

EGYPT- FOCUS GROUP 1-REPORT 1

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a)Favorite: **Banana- Fig**Least favorite: **Guava / Tangerine**.....

b)Favorite: **Cabbage/ Peas**.....Least favorite: **Spinach**.....

1.2. a) b) c) d) e)

1.3. every day week **frequently**

1.4. a) b) c) d) e) f) ... **Source of water**

1.5. 1. **f) Source of water**

2. **b) Helping to cut down calories.**

1.6. **Summer season (July – August)**

1.7. a) b) c) d) e) f) **Diversity of fruits in summer**

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) **suitable price**

2.2. 1. **d) The taste and flavor**

2. **o) Suitable price**

3. **i) Claims/information about health, place of origin seasonality, carbon footprint, etc**

3. Access /Purchasing behaviors

3.1. 1. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping,**

2. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

3. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) Price and availability

3.4.

Product 1 Banana price 10 EGP/ kg (0.38 €/kg)

Product 2 Fig price 18 EGP/kg (0.68 €/kg)

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No .

4.2.None.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....(None).....

4.4. No = doesn't know sustainability claims.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate .

4.6. b) provide adequate working conditions and wages for workers (remuneration of employees)

d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development)

e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region

4.7. 1. b) provide adequate working conditions and wages for workers (remuneration of employees),

2. d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate .

4.9. g) produce the plants in a soil-protecting process,

f) promote the diversity of plants in their production environment

h) use fewer pesticides/fertilizers in their production or use biological ones

k) use water sparingly in their production and processing

4.10. 1. g) produce the plants in a soil-protecting process,

2. f) promote the diversity of plants in their production environment

5. Willingness to pay for F&V certifications:

favourite F&V:Banana - Fig.....

favourite channels: ...Local and imported.....

favourite certification: ...None.....

5.1. Yes , No

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 2

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Favorite: **Pomegranate and fig...**Least favorite: **Cantaloup**
- b) ...Fvorite: **Mallow**Least favorite: **none**.....
- 1.2. a)☐ b)☐ c)☐ **d)☑** e)☐
- 1.3. **every day☑** week☐ frequently☐
- 1.4. **a)☑** b)☐ c)☐ d)☐ e)☐ **f) Antioxidants + Source of natural sugar**.....
- 1.5. 1. **f) Antioxidants**
2. **f) Source of natural sugar**
- 1.6. ... **All seasons.**
- 1.7. **a)☑** b)☐ c)☐ d)☐ e)☐ f)☐

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: **a)☑** b)☐ c)☐ d)☐ e)☐ f)☐
- Extrinsic (or external) quality factors: g)☐ h)☐ **i)☑**
- Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ **o) Price + Ripeness**.....
- 2.2. 1. **a) Freshness (Fresh F&V means F&V that have not been processed in any manner or means raw, uncut fruits and vegetables)**
2. **o) Ripeness**
3. **o) Price**

3. Access /Purchasing behaviors

- 3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**
2. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**
3. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) Higher productivity

3.4.

Product 1 _____ Pomegranate _____ price ___10___ EG/kg (0.38€/kg)

Product 2 _____ Fig _____ price ___18___ EG/kg (0.68€/kg)

Product 3 _____ Orange _____ price ___8___ EG/kg (0.30 €/kg)

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ... None.

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) None: skeptical towards sustainability claims

4.4. ...None

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4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) , None: Doesn't believe in socio-economic aspects

4.7.None.....

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) , None: Doesn't believe in environmental aspects

4.10.None.....

5. Willingness to pay for F&V certifications:

favourite F&V:Pomgranate + fig.....

favourite channels:Local.....

favourite certification:None.....

5.1. Yes , No ,

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 3

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) Favorite: Fig – Banana - Date /Least favorite: Orange - Mango.....

b) Favorite: Beans – Tomato - mallow..... / ...Least favorite: Zucchini.....

1.2. a) b) c) d) e)

1.3. every day week frequently

1.4. a) b) c) d) e) f) Healthy source of sugar – Source of energy - Easy to prepare

1.5. 1. f) Easy to prepare

2. a) Giving more vitamins and minerals

1.6. Winter season

1.7. a) b) c) d) e) f) Ability to buy in low quantities.

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

2.2. 1. e) Convenience

3. Access /Purchasing behaviors

3.1. 1. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

2. b) in local grocery stores/shops.

3. b) in supermarkets.

4. c) in collective catering facilities (e.g., school or university canteens, company canteens, hospital, or commercial canteens)

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) **d)** e) f)
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 _____ **Date** _____ price ___ **15** ___ EG/kg **(0.57€/kg)**
 Product 2 _____ **Guava** _____ price ___ **10** ___ EG/kg **(0.38€/kg)**
 Product 3 _____ **Fig** _____ price ___ **10** ___ EG/kg **(0.38€/kg)**

3.5

a) b) **c)** d) e)

4. F&V sustainability and certifications/standards:

4.1. **Yes** , No ,

4.2. 1. **Socio-economic standards**

2. **Ethical standards**

3. **Environmental standards**

4.3. **d) Shelf life,**

a) Ingredients list (nutrition or vitamin facts)

e) Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process)

4.4. Moderately familiar = **i) Presence of environmental friendly production information**

j) Presence of ethical/social aspects information (refers to the moral consequences of food choices, both those made by humans and animals).

***) not wasting resources, trying to save it for the next generations.**

***) Farmers and workers receive fair wages.**

4.5. a) , b) , **c)** , d) , e) , I am not familiar with this certificate ,

4.6. **All options.** Ordered from the most important to the least important: **b – e – g – a – c – d – f**

4.7. 1. **b) provide adequate working conditions and wages for workers (remuneration of employees),**

2. **e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region**

4.8. a) , b) , **c)** , d) , e) , I am not familiar with this certificate ,

- 4.9. h) use fewer pesticides/fertilizers in their production or use biological ones
 k) use water sparingly in their production and processing
 a) production process has not led to deforestation,
 b) do not use too much of the world's natural resources for their production,
 g) produce the plants in a soil-protecting process,
 f) promote the diversity of plants in their production environment,
- 4.10. 1. h) use fewer pesticides/fertilizers in their production or use biological ones,
 2. k) use water sparingly in their production and processing,

5. Willingness to pay for F&V certifications:

favourite F&V: **Dates**

favourite channels: **Both locally and imported**

favourite certification:

5.1. **Yes** , (if she trusts the source of information), No ,

5.2.

Product 1 **Dates** price premium **15** %

Product 2 price premium %

Product 3 price premium %

5.3. **Yes** , (if she trusts the source of information) No ,

5.4.

Product 1 **Dates** price premium **15** %

Product 2 price premium %

Product 3 price premium %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 4

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...favorite : **Orange – pomegranate** / ...Least favorite: **none**.....

b) ...favorite: **Cucumber – Potato** / Least favorite: **Artichoke**.....

1.2. a) b) c) **d)** e)

1.3. **every day** week frequently

1.4. **a)** b) c) d) **e)** **f)** **Natural source of sugar - improves health - source of water – Source of energy**

1.5. 1. **a) Giving more vitamins and minerals**

2. **f) improves health.**

1.6. **Summer season.**

1.7. **a)** b) **c)** d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o)...

2.2. 1. **b) Reasonable or even cheaper price F&V in that season**

2. **d) Seasonal F&V will often appear much brighter and plump than non-seasonal.**

3. **c) Fruits and vegetables (F&V) grown and picked in season are typically freshness, full of flavor and nutrients**

3. Access /Purchasing behaviors

3.1. 1. **b) in local grocery stores/shops**

2. **b) Supermarkets**

3.2. a) b) **c)** d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 _____ **Orange** _____ price 10 _____ EG/kg (0.03€/kg)
 Product 2 _____ **Strawberry** _____ price 20 _____ EG/kg (0.76€/kg)
 Product 3 _____ **Banana** _____ price 15 _____ EG/kg (0.57€/kg)

3.5 a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes, No,

- 4.2. 1. Ethical standards (Economy of Love)
 2. Environmental standards (EU organic)
 3. Food safety standards (ISO)
 4. Geographical standards (PGI – PDO)

4.3. b) Date of durability / best before date

d) Shelf life

e) Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process)

c) Geographical origin,

a) Ingredients list (nutrition or vitamin facts)

4.4. Familiar: Presence of logos such as EU Organic – ISO – EOL – PGI / PDO.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. b) provide adequate working conditions and wages for workers (remuneration of employees),

c) do not have poor treatment of animals in their production (animal welfare),

a) do not employ child labor,

4.7. 1. b) provide adequate working conditions and wages for workers (remuneration of employees),

2. c) do not have poor treatment of animals in their production (animal welfare),

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. h) use fewer pesticides/fertilizers in their production or use biological ones,

k) use water sparingly in their production and processing,

d) do not emit carbon emissions caused by their production,

g) produce the plants in a soil-protecting process,

- c) do not use packaging that is not recyclable,
- b) do not use too much of the world's natural resources for their production,
- e) using less energy in the transportation/ processing of them (e.g., through energy savings),

- 4.10. 1. h) use fewer pesticides/fertilizers in their production or use biological ones,
 2. k) use water sparingly in their production and processing,

5. Willingness to pay for F&V certifications:

favourite F&V: Orange – pomegranate

favourite channels:Local channels.....

favourite certification:None.....

5.1. Yes , No ,

5.2.

