

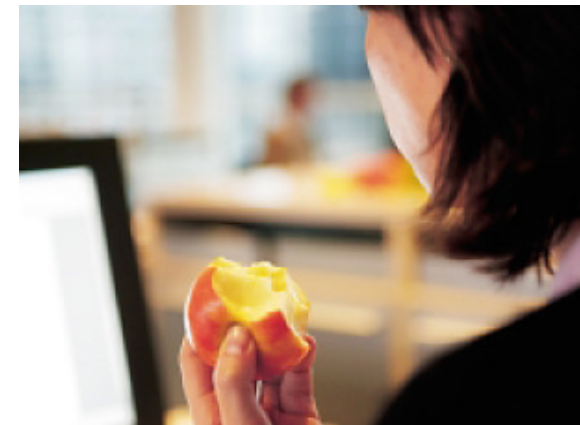
A close-up photograph of a person's hand garnishing a meal in a white take-away container. The meal consists of a breaded item, possibly a fish fillet, topped with a dark sauce and garnished with fresh green herbs. To the left of the main item are several bright red cherry tomatoes. To the right, there are slices of yellow cheese. The background is blurred, showing other white containers and a person's arm wearing a watch.

# Canteen Take away

- provision of healthy meals in the home  
by worksite

PhD. Gitte Laub Hansen  
The Danish Cancer Society

# More fruits and vegetables at work ✓ but what about at home?





## Canteen take away

# Background

- Improve work-life balance
- Improve an existing concept
- Study what are the health effects and benefits
- Research and development project



Gitte Laub Hansen



Fruit and Vegetable Summit 2008



# Enabling factors and barriers to more CTA

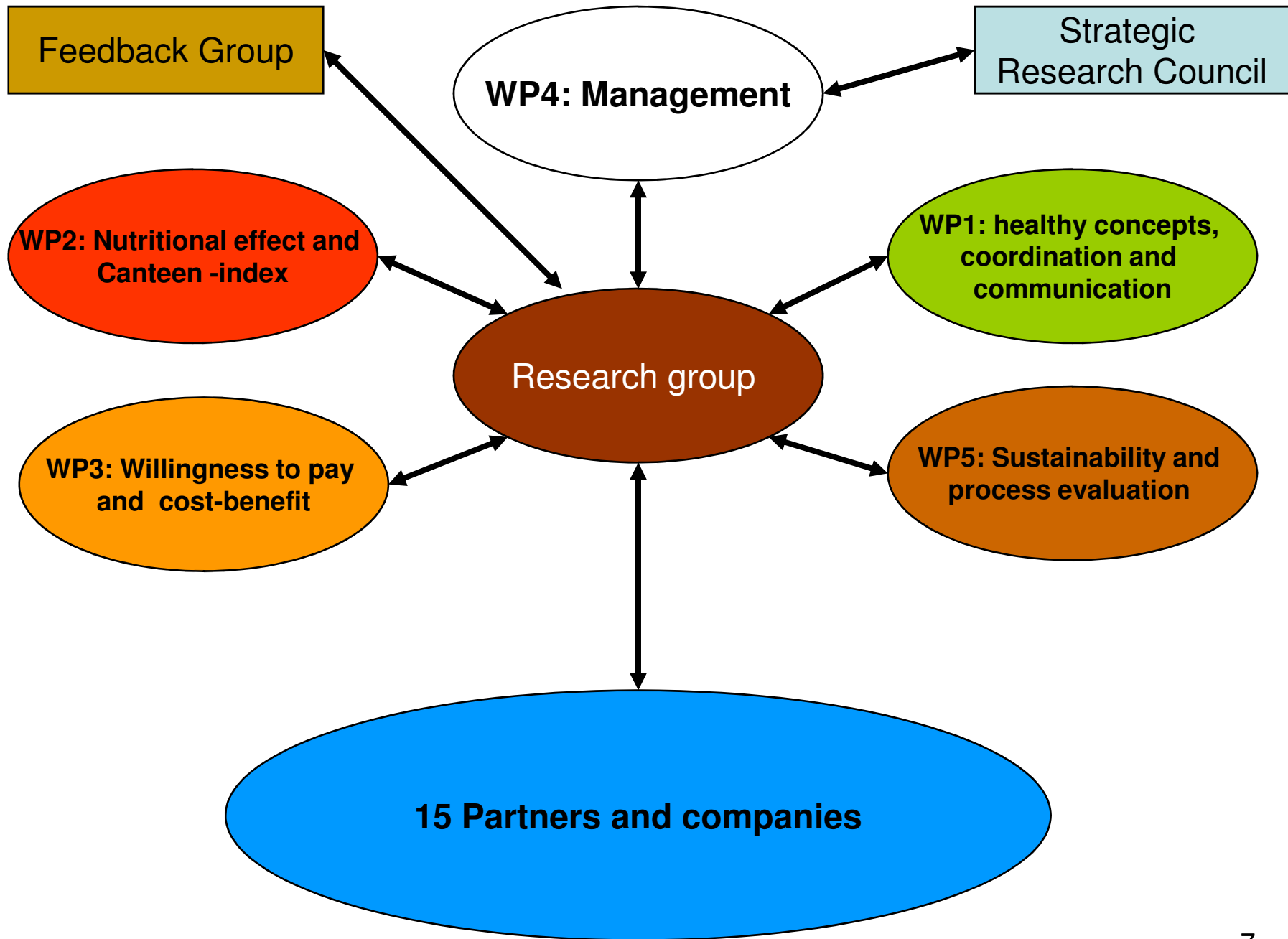
- High participation rates among women
- Lack of time is perceived as a barrier to eat more healthy
- Difficult for the companies to recruit the right employees
- Health promotion at work site is a trend
- Prefer home cooked meals
- Fear of loosing more cooking skills
- Underdeveloped market for ready to heat meals
- 40% eat their main meal at work

