 6: Picture Material Aarstiderne

Appendix 7: Picture Material Hanegal

Appendix 8: Transcription of Focus Group Interview - Retirees

Appendix 9: Transcription of Focus Group Interview – New Mothers

Appendix 10: Infomedia Search

8.1 Appendix 1: Transcription of telephone interview with the Founder of Sundtakeaway.dk, Mads Zebis Andersen

21st of January 2016

Interviewer: I

Mads: M

I: Hej Mads tak fordi vi må stille dig et spørgsmål omkring Sundtakeaway, jeres koncept osv.

M: Ja, ja hvad vil du spørge om?

I: Vi har set jeres måltidsbokse i kvickly, og det er denne del vi fokuserer på, så det er i forhold til dem vi gerne vil høre lidt mere

M: Ja..

I: Hvem er jeres målgruppe her?

M: Der kender vi ikke hvem målgruppen er.

I: Ved I så hvem det er der primært køber jeres bokse i Kwickly?

M: Nej det ved vi heller ikke

I: Nå okay men hvem er så jeres målgruppe for de bokse i sælger på jeres egen hjemmeside?

M: Jamen det er faktisk alle jo. Altså unge mennesker over 18, det er børnefamilier og ja faktisk alle.

I: Og her ved I heller ikke hvem der rent faktisk køber jeres produkter?

M: Nej det har vi ikke lavet nogen undersøgelser af. Virksomheden er jo også kun fra april 2015.

I: Er det blevet taget godt i mod så?

M: Ja det er blevet taget godt i mod, i kvickly ruller vi ud i 400 butikker om lidt.

I: Ja det var mange

I: I forhold til jeres markedsføring kan vi se at i bruger facebook og en smule jeres instagramprofil, men benytter i jer også af andre kanaler i jeres markedsføring?

M: Nej. Nej det gør vi ikke

I: Hvordan kan det være?

M: Vi har ikke haft behov for det

I: okay

I: lige for at slutte af, så har vi i forbindelse med det her speciale vi er i gang med identificeret nogle forskellige aktuelle trends, som vi godt kunne tænke os at høre hvad jeres tanker er omkring i

forhold til jeres virksomhed. Det berører jo lidt jeres koncept, men det er ikke noget der står sådan direkte i jeres værdisæt.

Så har i gjort jer nogle overvejelser omkring, ja f.eks. er ordet autenticitet noget man ofte hører i forbindelse med mad – er det noget i har gjort jer nogle overvejelser omkring i forhold til jeres koncept eller jeres produkt?

M: Nej. Virksomheden er jo kun fra april sidste år, så nu skal vi finde ud af om der mangler noget. Vi udvikler i forskellige retninger og ser så hvor vi lander henne, det er jo stadig nyt.

I: Okay så i udvikler videre på jeres produkt?

M: Ja

I: Og hvad med bæredygtighed, er det noget i har gjort jer nogle overvejelser omkring?

M: Ja det arbejder vi på

I: Okay hvordan gør i det?

M: Vi sender gennem Postdanmark nu, men vi vil undersøge noget med selv at sende varerne og så tage returemballagen med tilbage. Og måske også noget med selve emballagen. Vi kan godt se et potentiale i at gøre det mere bæredygtigt.

I: Okay så det er også noget i udvikler på

M: Ja.

I: Har i selv lavet nogle undersøgelser af jeres kunder eller af markedet eller af andet, som vi eventuelt må få lov til at se.

M: Nej det har vi slet ikke lavet noget af.

I: Nå okay. Hvis vi nu får nogle opfølgende spørgsmål her efter vi har snakket sammen, er det så muligt at jeg må ringe til dig eller skrive og sende en mail?

M: Ja, ja bare ring igen

I: Okay jamen så siger jeg mange tak og tak for hjælpen. Så må du have en god dag.

M: Ja tak og i lige måde

I: Hej hej

M: Ja vi tales ved du, hej.

8.2 Appendix 2: Transcription of telephone interview with the founder and co-owner of Hanegal, Fie Graugaard

21st of January 2016

Interviewer: I

Fie: F

I: Hej Fie, som vi skrev til dig vil vi gerne stille dig nogle spørgsmål, er det okay?

F: Ja selvfølgelig, skyd!

I: Hvad er din stilling hos Hanegal?

F: Jamen jeg grundlagde det sammen med min mand og ejer den sammen med ham

I: Hvem køber jeres convenience produkter?

F: Vi ved ikke hvem der køber vores frost færdigretter – ud over at de har været tilgængelige i Irma og hos Nemlig.com.

I: I forhold til markedsføring kan vi se, at i bruger jeres facebookprofil en del, men benytter i jer også af andre kanaler i jeres markedsføring?

F: Vi markedsfører ikke meget selv. Vi har ingen konto til annoncer. Vi betaler bidrag til detailkæder og grossisters markedsføring, men bruger ikke mange penge til egen markedsføring.

Som I har set så bruger vi facebook og hjemmeside. Dertil kommer markedsføring via DØP pølsevognene i KBH og en række andre aktører i DK som markedsfører/profilerer sig på et samarbejde med Hanegal. Plus en række produktsponsorater til udvalgte hen over året. Vi tager også selv afsted med pølsevogn ind imellem plus deltagelse på messer m.m.

I: Autenticitet er et ord, man hører meget i forbindelse med mad – er det noget, i har overvejet i forhold til jeres koncept/produkt?

F: Vi er lidt forsigtige med at bruge tillægsord. Vi ved at vi opfattes autentisk som virksomhed.

Jeg har sendt jer et par sider fra en varemærkeanalyse udarbejdet af Brandsahead for godt et års tid siden.

Vi forsøger at være meget åbne og ærlige i vores kommunikation. Deraf også fuld deklaration på alle produkter. Vi anvender ikke ord som ”lækkert” f.eks. Det må folk selv vurdere. Vi prøver at kommunikere hvad produktet består af og via hjemmesiden – hvor råvarerne kommer fra. Ordet autentisk er et fint ord så længe det ikke misbruges og det er netop det mange tillægsord er blevet på fødevareremballage/omtale igennem årene.

I: Hvis opfølgende spørgsmål opstår, må vi så sende dig en mail?

F: Ja selvfølgelig

I: Mange tak og god dag

8.3 Appendix 3: Transcription of telephone interview with mentor from Aarstiderne, Niels Haastrup

21st of January 2016

Interviewer: I

Niels Haastrup: N

I: Hej Niels, tak fordi vi må stille dig nogle spørgsmål

N: Jamen selvfølgelig

I: Hvad er din baggrund

N: Jeg er uddannet civiløkonom og har arbejdet som direktør, bestyrelsesformand, alt mulig mand osv.

I: Hvad er din stilling hos Aarstiderne?

N: Jeg arbejder som mentor, en service til studerende som jer

I: Hvem er jeres målgruppe?

N: Jamen alverden. Idet alle husholdninger er potentielle kunder. Vores typiske kunde er en familie med børn, veluddannet og disponenten er en 35-55 årig kvinde.

I: Hvem er jeres kunder?

N: som netop nævnt og 65% er bosiddende i NØ Sjælland, heraf 85% i Storkøbenhavn.

I: Vi kan se på jeres hjemmeside, at I har nogle grundlæggende værdier for virksomheden – er det nogen af dem, som I fokuserer mere på end andre, når I kommunikerer til forbrugeren?

N: Vores DNA er bæredygtighed og at samtlige af vores råvarer er økologiske.

I: I forhold til markedsføring kan vi se, at I bruger de sociale medier en del, men benytter I jer også af andre kanaler i jeres markedsføring?

N: Vi benytter kun i mindre omfang konventionel markedsføring. F.eks. benytter vi ikke reklamer i aviser eller andet og ikke TV, det er ulønsomt.

I: Vi har i forbindelse med vores speciale identificeret nogle forskellige, aktuelle trends, som vi godt kunne tænke os at høre jeres tanker om i forhold til jeres virksomhed, da de berører jeres koncept, men de står ikke direkte i jeres værdisæt. Har I gjort jer nogle overvejelser omkring sundhed

N: Ja, i udviklingen af vores opskrifter lægger vi meget vægt på at reducere kød til fordel for grønt. Det vil I kunne se ved at studere indholdet i Måltidskasserne og specifikationerne. F.eks. siger vi ikke ”hvad skal vi have som tilbehør til kødet?” men omvendt.

I: Hvad så med convenience, altså at gøre madlavningen lettere for forbrugeren? Vi kan se, at I har en kvik-kasse og en kvik-kvik-kasse, det har I ikke haft altid, har I?

N: Nej, vi udvikler vores kasser løbende.

I: Autenticitet er et ord, man hører meget i forbindelse med mad – er det noget, I har overvejet i forhold til jeres koncept/produkt?

N: Ja, det synes jeg faktisk er implicit i konceptet og det at genskabe forbindelsen mellem dyrkningen af jorden og glæden ved måltider fulde af gode råvarer, sundhed, smagsoplevelser og nærvær og bl.a. vort familiære forhold til vore avlere i DK og udlandet og vores opskrifter. Desuden markedsfører vi ”lokalt” baserede kasser som Kieselkassen og Samsøkassen med flere.

I: Hvis opfølgende spørgsmål opstår, må vi så sende dig en mail?

N: Ja absolut gerne. God arbejdslyst.

8.4 Appendix 4: Interview Guides – Focus Group Interviews

Vi hedder Nina og Annette og kommer fra Aalborg Universitet i København. Vi er i gang med vores speciale på kandidatuddannelse Integrated Food Studies, som i korte træk går ud på at anskue mad fra tre forskellige vinkler: design, folkesundhed og sociologi. Specialet omhandler convenience mad og forbrugernes vaner og opfattelser deraf. Convenience mad dækker over fødevareprodukter som på den ene eller anden måde gør det lettere at lave mad. Det vil sige, at det kan være alt lige fra en dåse flåede tomater, en færdig pizzabund til en færdigret som blot skal varmes.

Det er ikke nødvendigt, at I ved noget om emnet, I skal blot fortælle os om jeres umiddelbare holdninger og opfattelser af det, vi spørger ind til.

Har I nogle spørgsmål til os?

Præsentation af deltagere:

- Navn
- Alder
- Job/tidligere job
- Uddannelse
- Civilstatus
- Børn

Interview guide - overall	
Empirisk forskningsspørgsmål:	Interview spørgsmål:
Værdier i forhold til madvalg	Hvad er vigtigst for jer, når I vælger, hvad I/jer og jeres familie eller venner skal spise?
Betyder konteksten noget for madvalget?	Er der forskel på, om det er hverdag eller weekend?
Afgørende faktorer for et ordentligt måltid	Hvad er vigtigt i et ordentligt måltid for jer? (Noget man gerne vil servere for sin familie på daglig basis) <ul style="list-style-type: none">• Grad af forarbejdning• Ingredienser• Er der noget bestemt, der ikke skal være i?• Ernæring• Kvalitet• Pris – hvor er skæringspunktet, hvis det skal spises flere gange ugentligt?
	Hvad er så ikke et ordentligt måltid?
Har aspekter af autenticitet indflydelse på	Betyder det noget for jer, hvor jeres mad

madvalg?	<p>kommer fra?</p> <ul style="list-style-type: none"> Hvordan kommer det til udtryk i jeres indkøb? Betyder det noget for jer, om jeres mad er lokalt dyrket eller produceret? <p>Betyder produktionsmetoden noget for jer?</p> <ul style="list-style-type: none"> Industrielt fremstillet overfor mere traditionelle metoder, f.eks. noget håndlavet. <p>Betyder det noget for jer, om jeres mad er økologisk?</p> <ul style="list-style-type: none"> Hvorfor? Hvorfor ikke?
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Interview guide – Sund Takeaway	
Empirisk forskningsspørgsmål:	Interview spørgsmål:
Hvordan oplever forbrugerne umiddelbart produkterne og case-firmaernes brands?	<p>Hvad tænker I om produktet (Viser billedmateriale af produktet)</p> <p>- Tiltaler produktet jer?</p> <ul style="list-style-type: none"> Hvorfor? Hvorfor ikke? <p>- Hvad tænker I umiddelbart, når I ser indpakningen?</p> <ul style="list-style-type: none"> Hvordan synes I, indpakningen præsenterer sig? Hvilke værdier synes I, indpakningen afspejler?
<p><i>Præsentation af virksomheden</i></p> <p>Sund Takeaway er begyndt at sælge disse bokse til to personer i COOP, for 119 kr. En boks indeholder f.eks. svinekam med blomkål, broccoli, perleløg, persille, ærtepure og grøntsagscouscous i separate bakker. Boksen er på køl og klar til at blive opvarmet. Virksomheden fokuserer på værdierne: Kvalitet – økologi – sundhed – smag</p>	
Hvordan influerer virksomhedens værdier forbrugernes valg?	Ændrer denne viden jeres indtryk af virksomheden/produktet?
	Prisen for dette produkt er 119 kr., synes I det er rimeligt?

	<ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
Tendenser/værdier	
Hvordan influerer virksomhedernes holdninger til autenticitet, sundhed og bæredygtighed forbrugernes opfattelse af case-produkterne?	Virksomheden fokuserer på sundhed og tager udgangspunkt i sundhedsstyrelsens anbefalinger, er det noget, der tiltaler jer? <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	Bæredygtighed er i øjeblikket ikke noget Sund Takeaway arbejder med <ul style="list-style-type: none"> • Ændrer det på jeres opfattelse af dem? • Ville det influere jeres valg?
	Kvalitet for Sund Takeaway, handler om råvarer der er økologiske og sunde, hvad synes I om det?
Har graden af involvering en indflydelse på informanternes holdninger til produkterne?	Der er forskellige grader af convenience mad. Dette produkt kræver indkøb samt opvarmning. Tiltaler dette jer?
	<p>Kunne I finde på at købe produktet?</p> <p>Hvis ja, hvorfor?</p> <ul style="list-style-type: none"> • Hvad tiltaler jer? <p>Hvis nej, hvorfor ikke?</p> <p>Hvad skulle være anderledes ved produktet/konceptet, før I ville vælge det?</p>
Synes deltagerne, at de tre forskellige cases tilbyder "ordentlige" måltider	Synes I, at måltider fra Sund Takeaway kan karakteriseres som et ordentligt måltid mad?
	Er Sund Takeaways måltider noget, I vil spise/serve for jeres familie ugentligt? <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	Ville det være socialt acceptabelt at servere mad fra Sund Takeaway for gæster? <ul style="list-style-type: none"> • Ville I servere det i weekenden? • Ville I servere det til hverdag?
	Ville I servere mad fra Sund Takeaway for børn?

	<p>Ville I spise mad fra Sund Takeaway alene eller sammen med andre?</p> <ul style="list-style-type: none"> • Er der forskel på, hvem du ville spise det sammen med?
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Interview guide - Aarstiderne	
Empirisk forskningsspørgsmål:	Interview spørgsmål:
Hvordan oplever forbrugerne umiddelbart produkterne og case-firmaernes brands?	<p>Hvad tænker I om produktet (Viser billedmateriale af produktet)</p> <p>- Tiltaler produktet jer?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke? <p>- Hvad tænker I umiddelbart, når I ser indpakningen?</p> <ul style="list-style-type: none"> • Hvordan synes I, indpakningen præsenterer sig? • Hvilke værdier synes I, logoet afspejler?
<p><i>Præsentation af virksomheden</i></p> <p>Aarstiderne er en virksomhed, som på abonnementsbasis, leverer frugt-, grøntsags og måltidskasser. Følgende spørgsmål tager udgangspunkt i Aarstidernes Kvik-KvikKasse, som er en måltidskasse hvor grøntsager er snittede og kødet er fortilberedt således at mad kan blive klar på kun 15 minutter.</p> <p>De arbejder for at genskabe jordforbindelsen, altså tankegangen omkring fra jord til bord. Derudover er deres værdier gennemsigtighed, udvikling, omtanke, nærvær og smagsoplevelser.</p> <p>Desuden er alle deres råvarer, både kød, frugt og grønt, økologisk.</p>	
Hvordan influerer virksomhedens værdier forbrugernes valg?	Ændrer denne viden jeres indtryk af virksomheden/produktet?
	<p>Prisen for dette produkt er 60-85 kr. Pr. kuvert (Kvik-KvikKasse), synes I det er rimeligt?</p> <ul style="list-style-type: none"> • Hvorfor?