Product 1 _____ Orange _____ price premium ____ 10 - 20 ____ %

Product 2 _____ Pomgranate _____ price premium __ 10-20 ____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ pomegranate _____ price premium __ 10 - 20 ____ %

Product 2 _____ Orange _____ price premium __ 10-20 ____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 5

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Favorite: **Tangerine**..... /Least favorite : **pomegranate...-...Cantaloupe**.....
- b) ...Favorite: **Onion – Tomato – potato – Broccoli** / Least favorite: **Cauliflower**
- 1.2. a)☐ b)☐ c)☐ d)☐ **e)☑**
- 1.3. every day **week**☑ frequently ☐
- 1.4. **a)☑** b)☐ c)☐ d)☐ e)☐ **f) Source of Energy - Fast meal – Mood improvement)**
- 1.5. 1. **f) Fast meal**
2. **a) Giving more vitamins and minerals**
3. **f) Mood improvement**
- 1.6. ...**Summer season** ...
- 1.7. a)☐ b)☐ **c)☑** d)☐ e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: **a)☑** b)☐ c)☐ d)☐ **e)☑** **f)☑**
Extrinsic (or external) quality factors: g)☐ h)☐ **i)☑**
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....
- 2.2. 1. **f) The color and appearance/ normally shape**
2. **i) Claims/information about health, place of origin seasonality, carbon footprint, etc.,**
3. **a) Freshness (Fresh F&V means F&V that have not been processed in any manner or means raw, uncut fruits and vegetables)**

3. Access /Purchasing behaviors

- 3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**
2. **c) in collective catering facilities**

3. **b) in local grocery stores/shops,**

4. **b) in supermarkets**

3.2. a) b) **c)** d)

3.3. Intrinsic (or natural) quality factors: **a)** b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Banana price 10 EG/kg (0.38€/kg)

Product 2 Orange price 6.5 EG/kg (0.24€/kg)

Product 3 Tangerine price 6.5 EG/kg (0.24€/kg)

Product 4 Apple price 30 EG/kg (1.14€/kg)

3.5

a) b) **c)** d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , **No**

4.2. ... **Environmental standards (EU organic – Demeter)**

Ethical standards (Economy of Love – Fairtrade)

4.3. **j) Presence of ethical/social aspects information (refers to the moral consequences of food choices, both those made by humans and animals).**

i) **Presence of environmental friendly production information,**

c) **Geographical origin,**

b) **Date of durability / best before date,**

a) **Ingredients list (nutrition or vitamin facts),**

e) **Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process),**

f) **Health logo/symbol (such as “Good for you” or the Sunflower “Eat Well” logo)- It is the official insignia of a public health service,**

g) **Allergy information (foods that account for the large majority of severe food allergic reaction).**

h) **Presence of integrated pest management information,**

4.4. ... i) **Presence of environmental friendly production information**

***) Food miles so the lower the transportation distance, the lower the emissions.**

***) Not using chemicals in agriculture**

j) **Presence of ethical/social aspects information**

4.5. a) , b) , c) , d) , **e)** I am not familiar with this certificate ,

- 4.6. b) provide adequate working conditions and wages for workers (remuneration of employees),
 a) do not employ child labour,
 e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region,
 c) do not have poor treatment of animals in their production (animal welfare),
 g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights),
 d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),
 f) production process does not have any legal violations,
- 4.7. 1. b) provide adequate working conditions and wages for workers (remuneration of employees),
 2. a) do not employ child labour,
- 4.8. a)☐, b)☐, c)☐, d)☑, e)☐, I am not familiar with this certificate ☐,
- 4.9. d) do not emit carbon emissions caused by their production,
 g) produce the plants in a soil-protecting process
 f) promote the diversity of plants in their production environment,
 e) using less energy in the transportation/ processing of them (e.g., through energy savings),
 a) production process has not led to deforestation,
 b) do not use too much of the world's natural resources for their production,
 c) do not use packaging that is not recyclable,
 h) use fewer pesticides/fertilizers in their production or use biological ones,
 i) use beneficial insects in their production,
 k) use water sparingly in their production and processing,
 j) grow their plants in a peat-reduced substrate (plant soil),
- 4.10. 1. d) do not emit carbon emissions caused by their production,
 2. g) produce the plants in a soil-protecting process

5. Willingness to pay for F&V certifications:

favourite F&V:Tangerine

favourite channels:Local channels.....

favourite certification:Economy of love.....

5.1. Yes ☑, (Depending on the authenticity of the claim and ability to pay) No☐,

5.2.

Product 1 _____ **Tangerine** _____ price premium **10** _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. **Yes** , No ,

5.4.

Product 1 _____ **Tangerine** _____ price premium **10** _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 _____ **Strawberry** _____ price ____ **15** ____ EG/kg (**0.57€/kg**)

Product 2 _____ **Banana** _____ price ____ **15** ____ EG/kg (**0.57€/kg**)

Product 3 _____ **Orange** _____ price ____ **10** ____ EG/kg (**0.38€/kg**)

3.5

a) **b)** c) d) e)

4. F&V sustainability and certifications/standards:

4.1. **Yes** , No ,

4.2. (**By order of importance**)

1. **Food safety standards**
2. **Socio-economic standards**
3. **Environmental standards**
4. **Ethical standards**
5. **Geographical standards**

4.3. **d) Shelf life,**

a) **Ingredients list (nutrition or vitamin facts),**

j) **Presence of ethical/social aspects information (refers to the moral consequences of food choices, both those made by humans and animals),**

i) **Presence of environmental friendly production information,**

f) **Health logo/symbol (such as "Good for you" or the Sunflower "Eat Well" logo)- It is the official insignia of a public health service,**

c) **Geographical origin,**

b) **Date of durability / best before date,**

g) **Allergy information (foods that account for the large majority of severe food allergic reaction),**

h) **Presence of integrated pest management information,**

4.4. Not very familiar with sustainability

e) **Presence of the organic logo (certifies that **no chemical inputs** or ingredients from genetically modified organisms have been used during the production process),**

4.5. a) , b) , **c)** , d) , e) , I am not familiar with this certificate ,

4.6. **d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),**

- b) provide adequate working conditions and wages for workers (remuneration of employees),
 - f) production process does not have any legal violations,
 - g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights).
- 4.7. 1. d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),
2. b) provide adequate working conditions and wages for workers (remuneration of employees),
- 4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,
- 4.9. g) produce the plants in a soil-protecting process,
- f) promote the diversity of plants in their production environment,
- a) production process has not led to deforestation,
- d) do not emit carbon emissions caused by their production,
- b) do not use too much of the world's natural resources for their production
- 4.10. 1. g) produce the plants in a soil-protecting process,
2. f) promote the diversity of plants in their production environment

5. Willingness to pay for F&V certifications:

favourite F&V: ...**Watermelon**

favourite channels: **Local market**

favourite certification: ...**None**.....

5.1. **Yes** , No , (**Depending on the credibility of the information**)

5.2.

Product 1 _____ **Watermelon** _____ price premium **_10_** %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. **Yes** , No ,

5.4.

Product 1 _____ **Watermelon** _____ price premium **_10_** %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 7

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Favorite: **Apple**Least favorite: **Guava**.....
b) ...Favorite: **Potato**.....Least favorite: **Spinach**.....
- 1.2. a)☐ b)☐ c)☐ d)☐ **e)☐**
- 1.3. every day☐ week☐ **frequently☐**
- 1.4. **a)☐** b)☐ c)☐ **d)☐** e)☐ **f)☐** ...Source of energy
- 1.5. 1. **d) Reducing the risk of getting cancer (Antioxidants)**
2. **a) Giving more vitamins and minerals**
- 1.6. ...**Summer season**.
- 1.7. a)☐ **b)☐** c)☐ **d)☐** e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☐** e)☐ **f)☐**
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ **o) Price**.....
- 2.2. 1. **f) The color and appearance/ normally shape**
2. **d) The taste and flavor**

3. Access /Purchasing behaviors

- 3.1. 1. **a) from local F&V producers**
2. **b) in local grocery stores/shops.**
3. **c) In collective catering facilities.**
4. **b) Supermarket**
- 3.2. a)☐ b)☐ **c)☐** d)☐

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) l) m) n) o)

3.4.

Product 1 _____ **Banana** _____ price _____ **15** _____ EG/kg (**0.57€/kg**)
 Product 2 _____ **apricot** _____ price _____ **20** _____ EG/kg (**0.76€/kg**)
 Product 3 _____ **Apple** _____ price _____ **25** _____ EG/ kg (**0.95€/kg**)

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No .

4.2. ... **Environmental standards**

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. Familiar: **In particular using environmentally friendly agricultural practices – efficient use of resource – nonuse of chemicals**

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate .

4.6. a) , b) , c) , d) , e) , f) , g) .

4.7. 1. **c) do not have poor treatment of animals in their production (animal welfare),**

2. **d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),**

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate .

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) .

4.10. 1. **a) production process has not led to deforestation**

2. **b) do not use too much of the world's natural resources for their production**

5. Willingness to pay for F&V certifications:

favourite F&V: **Apple**

favourite channels: **Local and imported**

favourite certification: **None**

5.1. **Yes** , No .

5.2.

