

Introduction: The New Nordic Diet (NND) was developed in 2004 by chefs and food professionals from the five Nordic countries. The goal for the NND was that it should be based on traditional regional food products but healthier than the traditional eating habits. The NND builds on four key principles: Nordic identity, health, gastronomic potential and sustainability.

Objectives: Can the NND be used as a model for a sustainable diet in other geographical regions?

Methods/design: The NND can be described by a few overall guidelines: 1) more calories from plant foods and fewer from meat; 2) more foods from the wild countryside and 3) more foods from sea and lakes. In many ways, the New NND is very similar to a Mediterranean diet but relies on rapeseed (canola) oil instead of olive oil and ramson instead of garlic. The diets differ in their types of produce due to regional differences in climate, soil and water.

Results: The health effects and sustainability of the NND has been tested in a number of scientific studies, including the OPUS project (Optimal Well-Being, Development and Health for Danish Children through a Healthy New Nordic Diet) supported by the Nordea foundation (<http://foodoflife.ku.dk/opus/english/nyheder/publikationer/>) in which the NND was compared to the Average Danish Diet (ADD). The use of mostly local products and reduction of the meat intake were of both socioeconomic and environmental advantage. Including organic produce increased environmental impact of the NND.

Conclusion: In line with the Mediterranean diet the NND is a predominantly plant-based diet, and although the two have not been directly compared, it would be fairly safe to assume that they are equally healthy. Overall, the NND is just a regional interpretation of the tenets of healthy eating. Basically the principles of the NND could be incorporated into any regional diet.

Nutritional behaviour and lifestyle factors of consumers purchasing organic food: Outcomes from the German National Nutrition Survey II

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Introduction: It is widely assumed but rarely investigated that buyers of organically produced food exhibit a healthier food choice and a more favourable lifestyle than non-buyers of organic food.

Objectives: To examine food consumption and lifestyle factors of buyers in comparison to non-buyers of organic food.

Method/design: Based on their purchase behaviour assessed by a questionnaire 13,074 participants (18-80 years of age) of the representative German National Nutrition Survey (NVS) II (2005/07) were classified as buyers and non-buyers of organic food. Buyers were further differentiated into intensive, occasional and infrequent purchase groups. Food consumption was assessed with diet history interviews. Overall diet was evaluated by comparing food consumption with dietary guidelines and summarizing it to a healthy eating index (HEI-NVS II). For BMI, height and weight were measured; interviews

and questionnaires were used for socio-demographic description and lifestyle factors.

Results: More buyers are female (61%) and belong more often to a high socio-economic status (60%) compared to non-buyers (49% female, 44% high status). Buyers of organic food consumed more fruit (17%) and vegetables (23%) as well as less meat/sausages (25%) and soft drinks (58%) than non-buyers ($p < 0.001$, resp.). Overall diet assessed with the HEI-NVS II revealed more favourable results for buyers of organic food ($p < 0.001$). All results are more pronounced for women and for intensive buyers. Buyers of organic food also exhibit a healthier lifestyle: They are more often non-smokers, physically active, and less often overweight.

Conclusions: The results of the representative NVS II confirm the health consciousness of organic food buyers and demonstrate that their food choice and lifestyle are actually more in line with according recommendations compared to non-buyers. The potential health effect of this behaviour is independent of a potential additional health effect through the consumption of organically produced foods.

New results obtained with the Bionutrinet cohort study in France – the organic perspective.

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Introduction. Lifestyle, dietary patterns and nutritional status of organic food consumers have rarely been described, while awareness of a sustainable diet is markedly increasing.

Objectives. Our aim was to investigate in a large French adult cohort how current organic consumers fit with the definition of sustainable diets (FAO, 2010).

Method / Design. Consumer characteristics and frequency of use of organic products were first assessed in 54,311 adult participants in the Nutrinet-Santé cohort and subsequently in a more quantitative manner in 28,245 adults.

Results. Regular organic product consumers (RCOP) were more highly educated and physically active than non-consumers of organic products. They also exhibited dietary patterns with more plant foods and less sweet and alcoholic beverages, processed meat or milk. They were much more frequently vegetarians or vegans. Overall organic foods are more present in plant products than animal products. Their nutrient intake profiles (fatty acids, most minerals and vitamins, fibers) were better/healthier and they more closely adhered to dietary guidelines. In multivariate models (after accounting for confounders), compared to non-consumers, RCOP participants showed a markedly lower probability of overweight (excluding obesity) ($25 \leq \text{BMI} < 30$) and obesity ($\text{BMI} \geq 30$): -36% and -62% in men and -42% and -48% in women, respectively ($P < 0.0001$). RCOP participants also showed lower probability of having type II diabetes, hypertension and cardiovascular diseases (only in men), but a higher probability for allergies.

• **Conclusions.** The data obtained and partly published (PlosOne, 2013) indicate that organic food consumers show a more sustainable profile.