	<ul style="list-style-type: none"> • Hvorfor ikke?
Tendenser/værdier	
Hvordan influerer virksomhedernes holdninger til autenticitet, sundhed og bæredygtighed forbrugernes opfattelse af case-produkterne?	<p>Hos Aarstiderne er det grøntsagerne, der er i fokus i forhold til sundhed. De lægger vægt på at reducere mængden af kød til fordel for grønt.</p> <p>Er det noget der tiltaler jer?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	<p>Aarstiderne har stort fokus på bæredygtighed og miljø. De har nogle konkrete mål og tidsfrister for miljø- og klimatiltag.</p> <ul style="list-style-type: none"> • Ændrer det på jeres opfattelse af dem • Influerer dette jeres valg?
	<p>Kvalitet handler hos Aarstiderne om økologi, produktkvalitet, ensartethed og holdbarhed, hvad synes I om det?</p>
Har graden af involvering en indflydelse på informanternes holdninger til produkterne?	<p>Der er forskellige grader af convenience mad. Dette produkt kræver onlinebestilling samt tilberedning af klargjorte ingredienser. Tiltaler dette jer?</p>
	<p>Kunne I finde på at købe produktet?</p> <p>Hvis ja, hvorfor?</p> <ul style="list-style-type: none"> • Hvad tiltaler jer? <p>Hvis nej, hvorfor ikke?</p> <p>Hvad skulle være anderledes ved produktet/konceptet, før I ville vælge det?</p>
Synes deltagerne, at de tre forskellige cases tilbyder "ordentlige" måltider	<p>Synes I, at måltider fra Aarstidernes Kvik-KvikKasse kan karakteriseres som et ordentligt måltid mad?</p>
	<p>Er Aarstidernes måltider noget, I vil spise/serve for jeres familie ugentligt?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	<p>Er det okay at servere mad fra Aarstidernes Kvik-KvikKasse for gæster?</p> <ul style="list-style-type: none"> • Ville I servere det i weekenden? • Ville I servere det til hverdag?
	<p>Ville I servere mad fra Aarstidernes Kvik-KvikKasse for børn?</p>

	<p>Ville I spise mad fra Aarstidernes Kvik-KvikKasse alene eller sammen med andre?</p> <ul style="list-style-type: none"> • Er der forskel på, hvem du ville spise det sammen med?
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Interview guide - Hanegal	
Empirisk forskningsspørgsmål:	Interview spørgsmål:
Hvordan oplever forbrugerne umiddelbart produkterne og case-firmaernes brands?	<p>Hvad tænker I om produktet (Viser billedmateriale af produktet)</p> <p>- Tiltaler produktet jer?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke? <p>- Hvad tænker I umiddelbart, når I ser indpakningen?</p> <ul style="list-style-type: none"> • Hvordan synes I, indpakningen præsenterer sig? • Hvilke værdier synes I, logoet afspejler?
<p align="center">Præsentation af virksomheden</p> <p>Hanegal er et økologisk gårds slagteri der producerer charcuteri og forskellige færdigretter, alle uden tilsætningsstoffer, gluten og laktose.</p> <p>Hanegals værdisæt omhandler gode råvarer, godt håndværk og rene produkter. Produkterne købes i supermarkeder.</p>	
Hvordan influerer virksomhedens værdier forbrugernes valg?	Ændrer denne viden jeres indtryk af virksomheden/produktet?
	<p>Prisen for en færdigret fra Hanegal ligger på 39-45 kr., synes I det er rimeligt?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
Tendenser/værdier	
Hvordan influerer virksomhedernes holdninger til autenticitet, sundhed og	I forhold til sundhed, har alle færdigretterne fra Hanegal nøglehulsmærket, hvilket

bæredygtighed forbrugernes opfattelse af case-produkterne?	<p>garanterer et lavt indhold af sukker, fedt og salt – og et højt indhold af kostfibre. Desuden bruger de ingen former for tilsætningsstoffer. Er det noget, der tiltaler jer?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	<p>Hanegals produkter er ø-mærket, hvilket garanterer hensyn til miljø, dyrevelfærd og bæredygtighed.</p> <ul style="list-style-type: none"> • Ændrer det på jeres opfattelse af dem • Ville det influere jeres valg?
	<p>Kvalitet for Hanegal handler både om gode råvarer, smagen og etik, hvad synes I om det?</p>
Har graden af involvering en indflydelse på informanternes holdninger til produkterne?	<p>Der er forskellige grader af convenience mad. Dette produkt kræver indkøb og opvarmning fra frost. Tiltaler dette jer?</p>
	<p>Kunne I finde på at købe produktet?</p> <p>Hvis ja, hvorfor?</p> <ul style="list-style-type: none"> • Hvad tiltaler jer? <p>Hvis nej, hvorfor ikke?</p> <p>Hvad skulle være anderledes ved produktet/konceptet, før I ville vælge det?</p>
Synes deltagerne, at de tre forskellige cases tilbyder "ordentlige" måltider	<p>Synes I, at frostmåltider fra Hanegal kan karakteriseres som et ordentligt måltid mad?</p>
	<p>Er Hanegals måltider noget, I vil spise/servere for jeres familie ugentligt?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	<p>Er det okay at servere mad fra Hanegal gæster?</p> <ul style="list-style-type: none"> • Ville I servere det i weekenden? • Ville I servere det til hverdag?
	<p>Ville I servere mad fra Hanegal for børn?</p> <p>Ville I spise mad fra Hanegal alene eller sammen med andre?</p> <ul style="list-style-type: none"> • Er der forskel på, hvem I ville spise det sammen med?

Interview guide - overall	
Empirisk spørgsmål	Interview spørgsmål
	<p>Spiser I convenience mad?</p> <ul style="list-style-type: none"> • Hvilken slags? • Hvor ofte? <p>Hvilke faktorer er vigtige for jer, hvis I køber convenience mad?</p>
I hvilke situationer anvender informanterne convenience food løsninger?	<p>Hvornår spiser I convenience mad?</p> <p>Hvilke situationer anvender I convenience mad?</p> <p>Er der nogle situationer/tidspunkter, hvor I synes, det er mere passende end andre at servere convenience mad?</p> <ul style="list-style-type: none"> • Hverdag • Weekend • Alene • Sammen med andre • For gæster
	<p>Er der noget convenience mad, I aldrig ville købe?</p> <ul style="list-style-type: none"> • Hvorfor? • Hvorfor ikke?
	<p>Hvilke af de tre produkter tiltaler jer mest?</p> <ul style="list-style-type: none"> • Hvorfor?
	Ville nogle af produkterne kunne give jer inspiration til jeres madlavning?

8.5 Appendix 5: Picture Material Sund Takeaway



8.6 Appendix 6: Picture Material Aarstiderne



AARSTIDERNE.COM
jordforbindelse



8.7 Appendix 7: Picture Material Hanegal



8.8 Appendix 8: Transcription of Focus Group Interview - Retirees

Participants:

BJ: Birthe Jønke, 69 snart 70. Mand og to voksne børn, har været korrespondent ved universitet i mange år.

BW: Bjarne Wind, 69, gift, to voksne børn, tale og høre-lærer.

EP: Egon Poulsen, sektionsleder i en IT afdeling, er 74, to voksne børn

AP :Anne-Lise Poulsen, sygeplejerske i hjemmeplejen, 72, gift, to børn

SW: Susanne Wind, 65, gift, to voksne børn, lærer og læsevejleder på Kragelundsskolen

EL: Egil Larsen, 74, oprindeligt møbelsnedker og så har jeg taget noget videreuddannelse osv., og så har jeg været indkøbschef og alt muligt i mit arbejdsliv indenfor byggebranchen. Og jeg har to voksne børn og 10 børnebørn og oldebørn.

SB: Søren Baumgarden, landinspektør af uddannelse og jeg har været ved vejdirektoratet, gift, to børn.

Interview:

I: Vi hedder Nina og Annette og kommer fra Aalborg Universitet i København. Vi er i gang med vores speciale på kandidatuddannelse Integrated Food Studies, som i korte træk går ud på at anskue mad fra tre forskellige vinkler: design, folkesundhed og sociologi. Specialet omhandler convenience mad og forbrugernes vaner og opfattelser deraf. Convenience mad dækker over fødevarerprodukter som på den ene eller anden måde gør det lettere at lave mad. Det vil sige, at det kan være alt lige fra en dåse flåede tomater, en færdig pizzabund til en færdigret som blot skal varmes.

Det er ikke nødvendigt, at I ved noget om emnet, I skal blot fortælle os om jeres umiddelbare holdninger og opfattelser af det, vi spørger ind til.

Det kommer til at tage ca. en til halvanden time. Har I nogle spørgsmål til os inden vi går igang?

I: Vi starter lige med nogle sådan lidt generelle spørgsmål omkring hvad der er vigtigt for jer når I vælger hvad I skal spise. Hvad er vigtigst for jer når I vælger hvad I og jeres familier og venner skal spise? Og så byder I bare ind og snakker løs ☺ og det kan både være når I planlægger menuen eller hvilke råvarer I skal købe.

SW: Altså hos os, og det er Bjarne der står for det, der får vi altid, altid massere af råkost. Grøntsager er vigtigt.

BJ: Jeg vil også sige at friske varer, først og fremmest og så økologiske hvis det er. Men friske varer det er det vigtigste.

AP: Ja det gør vi nok også, vi går også mest efter de friske varer og lægger nok også vægt på at det smager godt.

SW: Efterhånden tror jeg også vi kan sige at vi spiser mindre og mindre kød. Og absolut mindre og mindre rødt kød.

I: Er det bevidst? Og hvorfor det?

SW: Dels så hører man jo om at det røde kød ikke er særlig sundt og så er der også noget med en masse prutter, udledning.

I: Så det er en blanding af sundhed og bæredygtighed?

SW: Ja

EL: Vi spiser mange grøntsager og varieret kost. Alt. Vi spiser alt. Ingen grænser. Vi spiser det hele. Men mange grøntsager gør vi altid.

SB: Jeg vil sige at vores mad er ikke specielt raffineret. Det er meget dagligdagsmad. Det skal være velsmagende. Man jævner med fløde, men der er jo ingen der siger man skal spise 10 liter fløde, det er jo ligeså meget et spørgsmål om at det er velsmagende. Vi går ikke så meget efter økologi. Det ser jeg ikke som nogen speciel fordel, men det er heller ikke fordi vi går uden om det.

I: Er der forskel på om det så er til hverdag eller i weekenden, i forhold til de ting i siger der er vigtige for jer?

BW: Jeg synes ikke der er forskel

EL: Altså som pensionist er det næsten lige meget om det er weekend eller hverdag. Det er weekend hver dag ☺

AP: Vi får i hvert fald rundstykker om søndagen, det får vi ikke til dagligt.

BJ: Vi bruger mindre brød end vi har fået før i tiden. Generelt, også om morgenen, ikke særligt meget brød. Jeg ved ikke om det er alderen der gør at vi ikke har så meget lyst til brød. Det er mere sådan mælkeprodukter og skyr og sådan med mandler og chia frø og alt sådan noget man kan hakke sammen. Og så bliver du egentlig mæt. Min mand får lige en skive med ost.

SB: men smør på brødet. Det skal smage af noget. Det skal ikke være tykt, men. Jeg vil ikke sige det er hver dag, men jeg kan sådan set godt lide en sildemad. Det skal så være sønderjysk rugbrød, det importerer vi fra Skallebæk i Haderslev, det er i øvrigt det der er mest fibre i.

SW: Det får vi for øvrigt også hver dag, en sildemad til frokost og rugbrød. Det der franskbrød gider vi ikke så meget mere. I gamle dage var det sådan lidt en weekend ting med en sildemad, men nu er det sådan blevet en hverdags ting. Lige undtagen snapsen.

AP: Ja den får vi så i weekenden

BJ: Det er også vigtigt at få et rigtig, rigtig godt veltillavet rugbrød, om du så har købt det eller bagt det selv, det er simpelthen så godt.

I: Hvis man så skal se lidt på hvad i synes der er et ordentligt måltid. F.eks. et måltid man gerne vil servere for sin familie ugentligt, hvad er så vigtigt for jer.

SB: Det bliver rester, dagen efter, der er sgu ikke noget der går til spilde hjemme hos os, ellers kommer det i fryseren.

BJ: At der er en god salat til

SB: Ja det siger min kone sgu også

AP: Når det er lidt blandet, kød eller fisk og så noget tilbehør. Noget der er frisk og lavet fra bunden af.

BW: Friske råvarer

SW: Det gør vi nok også, vi spiser ikke ret meget, hvad hedder det.. forproduceret mad, undtagen i går. Der havde vi købt en deal. Nede på havnens perle, en af de der bøfsandwich.

BW: Den var ikke sund! Til gengæld var den stor!

SW: Ja der går nok lang tid før vi får lyst til sådan en igen.

I: Men er det noget i andre er enige i, det der med at lave mad fra bunden?

SB: Jeg laver kun havregrød og kaffe, jeg sætter ikke mine ben i et køkken, det får jeg sgu ikke lov til.

Resten: Smag. Ja det skal smage af noget.

SB: Ja det med velsmag, det er vigtigt, tingene skal smage af noget, og det er min kone god til.

I: Hvad så hvis man skal sige hvad der ikke er et ordentligt måltid? Nu sagde du at den der bøf sandwich ville der gå lang tid før i ville have lyst til igen, er det fordi du ikke synes det er et ordentligt måltid? Eller?

SW: Bøffen i sig selv er vel god nok, og så var der grøntsager, der var grønne ting i, men det var jo også alt sammen forproduceret.

BW: Og sovset ind

SW: Ja ting taget op fra en spand og sovset ind. Altså selve den der bøfsandwich den kunne jo være sund i sig selv. Er jeg sikker på. Jeg tror ikke bare man kan sige at en bøfsandwich er usund

EP: det vigtige er vel at man ikke spiser bøfsandwich hver dag, udelukkende.

SB: Der kommer du jo ind på noget meget vigtigt, for hvad er sundt. Jeg mener, det gør jo ikke noget at man spiser et rigtigt stykke smørkage, men hvis man spiser det morgen, middag og aften, så er det sgu ikke sundt. Det er jo sådan set også sådan men sild, hvis det er det eneste man spiser så er det jo heller ikke godt, så er det en ensidig kost.

EL: Ja en varieret kost, derfor kan man jo godt engang i mellem tage en sandwich eller noget andet.

I: Hvad så i forhold til hvor maden kommer fra? Betyder det noget for jer?

BJ: Altså f.eks. blåbær, som der jo er meget omkring nu om dage, jeg står altid og nærlæser om de kommer fra polen. Og ligesådan med champignong, man hører jo at de er skyllet i klorin, så det skal helst være fra indenfor landets grænser eller fra et land man har tiltro til.

I: Er i andre enige i det?

AP: hvis man har mulighed for at købe dansk, så synes jeg da at vi gør det. Det er noget vi kigger efter nede i supermarkedet.

EL: Ja man kigger lidt efter hvad der står.

I: hvorfor tiltaler det jer mest at det er fra Danmark?