Product 1 Apple price premium 5 %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 Apple price premium 5 %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 8

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Favorite: **Orange – Watermelon**Least favorite: **Guava**
- b) ...Favorite: **Zucchini - Spinach**.....Least favorite: **Onion – Cauliflower**
- 1.2. a)☐ b)☐ **c)☐** d)☐ e)☐
- 1.3. every day☐ week☐ frequently☐
- 1.4. **a)☐** **b)☐** c)☐ d)☐ **e)☐** **f) improve immunity system**
- 1.5. 1. **e) Helping to look better in appearance (e.g. skin condition).**
2. **a) Giving more vitamins and minerals**
- 1.6.**Winter season**
- 1.7. a)☐ b)☐ c)☐ **d)☐** e)☐ f)☐

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☐** e)☐ **f)☐/ (including Free of symptoms)**
- Extrinsic (or external) quality factors: g)☐ h)☐ **i)☐**
- Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ **o) infection by pests**
- 2.2. 1. **i) Claims/information about health, place of origin seasonality, carbon footprint (Particularly the origin)**
2. **f) The color and appearance / normally shape.**

3. Access /Purchasing behaviors

- 3.1. 1. **b) in local grocery stores/shops.**
2. **b) in supermarkets**

3) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)

4. a) from local F&V producers

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) (Doesn't see differences in quality between local and imported products)

3.4.

Product 1 _____ Orange _____ price _____ 8 _____ EG/kg (0.30€/kg)

Product 2 _____ Apple _____ price _____ 25 _____ EG/kg (0.95€/kg)

Product 3 _____ Banana _____ price _____ 18 _____ EG/kg (0.68 €/kg)

3.5

a) b) c) (70% satisfied) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. Environmental standards (EU Organic – Demeter)

Ethical standards (Faire trade - Economy of Love)

4.3. e) Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process),

d) Shelf life,

f) Health logo/symbol (such as “Good for you” or the Sunflower “Eat Well” logo)- It is the official insignia of a public health service,

g) Allergy information (foods that account for the large majority of severe food allergic reaction).

4.4. Has knowledge due to the nature of her work. But doesn't believe the claims of sustainability in Egypt.

Only believes in Demeter. It's safe for lands and farmers as they don't use harmful practices, it's also safe during post-harvest because they don't use chemicals.

.i) Presence of environmental friendly production information

4.5. a) b) c) d) e) f)

4.6. All options, from the most important to the least important: a – b – d – e – c – f - g

4.7. 1. a) do not employ child labor,

2. b) provide adequate working conditions and wages for workers (remuneration of employees)

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) production process has not led to deforestation,

c) do not use packaging that is not recyclable,

d) do not emit carbon emissions caused by their production,

b) do not use too much of the world's natural resources for their production,

e) using less energy in the transportation/ processing of them (e.g., through energy savings),

f) promote the diversity of plants in their production environment,

4.10. 1. a) production process has not led to deforestation,

2. c) do not use packaging that is not recyclable,

5. Willingness to pay for F&V certifications:

favourite F&V: Orange and Watermelon

favourite channels: local channels

favourite certification:Demeter.....

5.1. Yes , No ,

5.2.

Product 1 ___ Orange ___ price premium 10-15 %

Product 2 ___ Watermelon ___ price premium ___ 10-15 ___ %

Product 3 ___ price premium ___ %

5.3. Yes , No ,

5.4.

Product 1 ___ Orange ___ price premium ___ 10-15 ___ %

Product 2 ___ Watermelon ___ price premium ___ 10-15 ___ %

Product 3 ___ price premium ___ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 1-REPORT 9

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) Favorite: **Banana and Mango**Least favorite: **Citrus (Orange)**.....
b) ...Favorite: **Potatos and Carrot**Least favorite: **Spinach**.....
- 1.2. a)☐ b)☐ **c)☑** d)☐ e)☐
- 1.3. every day☐ week☐ **frequently☑**
- 1.4. **a)☑** b)☐ c)☐ d)☐ e)☐ **f) Natural source of sugar**
- 1.5. 1. **f) Natural source of sugar**
2. **a) Giving more vitamins and minerals**
- 1.6. ...**Summer Season**.
- 1.7. **a)☑** **b)☑** c)☐ d)☐ e)☐ **f) .Diversity of fruits in summer season**

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: **a)☑** b)☐ c)☐ **d)☑** e)☐ **f)☑**
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....
- 2.2. 1. **f) The color and appearance / normally shape** (The way the fruit is presented)

3. Access /Purchasing behaviors

- 3.1. 1. **b) in local grocery stores/shops**
2. **a) from local F&V producers.**
3. **b) Supermarkets**
4. **c) in collective catering facilities**
- 3.2. **a)☑** b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☑** e)☐ f)☐

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) Suitable price

3.4.

Product 1 _____ **Banana** _____ price _____ **15** _____ EG/kg (**0.57 €/kg**)

Product 2 _____ **Mango** _____ price _____ **20** _____ EG/kg (**0.76€/kg**)

Product 3 _____ **Date** _____ price _____ **20** _____ EG/kg (**0.76 €/kg**)

3.5

a) b) c) **d)** e)

4. F&V sustainability and certifications/standards:

4.1. Yes , **No** ,

4.2. **None**

4.3. a) , b) , c) , d) , e) , f) , g) , h) , j) , j) , k) **(None)**

4.4. **He doesn't look for sustainability when buying fruits and vegetables as the idea is not common in Egypt, doesn't believe in sustainability claims.**

4.5. a) , b) , c) , d) , e) , **I am not familiar with this certificate** ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , **c)** , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.

5. Willingness to pay for F&V certifications:

favourite F&V: **Banana and Mango**

favourite channels: **Local**

favourite certification: **None**

5.1. Yes , **No** ,

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 1

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a)Favorite: **Mango - Banana**.....Least favorite:... **Prickly pear**.....

b)Favorite: **Peas**.....Least favorite:...**Spinach**

1.2. a)☐ b)☐ c)☐ **d)☑** e)☐

1.3. **every day**☑ week☐ frequently☐

1.4. **a)☑** b)☐ **c)☑** d)☐ e)☐ f)

1.5.

a) Giving more vitamins and minerals

c) Helping to improve the body's digestive system.

1.6.**Autumn season**...

1.7. **a)☑** **b)☑** **c)☑** d)☐ e)☐ f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)☑** b)☐ c)☐ **d)☑** e)☐ f)☐

Extrinsic (or external) quality factors: **g)☑** **h)☑** i)☐

Food safety factors: j)☐ **k)☑** l)☐ **m)☑** n)☐ o).....

2.2. 1. **d) The taste and flavor**

2. **g) Packaging (it provides protection from chemical, biological and physical alterations)**

3. **k) Residues of pesticides/other chemicals used during crop growth or production**

3. Access /Purchasing behaviors

3.1. 1. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

2. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

3. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**

3.2. **a)** **b)** **c)** **d)**

3.3. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** **e)** **f)**

Extrinsic (or external) quality factors: **g)** **h)** **i)**

Food safety factors: **j)** **k)** **l)** **m)** **n)** **o)** (Cheaper + to support the local market)

3.4.

Product 1 Banana price 12 EGP/kg (0.37 €/kg)

Product 2 Tomato price 7 EGP/kg (0.22 €/kg)

Product 3 Cucumber price 8 EGP/kg (0.25 €/kg)

3.5

a) **b)** **c)** **d)** **e)**

4. F&V sustainability and certifications/standards:

4.1. Yes , **No**

4.2. **None**

4.3. **a)** , **b)** , **c)** , **d)** , **e)** , **f)** , **g)** , **h)** , **i)** , **j)** , **k)** **Searching for transparency**

4.4. ...Yes = **i) Presence of environmental friendly production information**

Try to save natural resources for the next generations

Protect the environment and community from contaminations.

4.5. **a)** , **b)** , **c)** , **d)** , **e)** , I am not familiar with this certificate ,

4.6. **b) provide adequate working conditions and wages for workers (remuneration of employees)**

e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region,

a) do not employ child labour.

4.7. 1. **b) provide adequate working conditions and wages for workers (remuneration of employees)**

2. **e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region**

4.8. **a)** , **b)** , **c)** , **d)** , **e)** , I am not familiar with this certificate ,

4.9. **a) production process has not led to deforestation**

b) do not use too much of the world's natural resources for their production

g) produce the plants in a soil-protecting process

4.10. 1. **a) production process has not led to deforestation**

2. g) produce the plants in a soil-protecting process

5. Willingness to pay for F&V certifications:

favourite F&V: ...Mango – Banana.....

favourite channels:Local market.....

favourite certification:Economy of love

5.1. Yes , No

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 2

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a)Favorite: **Mango – Pomegranate**Least favorite:.....**Apple**.....
b)
- 1.2. a)☐ b)☐ **c)☐** d)☐ e)☐
- 1.3. every day☐ week☐ **frequently☐**
- 1.4. **a)☐** b)☐ c)☐ d)☐ e)☐ **f) Protect the body from diseases + improvement of mood**
.....
- 1.5.1. **Protect the body from diseases**
2. **improvement of mood.**
- 1.6. **Summer and winter seasons.**
- 1.7. a)☐ b)☐ **c)☐** **d)☐** e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☐** e)☐ **f)☐**
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ **o) ...Way of cultivation**.....
- 2.2. ...1. **d) The taste and flavor**
2. **f) The color and appearance/ normally shape**
3. **o) way of cultivation...**

3. Access /Purchasing behaviors

- 3.1. 1. **b) in local grocery stores/shops**
2. **b) in supermarkets**
3. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**
4. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) ... (Availability + More environmental friendly)

3.4.

Product 1 Mango price 25 EGP/kg (0.78 €/kg)

Product 2 Pomegranate price 13 EGP/kg (0.40€/kg)

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ... **Environmental standards: Organic EU + Demeter**

4.3. **e) Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process)**

4.4. ...Yes = **i) Presence of environmental friendly production information**

Methodology of cultivation that protect the environment

Benefits for farmers and the community when farmers follow sustainability.