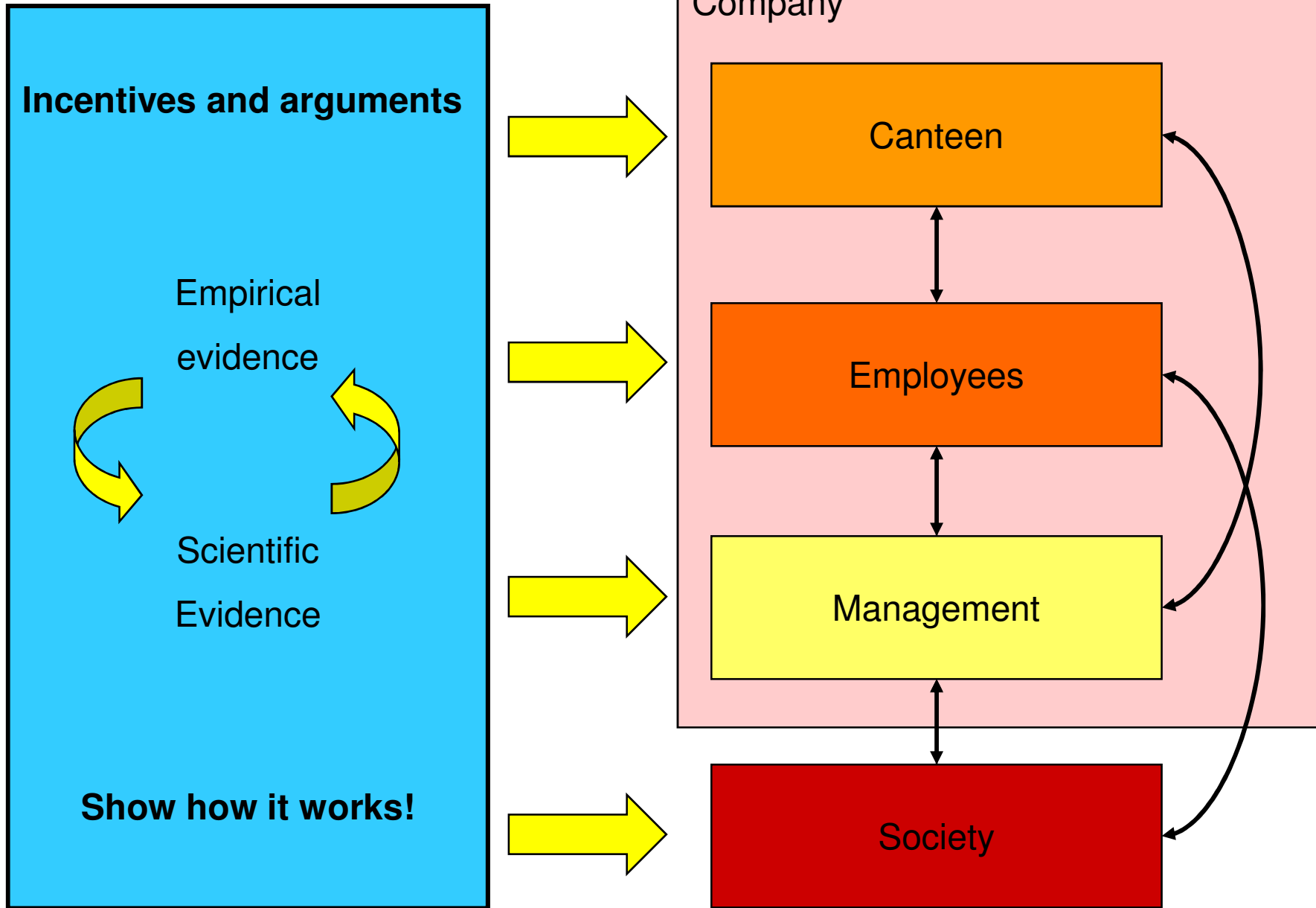


# Goals

- Social acceptability
- Increase the amount of F&V in meals
- Improve willingness to pay for it
- Develop the market
- Make it easy
- Frontload the incentives