AP: Vi vil godt støtte vores eget land. Og så føler man måske også man ved lidt mere om.. ja man føler sig lidt tryggere ved det.

EL: der er nok også mere kontrol på hvad der kommer herfra Danmark end måske andre steder, emndet er jo ikke sikkert.

SB: syd for alperne har jeg ikke tiltro til meget.

EP: Når man er der kan man se de der meget fine marker, uden et stykke ukrudt, men så går de så også og sprøjter med noget.

AP: og så får man nogle fine, lækre tomater, og man ved ikke rigtig, man tænker på, hvorfor ser de sådan ud.

EP: ja hvorfor er det lige at de ser så godt ud

I: Betyder produktionsmetoderne så også noget for jer. Altså om det f.eks. er nogle industrielt fremstillede produkter frem for noget der måske er håndlavet eller noget mere traditionelt.

SW: Vi kan godt lide at købe grøntsager og æg når vi kører hjem fra fx Beder hvor vi nogle gange besøger et par venner. Det er altså lidt hyggeligt at vi kan se kyllingerne, som lægger æggene og at det er bonden, som vi ofte snakker med, der har gravet kartoflerne op. Til gengæld tror jeg ikke, at det er økologisk, men jeg ved det faktisk ikke.

I: Hvad med jer andre, er det noget i tænker over?

SW: altså f.eks., nu spiser vi ikke så meget pålæg, men når vi gør, så køber vi typisk en sønderjysk spejepølse hos en slagter (vi er begge fra Sønderjylland). Så ved vi at det er godt håndværk. Og skal vi være ærlige, vi får også en del laks, så kører vi til Nordjylland hvor der er en fiskemand vi køber laks hos, og vi ved da godt at når han køber laksen så køber han den nok fra laksedammene i Norge, han tilbereder dem så helt fantastisk, men vi ved da godt at der er fodret med nogle lidt grimme ting, men den smager godt. Det spiser vi med stor fornøjelse.

AP: Det er heller ikke særlig nemt at få vildlaks mere

SW: og så vil jeg så sige at vi smagte sådan en vildlaks, og det andet det smagte altså meget bedre.

BJ: Jamen hvis man laver en stor lasagne som jeg gjorde forleden dag hvor jeg havde børnebørn på besøg, så kan jeg jo ikke undgå lige at komme en dåse tomater i og så suppleret med friske, eller de der glas.

SW: Men dåsetomater er jo rigtig gode, de er jo ligeså gode som friske tomater.

BJ: Ja jeg tager lidt af hver

SB: Tomater indeholder et naturligt giftstof der hedder tomatin.

I: Nu var der et par stykker der nævnte noget om økologi, er det noget der betyder noget for jer, om jeres mad er økologisk.

BW: Jeg synes da at jeg helst vil have det økologisk, men det er noget med pengepungen. Jeg køber ikke kød pga. prisen. Men ellers sådan grønt, der er det jo blevet så lille en forskel..

SW: ja og mælkeprodukter og æg

BW: og så synes jeg også der er noget med smagen, om det bare er noget oppe i mit hoved ved jeg ikke

SB: Der vil jeg sige at det betyder ikke noget for os, men jeg har været ude for en pudsigt ting, jeg tror det var noget med økologisk mælk eller minimælk, der var en periode, så var det ene billigere end det andet, så på et eller andet tidspunkt, så var det den almindelig mælk og smagte bedre og jeg tror det var et eller andet med at man var vant til en smag, og så fik man noget andet der var en anden smag, og så synes man bedre om det. Så jeg ved ikke. Og så har jeg også læst noget om at det er meget godt at man undlader pesticider osv. men fra naturens hånd der er de økologiske planter nødt til at forsvare sig, f.eks. tomater med tomatin, og der er andre forskellige sofistikerede navne, det er planten jo ikke, det har den jo ikke behov for hvis der er sprøjtet osv. men hvad der er rigtigt og forkert, det kan jeg ikke gennemskue, det synes jeg, det er. Da jeg var ung der havde man kun et produkt det hed DDT? Og det slog fandme alt ihjel. Og det fandt man ud af at det var måske ikke så smart, det er det eneste man kan bruge til ??fluer, eller nogle af de der.. men det man bruger nu er ofte meget målretter og virker i en kort periode. Så hvis man sammenligner forbruget af pesticider for 50 år siden og så i dag så kan det godt være at det er større i dag men det er ikke sikkert at giften er tilsvarende større.

I: Så du til vælger ikke økologi fordi du er i tvivl om, om det overhovedet er sundere?

SB: Jamen det er jeg meget stærkt i tvivl om.

(flere af de andre siger de er enige)

EL: Jeg er lidt bekymret når man skal købe æbler fra udlandet hvor de ser så dejligt røde ud, men de er jo nok sprøjtet med noget gift.

I: Når du har den bekymring, vælger du så økologisk?

EL: jeg vælger som regel danske æbler, for hvis de kommer et eller andet sted fra, så ved vi jo ikke.. jeg kan da huske engang vi var på ferie i Italien så kørte de rundt med sådan en bil og en tank og så stod de der og pumpede og sprøjtede alle træerne rundt omkring.

BJ: lige præcis æbler, jeg er begyndt at have sådan en vane med at de skal skrælles. Jeg kan ikke sætte tænderne i et æble hvis ikke jeg går ud til træet og plukker det direkte. Fordi jeg føler der er et eller andet, de kan holde sig så længe, de kan ligge der i frugtskålen så længe og så rådner de indefra.

BW: Og det samme med tomater, de kan også holde evigt, især hvis de er fra Aldi

I: Ja, skal vi så prøve at gå lidt videre, vi har taget tre virksomheder med vi gerne vil vise lidt fra, og vi tager bare en ad gangen, til at starte med, så viser vi bare lige logoet, og så vil vi gerne høre om det er en virksomhed i kender? Om det er noget i har set før?

Alle: Nej

I: Hvad tænker i så umiddelbart når i bare ser logoet, hvad tænker i om den virksomhed (Sundtakeaway.dk)

EP: Økologi

SW: sundt, den er skrevet med grønt, og der er et fint blad

BJ: Take away, så er det en hurtig ting. Måske en hurtig burger. Og så står der sundt, så vil jeg tænke hvad går det på.

I: så værdierne er sådan lidt omkring sundhed, at det går hurtigt, økologi..

AP: Det kunne sagtens tiltale travle mennesker.

SB: jeg bliver lidt skeptisk når der står sundt, altså hvad fanden er det de vil skjule

AP: ja hvad indebærer sundt

I: Og så vil vi nu prøve at vise lidt billeder af produktet, det andet var jo bare deres logo, så nu har vi også nogle billeder af hvordan deres produkt ser ud.

Hvad tænker i så om produktet nu hvor i ser hvad det er? Der er jo til to personer, så køber man den og går hjem og varmer den op.

AP: ja det ser vældig fint ud men jeg ville aldrig nogensinde købe det

SW: Nej det ville jeg heller ikke

SB: min kone ville lave det fra bunden

I: hvorfor siger i at i ikke ville købe det?

AP: fordi jeg vil så gerne lave mad selv. Jeg kunne ikke drømme om at købe sådan noget.

BJ: Det kan jo ikke være frisk når det ligger der til en eller anden dato.

EP: Der er jo ikke forskel på det der og så det der bliver leveret til ældre.

SB: er det, det vi får når vi om 20-30 år ikke selv kan mere

EL: Jeg kunne godt finde på at købe sådan en enkelt gang, men ikke hver dag, overhovedet ikke

AP: men jeg kan godt forstå at der måske er nogen, måske unge mennesker, som har meget travlt, hvor det måske kunne være en fordel ikke selv at skulle lave det.

I: Hvordan synes i at indpakningen præsenterer sig?

EP: jeg synes de oversælger det

BJ: Man kan jo ikke se igennem den

SB: Jeg kunne godt forestille mig at min yngste datter f.eks. ville købe det, f.eks. en fredag, der kunne de også godt finde på et købe en pizza. Men ellers min svigersøn han laver mad fra bunden stort set hver dag, det gør begge mine svigersønner.

I: Virksomheden siger selv at de fokuserer rigtig meget både på kvalitet, økologi, sundhed og smag. Altså det er noget de selv siger. Er det noget der ændrer jeres opfattelse af produktet når de sådan selv siger det?

BJ: Jamen så skal man kunne se igennem emballagen. Hvad er det man køber? Man kan ikke se hvad det er, andet end det foto der som tit snyder.

SB: Jamen det der med smag, det er noget jeg ofte har spekuleret på, hvis man spiser på restaurant, så er kokken jo nødt til at være lidt tilbageholdende. Når min kone laver tzatziki så er det jo så flammerne står ud af halsen, godt med hvidløg, selv en græker ville flygte. Det ville en kok jo aldrig

nogensinde kunne finde på at gøre, så ville folk jo ikke have det. Smag er forskelligt, nogle vil have det meget mildt, andre skal have det meget stærkt. Det ville jo være svært for dem at lave noget der passer til os alle sammen. Se bare sådan noget som kaffe nogle skal have den så teskeen selv kan stå, og andre skal have sådan at de kan se en tiøre på bunden.

AP: Men man har jo også lov til at sætte sit eget præg på, hvis man nu falder for at købe noget der egentlig er færdigt, man kan jo tilsætte nogle krydderier og smagsstoffer, så man godt kunne tilpasse det lidt.

I: Sådan en boks her, den er til to personer og den koster 119 kr. Hvad synes i om den pris? Er det rimeligt?

BJ: Det er vanvittigt, man kunne jo lave det rigtig mange gange selv, bedre.

SW: Men det er vel ikke så dyrt i forhold til så meget andet man finder. Nu tænker jeg igen på havnens perles bøfsandwich, den kostede da alligevel 100 kr.

SB: Når man tager i betragtning at der er en hel masse mennesker der har stået og skrællet kartofler, stegt og gjort ved, så er det vel ikke

AP: ja det har de vel ikke gjort med håndkraft tror du?

SB: Nah men altså der har jo stadig været nogle mennesker som har stået og produceret og rørt og pakket og forsendt osv., så er det vel egentlig ikke dyrt, men man kan sige at for den enkelte husholdning, hvis man hver dag skulle have sådan en boks, så ville det da være dyrt.

AP: men der er jo også mange hvor tid er penge, folk som virkelig er hængt op, hvor man kan sige at så var alternativet måske at man gik ud og spiste et par gange om ugen i stedet for, så ville det her jo være billigere.

I: Du snakkede om at du satte spørgsmålstejn ved om det var håndlavet, synes du det er en negativ ting hvis det er en maskine der har skrællet gullerødderne?

AP: Næh det vil det jo være hvis man laver det sådan i store mængder, jeg kan egentlig sommetider få det sådan lidt dårligt over alt det der håndlavet og håndskåret osv., det er jo noget fis. Og rødbeder fra samsø og alt sådan noget, der er måske bare et fif.

I: Så du tænker det er noget de bare siger for at det skal lyde bedre?

AP: Det kan da godt være at det er rigtigt men hvorfor skulle de specielt være bedre end fra østjylland f.eks.

I: Så det er noget du har tænkt over at der bliver nævnt mange steder i mange sammenhænge?

AP: Ja, men det er jo reklame, det drejer sig jo om at få solgt noget.

BW: Altså hvis man nu var enlig, så kunne sådan nogle løsninger der snarere komme på tale. Det er jo sjovt at lave mad sammen, det synes jeg, så hvis man bare var sig selv så kunne jeg måske godt forfalde til det. Det tror jeg godt jeg kunne hvis man var alene.

SW: Det tror jeg altså ikke du ville

AP: Hvis man er alene, er der utrolig mange der slet ikke får lavet mad, og måske vælger en lidt lettere løsning, og så kan man sige at det der måske er bedre end nogle af de ting man ellers kunne forfalde til.

I: Så det er et bedre kompromi, men det er stadig et kompromi frem for at lave maden selv.

AP: Ja fordi, at købe ind til at lave mad til én, det er jo også svært og dyrt, og så bliver det mange gange sådan at det så er det samme man får. Sådan tror jeg det er for mange enlige.

BW: Ja det er svært

SW: men ja, jeg ville da spekulere på hvor lødigt er det der?

AP: Ja det ved man jo ikke, men det siger de jo så i deres reklame

I: Men hvad er det du er i tvivl om, er det rent ernæringsmæssigt eller hvad er det du mener når du siger lødigt?

SW: Ja, ja jeg ved ikke hvorfor

I: Er det fordi du ikke kan se selve produktet?

SW: Ja det er nok det, det kan også godt være at man ville skifte mening, vi skulle måske prøve det, det kan jo være at det viser sig at det er rigtig, rigtig godt. Og det er da igen det der, altså hvis man tager en pizza engang i mellem det er der jo ikke noget galt i.

AP: Nej det er da rigtigt, det er nemt bare at afvise det selvom man egentlig ikke rigtig ved hvad det er

I: Virksomheden siger jo selv at de fokuserer på sundhed og de tager udgangspunkt i sundhedsstyrelsens anbefalinger. Er det noget der tiltaler jer? At de går op i det? Og følger anbefalinger.

BW: Det synes jeg at der er en god ting

SW: De skal jo virkelig stå inde for det de siger

EP: Var det COOP der står bag?

I: Det er i COOP det bliver solgt

SB: Jeg er nok lidt skeptisk når der står på at det skal være sundt, altså, hvad er sundt, for meget og for lidt, er det for meget hvis man spiser sådan en der hver dag, så er det måske ikke sundt, selvom den enkelte portion egentlig er veltilrettelagt, så skal man måske også have noget rugbrød og nogle andre ting, noget frugt.

BW: vi er jo også den generation hvor vi måske mere lavede tingene selv end i den nye generation hvor man er mere vant til alle de valg. Jeg tror at vi næsten er født skeptiske.

SW: Og det her er jo også lidt et billede på det her der ligger i tiden, at man hele tiden skal kunne få noget at spise, det skal være nemt at få noget og spise, der skal være noget at spise alle vegne og vi må endelig ikke være sultne. Jeg tror også der er lidt med vores generation, altså man må godt lige være lidt sulten og man må godt lige lave maden selv, og det må godt lige tage lidt tid før man får noget at spise, så det her det er det hurtige, der er lige et håndtag jeg kan tage fat i og hjem med den, det er nok det der jeg stritter lidt på.

AP: Jeg tror også det er lidt generationsbestemt

EP: Ja for når det kommer til mange færdiglavede ting så er der jo en varedeklaration så lang så lang, med en masse e-numre i som ingen kan gennemskue, så vi ved faktisk ikke rigtig hvad det er.

SB: Man kan jo sige at det der med e-numre, som jeg engang hørte i en radioudsendelse, det er der sådan set ikke noget galt i, problemet er hvis produktet udelukkende består af e-numre, så skal man være på vagt, men ikke hvis der er et eller andet konserveringsmiddel i, det kan være udmærket, det kan faktisk være ganske fornuftigt end hvis det ikke var det, men hvis det udelukkende er e-numre, så er det fordi det er dårlige produkter.

EP: Der er nok ikke nogen tvivl om at de sidste 70 år, er de ting der bliver tilført de ting vi spiser helt anderledes, end for 70 år siden, og jeg tror det har givet flere sygdomme af det vi spiser end for 70 år siden.

I: Bæredygtighed, det er ikke noget de har nævnt at de gør noget for eller gør noget særligt for, men det er jo noget der er meget op i tiden, men umiddelbart ikke noget de arbejder med lige i øjeblikket, er det noget der ændrer på jeres opfattelse af dem, eller er det noget i ville tænke over.