4.5. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.6. **b) provide adequate working conditions and wages for workers (remuneration of employees)**

d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development)

4.7. 1. **b) provide adequate working conditions and wages for workers (remuneration of employees)**

2. **d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development)**

4.8. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.9. **a) production process has not led to deforestation.**

4.10.

1. **a) production process has not led to deforestation**

2. Building an integrated Agri-system that protects the environment.

5. Willingness to pay for F&V certifications:

favourite F&V:Mango + pomgranate.....

favourite channels:Both local and imported

favourite certification:

5.1. Yes , No ,

5.2.

Product 1 _____Mango_____ price premium ___5___ %

Product 2 _____Pomgranate_____ price premium ___5___ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 ___Mango_____ price premium ___7___ %

Product 2 ___Pomgranate_____ price premium ___7___ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) ... (higher choices of varieties + higher quality)

3.4.

Product 1 Tomato price 10 EGP/Kg (0.31€/kg)

Product 2 Orange price 10 EGP EGP/ kg (0.31€/kg)

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. Food safety standards

Socio-economic standards

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. ...Yes = i) Presence of environmental friendly production information

Protection of environment

Labor rights

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) do not employ child labour

b) provide adequate working conditions and wages for workers (remuneration of employees)

e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region

4.7. ...1. a) do not employ child labour

2. b) provide adequate working conditions and wages for workers (remuneration of employees)

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. d) do not emit carbon emissions caused by their production

c) do not use packaging that is not recyclable

g) produce the plants in a soil-protecting process

4.1 1. g) produce the plants in a soil-protecting process,.

2. d) do not emit carbon emissions caused by their production

5. Willingness to pay for F&V certifications:

favourite F&V:Watermelon + Banana.....

favourite channels:Local and imported.....

favourite certification:

5.1. Yes , No

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 4

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite: **Banana – Mango - Guava**..... ...Least favorite: **none**.....

b)

1.2. a) b) c) d) e)

1.3. **every day** week frequently

1.4. a) b) c) d) e) f) **Energy supply**.....

1.5. ...1. **F) Energy supply**

2. **a) Giving more vitamins and minerals**

1.6. ...**Throughout the year**.....

1.7. a) b) c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) b) c) **d)** e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

2.2. ...**d) The taste and flavor**

3. Access /Purchasing behaviors

3.1. 1. **b) in local grocery stores/shops**

2. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

3. **b) in supermarkets**

4. **c) In collective catering facilities**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☑** e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ **o)☑...Cheaper prices**

3.4.

Product 1 Banana price 20 EGP/kg (0.62€/kg)

Product 2 Mango price 30 EGP/kg (0.93 €/kg)

Product 3 Guava price 15 EGP/kg (0.46 €/kg)

3.5

a)☐ b)☐ **c)☑** d)☐ e)☐

4. F&V sustainability and certifications/standards:

4.1. Yes☐, **No☑**

4.2. **Food safety standards**

4.3. **k) Protection of natural resources for the next generations**

4.4. Yes = **Protection of natural resources for the next generations**

4.5. a)☐, b)☐, c)☐, **d)☑**, e)☐, I am not familiar with this certificate ☐,

4.6. **g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights).**

4.7. **g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights).**

4.8. a)☐, b)☐, c)☐, d)☐, **e)☑**, I am not familiar with this certificate ☐,

4.9. **b) do not use too much of the world's natural resources for their production**

4.10. **b) do not use too much of the world's natural resources for their production**

5. Willingness to pay for F&V certifications:

favourite F&V: **Banana – Mango**

favourite channels: **Local channel**

favourite certification: **Organic**

5.1. **Yes☑**, No☐,

5.2.

Product 1 Banana price premium 7 %

Product 2 Mango price premium 7 %

Product 3 Guava price premium 7 %

5.3. Yes , No ,

5.4.

Product 1 Banana price premium 6 %

Product 2 Mango price premium 6 %

Product 3 Guava price premium 6 %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 5

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a)Favorite: **Pineapple – Mango**Least favorite: **Cantaloup**.....

b)

1.2. a)☐ b)☐ c)☐ d)☐ **e)☐**

1.3. **every day ☐** week☐ frequently ☐

1.4. **a)☐ b)☐** c)☐ d)☐ e)☐ **f) Mood improvement**.....

1.5. 1. **f) Mood improvement**

2. **b) Helping to cut down calories.**

1.6. **Summer season**

1.7. **a)☐** b)☐ c)☐ d)☐ e)☐ f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ **d)☐** e)☐ **f)☐**

Extrinsic (or external) quality factors: g)☐ h)☐ **i)☐**

Food safety factors: **j)☐** k)☐ l)☐ m)☐ n)☐ o).....

2.2. ...1. **d) The taste and flavor**

2. **f) The color and appearance/ normally shape**

3. i) Claims/information about health, place of origin seasonality, carbon footprint, etc., (particularly origin)

3. Access /Purchasing behaviors

3.1. 1. **b) in supermarkets**

2. **b) in local grocery stores/shops**

3. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

4. c) In collective catering facilities

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Mango price 25 EGP/kg (0.78€/kg)

Product 2 Peach price 25 EGP/kg (0.78 €/kg)

Product 3 Pineapple price 35 EGP/kg (1.1 €/kg)

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ...None.

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k)...(None).....

4.4.Yes = Preserving resources for the next generations....

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) , (Doesn't care about socio-economic aspects)

4.7.

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10. 1. c) do not use packaging that is not recyclable,

2. g) produce the plants in a soil-protecting process

5. Willingness to pay for F&V certifications:

favourite F&V:Pineapple.....

favourite channels:Local market.....

favourite certification:Organic.....

5.1. Yes , No ,

5.2.

Product 1 Peach price premium 50 %

Product 2 Mango price premium 50 %

Product 3 Pineapple price premium 50 %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 6

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite: **Mango - Grape**.....Least favorite: **Pears**.....
b) ...Favorite: **Sweet corn**.....Least favorite: **Cauliflower**.....

1.2. a)☐ b)☐ **c)☑** d)☐ e)☐

1.3. **every day ☑** week☐ frequently☐

1.4. **a)☑** b)☐ c)☐ **d)☑** **e)☑** **f) improvement of general health**.....

1.5. 1. **a) Giving more vitamins and minerals**
2. **f) improvement of general health**

1.6. **Summer Season**

1.7. a)☐ b)☐ **c)☑** d)☐ e)☐ f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)☑** b)☐ c)☐ **d)☑** **e)☑** **f)☑**
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ **m)☑** n)☐ o).....

2.2. 1. **d) The taste and flavor**
2. **e) Convenience (need to wash ready-to-eat F&V, shelf life),**
3. **f) The color and appearance / normally shape**

3. Access /Purchasing behaviors

3.1. 1. **b) in supermarkets**
2. **b) in local grocery stores/shops**
3. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**
4. **c) in collective catering facilities**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) Cheaper prices

3.4.

Product 1 Potatoes price 20 EGP/kg (0.62 €/kg)

Product 2 Cucumber price 20 EGP/kg (0.62 €/kg)

Product 3 Broccoli price 10 EGP/kg (0.31 €/kg)

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No .

4.2. **Environmental standards (EU Organic)**

4.3. a) , b) , c) , d) , e) , f) , g) , h) , **i)** , j) , k).....

4.4. ...Yes = **i) Presence of environmental friendly production information**

4.5. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.6. **c) do not have poor treatment of animals in their production (animal welfare),**

g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights).

4.7. 1. **c) do not have poor treatment of animals in their production (animal welfare),**

2. **g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights).**

4.8. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.9. **a) production process has not led to deforestation**

g) produce the plants in a soil-protecting process,

h) use fewer pesticides/fertilizers in their production or use biological ones,

b) Do not use too much of the world's natural resources for their production

4.10. 1. **a) production process has not led to deforestation**

2. **b) Do not use too much of the world's natural resources for their production**

5. Willingness to pay for F&V certifications:

favourite F&V: **Mango - Grape**

favourite channels:**Local market**.....

favourite certification:**Organic EU**.....

5.1. Yes , **No**

5.2.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , **No**

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 7

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a)Favorite: **Orange**.....Least favorite: **None**.....

b)

1.2. a)☐ b)☐ **c)☐** d)☐ e)☐

1.3. every day☐ week☐ **frequently☐**

1.4. **a)☐** b)☐ c)☐ **d)☐** **e)☐** f)

1.5. 1. **d) Reducing the risk of getting cancer (Antioxidants)**

2. **a) Giving more vitamins and minerals**

1.6. ...**Throughout the year**

1.7. **a)☐** b)☐ c)☐ d)☐ e)☐ f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ **f)☐**

Extrinsic (or external) quality factors: g)☐ h)☐ i)☐

Food safety factors: **j)☐** k)☐ l)☐ m)☐ n)☐ **o)...****Firmness**.....

2.2.1. **o) Firmness**

2. **f) The color and appearance/ normally shape**

3. **j) Food poisoning (sometimes raw F&V may cause food poisoning from harmful germs),**

3. Access /Purchasing behaviors

3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

2. **b) in local grocery stores/shops**

3. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

4. **b) in supermarkets**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) Socio-economic reasons + Ecological reasons.....

3.4.