- Ensure a supportive environment







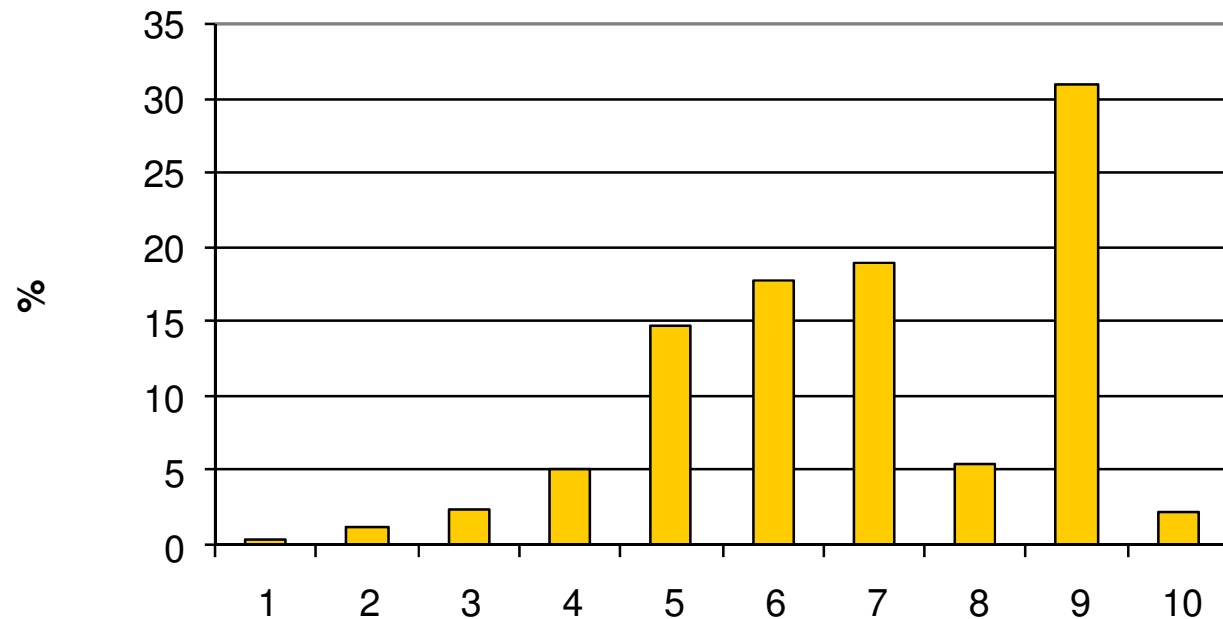
# Employees incentives

- Reduce time for shopping
- Reduce time for cooking
- Healthy meals
- From a cook they trust