EL: nej

Resten er enige

AP: Det burde det jo nok gøre

SB: Jeg mener det er lidt af en floskel, hvad er bæredygtigt, altså brundtland hun var med i den her rapport hvor man markedsførte begrebet bæredygtighed og man kan sige at sådan overordnet set, så lyder det meget fint, men når man skal konkretisere det så bliver det noget vrøvl.

I: Så snakker de også om at kvalitet det er noget der vigtigt, og for Sund Takeaway der handler kvalitet meget om at deres råvarer skal være sunde og gerne økologiske og det lød også som om at det var noget der tiltalte jer?

Ja

I: Så det er nogle kvalitetsparametre som i godt kan nikke genkendende til?

Ja

I: De siger ikke noget om hvor meget der er økologisk

EP: De tilstræber det bare

BJ: Ja så har de jo ikke sagt hvor meget

EL: Så der er måske kun 30 procent økologi i det, det ved man ikke

EP: Det er lidt skidt synes jeg

I: Der er forskellige grader af det her convenience mad, som vi har snakket om, det her produkt det køber man i supermarkedet, på køl, så når man kommer hjem kræver det kun at man varmer det op inden man spiser det. Er det noget der tiltaler jer? At det er på køl og bare til at varme op og så er det færdigt? Eller hvad tænker i om den grad af forarbejdning?

BW: Jeg vil gerne holde mig til det jeg også sagde før, det er også dejligt at lave mad sammen

EL: Men en enkelt gang der kunne man da godt gøre det, det har jeg ikke noget i mod

BJ: Det lyder som noget man køber hvis man virkelig, virkelig har travlt, en nem løsning, og man er meget sulten.

SW: jeg tror det er de unge der bliver tiltalt af det der, det er nemt, og den kan man lige have med hjem i studietasken.

I: Nu har i selv været lidt inde på det før, men nu hvor vi har snakket lidt videre om det, er det så et produkt i kunne finde på at købe. Det vi har snakket om, har det ændret på noget i forhold til om i kunne finde på at købe det?

BW: Ja egentlig skulle man tro at du var ansat ved COOP

AP: Jamen nu er det lige før at man kunne tænke at det kunne også være sjovt at se hvad det egentlig var

BJ: ja og så kunne vi tale sammen igen i eftermiddag ☺

I: Men hvis i så det nede på hylden og bare vidste de ting vi nu har fortalt jer, var det så noget i kunne finde på at tage med jer?

BJ: Det skulle være nysgerrighed fordi vi har talt om det

SW: Ja nysgerrighed

SB: Jeg er der lige ved at sige at jeg tror da faktisk ikke det ville, altså nu er det min kone der står for madlavningen, men jeg tror lidt, jeg kan ikke lade være med at tænke at når vi har været ude og spise på restaurant, så synes min kone altid at der er for meget kød og for lidt tilbehør, og så får jeg jo som regel halvdelen af hendes kød, og så bliver det faktisk for meget, altså jeg synes måske mængden kan være passende eller lidt i overkanten, men når jeg så får halvdelen af hendes portion, så bliver det faktisk for meget

AP: Men søren du bliver vel ikke tvunget til at spise det

SB: Nej nej, men jeg vil gerne have kød, men jeg ønsker ikke de her store saftige 500 grams bøffer. 200 gram det er rigeligt.

AP: Det tror jeg altså også der har noget med alderen at gøre, det synes jeg i hvert fald tit vi har snakket om, at før i tiden, når man tænker på hvad man spiste der, og hvad man spiser nu, så er der altså en forskel.

SB: Når jeg køber fisk, så er det til to personer, så er det MAKS 350 gram, maks, hellere 300 end 350.

I: Så i forhold til det her vil i så være i tvivl om, om mængden ville være passende også?

SB: Det kunne det godt, det kunne godt have en indflydelse

I: At der var for meget af noget?

SB: Ja sammensætningen

AP: Men hvis de siger de går efter sundhedsstyrelsens anbefalinger så burde det jo være afpasset.

I: Hvad skulle være anderledes ved produktet for at I så ville købe det?

SW: Et lille vindue så man kunne kigge ind og se det.

SW: Ja man skal kunne se det

BJ: Ja

I: så noget mere gennemsigtighed

SW: Men står der noget om fordelingen, af de forskellige ting heri

EL: Nej der står ikke hvor meget

I: Nej der står ikke hvor mange gram der er af hver ting

SW: Det tror jeg da også, at hvis jeg skulle købe det så ville jeg gerne vide hvor meget der er af det ene og det andet. Ja det tror jeg gerne jeg ville vide. Men altså når jeg ser det her så tror jeg slet ikke at vi er målgruppen, overhovedet ikke.

SB: Sagde i at der var fire i sådan en portion?

EL: nej det er til to personer

I: Nu snakkede vi om hvad der var et ordentligt måltid, helt i starten, hvad tænker i om det, i forhold til det her, synes i at det godt ville kunne karakteriseres som et ordentligt måltid, eller ville det ikke være det for jer?

BW: Det ville være et nemt måltid, men det er ikke nødvendigvis det samme

SB: Jeg får havregrød til morgenmad, er det et ordentligt måltid? Altså det er jo ikke nogen kulinarisk oplevelse som jeg sådan går og tænker på hele dagen, men på en eller anden måde så synes jeg det giver en god bund, så mit hovedmåltid det er aftensmaden, der kan godt gå dage hvor jeg ikke får nogen frokost, det er sådan set ikke specielt godt, men ja.

I: Men hvad så hvis det her udgjorde dit aftensmåltid, ville det så være et ordentligt måltid mad for dig?

SB: Jamen det kunne det vel godt

BW: Altså min mand han ville opdage det med det samme, at det var noget der var købt i en pakke

I: og ville han så være positiv eller negativ omkring det?

BW: I starten i hvert fald negativ, fordi han kan ikke have at det sådan er lavet et sted, og hvem har lavt det, han vil gerne have at det kommer fra køkkenet

I: så et ordentligt måltid er noget man selv laver?

BW: Ja jeg tror det er det

EL: Det kommer altså også an på hvordan man serverer det, altså om man sætter den der på bordet og værsgo'.

BW: Ja man kommer det vel lige op på noget andet, ik

EL: Men altså er der et glas rødvin og sådan lidt, lys på bordet osv. så ville det da være hyggeligt nok

AP: ja hvis man bare spiser af kassen så er det jo ikke spændende, så virker det heller ikke ernæringsrigtigt,

I: Så det skal præsenteres på en anden måde

EL: Ja det er jo det, altså hvis man tager den der boks og sætter i mikroovnen skal det så over i noget andet

I: Ja det bestemmer man jo selv

BJ: alene tanken om at det kan gå ind i mikroovnen med plastik på der er jeg stået totalt af! Jeg var nede hos min moster, og hun havde fået sådan en boks, og da jeg så kommer så har hun sat den, og jeg tænkte himmel og hav, det smelter jo! Men det kunne godt tåle at komme i ovnen, og den tanke synes jeg er så klam og frastødende at man sætter plastik og mad sammen til opvarmning. Det er mærkeligt.

BW: Ja det er det, meget mærkeligt

I: Så det er ikke, altså, er det noget i kunne finde på at servere for jeres familier?

Der er flere der siger nej

BJ: jeg ville hellere have en ostemad

Rita: Jeg synes ikke det virker tiltalende

I: Ville i synes det var noget man kunne servere hvis man havde gæster?

R: nej da!

SB: Nej hold op, det bliver over min kones lig

I: Hvad så hvis det var børn? Ville i godt kunne finde på at servere det for børn?

Der er flere der siger nej

SB: Nej de vil ikke have det, der har min kone nogle faste, hun laver nogle ting som hun ved de kan lide. Og det hugger de i sig.

AP: Det kunne da også godt ske at de har nogle andre, altså noget som børn også godt vil kunne lide.

I: Så selvom børn godt ville have dem, så kunne i stadig ikke finde på at servere det for dem?

A: Nej, jeg ville ikke gøre det, men det kunne da godt være, at børnene godt vil have det

I: Hvad er det, der gør, at du ikke har lyst til at servere det for dem?

A: Jeg vil bare hellere lave noget til dem selv

SW: Altså nu tror jeg bestemt ikke, at vi er målgruppen og faktisk kan det blive en forfærdelig dyr fornøjelse for en ung familie eller en student. Jeg tror da godt lige at man kunne blive... hvis man lige havde smagt sådan én en dag, jamen så næste dag skulle man også have én. Og så kan det blive mange penge i løbet af en uge. Ja hvad er vi oppe på? En lille tusindkroneseddel, ikke?

A: Og det der så kunne ske, var at man siger, at der er måske for meget, det kan godt være, at der kan blive til i morgen også. Så er det sunde ligesom gået fløjten, ikke? For det første så får man ikke det, man egentlig skulle have og så får man så opvarmet det én gang til.

I: Lad os prøve en ny virksomhed. Er det en virksomhed I kender? (viser Aarstidernes logo)

SB: Jeg har set navnet

SW: Ja, navnet kender vi

I: Hvad tænker I om den virksomhed?

BJ: Jeg tænker grønne æbler og dejlige æblehaver. Jeg tror på det dér, men jeg har ikke prøvet det.

BW: Og økologi tænker jeg også

A: Ja, økologi

I: Er der andre værdier, I tænker på?

SW: Ja, dyrt!

BW: Dyrt, og god mad ellers.

E: Kasser man bestiller

BJ: Hvor det bare er grøntsager og frugt, er det ikke?

SW: Men personligt vil jeg sige, det vil jeg heller ikke købe.

I: Nej, hvorfor?

SW: Fordi jeg er sikker på, at jeg ville komme til at betale alt for meget for noget jeg kunne gå ud og købe i Føtex. På grund af navnet. Det er jeg helt sikker på.

SB: Jeg kender slet ikke deres produkt, men jeg går ud fra, at man får nogle kasser med et bestemt varesortiment i. Og det vil sige, at man pludselig får selleri og jeg er ikke meget for selleri. Eller jordskokker. Men jeg ved ikke i hvilken grad, man selv kan bestemme?

I: Jeg tror det vil hjælpe dig, at jeg forklarer dig det, der kommer nu. Nu vil vi vise nogle billeder af produktet, så I lige kan se det. Så vil vi gerne høre, om det er noget, der tiltaler jer? Aarstiderne leverer jo sådan nogle kasser på abonnementsbasis og har blandt andet noget, der hedder en Kvik-KvikKasse. Det er en måltidskasse, hvor grøntsagerne er snittede og kødet er for-tilberedt, så det er klart til, at man kan lave mad på 15 minutter.

A: Men det er slet ikke forberedt ellers, altså udover at det er snittet?

I: Nej, det er ikke varmebehandlet

BW: Jeg tror ikke, at vi ville gå ind og købe det der. Jeg tror det bliver for dyrt. Man kan jo ligeså godt gå hen og købe et blomkål og de forskellige ting, som man skal bruge. Og for mig personligt er det ikke noget problem at tilberede kødet og snitte grøntsagerne selv.

SW: Det er igen vores aldersgruppe. Jeg kan se vores genbo får leveret de kasser. Og de er altså udearbejdende fra morgen til aften. Så står der sådan en kasse ude foran, når de kommer hjem. Det kan jo godt være en fordel for dem. Vi kan jo være lidt ligeglade, når vi har hele dagen. Vi kan køre flere gange frem og tilbage til supermarkedet, ligeså tossede vi vil.

I: Så I har ikke noget imod at bruge tiden på at handle ind og snitte grøntsager?

SW: Nej

EL: Nej, det synes jeg ikke.

SB: Man skal gøre bevæge sig. Det er sundt at komme ud

SW: De mennesker, der vil abonnere på det, det er ikke de samme mennesker, som ville købe det andet, I viste. Det er jo halvfærdigt det her, det andet var helfærdigt.

A: Jeg er sikker på, at dem der køber Aarstiderne, de føler sig mere frelst end de andre. Det er noget helt andet.

SW: Det er også en helt anden gruppe, det henvender sig til. Det er i hvert fald folk med penge.

I: Så I tror i højere grad, at det er folk med penge, der køber Aarstiderne frem for Sund Takeaway?

SW: Ja

BW: Ja

BW: Jeg vil også sige, at jeg tror, at der er meget madspild i det dér. Man skal jo så bruge den her kasse i løbet af en uge, for der kommer jo så en næste kasse. Så man skal ligesom igennem den dér. Det skal man da tilrettelægge meget nøje, hvis det skal passe med appetit og det hele.

SB: Og det er jo meget godt, at der er kartofler og blomkål. Men får man så spist agurker og løg?

BJ: Men igen, så er troværdigheden større end det andet. Altså at det er økologisk. Jeg tror på, at det er økologisk.

SW: Og så kan man også se varerne.

E: Det, du kan være sikker på er, at du kommer til at betale overpris for at få det leveret til døren.

SW: Ja

I: Aarstiderne siger selv, at de arbejder for at genskabe jordforbindelsen, altså tankegangen omkring fra jord til bord. Derudover er deres værdier gennemsigtighed, udvikling, omtanke, nærvær og smagsoplevelser. Desuden er alle deres råvarer, både kød, frugt og grønt, økologisk.

BJ: Er der kød med i Aarstiderne?

I: Ja, fx i de der Kvik-KvikKasser er der.

BJ: Nå, synes jeg de ødelægger deres image, hvis de har kød også. De har jo kørt i mange år og var nogle af de første, der kom på markedet. Det tiltaler altså ikke mig, med det kød der.

I: Heller ikke selvom kødet er økologisk?

BJ: Nej, men det er måske en gammel indstilling, fordi jeg kender det fra gamle dage.

I: Hvad tænker I andre om de værdier, Aarstiderne har?

SW: Det lyder mægtig fint.

E: Det lyder fint, men det koster.

SB: Det er som om, man er inde i en skabelon. Så når man når hen til fredag, så står den på broccolisuppe.

I: Så det bekymrer dig også, at du måske ikke kan lide, hvad der er i kassen?

SB: Så kommer man ind i et fast sortiment og jeg ved ikke, hvor frit stillet man er. Og så er der jo nok nogle varer, man ikke får spist. Og så er fordelene ved det røget

SW: Det er igen det dér med, at det ligger i tiden, at det skal være nemt. Det skal være nemt at spise, det skal være nemt at få mad. Det andet vi så, det var nemt for unge. Så kan man så tænke: arh, får jeg nu alle vitaminerne? Kød den ene dag og fisk den anden dag, så er jeg dækket ind, ikke? Det her er sikkert for yngre, travle folk er i erhverv. Man er simpelthen dækket ind og det er nemt. Vi behøver ikke at bekymre os. Det er det helt rigtige produkt til tiden. Man kan lægge ansvaret fra sig og så er der nogle andre, der sørger for én. Så er det jo både sundt og økologisk og så er alt dækket ind, puha så kan man slappe af.

A: Og så er der jo også problemet med madspild og jeg kan ikke lade være med at tænke, at der absolut vil være noget madspild. Du går jo ikke ind og køber lige præcis det, du skal bruge til aftensmaden.

BW: Du skal tænke på, hvem du taler med. Vi er en aldersgruppe, der ikke smider mad væk.

SB: Det sker i hvert fald heller ikke hjemme hos os. Min kone laver mad efter princippet, at hun åbner køleskabet og ser, hvad der er og hvad kan man så få ud af det. Og det er hun fanme god til.

I: Prisen er 60-85 kr. pr kuvert, hvad synes I om det?

SW: Hold da op!

SB: Det er godt nok dyrt.

SW: Det er mange penge. Det er rigtig mange penge.

A: Men den anden var også 60 kr, ikke?

BJ: Men det er jo selvfølgelig nemmere end helt selv at lave det.

EL: Jeg synes også, at det er dyrt. Udover det skal man jo også tilberede det og det koster tid og det koster penge i strøm og så videre.