Product 1 Orange price 7 EGP/kg (0.22 €/kg)

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ...Environmental standards: EU Organic (but rarely available)

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) The cultivation system itself

4.4. Yes = carbon emissions, organic practices, preserving the biodiversity, fairness for the farmers who try to preserve the involved elements in the agricultural process.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. 1. a) do not employ child labour

2. d) observe fair trade (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development),

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10. ...1. f) promote the diversity of plants in their production environment,

2. b) do not use too much of the world's natural resources for their production

5. Willingness to pay for F&V certifications:

favourite F&V:Orange.....

favourite channels:Local market.....

favourite certification:Organic.....

5.1. Yes , No ,

5.2.

Product 1 ___ Orange ___ price premium ___ 3-5 ___ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 ___ Orange ___ price premium ___ 3-5 ___ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 8

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a)Favorite : **Mango - Strawberry**..... Least favorite: **Kiwi**.....
b) ...Favorite: **Potato - Zucchini**.....
- 1.2. a) b) c) **d)** e)
- 1.3. **every day** week frequently
- 1.4. **a)** **b)** c) d) e) f)
- 1.5. ...1. **a) Giving more vitamins and minerals.**
2. **b) Helping to cut down calories**
- 1.6. ...**Summer season**
- 1.7. **a)** b) c) d) e) f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: **a)** b) c) **d)** e) f)
Extrinsic (or external) quality factors: g) h) i)
Food safety factors: j) k) l) m) n) o).....
- 2.2. ...1. **a) Freshness (Fresh F&V means F&V that have not been processed in any manner or means raw, uncut fruits and vegetables)**
2. **d) The taste and flavor**

3. Access /Purchasing behaviors

- 3.1. 1. **b) in local grocery stores/ shops**
2. **b) in supermarkets**
3. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

4. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

3.2. a) b) **c)** d)

3.3. Intrinsic (or natural) quality factors: **a)** b) c) **d)** e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Mango price 30 EGP/kg (0.93€/kg)

Product 2 Banana price 12 EGP/kg (0.37€/kg)

Product 3 Strawberry price 17 EGP/kg (0.53€/kg)

3.5

a) b) **c)** d) e)

4. F&V sustainability and certifications/standards:

4.1. **Yes** , No ,

4.2. ...**Environmental standards**

4.3. a) , b) , c) , **d)** , **e)** , f) , g) , h) , i) , j) , k).....

4.4. Yes = **e) Presence of the organic logo (certifies that no chemical inputs or ingredients from genetically modified organisms have been used during the production process),**

4.5. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , **e)** , f) , g) ,

4.7.**e) support poverty**

4.8. a) , b) , c) , **d)** , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , **h)** , i) , j) , k) ,

4.10.**h) use fewer pesticides/fertilizers in their production or use biological ones (mainly being organic)**.....

5. Willingness to pay for F&V certifications:

favourite F&V:**Mango - Strawberry**.....

favourite channels:**Local and imported**.....

favourite certification:Organic

5.1. Yes , No ,

5.2.

Product 1 ___Mango_____ price premium ___100___ %

Product 2 ___Banana_____ price premium ___100___ %

Product 3 ___Strawberry_____ price premium ___100___ %

5.3. Yes , No ,

5.4.

Product 1 ___Mango_____ price premium ___100___ %

Product 2 ___Banana_____ price premium ___100___ %

Product 3 ___Strawberry_____ price premium ___100___ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 2-REPORT 9

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite: **Orange - Strawberry**..... Least favorite: **None**.....

b)Favorite: **Tomato**..... Least favorite: **None**

1.2. a) b) c) d) **e)**

1.3. **every day** week frequently

1.4. **a)** b) **c)** d) e) f)

1.5. ... 1. **a) Giving more vitamins and minerals**

2. **c) Helping to improve body's digestive system**

1.6. ...**Throughout the year.**

1.7. **a)** b) c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** b) c) d) e) **f)**

Extrinsic (or external) quality factors: **g)** h) i)

Food safety factors: j) k) l) m) n) o).....

2.2. 1. **f) The color and appearance / normal shape**

2. **g) Packaging (it provides protection from chemical, biological and physical alterations)**

3. Access /Purchasing behaviors

3.1. 1. **b) in supermarkets**

2. **b) in local grocery stores/shops**

3. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

4. **c) in collective catering facilities (e.g. school or university canteens, company canteens, hospital, or commercial canteens)**

3.2. a) b) c) d)

3.3. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o) ...Cheaper prices

3.4.

Product 1 Tomato price 13 EGP/kg (0.40 €/kg)

Product 2 Orange price 10 EGP/kg (0.31 €/kg)

Product 3 Banana price 10 EGP/kg (0.31 €/kg)

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2.....None.

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. Not familiar.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. 1. e) support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific region

2. f) production process does not have any legal violations

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10. 1. d) do not emit carbon emissions caused by their production,

2. g) produce the plants in a soil-protecting process

5. Willingness to pay for F&V certifications:

favourite F&V:Orange.....

favourite channels:Local channel.....

favourite certification:None.....

5.1. Yes , No ,

5.2.

Product 1 Tomato price premium 10 %

Product 2 Banana price premium 20 %

Product 3 Orange price premium 20 %

5.3. Yes , No ,

5.4.

Product 1 Tomato price premium 10 %

Product 2 Banana price premium 20 %

Product 3 Orange price premium 20 %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 3-REPORT 1

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Apple, Mango..... *
- b) ...Pumpkin, Carrot, Eggplant
- 1.2. a)☐ b)☐ c)☐ d)☐ e)☐
- 1.3. every day☐ week☐ frequently☐
- 1.4. a)☐ b)☐ c)☐ d)☐ e)☐ f)
- 1.5. ...A and C.....
-
- 1.6.September / Autumn.....
- 1.7. a)☐ b)☐ c)☐ d)☐ e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....
- 2.2. a, b,d
.....
.....

3. Access /Purchasing behaviors

- 3.1. c, a, b
- 3.2. a)☐ b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....

3.4.

Product 1 _____ price _____ €/kg

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. EU Organic , Fairtrade, EOL

.....

.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. ...Yes, sustainability means get the benefits from the surrounding resources and saving it at the same time for the next generations.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. ...b, c

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) , All aspects except j

4.10.h, a

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels: ...Rdna store / locally

favourite certification: ...EU Organic / Economy of Love

.....

5.1. Yes , No ,

5.2.

Product 1 _____ price premium __100__ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium __70__ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 3-REPORT 2

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Orange, Apple Guava.....
b) ...Tomato..... Onion
- 1.2. a)☐ b)☐ c)☐ d)☑ e)☐
- 1.3. every day☐ week☐ frequently☑
- 1.4. a)☑ b)☐ c)☐ d)☑ e)☐ f)
- 1.5. a , d
- 1.6.Throughout the year
- 1.7. a)☑ b)☐ c)☐ d)☑ e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☑ b)☐ c)☐ d)☑ e)☐ f)☑
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....
- 2.2.a , d

3. Access /Purchasing behaviors

- 3.1. a)☑
- 3.2. a)☑ b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: a)☑ b)☑ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☑ l)☐ m)☐ n)☐ o).....
- 3.4.
Product 1 Tomato price 1.19 €/kg
Product 2 Apple price 2.08 €/kg
Product 3 _____ price _____ €/kg
- 3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2.EU organic

4.3. a) , b) , c) , d) , e) , f) , g) , h) , j) , k).....

4.4. ...Yes little bite, sustainability is based on 3 pillars (Environment, Economical, Social) .

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. ...a, b.....

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.c.....

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels:Local channels

favourite certification:EU organic

5.1. Yes , No ,

5.2.

Product 1 _____tomato_____ price premium ____100____ %

Product 2 _____cucumber_____ price premium ____100____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

EGYPT- FOCUS GROUP 3-REPORT 3

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a)Orange.....
b) ...Tomato, lettuce.....
- 1.2. a)☐ b)☐ c)☐ d)☐ e)☐
- 1.3. every day☐ week☐ frequently☐
- 1.4. a)☐ b)☐ c)☐ d)☐ e)☐ f).....
- 1.5.a , c.....
.....
- 1.6. ...Summer season.....
- 1.7. a)☐ b)☐ c)☐ d)☐ e)☐ f).....

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....
- 2.2. ...g, j, c.....
.....
.....

3. Access /Purchasing behaviors

- 3.1. a)☐ b)☐ c)☐
- 3.2. a)☐ b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....

3.4.

Product 1 tomato price 1.19 €/kg

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ...Demeter, EU organic

.....

.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. ...Yes, sustainability related to three core concept (environment, economic, social) .

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. ...a, b.....

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.c, d

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels:Local channels (Rdna store).

favourite certification: ...NOP , EU organic

5.1. 1 Yes , No ,

5.2.

Product 1 _____ price premium _____ 100 _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 3-REPORT 4

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a) ...Apple Groundcherry
- b) ...leeks, sweet potato..... fennel, celery.....
- 1.2. a)☐ b)☐ c)☐ d)☐ e)☑
- 1.3. every day ☑ week☐ frequently ☐
- 1.4. a)☑ b)☐ c)☑ d)☐ e)☐ f)
- 1.5. ...a, c.....
-
- 1.6. ...Summer and Autumn.....
- 1.7. a)☐ b)☐ c)☐ d)☐ e)☑ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a)☑ b)☑ c)☐ d)☐ e)☐ f)☑
- Extrinsic (or external) quality factors: g)☐ h)☐ i)☑
- Food safety factors: j)☐ k)☑ l)☐ m)☐ n)☐ o).....
- 2.2. ...a, b, k
-
-

3. Access /Purchasing behaviors

- 3.1. a and c
- 3.2. a)☑ b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: a)☑ b)☐ c)☐ d)☐ e)☐ f)☑
- Extrinsic (or external) quality factors: g)☑ h)☐ i)☐
- Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....