# How much are you willing to pay for a healthy CTA-meal?

1. More than 11.5 €
2. 10 - 11.5 €
3. 8.5 - 10 €
4. 7.5 - 8.5 €
5. 6 - 7.5 €
6. 4.5 - 6 €
7. 3 - 4.5 €
8. Less than 3 €
9. Won't buy it
10. Don't know



WP3:Jonas Nordström, Institute of Food and Resource Economics, University of Copenhagen, preliminary and unpublished results from willingness to pay survey February 2008



# Worksite incentives

- Increase productivity
- Recruit the right personnel
- Social branding
- Benefits for employees
- Worksite health promotion



# Calculated economic benefits from CTA

## Reduction in sick leave:

Given: CTA once a week reduces the mean number of days away from work by  
0.25 day/year = 1.85 hours/year

Average wage rate: 34€ /hour

Saved: 63 €/year/employee

## Productivity/flexibility gains:

Given: CTA once a week increases the mean productivity 5 minutes every week  
= 3.75 hours/year (CTA 45 week/year), Average wage rate: 34€ /hour

Gain: 127.5 € /year/employee

ROI: . 4€ / portion CTA

WP3:Jørgen Dejgaard Jensen, Institute of Food and Resource Economics, University of Copenhagen,  
preliminary and unpublished results from working paper February 2008



# Canteens incentives

- Demand
- Threats
- Efficient
- Optimised products offered
- Improve image



# Tools



- Canteen –index a self evaluation tool to ensure healthier meals (WP2: National Food Institute – DTU)
- Develop tools for decision making and implementation (WP1: Danish Cancer Society)

# Can I hire a cook more?

- Total price is 6 €/portion
- Wage share of CTA-price is 1/3
- Monthly wage for a cook 4.000 €
- If CTA is offered 5 days a week = 20 times a month
- The cook should produce and sell 2000 portions CTA-meals a month = 100/day



# Incentives for society and policy development



- More healthy and flexible workforce
- More satisfaction with life and work
- Stable labour market
- Decreased public costs

Health effects (on cancer and CHD) of one weekly CTA meal with 200 g of F&V compared to 3 different references  
 WP3: Institute of Food and Resource Economics, University of Copenhagen

	Mean intake at supper	Mean intake from home cooked meals	Fast food meals
F&V in reference supper (g/portion)	108	150	50
Mean net effect on F&V intake (g/day)	13	7	21
Mean F&V intake – without CTA (g/day)	429	471	371
Mean F&V intake – with CTA (g/day)	442	478	392
Increase in share of people over 600 g/day	1.8%	1.1%	2.4%
$\Delta$ DALY's per 100.000 inhabitant	7.9	4.9	10.4
$\Delta$ DALY's in Denmark	263 - 559		



# Policy instruments

What can make it work?

- Favorable tax policy
- Favorable food legislation
- Favorable workforce policy



# Preliminary conclusion

- WTP is low among employees
- The calculated direct economic benefit for the company are fair
- The calculated benefit for society are relatively low compared to other initiatives
- But there are added values, that are not easily measured



# Framework for national program

**Societal an political level :** Ensure the social acceptability and  
Ensure supportive policy

**Company level:** CTA is an integrated part of the health policy and  
strategy to attract qualified workforce

**Canteen level:** A healthy CTA concept with more F&V than home  
cooked, traditional take away and fast food

**Employee level:**  
Convenient healthy meal solution, that saves time and money

# Thank you !

## Contact information:



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