R: Jeg synes, det er mere lækkert at have sådan noget, der skal tilberedes end fast food. Det er da meget mere lækkert, at man selv også skal gøre noget.

SB: Jeg fik en tanke omkring dét med, at det skal være sundt. Det er måske meget sundere, dét at man går rundt nede i supermarkedet og overvejer, om man nu skal købe broccoli eller om man skal købe blomkål. Så går man og overvejer, om man skal tage det ene eller det andet. Og man kommer hjem og bruger noget tid og der er måske alligevel noget sundhed i den proces. Det er jo sådan set ikke målbart. Ellers får man leveret en kasse og ind i mikrobølgeovnen med den og så på bordet. Det lyder måske luftigt, men det var en tanke, der slog mig.

BW: Det synes jeg, at du har ret i. Den der forventningens glæde til et måltid, kan du skyde en hvid pil efter.

A: Men hvis du er på arbejde hele dagen og henter børn og så har du to skrigende børn hængende efter dig, så kan man måske godt forstå, hvorfor det er tiltalende.

I: Så det tiltaler ikke jer, sådan som jeres liv er nu?

Enstemmigt: Nej.

I: Aarstiderne har meget fokus på dét med grøntsager i forhold til sundhed. De lægger vægt på at reducere mængden af kød til fordel for grøntsager. Er det tiltalende for jer?

BJ: Ja, det synes jeg da.

SW: Ja.

A: Ja, helt sikkert.

SB: Jeg sætter meget pris på at få kød, men jeg har ikke brug for specielt meget kød. Jeg har ikke brug for de store 200 grams. Jeg sætter stor pris på ris og kartofler, så det er fint.

SW: Det er også noget, der er sket med tiden, at man spiser mindre og mindre kød. Vi hører jo alle sammen om det, så det er ikke så sært, at de også skruer ned for det.

I: Aarstiderne siger selv, at de har stort fokus på bæredygtighed og miljøet og de har også lavet nogle forskellige konkrete mål og tidsfrister i forhold til nogle miljø- og klimatiltag. Ændrer det jeres opfattelse af dem?

SW: Jamen det lyder jo fint, men de har nok mest fokus på at få noget solgt.

BJ: De har helt klart mest fokus på at tjene penge.

A: Man skal jo have de rigtige holdninger, når man laver sådan noget

E: De ved jo præcist, hvad ja-ordene er.

SB: Min betænkelighed er, når man kommer med alle superlativerne, så bliver jeg altså altid lidt skeptisk. Hvad fanden er nu det for noget og hvad er de ude på?

I: Kvalitet for Aarstiderne er fokus på økologi, produktkvalitet og ensartethed samt holdbarhed. Hvad tænker I om det?

E: Det er jo fint nok, hvis man er interesseret i deres produkter.

BJ: Så må de formegentlig også leve op til det. Det skal de jo, når de skriver det. Det skal jo styrke os i at købe det, hvis vi tror på det.

E: Hvis vi ikke får det, vi forventer, så køber vi det jo bare ikke igen.

I: I forhold til grad af convenience, så skal man her bestille det online og så tilberede maden derhjemme. Hvad synes I om det?

SW: Det tiltaler i hvert fald mig mere end den anden.

BW: Jeg synes ikke, vi har noget imod at tilberede maden selv.

R: Jeg synes absolut det er mere tiltalende. Jeg tror også, at det er mere varieret. Man får mere varieret mad på den måde der. På den måde skal man både spise broccoli og blomkål, hvor man ellers måske forfalder til bare at købe det, man plejer. Og det har man jo godt af.

SB: Når man står nede i supermarkedet og kigger på bananerne, så vurderer man jo, om de er brune eller alt for umodne. Man har en fornemmelse af, om det er den rigtige vare og det kan man jo ikke, når man bare får tilsendt en kasse på den måde. Med kassen så er det bare take it or leave it.

SW: Og så får man det jo også i en fin trækasse og ikke i en flamingokasse. Det signalerer jo oprindelighed.

A: Og det er lidt mere eksklusivt også at få en trækasse.

SW: Ja, og så signalerer det oprindelse og lidt mere 'vi er tilbage på bondegården'. Jeg tror ikke, at Aarstiderne ville servere det i en flamingokasse.

I: Er det et produkt, I kunne finde på at købe?

Enstemmigt: Nej.

EL: Jeg tror, det ville blive for dyrt

I: Så det er meget prisen, der er problemet?

EL: Ja, prisen er for høj

BW: Jeg kan godt lide selv at vælge mit blomkål. Jeg vil ikke have det der, eller det der, men dét dér, vil jeg have. Det kan man jo ikke med den kasse.

SB: Det vil også hurtigt være ting, man ikke får spist. Hvis man ikke er hjemme, så får man pludseligt ikke spist den halve kasse, der. Når man selv går ned og køber tingene enkeltvis, så nøjes man med at købe, det man skal bruge.

I: Hvad skulle være anderledes ved produktet, før I kunne have lyst til at købe det?

BW: Prisen

SW: Ja, prisen

A: Enig

EL: Ja, jeg synes også, at prisen er det største problem

SB: Hvis man nu havde vanskeligt ved at komme i byen, hvis man var gangbesværet, så var det måske noget, man kunne overveje.

E: Ja, eller tidligere hvor man ikke kunne komme ind i forretningerne døgnet rundt, som vi kan nu. Der kunne det også have været en mulighed. Men i dag er det jo ikke noget problem.

SW: Hvis man nu var gangbesværet, kan man ringe til en forretning og bestille?

A: Ja, det kan man.

SW: Det vil jeg da hellere gøre og så selv bestille lige præcis de ting, jeg godt kunne tænke mig. Det vil jeg da meget hellere end det dér. Jeg vil selv vælge og selv bestemme og selv sammensætte. Og føle efter, hvordan har vi det i den her uge med appetitten og hvad fik vi i sidste uge.

E: Ja, og er vi væk i tre dage, måske.

SW: Det er for faste rammer og det er for nemt. At det skal bringes ud til døren og du bare skal gå ud og hive det ind. Det der helt grundlæggende for mig med, at det skal være så nemt at spise nu om dage. Maden skal bare være der hele tiden, det bryder jeg mig ikke om.

I: Ville I se det her som et ordentligt måltid?

R: Ja, det vil jeg bestemt synes

BJ: Hvis man var en børnefamilie, der tjente rigtig mange penge og havde økologien i fokus, så ville jeg forestille mig, at de køber sådan en kasse og så har de dét, de skal have. Det er tidsmæssigt besparende. Men samtidig skal man have råd til det, for det bliver dyrt.

I: Ville du karakterisere det som et ordentligt måltid?

BJ: Ja, med alle de grøntsager i, ja. Kødet kan jeg jo så ikke helt gennemskue, hvad er. Det vil jeg altså foretrække selv at købe.

EL: Ja, det vil jeg også foretrække.

I: Kunne I finde på at servere det for børn?

BJ: Det kunne jeg godt finde på, hvis jeg havde råd til at købe de kasser. Ingen tvivl om det. Men igen vil jeg altså godt vælge mit eget blomkål. Så skal man stole på, at det er fint og lækkert at se på.

I: Hvad så med at servere det for gæster?

SW: Det kunne jeg godt finde på. Altså ud fra at det er et lødigt måltid. Men jeg kunne ikke finde på at købe det overhovedet. Men hvis der ikke var andet, så er jeg sikker på, at det ville være godt nok.

BJ: Jeg ville altså kun have grøntsagerne derfra, jeg kan ikke lide det med det kød.

A: Det står udenfor døren og venter på, at man kommer hjem.

SW: Aarstiderne forbinder man med økologi og grønt – slet ikke med kød. Sådan tror jeg mange har det.

I: Her kommer så den sidste virksomhed. (viser Hanegals logo)

SW: Mmh ja, dem kender vi. Spegepølse,

A: Og leverpostej.

I: Hvad tænker I om dem?

E: Det vi har fået, smagte godt.

BJ: Det virker troværdigt, fordi vi har kendt dem i mange år og man har aldrig hørt noget negativt om dem.

A: Det lyder så hyggeligt ' Hangegal'. Det er ligesom reklamen med den glade gris, det er sådan noget fnidder. Der er ingen grise, der er glade i dag.

I: Hanegal laver blandt andet den her chili con carne, som er en fryseret (viser billedmateriale). Tiltaler det jer?

SB: To procent fedt? Det er for lidt. Det er i fedtet, smagen sidder. Ikke fordi jeg ønsker meget fedt, men jeg bliver lidt bekymret for smagen. Det er ligesom at købe ost på 10 procent, det smager sgu ikke af noget. Så glem det.

I: Tiltaler indpakningen og produktet jer?

A: Det ser vældig fint ud, men vi ville bare ikke købe det.

SB: Vi køber MOU-suppe i stedet for.

BJ: Jeg ville måske købe det for at prøve det og så ville jeg garanteret ikke synes, at det var, hvad jeg forventede. Sådan tænker jeg. Men jeg synes ikke, at det virker frastødende. Det har jo også Ø-mærket.

I: Så det er fordi, at det er økologisk, at det er tiltalende?

BJ: Ja, økologisk og så nøglehullet.

SW: Det er sikkert dybt uretfærdigt i forhold til Sund Takeaway, men det kunne jeg godt finde på at købe.

SB: Min kone ville lave det selv.

SW: Det gør vi jo også normalt, men lige sådan en enkelt gang.

I: Men hvordan kan det være, at du ikke vil købe det andet i forhold til det her?

SW: Det er jo også det. Jeg siger også, at det garanteret er dybt uretfærdigt. For mit vedkommende har det noget at gøre med det der håndtag [på sund takeaways produkt]. Det hurtigere dér. Og det er jo ulogisk, men hvis jeg skal være ærlig, så kunne jeg godt finde på at købe det dér.

SB: Der står uden æg, mælk og gluten. Så vil jeg da være bekymret! Medmindre man havde en mælkeallergiker på besøg.

BJ: Forsiden er sådan 'åh namme nam, jeg kunne godt tænke mig chili con carne lige nu'

A: Af de tre ting vi har set, så kunne jeg også bedst kunne finde på at købe den dér. Men det ville være af rene praktiske årsager, så kunne man have sådan en pakke liggende i fryseren, hvis der lige er en dag, hvor man kommer sent hjem. Så kan man lige tage noget hurtigt.

SW: Ja, det er rigtigt.

EL: Ja.

A: Det er ligesom ikke noget, der skal gemmes og vare en hel uge med grøntsager. Men i virkeligheden vil jeg nok hellere lave dobbeltportion en gang og så selv fryse ned.

SB: Det ville også typisk være det, min kone ville gøre.

SW: Ja, det ville vi jo egentlig også

EL: Det er rigtigt, den kan man godt have liggende i fryseren. Så kan man lige tage den, når det passer.

I: Hanegal er et økologisk gårds slagteri, der producerer charcuteri og forskellige færdigretter, alle uden tilsætningsstoffer, gluten og laktose. Hanegals værdisæt omhandler gode råvarer, godt håndværk og rene produkter. Produkterne købes i supermarkeder. Hvad tænker I om det?

A: Det er jo bare ord

I: Hvad med at de har nøglemærket og økologimærket og der bruges ingen tilsætningsstoffer?

R: Det betyder da meget.

SB: Det vil jeg ikke sige, betyder noget. Det kommer an på, hvad for nogle tilsætningsstoffer, der er tale om. Det kan jo være ganske fornuftigt, at der er et par e-numre i. Det kan jo godt bare være c-vitamin. Men det er galt, hvis det er ene stabilisatorer. Så er det ikke et ordentligt produkt.

A: Jeg kan altså også godt lide, at der er det nøglehulsmærke. Det ville jeg skæve til.

SW: Enig. Og nøglehulsmærket betyder mere for mig end økologimærket.

JB: Sådan har jeg det også.

A: Så ved man, at der er nogle ting, der er i orden.

I: Prisen ligger på 39-45 kr. for en person, hvad synes I om det?

SB: Det er jo egentlig ikke galt.

A: Det er jo i hvert fald billigere end de andre

EL: Det ligger måske lidt i den høje ende, men det kan da godt gå.

SB: Der er jo trods alt mennesker, der har skulle forberede det og de skal jo have en løn. Så på den måde kan det vel ikke laves meget billigere.

R: Men så skal man have salat og ris til ved siden af.

A: Men der er jo egentlig både grøntsager og kidneybønner i. Så egentlig er der jo det, der skal være

R: Ja, men der er forskel på det og så få det frisk ved siden af.

SW: Men det er også okay at betale en ordentlig pris for noget ordentlig mad. Vi har jo nok også en tendens til at jage det billige. Men så kan man jo omvendt tænke, hvad er det så, vi får.

E: Man får, hvad man betaler for

SW: Ja, men nogle gange betaler man også for meget for navnet og sådan noget, ikke? Men om prisen er rimelig, det er jo svært at sige.

SB: Den måde vi vurderer rimelighed på, er ved at gange med 30 og siger på månedsbasis er det jo 1200 kroner om måneden og det er trods alt mange penge. Det er selvfølgelig ikke nogen, der siger, man skal spise det hver dag.

SW: Nej, men en gang i mellem. Bestemt ikke hver dag, så ville det blive dyrt.

SB: Det der med at have den liggende i fryseren, det er meget smart.

EL: Men kun i nødstilfælde

E: Kun hvis vi ikke selv har fået lavet noget

BJ: Men 450 g., det lyder da af meget

EL: Så kan du dele den i to og så med ris og lidt salat, det kunne man godt

I: Ville I se det som et ordenligt måltid?

SW: Ja, det ville jeg.

A: Ja, det ville jeg så også ud fra nøglehulsmærket

I: Ville I servere det for jeres familie?

SW: Ja, bortset fra, at der ikke ville være nok. Så skulle man jo købe mange pakker, så ville det blive en meget dyr fornøjelse.

EL: Det kommer jo også an på, hvornår de ringer og siger, at de kommer. Hvis de ringer i sidste øjeblik, jo. Men hvis man har det i fryseren, så skal det jo lige tøs op og sådan noget.

I: Og hvad med til gæster?

SW: Ej, gæsterne ville nok forvente, at vi havde lavet noget selv

I: Ville I servere det for børn?

BJ: Ja, det ville jeg ikke have noget problem med. Hvis de sagde, at de var vilde med det, så ville jeg købe det.

I: Ellers var det mest noget, I ville spise alene?

Enstemmigt: Ja.

EL: Det sker at vi har sådan noget liggende

SB: Ja, det benytter vi også derhjemme. Typisk en Mou-suppe, de smager ganske udemærket

BW: Ja, vi spiser da sommetider sådan en frysepizza

A: Vi gør nok ikke så meget. Så er det mest tærtedej.

I: Hvad er vigtigt for jer, når I vælger de ting, I gør?

A: Vi går efter, at de er nemt.

SW: Ja, og de der pizzaer vi køber, de skal være velsmagende. Vi køber altid de der gode nogle fra Princip. De smager godt og svømmer ikke i olie. Så kan man lige komme lidt ekstra tomat på

SB: Velsmag er rigtig vigtigt. Det er ikke alle dybfrostsupper, der smager lige godt. Men Mou-supper smager godt.

I: Hvornår benytter I jer af de her lidt nemme løsninger?

EL: Det er, når vi forvejen har været afsted hele dagen og det skal gå lidt hurtigt, når vi kommer hjem. Så ligger der lige noget suppe i fryseren og så tager vi det og det er det.

A: Med de tærtebunde så er det mest hvis vi har gæster og vi skal en to-tre stykker, så er det dejlig nemt.

I: Er der nogle situationer end andre, hvor det er mere passende at benytte sig af convenience-løsninger?