3.4.

Product 1 _____ price _____ €/kg

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ...EU organic, EOL , Faire trade international .

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. ...Little bit
.....

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. c , b

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.b, h

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels:

favourite certification:

5.1. Yes , No ,

5.2.

Product 1 _____ price premium 100 %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium 80 %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 3-REPORT 5

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

- 1.1. a)**Strawberry**
b) ...**Cucumber and Zucchini**.....
- 1.2. a)☐ b)☐ c)☐ d)☐ **e)☐**
- 1.3. **every day**☐ week☐ frequently☐
- 1.4. **a)☐** b)☐ c)☐ d)☐ **e)☐** f)
- 1.5. ...**Nutritional value**
.....
- 1.6. ...**Summer season**
- 1.7. a)☐ b)☐ **c)☐** d)☐ e)☐ f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: **a)☐** b)☐ c)☐ **d)☐** e)☐ f)☐
Extrinsic (or external) quality factors: **g)☐** h)☐ i)☐
Food safety factors: **j)☐** k)☐ l)☐ m)☐ n)☐ o).....
- 2.2. ...**a , d**
.....
.....

3. Access /Purchasing behaviors

- 3.1. **a)☐** b)☐ c)☐
- 3.2. a)☐ b)☐ c)☐ d)☐
- 3.3. Intrinsic (or natural) quality factors: **a)☐** b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: **g)☐** h)☐ i)☐
Food safety factors: **j)☐** k)☐ l)☐ m)☐ n)☐ o).....

3.4.

Product 1 _____ price _____ €/kg

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2.

.....

.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. Yes, Sustainability focusing on four main pillars (environment, economic, social and culture)

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. e).....

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.g)

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels:locally

favourite certification:EU organic

5.1. Yes , No ,

5.2.

Product 1 _____ **Cucumber** _____ price premium 100 %

Product 2 _____ **Zucchini** _____ price premium 100 %

Product 3 _____ price premium _____ %

5.3. **Yes** , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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EGYPT- FOCUS GROUP 3-REPORT 6

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Berry Grape
b) ...Lettuce..... Leeks.....

1.2. a)☐ b)☐ c)☐ d)☐ e)☐

1.3. every day☐ week☐ frequently☐

1.4. a)☐ b)☐ c)☐ d)☐ e)☐ f)Tasty.....

1.5. ...a, c, d, e.....
.....

1.6. ...Throughout the year.....

1.7. a)☐ b)☐ c)☐ d)☐ e)☐ f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....

2.2. ...a, f, b.....
.....
.....

3. Access /Purchasing behaviors

3.1. a)☐ b)☐ c)☐ (and from Rdna store)

3.2. a)☐ b)☐ c)☐ d)☐

3.3. Intrinsic (or natural) quality factors: a)☐ b)☐ c)☐ d)☐ e)☐ f)☐
Extrinsic (or external) quality factors: g)☐ h)☐ i)☐
Food safety factors: j)☐ k)☐ l)☐ m)☐ n)☐ o).....

3.4.

Product 1 _____ price _____ €/kg

Product 2 _____ price _____ €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No ,

4.2. ...NOP-USDA and Demeter
.....
.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. ...Yes, it means that meet our needs without compromising the ability of the future generation to meet their needs.

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.a, b, c

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k) ,

4.10.c, a

5. Willingness to pay for F&V certifications:

favourite F&V:

favourite channels:Local market / Rdna Store.....

favourite certification:NOP

5.1. Yes , No ,

5.2.

Product 1 _____ price premium 100 %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

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In the 1st FG participated 8 consumers, buying from farmers markets Thessaloniki

Participant 1

Woman, age: 24

1. Dietary habits in F&V:

- 1.1. a) Apple Kiwi
 b) Cucumber Cauliflower
- 1.2. a) b) X c) d) e)
- 1.3. every day week X frequently
- 1.4. a) X b) X c) X d) e) X f)
- 1.5 Giving more vitamins and minerals
 Helping to cut down calories
- 1.6. October to April (apple). Summer (cucumber)
- 1.7. a) X b) X c) X d) e) X f) Convenience

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) X l) m) n) o).....
- 2.2. Freshness
 Nutritional content
 Residues of pesticides/other chemicals

3. Access /Purchasing behaviors

- 3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)
- 3.2. a) b) c) X d)
- 3.3. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) f) X

Extrinsic (or external) quality factors: g) X h) X i) X

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Apple price 1 €/kg

Product 2 Cucumber price 1 €/kg

3.5

a) X b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental certification, Geographical certification (PGI, PDO)

4.3. a) , b) X, c) X, d) X (without being able to associate this dimension with a specific certification scheme), e) X, f) , g) , h) , i) X, j) X, k).....

(Comment about the point concerning allergy information-g: "I know what cause me allergies and I avoid consuming these products – there is no need for a label in fresh fruits and vegetables)

4.4. "I understand what sustainability means. It concerns the production methods that respect the environment. To me, it's very important"

4.5. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

(Note: All participants explained that they are not very familiar with the certification scheme. However, they found interesting the fair trade scheme, stating that it is important to secure through consumers' buying decisions the health, safety and good work conditions of farm workers)

4.6. a) , b) X, c) , d) , e) X (especially in relation with local knowledge), f) X, g) X,

4.7. "Food quality and support to local farmers"

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) , b) X, c) X, d) X, e) X, f) X, g) , h) X, i) X, j) , k) X,

(Notes

- about the e point: "It is crucial to see what happens with energy consumption during transportation and processing. We need to take relevant actions to reduce it"

- about the point g: "it is important to keep soil fertile, but a consumer cannot judge this dimension")

4.10. "Promoting the use of predatory insects can reduce crop diseases. It's also important to reduce the use of pesticides. These two are interconnected"

5. Willingness to pay for F&V certifications:

favourite F&V: Apple, Cucumber

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes , No ,

5.2.

Product 1 Apple price premium 20 %

Product 2 Cucumber price premium 10 %

5.3. Yes , No ,

5.4.

Product 1 Apple price premium 0 %

Product 2 Cucumber price premium 0 %

Wrap up / Conclusion :

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Man, age: 45

1. Dietary habits in F&V:

1.1. a) Orange Banana

 b) Potatoes Okra

1.2. a) X b)☐ c) X d) ☐ e)☐

1.3. every day ☐ week X frequently ☐

1.4. a)☐ b)☐ c) X d) ☐ e)☐ f)

1.5. Helping to improve body's digestive system

1.6. Throughout the year. (the participant was not aware of orange's growing season)

1.7. a) X b) X c) X d) ☐ e)☐ f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b)☐ c) X d) X e)☐ f) X

 Extrinsic (or external) quality factors: g)☐ h)☐ i)☐

 Food safety factors: j) X k)☐ l)☐ m) ☐ n)☐ o).....

(Note: P2 agreed with P6 that detecting pesticide residues is not possible)

2.2. Freshness

 Nutritional content

 Taste and flavor

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)

3.2. a)☐ b)☐ c) X d) ☐

3.3. Intrinsic (or natural) quality factors: a) X b)☐ c) X d) X e) X f)☐

 Extrinsic (or external) quality factors: g)☐ h) X i)☐

 Food safety factors: j)☐ k)☐ l)☐ m) ☐ n)☐ o).....

3.4.

Product 1 Orange price 1.50 €/kg

Product 2 Potatoes price 1.50 €/kg

3.5

a) X b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.
.....
.....

4.3. a) , b) X, c) X, d) , e) , f) , g) , h) , j) , j) X, k).....

4.4. “Sustainable production is important, but organics are expensive”

4.5. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) , f) X, g) X,
(Note: P2 agreed with the need to reduce poverty and increase sustainability)

4.7. “A good scheme should support local farmers and ensure fair working conditions for farm workers”

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) , e) , f) , g) , h) X, i) , j) , k) X,
(Note about the b point: P2 stated that “reducing non-renewable resources is vital for the future of markets”)

4.10. “Chemical inputs must be reduced and natural resources should be protected. These are my two priorities”

5. Willingness to pay for F&V certifications:

favourite F&V: Orange, Potatoes

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Orange price premium 15 %

Product 2 Potatoes price premium 10 %

5.3. Yes , No X,

5.4.

Product 1 Orange price premium 15 %

Product 2 Potatoes price premium 10 %

Wrap up / Conclusion :

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Man, age: 62

1. Dietary habits in F&V:

- 1.1. a) Strawberry Kiwi
 b) Tomatoes Eggplant
- 1.2. a) b) X c) d) e)
- 1.3. every day week X frequently
- 1.4. a) X b) c) d) e) f)
- 1.5. Giving more vitamins and minerals
- 1.6. All year long.
- 1.7. a) X b) c) X d) e) f) Convenience

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f)
 Extrinsic (or external) quality factors: g) X h) i)
 Food safety factors: j) k) l) m) X (in tomatoes only) n) X (only for imported fruits like bananas) o).....
- (Note: P3 agreed with P6 that it is impossible to detect food poisoning and that detecting pesticide residues is not possible)
- 2.2. Freshness
 Convenience
 Nutritional content

3. Access /Purchasing behaviors

- 3.1. a) 2 b) 3 (less frequent) c) 1 (most frequent)
- 3.2. a) b) c) X d)
- 3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) f)
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) l) m) X (reference to strawberries) n)
 o).....

