

Focus on Food

- One day in Augsburg we were all divided into groups and spread out to „watch“ shopping...and focus on food...now the results of food in Germany will be shown...

The shops:



Alternative little store

Organic Supermarket



Discounter



Big store



Augsburger
Stadtmarkt
(citymarket)

1. Focus on regional products, what to buy in different seasons?

- **Basic:** Yes, but there is a great variety of fruit from foreign countries
- **Norma:** Yes, but there is a great variety of fruit from foreign countries
- **Karstadt:** There are vegetables and fruit from Spain, South Africa, Turkey, Italy, Greece, Poland, New Zealand, Austria, Chile
Regional: pastry, bread, asparagus, potatoes, sausages
- **Mutter Erde:** They can offer everything from Germany except pineapples, lemons etc. in summer. When the season is over they have to import products from Italy, Spain and Israel. In winter they sell stored potatoes and carrots; the salad comes from greenhouses heated by Russian gas
- **Stadtmarkt:** The stands try to focus on regional products which is supported by the fact that they get them directly from a farmer and not from a merchant.

2. How much is a bottle of apple juice?

- Basic: 2.19 EUR
- Norma: 0,45 EUR
- Karstadt: 1,39 EUR
- Mutter Erde: 1.69 EUR
- Weltladen: 2.29 EUR

3 Is organic food offered - What bio-organic products are offered ?

- **Karstadt:** For example there is organic coffee, wine, ketchup, cheese, yoghurt
- **Norma:** There are organic bananas sometimes also coffee and other products, but only as a weekly offer
- **Stadtmarkt:** Nearly every kind of fruit and vegetable is available – also exotic, from all over the world

4. Are the products in general less or more expensive than in your country?

What about the prices of organic and fair trade products?

- **Basic:** Norway: NO, it's cheaper in our country
- **Norma:** The products are quite cheap
- **Karstadt:** not really, only the fair trade coffee and fair trade chocolate are more expensive
- **Mutter Erde:** Most pupils were not sure if organic food stores exist in their country and thought that normal food was cheaper than in Germany
- **Stadtmarkt:** Bulgaria + Italy: Cheaper in their country
Norway: potatoes cheaper no fairtrade products

5. For how many years has the interviewed person worked in the shop and how has the financial and economic situation changed?

- **Basic:** the butcher has been working there for almost two years and the financial situation is stable
- **Mutter Erde:** The shop owner has been working there for 26 years, the financial situation is quite stable but the big wave of customers has become smaller over the last 15 years

6. Most expensive product/cheapest product:

- **Basic:** bottle of wine : 39,90€, chocolate: 0,98€
- **Mutter Erde:** 1ml Bulgarian rose oil: 33€, onion: 0,49€
- **Weltladen:** blanket or bongo: 149€, mini chocolate: 0,08€

7. The typical customer

- **Basic:** alternative
- **Norma:** people who have not much money, people who like to shop quickly
- **Karstadt:** people who look for deluxe food, e.g. seafood
- **Mutter Erde:** double income, no kids, most of them females

8. How many people enter the shop?

- **Basic:** ca. 1000- 1500 a day- weekends more
- **Norma:** many
- **Mutter Erde:** 20 per hour
- **Weltladen:** 10-15 per hour

9.



Worldshop:

It's a shop where you can buy things from all over the world, many fair trade+organic products and 35 different kinds of coffee.

They have also a large and special chocolate selection, the only fresh product you can buy there are bananas.

Bestsellers: coffee, chocolate, bananas !!!!!

The assistants work there in their freetime, without earning any money-most of them 2 hours a week.

10. Karstadt

KARSTADT
Schöner shoppen in der Stadt

It's a big store where you can find everything you need. At the moment the financial situation is very bad. They offer also organic and fair trade food like coffee, chocolate, tea, honey, organic fruit juice.

11. Augsburger Stadtmarkt

There are 50 stands at the market , but actually more than 100 shops at the place! But the only one which offers organic food is BIO EMMA.

A short comparison:

- tomato: normal: 6,80€/kilo
 organic: 6,40€/kilo
- potato normal: 1,80€/kilo
 organic:1,79€/kilo

Big surprise: organic food is not necessarily more expensive than normal food.



At the Fleischhalle (meathall) we also compared a few things:

Biorinderhackfleisch (organic beef mince) 100g 1,79 €

Regular beef mince: 100 g 1,15 €

Bioputenschnitzel- escalope turkey 100g 2,39 €

regular 100g 1,30 €

The only fair trade product are pineapples - compared to a normal pineapple it is double price!!!

Differences between the Stadtmakt and the market in your town?

Italy: weekly market but not only food but also clothes available

Bulgaria: local products every Saturday

Norway: no market but small foodstores which only sell fruit , vegetable and meat.

Things from the Comenius countries:

Norway: fish

Bulgaria: peaches, lots of vegetables

Italy: fruit and vegetables.