SW: Kun når vi bare er os, altså min mand og jeg i en hverdag. Hvis man har travlt med et eller andet og man ikke synes, at man har tid eller orker eller har lyst til at lave det helt store. Men aldrig som gæstemad!

A: En pizza kan vi da godt spise med vores barnebarn

Alle samtykker.

I: Er der nogle convenience produkter, I aldrig kunne finde på at købe?

A: Ja, nogle af de der traditionelle fryseretter, der ligger i frysedisken. Meget af det er lavet til enlige og det ville vi aldrig købe

BW: Boller i karry på dåse!

BJ: Ærter på dåse

EL: Nej, det gider jeg heller ikke spise.

I: Er der generelt nogle værdier, der er vigtige for jer, når I køber fødevarer?

E: Prisen er vigtig og det ved producenten også godt. De bruger økologien som brandingstrategi, så forbrugerne vil give flere penge for det. Jeg kan ikke forstå, at en almindelig kylling kan koste 40-50 kroner og en økologisk kylling koster 120 kroner

SW: I gamle dage kunne vi godt finde på at købe de der lørdagskyllinger, men det kan jeg altså ikke få mig selv til mere. Når man tænker på, hvordan de lever. Men dermed ikke sagt, at vi ikke kunne finde på at købe en burkylling. Det med dyrevelfærd det roder da omme i baghovedet.

A: Jeg kan somme tider godt få dårlig samvittighed over, at jeg ikke går mere op i det. Man bryder sig jo ikke om, hvad man ser i forhold til dyrenes vilkår og alligevel falder man i gang efter gang, fordi det er billigere.

SW: Ja, lige præcis.

BJ: I forhold til kød er jeg ikke fedtforskrækket, men jeg kigger efter 3-7 % og jeg kan slet ikke have, hvis det kommer op over det syvtal. Det synes jeg er ret vigtigt for os, i hvert fald. Men det er også vores indstilling, der har ændret sig. Sådan har det ikke altid været.

SB: Min kone går meget op i at servere noget, der er ordentligt, så jeg lever godt. Men hvad er sundhed? Man skal jo ikke spise en kæmpe portion. Man spiser med mådehold. Det spekulerer jeg selv på. Der skal være plads til en tiramisu fra El Cafe nede ved Åboulevarden

I: Hvilken af de tre produkter tiltaler jer så mest?

SB: Den med to procent [Hanegal], den er nok lige i underkanten.

SW: Men den er mest tiltalende i forhold til de andre

Resten samtykker.

I: Kunne nogle af produkterne give noget inspiration til jeres madlavning?

R: Ja, kassen fra Aarstiderne vil da sikre mig, at jeg får lidt forskelligt. Det ville jeg synes, var spændende.

Resten: Nej.

8.9 Appendix 9: Transcription of Focus Group Interview - New Mothers

Participants:

Julie: J

Anna: A

Vivian: V

Camilla: C

Interviewer: I

A: Jeg hedder Anna og jeg er lige blevet 30 her i oktober og jeg er uddannet pædagog og arbejder ude i en børnehave i vanløse. Jeg er mor til Marli(?) en lille pige som jeg har sammen med min kæreste Nis, og vi bor her lige rundt om hjørnet.

V: Jeg hedder Vivian, 27 år, 28 på tirsdag, jeg læser idræt, mangler et år af kandidaten, jeg har en kæreste, eller jeg er forlovet og et barn.

J: Jeg hedder Julie, er 32 snart 33, jeg bor med min kæreste på Tagensvej, jeg er uddannet på designskolen, arbejdet som art director i 7 år

C: Jeg hedder Camilla og er 27, jeg bor her sammen med min kæreste Mikkel og jeg har læst Jura og blev færdig her i sommers, jeg arbejder som fuldmægtig inde i, ja hvad hedder det så, under styrelsen for udlændinge, integration og bolig, der arbejder jeg som fuldmægtig.

I: Til at starte med kunne vi godt tænke os at høre lidt om hvad der er vigtigt for jer, når i vælger hvad jer og jeres familier skal spise?

V: Jeg tænker meget økologi

J: Ja økologi

A: Økologi

C: ja økologi og så går vi også meget op i om det er forarbejdet, vi laver tingene selv, mere eller mindre fra bunden af.

J: Helst Dansk, jeg kan ikke så godt lide sådan noget fra Chile eller Polen

A: ja

V: altså jeg vil sige at hjemme hos os, vi vil også gerne alle de der ting, og prøver at købe så økologisk som muligt, men i og med at vi begge er studerende så kan vi godt mærke at der bare er nogle ting der bliver styret af økonomi. Til gengæld går vi rigtig meget op i at lave tingene selv, ikke så meget fra bunden som Camilla tror jeg, men altså, det er hjemmebagte boller og hjemmebagt rugbrød og sådan. Men jeg kan godt mærke at økonomien styrer lidt, fx med økologi,

jeg prøver så at købe lidt mindre og så købe økologisk, men der er bare nogle ting der simpelthen er for dyre til at vi kan købe det nu, men jeg tror det ændrer sig så snart vi får fuldtidsjob.

I: Med de ting i tænker på at der er vigtige, er der så forskel på om det er hverdag eller weekend?

Alle: nej

J: altså det kan godt være at man spiser lidt bedre i weekenden

A: Ja fordi man har tid til at gøre det.

V: Ja man under måske sig selv lidt dyrere ting, det tror jeg også godt vi kunne finde på. Vi går ret meget op i derhjemme at lave madplaner, og der har jeg som regel ikke madplan til weekenden, det er sådan lidt valgfrit.

I: så det er mere planlagt i hverdagene?

V: Ja og der bliver det meget sådan at der er nogle ting der bliver lavet på forhånd.

I: Hvis man skal se på, hvad der er et ordentligt måltid for jer, et ordentligt måltid er fx noget man gerne vil servere for sin familie ugentligt, hvad er så vigtigt for at i synes at et måltid kan karakteriseres som et ordentligt måltid?

A: Jeg ville tænke på hvilke elementer der var, sikre at det er proteiner og grøntsager og alt der sådan er vigtigt, altså jeg tænker meget om det er nærende.

V: Det gør vi også, om det har alle de elementer, med madplanerne prøver jeg at planlægge både en fiskedag og en suppe dag og sådan, men helt klart grøntsager. Vi prøver faktisk lidt at undgå, til de store måltider om aftenen, at der ikke er kartofler og ris og sådan, der bliver det mere noget grønt og noget kød.

I: Så ikke så meget stivelse der?

V: Nej ikke nødvendigvis, vi prøver at komme udenom det.

C: Der er vi nok faktisk modsat, vi spiser rigtig mange ris og kartofler og sådan, men også bare igen der skal være nogle proteiner og i og med at vi spiser vegetarisk herhjemme går vi rigtig meget op i bønner og sådan noget forskelligt noget. Vi spiser rigtig meget sådan noget indisk mad så der er nærmest altid ris eller sådan til og salat med en masse grøntsager i.

V: Det er i jo næsten også nødt til, når i ikke spiser kødet så skal i have noget andet der er lidt mere energi i.

C: Ja præcis

C: Det der med enten at lave nogle sammenkogte retter med nogle linser eller bønner eller et eller andet i sådan en tomat sauce, så kan man lave en kæmpe portion, og så har du jo til en tre til fire dage, det er ret lækkert.

A: Jeg tror faktisk også, eller jeg, vi er sådan lidt forskellige hjemme hos os, jeg går ret meget op i dyrevelfærd og apropos et ordentligt måltid, jeg ville ikke servere noget der ikke har haft det godt, og der er min kæreste måske sådan lidt anderledes: ”åh ja der var bare vildt meget oksekød på tilbud”, der er vi lidt forskellige, men jeg kan mærke at jeg begynder at blive mere sådan, vil gerne over i noget lidt vegetarisk-agtigt, ikke sådan fuldstændig fanatisk agtigt, men mere og mere, også i

forhold til at passe på planeten, der er meget sådan noget grøn omtanke som jeg synes man skal tage ansvar for, det vil jeg da også gerne have at Marley vokser op og ved noget om

I: Så det er en blanding af både dyrevelfærd og miljø?

A: Ja det er det helt klart, det betyder rigtig meget. Og der kan det sagtens være at jeg vildt gerne ville have lavet en bestemt ret men det kan jeg ikke fordi jeg kun kan få en ikke-økologisk kylling, så laver jeg bare noget andet.

J: Ja det ville jeg også

A: Jeg ville aldrig gå på kompromis på den måde

I: Det er kun hvis din kæreste køber ind?

A: Så spiser jeg noget andet faktisk. Så må han selv ligge og rode med at købe en kylling der har levet på et A4 papir.

V: Det er sjovt sådan er det også lidt hjemme hos os, min kæreste tænker også mere økonomi frem for, altså han ville gerne det andet ik, men han er også sådan ”hey meget kød”

J: Der er vi nok mere enige, vi spiser ikke ret meget kød, pga. Co2 og sådan noget, så når det er kød så er det rigtig godt kød fra slagteren, og helst økologisk eller fritgående. Så får vi sådan en grøntsagskasse fra Kiselgården, jeg tror det er Aarstiderne der står for det, og det er sjovt fordi næsten alle i vores opgang får kasser fra Aarstiderne, så det er sjovt at vi ligesom startede det. Så har man alle de der grøntsager og så skal man jo have det spist fordi det kommer i den der kasse, så det er meget sådan efter årstiderne og så med supplerende kød. Men nu har det så været lidt udfordrende fordi jeg så ikke spiser mælkeprodukter fordi hun nok har noget mælkeallergi, så det har selvfølgelig været lidt en udfordring og så har jeg også lige spist flydende i en uge fordi jeg har fået fjernet to visdomstænder. Jeg er så træt af soja.

Men ja vi er utrolig meget enige, min kæreste laver utrolig meget mad og ja vi er ikke så uenige så der kommer ikke nogle vilde køb ind.

A: Men jeg tror også at jeg har flyttet mig, altså ret hurtigt her i det sidste stykke tid.

I: tror du det har noget med dit barn at gøre?

A: ja det tror jeg også, og så også fordi jeg er blevet sådan at ej nu må du stoppe med at blive ved med at ’like’ ting der har med dyrevelfærd at gøre, hvis du stadig går ned og køber den kylling, så synes jeg bare der må være noget handling og noget holdning der hænger sammen. Det tror jeg helt sikkert også har noget med mit barn at gøre, det dur ikke at sige noget og så gøre noget andet.

C: Jeg kan også mærke at efter at jeg er blevet mor, så er jeg virkelig begyndt at tænke på at så skal jeg faktisk til at vise ham, lige om lidt, hvordan han skal spise, og så nytter det jo ikke noget, altså fordi man kan sige, vi startede ud med at begynde at spise mere vegetarisk da vi var studerende pga. at det bare var billigere og vi netop gerne ville prioritere økologi frem for kød. Men her på det seneste, så er vi selvfølgelig begyndt at eksperimentere med at når vi laver kage så bruge dadler eller kokossukker frem for almindeligt hvidt sukker, men jeg kan mærke at her på det seneste så har vi faktisk ikke hvidt sukker og vi bruger det faktisk stort set ikke, altså jeg spiser det hvis jeg nu er ude eller får det serveret i en eller anden kage eller noget, men altså det vi laver herhjemme, der har det fuldstændig forladt køkkenet. Jeg er begyndt sådan at tænke meget over at det vi forbinder med

hygge, der er vi jo bare, eller i hvert fald jeg vokset op med at vi spiser slik og der er ikke rigtig nogle grænser for hvor meget slik vi måtte spise og sådan nogle ting, og det er jo bare fordi at det er det vi forbinder med hygge, hvis man nu vokser op med at det er tørrede frugter der er hygge, jamen så er det jo det man forbinder med det, og det har jeg sådan tænkt lidt ikke at føre mine egne dårlige vaner videre.

V: Men det er svært

J: Ja det er nemlig også en balancegang med hvis man ikke måtte se fjernsyn og ikke måtte spise slik osv, så havde jeg da en tendens til at da jeg så blev teenager så skulle jeg bare have noget slik, fordi jeg ikke havde fået en skid før, så nu kunne man selv købe noget for ens lommepenge. Så det gider man jo heller ikke, det er ligesom lidt en balance.

V: Nej jeg vil heller ikke være fanatisk omkring det

A: Nej jeg kan også godt mærke at det bliver lidt svært at vi er så forskellige hjemme hos os, altså at det nogle gange kan blive sådan lidt.. altså når man er et barn så vil man jo tit tænke ”nåh hvor hyggeligt”, altså jeg kan da huske at jeg synes det var 10 gange federe at være ude og handle med min far, fordi jeg gerne måtte få ting, når jeg handlede med ham, og min mor var meget mere sådan uptight, ”nu skal vi ikke have alt det der”, og så kan jeg da godt synes at det kan være lidt irriterende hvis jeg skal være sådan den bossy type, den strikse rolle. Fordi hos et barn der er det jo tit det andet der har stor værdi. Så det er jo sådan lidt spændende hvad man tænker om det, så er det først når hun bliver 30 at hun bliver glad for at jeg har passet på hende. Der er lidt lang tid til.

V: ja og man kan jo heller ikke undgå at de bliver påvirket af venner.

C: ja der tænker jeg også at hvis man nu spiser 80-90 procent sundt så, altså jeg elsker også Bülow lakridser, det er jo bestemt heller ikke sundt, selvfølgelig er det et godt produkt men der er da også ting i som jeg ikke ville bruge normalt, og det er der jo så plads til når man spiser primært sundt. Men jeg er også begyndt at forberede mig på at jeg ikke skal blive helt forskrækket hvis jeg ser ham her med en eller anden fuldstændig farvet vingummi, det kommer jo til at ske.

J: Altså jeg håber virkelig at hun vokser fra sin mælkeallergi, det er jo umuligt at komme til en børnefødselsdag ellers, du kan jo ikke spise en bolle eller et stykke kage fordi der er smør eller mælk i alt. Heldigvis vokser man tit fra det.

I: Nu snakkede vi jo om hvad der var et ordentligt måltid, hvis der så var noget i ville sige der ikke kunne karakteriseres som et ordentligt måltid, hvad ville det så være for jer?

V: Købe, altså færdiglavet mad, i pakker, det holder jeg mig langt væk fra, altså jeg er også ret meget i mod frostkylning og alt sådan noget. Hvis jeg køber kød så prøver jeg at få det økologisk eller i det mindste frisk så det ikke ligger på frost.

C: Jeg tænker også alt sådan noget Jaka Bov og alt det der. Hvis der var nogen der prøvede at servere det for mig tror jeg at jeg ville nægte at spise det, alt det der dåse noget.

J: Jeg tror også at jeg kigger meget på indholdsfortegnelsen sådan i forhold til, altså vi kan godt finde på at købe en frost suppe, men så kigger jeg efter at det er sådan rimelig ”plain”, og så er der jo kommet alt muligt fra Meyers osv., som jo er noget helt andet indenfor færdigretter, det er jo lidt dyrere, men det er jo også bare convenient. Men så om tirsdagen og torsdagen er der sådan noget 25 % på alt økologi, så kan man få de lækre ting til netto priser.

I: Nu var i selv lidt inde på det før, men betyder det noget for jer hvor jeres mad det kommer fra?

Alle: Ja

V: Jeg vil også sige, hvis vi ikke lige har råd til at købe økologi hvis der virkelig er stor forskel, så går jeg meget op i at det i det mindste er dansk. Jeg er nemlig også vokset op med en kæmpe køkkenhave, og det er først nu man sætter pris på det, at alt bare har været fra haven. Så ja rigtig meget, det er ret vigtigt

C: Ja vi prøver også at spise efter årstiderne. Og så handler jeg nogle ting på nettet, fx nødder, men der kigger jeg også på hvor i verden nødderne kommer fra, altså alt der kommer fra Kina går vi udenom, altså det kan godt være, der er jo nogle produkter man ikke kan få alle steder fra, granatæbler spiser vi fx meget af, men de vokser jo desværre ikke i Danmark, så det er ikke sådan helt sort og hvidt. Men vi bestræber os på at det skal være dansk.