3.4.

Product 1 Strawberry price 4 €/kg
Product 2 Tomatoes price 2.50 €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.

.....

.....

4.3. a) , b) X (When provided in the package, e.g. for cherry tomatoes), c) X, d) , e) , f) , g) , h) , i) , j) X (important, yet not available), k).....

4.4. "I think that sustainability is related to the social fairness. This issue is important in the production and trade of the farm products"

4.5. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.6. a) , b) X, c) , d) X, e) X, f) , g) X

(Note on the f point: "Compliance with legal rules is a sine-qua-non condition. It is not so essential for a certification scheme")

4.7. "Secure the quality of products and support Greek farming"

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) X, e) , f) , g) , h) X, i) , j) , k) ,

(Notes

- about the h point: "it is crucial for protecting public health"

- about the k point: "that it is practically impossible to know how much water is consumed during production")

4.10. "Carbon emissions are a real problem both for consumers and the environment. The second important factor is the use of pesticides"

5. Willingness to pay for F&V certifications:

favourite F&V: Strawberry, Tomatoes

favourite channels: Local farmers
favourite certification: Environmental

5.1. Yes , No X,

5.2.

Product 1 Strawberry price premium 0 %

Product 2 Tomatoes price premium 0 %

5.3. Yes , No X,

5.4.

Product 1 Strawberry price premium 0 %

Product 2 Tomatoes price premium 0 %

Wrap up / Conclusion :

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Woman, age: 34

1. Dietary habits in F&V:

1.1. a) Peach Kiwi

 b) Eggplant Okra

1.2. a) b) c) d) e) X

1.3. every day week X frequently

1.4. a) X b) X c) d) X e) X f)

1.5. Giving more vitamins and minerals

 Helping to cut down calories

1.6. Summer only.

1.7. a) X b) X c) d) e) X f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) X k) l) m) n) o).....

(Note: P4 agreed with P6 that detecting pesticide residues is not possible)

2.2. Nutritional content

 Freshness

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) not applicable

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) f) X

 Extrinsic (or external) quality factors: g) h) i) X

 Food safety factors: j) k) X l) m) n) o).....

3.4.

Product 1 Peach price 2.50 €/kg

Product 2 Eggplant price 3 €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2. Geographical

4.3. a) , b) X, c) X, d) , e) , f) , g) , h) , j) X, j) , k).....

4.4. "I never really understood what the term "sustainability" means. It's very complicated"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) X, c) , d) X, e) X, f) X, g) X,

(Note on point g: "A certified producer is by default a producer emphasizing the quality of his products")

4.7. "The aim of a certification is to empower local producers. This way it will help them produce better fruits and vegetables"

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) X, i) , j) , k) X,

(Notes

- about d point: "Factories are producing carbon emissions, not farmers"

- about the h point: "Do they really have tested these pesticides? Are they really environmentally friendly?")

4.10. "Pesticide use should be reduced. Consumption of water must be decreased"

5. Willingness to pay for F&V certifications:

favourite F&V: Peach, Eggplant

favourite channels: Local farmers

favourite certification: Geographical

5.1. Yes , No X,

5.2.

Product 1 Peach price premium 0 %
Product 2 Eggplant price premium 0 %

5.3. Yes , No ,

5.4.

Product 1 Peach price premium 0 %
Product 2 Eggplant price premium 0 %

Wrap up / Conclusion :

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Man, age: 39

1. Dietary habits in F&V:

1.1. a) Apple -

b) Potatoes Cauliflower

1.2. a)☐ b)☐ c)☐ d)☐ e) X

1.3. every day☐ week X frequently☐

1.4. a) X b) X c) X d) X e)☐ f)

Comment: The participant noted that cancer is associated with the use of pesticides and, hence, with the consumption of some vegetables

1.5. Giving more vitamins and minerals

Helping to cut down calories

1.6. Autumn and winter to early spring (apple). All over the year (potatoes)

1.7. a) X b)☐ c) X d) X e) X f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f)☐

Extrinsic (or external) quality factors: g)☐ h)☐ i)☐

Food safety factors: j) X k) X l)☐ m)☐ n)☐ o).....

2.2. Freshness

Nutritional content

Residues of pesticides/other chemicals

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) not applicable

3.2. a) X b)☐ c)☐ d)☐

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f)☐

Extrinsic (or external) quality factors: g)☐ h) X (referring to local apples with the brand name Zagorin) i)☐

Food safety factors: j)☐ k) X l)☐ m)☐ n)☐ o).....

3.4.

Product 1 Apple price 2.50 €/kg

Product 2 Potatoes price 1 €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental certification, Geographical certification (PGI, PDO)

4.3. a) , b) X, c) X, d) X (without being able to associate this dimension with a specific certification scheme), e) X, f) , g) , h) , i) X (organic or hydroponic cultivation), j) X, k).....
(Comment: "The place of origin determines the organoleptic characteristics of the products")

4.4. "Of course I'm familiar. We all should be. Protecting the environment is vital"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) X, f) X, g) X,

4.7. "The main issue here is to improve the quality of the products. Giving priority to Greek farmers is essential"

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) , b) X, c) X, d) X, e) , f) X, g) X, h) X, i) , j) , k) X,
(Note about the c point: "In farmers markets products are sold without packaging but in plastic bags. However, consumers are those who can reduce the use of plastic bags. They have a share of responsibility for their use")

4.10. "Protect natural and water resources"

5. Willingness to pay for F&V certifications:

favourite F&V: Apple, Potatoes

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Apple price premium 20 %

Product 2 Potatoes price premium 15 %

5.3. Yes X, No ,

5.4.

Product 1 Apple price premium 5 %

Product 2 Potatoes price premium 5 %

Wrap up / Conclusion :

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Woman, age: 46

1. Dietary habits in F&V:

1.1. a) Pear Orange

 b) Carrot Beans

1.2. a) b) c) d) e) X

1.3. every day week X frequently

1.4. a) X b) X c) X d) e) X f)

1.5. Helping to cut down calories

 Giving more vitamins and minerals

1.6. Summer-Autumn (pear). All over the year (carrots).

1.7. a) X b) X c) X d) e) f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) X f)

 Extrinsic (or external) quality factors: g) h) i)

(Note: P6 noted that most of the products sold in the farmers market are not packaged)

 Food safety factors: j) k) l) m) n) o).....

(Note: P6 stated that it is impossible to detect food poisoning and that detecting pesticide residues is not possible)

2.2. Nutritional content

 Freshness

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)

(Note: P6 explained that "In the super market you can just buy a banana. Just one. In the farmers market you are trying to buy the vegetables for the whole week. Frequency is not the same as quantity"

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f)

 Extrinsic (or external) quality factors: g) h) X i) X

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Pear price 2 €/kg

Product 2 Carrot price 1 €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.

.....

.....

4.3. a) , b) X, c) X, d) , e) , f) , g) , h) , i) , j) , k).....

(Notes:

- P6 commented that the ingredients list is not available in fruit and vegetables due to the lack of packaging in most cases and the inability to specify the ingredients in fresh fruits and vegetables)

- P6 also noted that health logo is not available in Greek market (with other participants agreeing)

4.4. "Yes, I am familiar with environmentally friendly practices"

4.5. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.6. a) , b) X, c) , d) , e) X, f) , g) X,

(Note: P6 stated that child labor (albeit an important ethical issue) is not a practice really used in Greece. Other participants agreed with that opinion)

4.7. "It is important for farm workers to work in a safe environment and also to help local producers"

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) , e) , f) , g) , h) X, i) , j) , k) X,

(Note about the f point: "Promoting plant diversity is not a real way to improve the environmental performance of farming")

4.10. "Reduce the amounts of water spent during the production process and eliminate pesticides use"

5. Willingness to pay for F&V certifications:

favourite F&V: Pear, Carrots

favourite channels: Local farmers
favourite certification: Socio-economic

5.1. Yes , No X,

5.2.

Product 1 Pear price premium 0 %

Product 2 Carrots price premium 0 %

5.3. Yes X No ,

5.4.

Product 1 Pear price premium 15 %

Product 2 Carrots price premium 20 %

Wrap up / Conclusion :

.....

Woman, age: 53

1. Dietary habits in F&V:

1.1. a) Apple Kiwi

 b) Cucumber Okra

1.2. a) b) c) d) e) X

1.3. every day week X frequently

1.4. a) X b) X c) X d) e) f) Consumption of fruits and vegetables improves the feeling of well-being

1.5. Consumption of fruits and vegetables improves the feeling of well-being

 Giving more vitamins and minerals

1.6. Between October and April for apples. Cucumber is consumed during the summer.

1.7. a) X b) X c) d) e) f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) X k) l) m) X n) X (only for imported fruits like bananas)

o).....

(Note: P7 agreed with P6 that it is impossible to detect food poisoning and that detecting pesticide residues is not possible)

2.2. Freshness

 Nutritional content

 Color and appearance

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X i) X

Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Apple price 2 €/kg

Product 2 Cucumber price 1.20 €/kg

3.5

a) b) X c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.

.....

.....

4.3. a) , b) X, c) X, d) , e) , f) , g) , h) , i) , j) X, k).....