I: Hvad så hvis man kigger på produktionsmetoden, tænker i så meget over om det er noget der er industrielt fremstillet overfor noget mere håndlavet eller traditionelt fremstillet?

C: Ja

V: Altså jeg må faktisk indrømme at det gør jeg ikke rigtig når jeg står i supermarkedet, så er det mere sådan det produktet lige hurtigt udstråler, der er jeg faktisk ikke så meget i bunds med det der, det er mere sådan om det er dansk og økologisk osv.

C: Jeg ved ikke, jeg kan godt blive lidt smigret over fx mælk på en glasflaske, så ville jeg nok bare købe den, bare fordi den giver et andet indtryk og giver associationer til en anden tid. Til trods for en pris som selvfølgelig er meget højere end den normale mælk.

A: Ja det ville jeg nok også

J: Min søster bor i London, der får de mælk leveret på glasflasker, så sætter man bare de tomme udenfor døren og så kommer de.

A: jeg synes også at jeg tænker over fairtrade og sådan om det er ordentlige forhold for dem der har dyrket da.

C: Ja men jeg synes også det er svært at gennemskue

A: Der synes jeg bare også at der er kvalitet for mig at spise bananer der er fairtrade frem for noget andet

V: Ja og man får også sådan en "feel good" fornemmelse

A: Det er jo sådan lidt en luksus ting, det er jo lidt dyrere, men jeg synes at ved en stor del af det, der kan man godt prioritere sig ud af det, selvfølgelig er der nogle ting hvor det er dyrere når det skal være dejligt og sundt og godt det hele.

I: Så ville vi egentlig have spurgt jer om økologi betyder noget for jer, men det er vi vist ret sikre på at det gør

Alle: Ja

I: Så vil vi gå lidt videre til de virksomheder vi har taget med som alle sammen hører ind under det her convenience food. Og den første virksomhed vi viser jer, hedder Sund Takeaway. Det laver både måltidskasser hvor maden er helt færdig, og så laver de sådan nogle her, som forhandles i Coop på køl, som er nogle kasser til to personer, og så er maden i nogle forskellige

bokse, og så varmer man det selv derhjemme. Og det er færdigtilberedt det hele, og her kan i se et eksempel på en af menuerne (viser billeder). Boksen til to personer koster 119 kroner.

J: Er det økologisk?

I: De siger de har nogle værdier: Kvalitet, sundhed, økologi og smag, men de siger ikke hvor meget af det der er økologisk.

J: Så de har ikke det røde ø-mærke?

I: Nej de siger ikke noget om hvor stor en andel af det der er økologisk.

I: men hvad synes i om prisen? 119 kroner er det rimeligt for denne slags måltid for to personer?

C: Det er lidt dyrt hvis ikke det er øko

V: så ville jeg hellere lave det selv

J: ja lave det helt frisk selv

V: Så jeg synes faktisk det er lidt dyrt og så er jeg ikke så meget til sådan noget der, så ville jeg hellere gøre det færre gange og så gå ud og købe fra en restaurant eller sådan noget frisk hvor de står og laver det.

C: Jeg tror også bare at hele indpakningen, den tiltaler ikke sådan lige mig.

V: Jeg tænker også sådan rent generationsmæssigt at sådan noget der nok mere er noget ældre kunne finde på at gå ned og købe

I: De siger også at i forhold til sundhed, der tager de udgangspunkt i sundhedsstyrelsen anbefalinger, er det noget der tiltaler jer?

J: nej

C: nej jeg giver ikke så meget for det,

J: det er man vokset op med og det ved man godt, men det er sådan lidt..

V: ja de er sådan lidt gammeldags

I: så det er ikke en kvalitet for jer at de følger dem?

C: De anbefaler også et glas mælk fra børnene er 1 år, og der har jeg oplevet når vi har været rundt i vuggestuer at han ikke kan få lov til at drikke vand, fordi sundhedsstyrelsen siger at han skal have et glas mælk, og så skulle jeg have en lægeudtalelse..

I: Vi har også spurgt dem om bæredygtighed er noget de går op i, og det er det ikke på nuværende tidspunkt, er det noget der vil påvirke jer? Er det noget der ville influere jeres valg hvis i stod med sådan et produkt?

J: ja, men det er jo sjældent at der står 'bæredygtigt' på madvarer

A: ja det ville det

C: ja det ville være positivt, men det ville ikke være altafgørende, hvis ikke de lavede det økologisk så ville det ikke være..

I: så har vi også spurgt dem om kvalitet, og de siger at kvalitet for dem handler om økologiske og sunde råvarer, hvad synes i om det?

J: Jeg synes ikke rigtig jeg kan bruge det til noget når jeg ikke ved hvor meget af det der er økologisk, jeg ville ikke stole på det, altså sådan er vi danskere nok, at vi stoler på mærkerne fordi så ved vi at det bliver tjekket. I udlandet har de jo slet ikke alle de mærker, og så er det jo en jungle

I: så du kan godt lide mærker?

J: Ja både økologi og allergi mærker osv., så ved man at det bliver tjekket i hoved og røv, det er meget rart.

I: Nu tror jeg måske godt jeg ved hvad jeres svar er, men kunne i finde på at købe det her produkt?

J: Jeg skulle være virkelig presset

V: Ja jeg skulle være dødsulten og træt

J: ja hvis man kommer sent hjem fra et eller andet og man ved ikke hvad man skal gøre.

V: jeg tror næsten hellere at jeg ville spise havregrød så

A: Ja eller en shawarma

I: Hvad skulle så være anderledes ved det her produkt for at i ville købe det?

V: det skulle være frisk

J: ja de skulle have en stand nede i supermarkedet og lave det frisk så

I: ville i synes, at et måltid som det her, ville kunne karakteriseres som et ordentligt måltid for jer? Ville det her kunne leve op til jeres krav for et ordentligt måltid?

V: Sammensætningsmæssigt synes jeg godt det kunne, men så skulle det være hjemmelavet, jeg synes de ting der er i det det er jo okay. Men generelt svinekød der er jeg sådan lidt, man skal jo nærmest have friland for at det ikke er pumpet med alt muligt..

I: Hvad tænker i andre om det? Om det er et ordentligt måltid?

J: Det kunne godt være at hvis der var nogen der serverede det for en, at man ville tænke at det var rigtig fint, hvis man nu bare fik en tallerken med det på. Der er jo både grøntsager og kød og sådan, altså det var nok ikke noget jeg ville spise, men det kunne godt være et ordentligt måltid hvis man sådan kigger på det, sådan med næringssammensætningen osv.

I: Men det var ikke noget i ville servere for jeres familier ugentligt?

Alle: nej

I: Ville i så synes at det kunne være socialt accepteret at servere denne slags måltid for ens gæster eller ens venner?

V: I pakken eller sådan selve konstellationen af det der er i pakken?

I: det der er i pakken, måske bare på en tallerken. Ville i synes det var socialt accepteret at gøre?

V: Nej jeg ville ikke gøre det. Jeg går meget op i at når jeg har gæster så er det så hjemmelavet som muligt.

C: vi ville heller ikke gøre det. Vi har nogle venner som lige er blevet forældre og de serverede en færdigsuppe, og der har jeg det sådan at ”fair nok hvis ikke de kan overskue det”, det er fint nok, men jeg ville aldrig selv gøre det.

I: Ville der være forskel på hverdag og weekend?

V: Nej, ikke for mig. Men altså, hvis jeg var ude og fik det serveret, så ville jeg ikke lave en scene over det. Jeg ville synes, at det var helt fint, jeg ville bare ikke selv gøre det. Men jeg ville overhovedet ikke tænke ondt om hende, der gjorde det.

I: Ville der være forskel på, om I var alene eller sammen med andre?

J: Måske ville jeg gøre det mere, hvis det bare var mig og der ikke var tid overhovedet.

V: Jeg ville også byde mig selv mere, end jeg ville byde min familie.

C: Før jeg blev mor, så var det ofte sådan at både Mikkel og jeg var hjemme om aftenen. Men hvis han engang i mellem var ude med nogle venner, så kunne jeg godt gå ud og finde på at købe noget rigtig lækkert. Altså måske mere over det, jeg normalt ville købe, for at det lige kunne være rigtig hyggeligt.

V: Sådan kan jeg også godt have det. Men jeg kan også godt tænke, at I aften, så behøver jeg ikke lige stå og lave alt muligt, jeg tager lige en skål havregryn.

C: Ja, det tror jeg også, at jeg kunne finde på. Så prioriterer man lige lidt anderledes, når man bare er selv

V: På den anden side er det også der, hvor man måske går ud og køber sushi, fordi det så kun er sushi til en og ikke til to.

I: Den næste virksomhed er så Aarstiderne. Og det produkt vi har udvalgt, er den kasse, som de kalder for Kvik-KvikKassen. Så grøntsagerne er snittede og kødet for-tilberedt og man kan lave mad på 15 minutter derhjemme. Prisen pr person pr måltid vil være 60 til 85 kroner. Synes I, at det er rimeligt?

V: Sammenlignet med den fra Sund Takeaway, så ville jeg meget hellere betale for det der.

C: Men nu tænker jeg lige, at når det er fra Aarstiderne, så er det jo nok noget man ville gentage på ugebasis og så ville jeg synes, at det var dyrt. Man kan sige, at vores madbudget ligger lavere end det.

V: Ja, det gør vores altså også

C: Så hos os ville der altså ikke være råd til det.

V: Nej, heller ikke hjemme hos os. Jeg ville jo godt kunne gøre det billigere selv

V: Og i forhold til det dér med, at det er snittet.. ja, det er jo nok smart for nogen, men jeg er nok mere til, at grøntsagerne er hele. For jeg tror altså, at der bliver ødelagt nogle ernæringsmæssige ting, når man snitter det lang tid før, man skal spise det. Og så vil jeg også gerne vide, hvad det er, jeg laver med det. Også selvom det bare er grøntsager. Jeg synes bare, at det er lækrere, når man selv har fingrene i det.

C: Også det æstetiske i det. Nogle gange vil man måske gerne snitte grøntsagerne på en anden måde, afhængigt af hvad man laver. Så kan det nogle gange bedre give mening at flække guleroden på den ene led frem for den anden.

A: Jeg synes ikke, det er så naturligt, at det er en maskine, der har snittet mine grøntsager. Og det kan da heller ikke være særlig godt for miljøet, at man ikke bare selv lige skærer dem ud derhjemme.

Alle: Samtykker

I: Aarstiderne lægger meget fokus på grøntsager til fordel for kød, fordi de mener det er sundere. Tiltaler det jer?

C: Ja, helt sikkert.

V: Især når man tænker over alt det CO₂, som kød udleder. Det er jo sindssygt med kødproduktion og CO₂, så jeg prøver at liste nogle vegetariske dage ind derhjemme, uden at min kæreste opdager det. Nogle gange tager han lige noget andet, han er ret meget en kød-mand. Men så i hvert fald når jeg er alene hjemme. Men det tiltaler mig helt sikkert og det er lige præcis det, jeg godt kan lide ved Aarstiderne, det er at det er meget grøntsager og de går efter, hvilke grøntsager der er fremme i de forskellige årstider. Det giver bare så god mening. Og det er jo fantastisk at få det, der tilgængeligt lige her og nu.

I: De siger også selv, at de har fokus på bæredygtighed og miljø og de har nogle faste målsætninger i forhold til det. Hvad tænker I om det?

C: Jeg ville synes, at det var et plus. Men på nuværende tidspunkt er jeg ikke villig til at betale mere for et produkt, bare fordi det er bæredygtigt. Min egen sundhed kommer altså foran, hvordan miljøet har det. Det er selvfølgelig også vigtigt, men jeg kan mærke, at jeg går mere op i, at jeg forhåbentligt kan blive 80-90 år i stedet for at jeg ved, at jeg ikke har udledt mere CO₂ end min nabo. Selvfølgelig ved vi jo godt, at verden skal leve videre, men på den anden side er det også en værdi, som er meget svær at forholde sig til. Min lille andel, isoleret set, har jo ingen betydning i det store, samlede billede.

I: Det her produkt skal man jo selv gøre lidt ved, før det er helt færdigt. Hvordan føler I omkring det?

V: Det tiltaler mig helt sikkert mere, end hvis jeg bare skal varme det op. Og hellere bruge det her produkt hvor man sparer lidt tid, end alt muligt andet, men hvis man har tiden til det, så synes jeg bare, at jeg hellere selv vil lave det.

I: Kunne I finde på at benytte jer af produktet?

C: Måske ikke lige den kasse, men Aarstiderne kunne jeg godt finde på at bruge

J: Nej, ikke til den pris. Så vil jeg også hellere købe en almindelig kasse, som både er billigere og som indeholder hele, reelle ingredienser. Det er jo win-win i forhold til det dér.

I: Så hvad skulle være anderledes, før I ville købe den?

C: Det skulle være billigere og så skulle det ikke være skåret ud.

V: Ja, på det punkt er jeg enig.

A: Men et eller andet sted er det jo et sundt alternativ i forhold til at gå over i shawarmaen. Altså hvis det var fordi, man havde travlt og man gerne ville sikre sig, at det stadig var sundt.

V: Og man kunne få et måltid derhjemme også

A: Og så kan det godt være, at man ikke selv skærer det ud, men det kunne jeg da godt se det smarte i fremadrettet, hvis man havde to børn og et fuldtidsarbejde. Men lige nu, hvor min datter er så lille, så synes jeg ikke, at jeg oplever, at jeg ikke har tid til at gøre det.

V: Det kan være, det ændrer sig, når vi kommer tilbage på arbejdsmarkedet.

J: Jeg har da flere kollegaer, der kom tilbage fra barsel og de fik dén der kasse. De kan så heller ikke finde ud af at lave mad. Og hvis man virkelig ikke har et naturligt forhold til madlavning og bare lige tænker, at man snitter noget og putter det sammen i en ret, men at det bliver et helt projekt med indkøb, finde opskrifter og de så skal følges slavisk for at de kan få noget sund mad til familien... ja, så er den her kasse jo faktisk rigtig god.

I: Synes I, at den kan karakteriseres som et ordentligt måltid?

C: Ja, det kunne det godt være

V: Ja, det synes jeg også

J: Ja, det synes jeg. Også mere end den fra sund takeaway.

I: Hvad baserer I det på, at det er et ordentligt måltid?

V: Det er friske råvarer og så det, at man selv skal tilberede det meste. Eller, jeg ved ikke, hvor meget der er gjort ved kødet inden?

I: Det kan fx være braiseret i forvejen og så skal man selv varme det.

V: Det er jeg altså ikke særlig vild med.

C: Nytårsaften købte vi noget færdigt mad udefra, som bare skulle varmes, så til særlige begivenheder synes jeg, at det er helt fint.

I: Kunne I finde på at servere det for jeres familie?

C: Ja, det tror jeg.

A: Ja, det kunne jeg sagtens finde på

V: Ja. Eller måske lige bortset fra kødet. Jeg er altså lidt skeptisk over, at det er tilberedt i forvejen. Man ved jo heller ikke helt, hvad de har gjort ved det. Men det er selvfølgelig lidt et dilemma, for hvis det der kød er økologisk og fritgående kontra at købe noget kød i supermarkedet, som ikke er økologisk eller tilberedt. Så ved jeg faktisk ikke... så tror jeg, at det fra Aarstiderne ville være fint.

J: Ja, jeg kan også godt lide at se hvad det er og hvad der bliver gjort ved tingene.

C: Men Aarstiderne som brand, der ser jeg dem som meget positivt og jeg ville stole på, at de havde gjort det, der var bedst for det pågældende produkt.

I: Så du ville være tryk nok ved at spise det?

C: Ja, ork ja.

V: Jeg tror også bare, at det er der med, at når det først er tilberedt, så skal det bruges hurtigere i forhold til bakterier. Der sker i hvert fald hurtigere noget med tingene, når det er tilberedt.

C: Der tror jeg faktisk lige præcis, at jeg ville tænke, at vores sundhedsmyndigheder er så strikse, at ingen ville få lov til at lave noget, uden at de ville være på nakken af dem. Især ikke så stor en virksomhed

I: Kunne I finde på at servere det for gæster?

C: Nej, det tror jeg ikke. Så skulle det kun være, fordi vi var begyndt at abonnere på kasserne og vi så havde det i køleskabet.

V: Ja, hvis det var det, man havde, så ville jeg gerne servere det.

A: Jeg kunne sagtens finde på det.

J: Det er jo alligevel også sådan rimelig hjemmelavet, så gæsterne ville nok heller ikke opdage det.

C: Men jeg ville bare altid foretrække at servere noget, jeg havde lavet fra bunden.

I: Ville I servere det for børn?

J: Ja det ville da være helt okay, synes jeg.

I: Den sidste virksomhed er Hanegal og vi har udvalgt denne chili con carne fra frost, som de laver. Retten koster 39-45 kroner for en person. Hvad synes I om prisen?

C: Det synes jeg er helt fair i forhold til, at det er en kødret og det er økologisk.

V: Ja, det er en god pris.

J: Ja, egentlig. Men lige præcis med chili con carne, tror jeg, at jeg ville tænke at det er så nemt at lave en kæmpe gryde af selv og så fryse ned. Så jeg ville aldrig gå ind og købe den.

V: Ja, det er rigtigt. Lige med gryderetter, ikke? Det er sådan noget man altid laver en stor portion af og det er så nemt, jo. Og det er sådan noget, man ofte har i fryseren.

I: Så det skulle mere være et produkt, som I ikke lige selv ville kunne lave?

C: Nej, så skulle det være en mega lækker salat med alt muligt i, som man ikke lige ville stå og lave. I hvert fald ikke lige en simreret.

I: I forhold til sundhed, så har de nøglehulsmærke og har altså et lavt indhold af fedt og salt og et højt indhold af kostfibre. Desuden de bruger ingen tilsætningsstoffer. Tiltaler det jer?

J: Ja, helt sikkert.

H: Jeg synes da også generelt med Hanegal, at når man ser på de ting de brander sig på, det er da noget man gerne vil have.

C: Vi har tidligere købt deres spegepølser ofte. Netop fordi der ikke er nogen e-numre og de er lavet af reelle råvarer, som en spegepølse egentlig skal bestå af, hvis man har tiden til det.

I: Så er alle deres produkter jo også Ø-mærkede. Tiltaler det jer?

V: Ja, det er rigtig dejligt.

C: Ja, helt sikkert.

J: Jamen det ville jeg altid lige skæve til, på sådan et produkt.

I: Kvalitetsparametrene for dem handler om smag, etik og gode råvarer. Er det noget, I ville vægte?

C: Ja, helt sikkert.

I: Kunne I finde på at købe sådan et produkt?

A: Det kunne jeg godt. Men det skulle være fordi, at det skulle gå hurtigt, jeg skal ikke selv lave det og det skal stadig være sundt og ordentligt. Men jeg ville synes, at det ville være lidt dyrt i forhold til selv at gå ned og købe ingredienserne til det. Så for mig ville det være en luksusting, fordi det lige er i overkanten prismæssigt. I forhold til hvad det er for en ret, ikke? Man kan jo købe gøre det for den pris, som nærmest kødet bare koster, fordi de andre ting nærmest ikke koster noget.

I: Så du ville altid prioritere at lave det selv?

A: Ja, det tror jeg. Men hvis det var, at jeg skulle vælge mellem det dér og et eller andet sunset sandwich, så ville jeg købe den der.

C: Ja, det er jeg også enig i. Men igen, lige med den specifikke ret, så er chili con carne sådan noget, der er så nemt at lave selv.

A: Men jeg synes helt klart, at den vinder på, at der er tænkt på forskellige ting. Altså værdier jeg deler så som økologi og nøglehulsmærket og det taler helt klart for.

I: Vægter det højere for dig at den er økologimærket frem for at den er fedtfattig og gluten og mælkefri?

A: Ja, det synes jeg. Hvis man nu havde et problem med gluten, men jeg synes ikke nødvendigvis at fed mad er usundt. Sådan hænger det ikke sammen for mig.

C: Jeg ville også sige, at hvis det bare var lavet på gode råvarer, så ville jeg altid vælge den med fuldt fedt på i stedet for et eller andet fedtfattigt alternativ. Fx med smør. Og hvis vi endelig drikker mælk, så er det altså den med den højeste fedtprocent som overhovedet muligt. Det er altså nemmere for min krop at fordøje. Skyr og sådan noget spiser jeg ikke, fordi det er så hårdt for kroppen at fordøje på grund af den høje fedtprocent.

J: Ja, og det er jo også helt naturligt, at der er et højt fedtindhold i visse produkter. Hvis der lige pludselig er 50 % færre kalorier i en eller anden smør, så kan man være helt sikker på, at der blevet pillet ved den på den ene eller anden måde. Det er da meget mere tiltalende, at få maden som den præsenterer sig i den virkelige verden i stedet for nogle unaturlige produkter, som er blevet tilrettelagt i et laboratorium, så fedtprocenten passer med anbefalingerne.

I: Så det er ikke nødvendigvis en positiv ting, at det her produkt har en lav fedtprocent?

C: Nej, det kommer jo an på, hvad der er. Lige med chili con carne synes jeg ikke nødvendigvis, at det gør det noget godt for retten at blive vædet til i olie, men hvis jeg skulle vælge noget med kød, så ville jeg vælge noget med en god fedtprocent på grund af smag.

I: Det her produkt er jo på frost og så skal man selv varme det derhjemme. Hvad synes I om det?

V: Jamen det er da fint med alle værdierne, men jeg ville altid bare hellere prioritere 10 minutter ekstra og så lave det selv. Og så er jeg altså bare ikke så glad for frostretter.

A: Jeg kunne godt finde på at have det liggende

C: Ja, hvis det er et godt produkt, så ville det da være en fin nødløsning. Hvis næringsindholdet og økologien er på plads, så er jeg ikke for fin til at bruge frost. Frostvarer kan jo også indeholde ligeså mange vitaminer som friske varer.

I: Hvad skulle være anderledes, hvis I skulle købe det oftere?

C: For os skulle det helt klart være vegetarisk, men ellers er prisen nok det største problem, når man kan gøre det så meget billigere selv

A: Ja, det skulle være billigere, hvis jeg skulle købe det oftere. Så skulle det kunne betale sig og jeg skulle ikke kunne slå den selv økonomisk.

C: Ja, eller også skulle det være noget, som var helt vildt avanceret at lave. Selvom jeg for eksempel har lavet pasta selv, så er det da en ting, hvor man tænker, at man kunne bruge sin lidt bedre. Så noget der tidsmæssigt tager lang tid at lave, det vil jeg hellere betale for at købe mig til.

I: Kunne I finde på at servere det for jeres familie?

A: Ja. Så skulle det være fordi, at der var en eller anden situation, hvor min kæreste var på arbejde og min mor lige var der, så kunne jeg da godt lige sige, at jeg havde noget i fryseren, som vi kunne varme til aftensmad. Og det ville bare være sundt og lækkert. Det kunne jeg godt finde på... men jeg har ikke gjort det endnu.

I: Ville I synes det var fint nok at servere denne type mad for gæster?

A: Ja, det synes jeg da godt. Men jeg ville aldrig sige 'kom og spis middag hos mig, jeg har noget mad på frost'. Så skulle det være fordi, at det var mine veninder, som kom over og vi lige skulle finde på noget mad. Og hvis jeg så havde lyst til at prioritere samværet, fordi vores køkken er for lille til at stå og lave maden sammen derude. Men jeg ville til enhver en tid vælge at være sammen om at lave maden, hvis muligheden er der. Der er jo også noget socialt i at lave mad sammen.

I: Hvad med at servere denne type produkter for børn?

J: Det ville jeg synes, var okay.

A: Jeg ville da have det meget bedre med mig selv, hvis jeg havde givet min datter det, frem for at Happy Meal, hvis det skulle gå stærkt.

C: Ja, det ville jeg også sagtens kunne give min søn

I: Er der forskel på, om I ville spise det alene eller sammen med andre?

A: Det tror jeg ikke, der ville være så stor forskel på.

V: Det ville være fint både alene og sammen med fx min kæreste.

I: Her til sidst vil vi høre jer, om I generelt spiser convenience mad?

V: Jeg kunne da godt finde på at købe en færdig tærtebund.

C: Det gør vi faktisk slet ikke. Ikke de sidste par år, i hvert fald. Men så ville jeg også altid planlægge mig ud af det. Men hvis jeg fx skal lave en bønnenet, så ville jeg normalvis lægge bønnen i blød inden, men hvis jeg ikke har tid til det, så går jeg ned og køber dem på dåse i stedet. Men hvis jeg for eksempel skulle lave en pizzabund og ikke følte, at jeg havde tid til det, så ville jeg

altid bare lave noget andet i stedet. Og så lave pizza en dag, hvor jeg rent faktisk havde tid til at lave bunden selv.

V: Ej hvor sjovt, at du tænker at bønner på dåse er en nem løsning. Jeg har aldrig lagt bønner i blød og kogt dem selv, så bønner på dåse er et helt reelt produkt for mig

A: Jeg synes også til enhver tid, at det er lækre, hvis man har gjort det selv. Men jeg ville på den anden side heller aldrig kimse over en færdiglavet tærtebund, fordi det er så harmløst at købe færdigt. Og det er altså fordi der er ikke noget med dyr og dyrevelfærd i en tærtedej. Så det ville ikke være en stor synder for mig at købe færdiglavet.

C: Jeg ville nok kun købe den, hvis det var økologisk mel og økologisk smør og det ikke var tilsat noget. Ja, så den altså var lavet ud af præcis de samme ingredienser, som jeg selv ville lave den af, så ville der være okay.

J: Ja, økologi, rene produkter og dyrevelfærd skulle ligesom være til stede, for at jeg ikke ville få lidt dårlig samvittighed over at købe det færdigt.

V: Men økonomien spiller altså også en rimelig stor rolle hjemme hos os og så kan det være svært at få det hele. Men jeg er slet ikke i tvivl om, at når vi begge får et fuldtidsarbejde, så kommer vi til at prioritere de der ting endnu højere.

I: Hvor ofte spiser i denne type produkter?

V: Vi har familie i Jylland og når vi kommer tilbage søndag aften, så der bliver det ofte en frysosuppe, som vi lige køber med hjem. Men det er altså nærmest også kun i de tilfælde.

C: Jamen vi gør det faktisk slet ikke, selvom det lyder lidt helligt.

J: Ja, det er altså også kun i superpressede situationer, at vi benytter os af sådan nogle løsninger.

A: Nogle gange bruger vi altså også nogle hurtige løsninger, fordi vi hellere vil hygge os sammen end at den ene skal stå i køkkenet. Så aftaler vi fx at vi bliver i skoven lidt længere og hygger os og så køber vi pizza med hjem, fordi det giver tid til mere nærvær med familien. Samvær og kvalitetstid betyder altså mere for mig end hjemmelavet mad i nogle tilfælde. Men faktisk er det heller ikke svært at finde sunde alternativer mere, så den dårlige samvittighed over ikke at lave det fra bunden, bliver helt klart mindsket af, at maden er sund og nærende.

V: Men det har du ret i. Jeg skal også tage mig selv i, efter jeg er blevet mor, at ville for meget med maden. Og det tror jeg især kommer til at få betydning, når de bliver lidt større og kommer i institution, så bliver man nok nødt til at gå på kompromis med nogle af ens mål i forhold til maden. Men faktisk vil jeg så hellere prioritere at lave en madplan og så bruge lidt tid i weekenderne på at forberede nogle ting, så man hurtigere kan smide et måltid sammen i en travl hverdag. Og så kan man jo også gøre det sammen med barnet, så de lærer noget om råvarerne og så videre. Og der er det jo også nemt at lave store portioner, som kan komme i fryseren og så slipper man for at købe de forskellige convenience løsninger.

I: Er der nogle convenience produkter, i aldrig kunne finde på at købe?

V: Ja, sådan nogle boller i karry-retter på frys fra Mou eller hvem det er, der laver dem. Det ville jeg aldrig købe!

Enstemmigt: Nej, fryseretter spiser vi ikke

C: Jamen der er jo en del, men hvad hedder de lige alle sammen?

J: Jeg kigger ikke engang på de hylde, så jeg kan ikke lige sætte navn på, nej.

A: Nej, frostdisken går jeg altså også lige forbi

J: Mou-suppe spiste jeg, da jeg kun måtte spise flydende mad og det var da okay. Men der er jo sindssygt meget salt i og man bliver så tørstig bagefter, det er fuldstændig sindssygt. Jeg kunne simpelthen mærke det på kroppen og det gør da, at jeg ikke får lyst til at spise dem igen.

I: Hvilke værdier ville I gå efter, hvis I skulle vælge et convenience-produkt?

A: Miljø er altså bare sindssygt vigtigt for mig. Jeg tror på, at det jeg gør, har en betydning i det større billede, så derfor går jeg op i det. Og dyrevelfærd er altså bare rigtig vigtigt. Og også ordentlige forhold for dem, der har lavet produktet. Det er helt klart noget, jeg kigger efter, når jeg handler. Jeg er også meget villig til at betale noget mere for, at dem der har lavet produktet, har haft ordentlige vilkår.

C: Når vi køber kaffe, køber vi også altid enten frysetørret fairtrade eller bønnerne fra Coffee Collective, for der ved vi, at kaffebønderne har gode vilkår. Men smag betyder stadig mega meget. Smag kommer først og så kommer de andre ting bagefter, for mig. Så jeg ser det nok lidt som en bonus, som jeg gerne vil give lidt mere for, hvis smagen også er god. Men smagen er altafgørende for mig.

I: Hvilke af de tre produkter tiltaler jer mest?

Enstemmigt: Aarstiderne

V: Ja, det der er så frisk som muligt og det er jo Aarstiderne i det her tilfælde.

I: Ville nogle af de her produkter kunne give jer inspiration til jeres madlavning?

C: Aarstiderne med deres kasser, ja

A: Ja, Aarstiderne. For man kan godt blive i tvivl om, hvad det er lige er for en grøntsag man spiser i de forskellige sæsoner.

C: Jeg bruger faktisk deres hjemmeside en del, hvor opskrifterne er delt op efter årstid og det er rigtig godt.

A: Hvis det skal gå hurtigt og man står nede i supermarkedet og tænker 'hvad kan man lige lave?', så ender man altid med de retter man kender og så får man spaghetti med kødsovs hver gang. Og det kan godt blive lidt kedeligt, hvilket en kasse med forskellige ingredienser kan afhjælpe, måske.

8.10 Appendix 10: Infomedia Search

Search on 'sund' (health) + 'trend' (trend)

Search in national newspapers, medias and trade journals

Webmedia were deselected as they would possibly give a false result, as there are more webmedia today than 10 years ago.

Year	Hits
2005	150
2006	171
2007	181
2008	219
2009	196
2010	274
2011	334
2013	359
2014	406
2015	429