(Comment on j point: "This kind of information is important for indicating how 'socially fair' is a product")

4.4. "I am aware of sustainability certifications. I know the organics"

4.5. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.6. a) , b) , c) , d) , e) X, f) X, g) X,

4.7. "The products quality can be improved through certification and that will give competitive advantage to local farmers"

4.8. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) X, e) , f) , g) X, h) X, i) X, j) , k) X,

(Notes

- about the f point: "Specialization is what can increase the quality of products"

- about the k point: "Nobody can know the quantities of water that a farmer spends")

4.10. "Smaller amounts of pesticides and a careful use of natural resources"

5. Willingness to pay for F&V certifications:

favourite F&V: Apple, Cucumber

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No☐,

5.2.

Product 1 Apple price premium 15 %

Product 2 Cucumbers price premium 10 %

5.3. Yes X, No☐,

5.4.

Product 1 Apple price premium 5 %

Product 2 Cucumbers price premium 5 %

Wrap up / Conclusion :

.....

Woman, age: 48

1. Dietary habits in F&V:

1.1. a) Strawberries

Banana

b) Tomatoes

Cauliflower

1.2. a) b) c) d) e) X

1.3. every day week X frequently

1.4. a) X b) X c) X d) e) f) Consumption of fruits and vegetables improves the feeling of well-being

Comment: The participant agreed with P5 that cancer is associated with the use of pesticides and, hence, with the consumption of some vegetables

1.5 Consumption of fruits and vegetables improves the feeling of well-being

Giving more vitamins and minerals

1.6. Spring and summer

1.7. a) X b) X c) X d) X e) f) Convenience

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

(Note: P8 agreed with P6 that it is impossible to detect food poisoning and that detecting pesticide residues is not possible)

2.2. Convenience

Freshness

Nutritional content

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) f) X

Extrinsic (or external) quality factors: g) h) x i)
Food safety factors: j) k) l) m) n) o).....

3.4.

Product 1 Strawberries price 5 €/kg

Product 2 Tomatoes price 2 €/kg (Comment: “Differences can be observed based on the season. During summer the prices are lower. The production method also plays a role. Organic tomatoes are more expensive than conventionally produced”)

3.5

a) X (Comment: “The price is very high during winter”) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes, No X,

4.2.
.....
.....

4.3. a), b) X, c) X, d), e), f), g), h), i) X, j), k).....
(Comment: “The origin is crucial for products’ quality”)

4.4. “Sustainability is a utopia. Buying rationally and with your mind in farmers’ wellbeing is important. Buying “sustainably” doesn’t mean anything”

4.5. a), b), c) X, d), e), I am not familiar with this certificate ,

4.6. a), b) X, c), d) X, e) X, f) X, g) X,
(Note: P8 stated that it is important to offer farm workers a safe job environment and fair wages)

4.7. “The most important factors are the quality of the products and the support to local farmers”

4.8. a) X, b), c), d), e), I am not familiar with this certificate ,

4.9. a), b) X, c) X, d), e), f), g), h) X, i) X, j), k) X,
(Note about d point: “I cannot see the link between farm production and carbon emissions”)

4.10. “Fewer pesticides and limited use of irrigation water”

5. Willingness to pay for F&V certifications:

favourite F&V: Strawberries, Tomatoes

favourite channels: Local farmers

favourite certification: Socio-economic

5.1. Yes , No X,

5.2.

Product 1 Strawberry price premium 0 %

Product 2 Tomatoes price premium 0 %

5.3. Yes , No X,

5.4.

Product 1 Strawberry price premium 0 %

Product 2 Tomatoes price premium 0 %

Wrap up / Conclusion :

.....

Note: Participants were asked to evaluate the prices of apples, oranges, tomatoes to offer a general view of their perception of prices and willingness to pay for certified products. The results were the following:

Question 3.4

Product 1 (Apple): a) 3/8 (37.5%); b) 2/8 (25%); c) 3/8 (37.5%); d) 0/8 (0%); e) 0/8 (0%)

Product 2 (Orange): a) 2/8 (25%); b) 2/8 (25%); c) 2/8 (25%); d) 1/8 (12.5%); e) 1/8 (12.5%)

Product 3 (Tomatoes): a) 3/8 (37.5%); b) 1/8 (12.5%); c) 3/8 (37.5%); d) 1/8 (12.5%); e) 0/8 (0%)

Question 5.2

Product 1 (apple) price premium 10% (range from 5 to 20%)

Product 2 (orange) price premium 10% (range from 5 to 15%)

Product 3 (tomatoes) price premium 15% (range from 10 to 20%)

Question 5.4

Product 1 (apple) price premium 5%

Product 2 (orange) price premium 15% (range from 10 to 20%)

Product 3 (tomatoes) price premium 15% (range from 10 to 20%)

In the 2nd FG participated 8 consumers, buying from farmers markets in Thessaloniki

Woman, age: 32

1. Dietary habits in F&V:

1.1. a) Apple Orange

 b) Potatoes Okras

1.2. a) b) c) d) X e)

1.3. every day X week frequently

1.4. a) X b) X c) X d) e) f)

1.5. Helping to improve digestive, giving more vitamins and minerals

1.6. Apples during winter. I eat potatoes all over the year.

1.7. a) X b) c) X d) X e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) e) f)

 Extrinsic (or external) quality factors: g) h) i) X

 Food safety factors: j) k) X l) m) n) o).....

2.2. Nutritional content, Freshness, Seasonality

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequent) c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) e) X f)

 Extrinsic (or external) quality factors: g) h) i) X

 Food safety factors: j) k) X l) m) n) o).....

3.4.

Product 1 Apple price 1.50 €/kg

Product 2 Potatoes price 1.20 €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2. "I don't search for certified products. I trust the grocery shop and, especially, farmers selling products in farmers markets"

4.3. a) , b) , c) X, d) , e) , f) , g) , h) , i) , j) , k).....

4.4. "Organics are sustainably produced. Integrated crop management is also a sustainable production method"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. "I cannot say, I'm not familiar"

4.8. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) X, e) , f) , g) , h) X, i) , j) , k) ,

4.10. Use fewer pesticides/fertilizers in their production. Do not use too much of the world's natural resources for their production.

5. Willingness to pay for F&V certifications:

favourite F&V: Apple, Potatoes

favourite channels: Farmers markets

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Apple price premium 15 %

Product 2 Potatoes price premium 15 %

Product 3 _____ price premium _____ %

5.3. Yes , No X,

5.4.

Product 1 _____ price premium _____ %

Product 2 _____ price premium _____ %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

1. Dietary habits in F&V:

- 1.1. a) Watermelon Kiwis
 b) Tomatoes Okras
- 1.2. a) b) c) X d) e)
- 1.3. every day week X frequently
- 1.4. a) X b) X c) d) e) f)
- 1.5. Giving more vitamins and minerals. Helping to cut down calories
- 1.6. EveDue to their seasonality, I consume and eat them during summer.
- 1.7. a) X b) X c) d) X e) f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a) b) X c) d) e) X f)
 Extrinsic (or external) quality factors: g) h) i) X
 Food safety factors: j) k) l) m) n) X o).....
- 2.2. Seasonality
 Convenience
 Non-Genetic Modified F&V

3. Access /Purchasing behaviors

- 3.1. a) 1 (most frequent) b) 2 c) 3 (less frequent)
- 3.2. a) X b) c) d)
- 3.3. Intrinsic (or natural) quality factors: a) b) X c) d) e) X f)
 Extrinsic (or external) quality factors: g) h) i)
 Food safety factors: j) k) l) m) n) X o).....
- 3.4.
Product 1 Watermelon price 1 €/kg
Product 2 Tomatoes price 1.10 €/kg
Product 3 _____ price _____ €/kg
- 3.5

a) X b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.
.....
.....

4.3. a) , b) , c) , d) , e) X, f) , g) , h) , j) , j) , k).....

4.4. "I am familiar. I know that organic products are sustainable. But their prices are extremely high"

4.5. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.6. a) , b) X, c) , d) , e) X, f) , g) ,

4.7. "Supporting local farmers is very important. Providing good working conditions and fair wages for workers is also of great importance, but how can anyone be sure about that?"

4.8. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.9. a) , b) , c) , d) X, e) , f) , g) , h) X, i) , j) , k) X,

4.10. Do not emit carbon emissions caused by their production. Use fewer pesticides/fertilizers in their production or use biological ones.

5. Willingness to pay for F&V certifications:

favourite F&V: Watermelon, Tomatoes

favourite channels: Local farmers

favourite certification: Environmental certification (organics)

5.1. Yes , No X,

5.2.

Product 1 Watermelon price premium 0 %

Product 2 Tomatoes price premium 0 %

Product 3 _____ price premium _____ %

5.3. Yes , No X,

5.4.

Product 1 Watermelon price premium 0 %

Product 2 Tomatoes price premium 0 %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

Woman, age: 60

1. Dietary habits in F&V:

- 1.1. a) Strawberries Grapes
 b) Cucumber Broccoli
- 1.2. a) b) c) d) e) X
- 1.3. every day X week frequently
- 1.4. a) X b) X c) X d) X e) X f)
- 1.5. Helping to look better in appearance. Helping to cut down calories.
- 1.6. "The best period is spring, when the products are at their best"
- 1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

- 2.1. Intrinsic (or natural) quality factors: a) X b) X c) d) X e) f)
 Extrinsic (or external) quality factors: g) X h) i)
 Food safety factors: j) k) l) X m) X n) o).....
- 2.2. The taste and flavor
 Packaging (in the case of strawberries)

3. Access /Purchasing behaviors

- 3.1. a) 1 (most frequent) b) 2 c) not relevant
- 3.2. a) b) c) X d)
- 3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) e) f)
 Extrinsic (or external) quality factors: g) X h) i)
 Food safety factors: j) k) l) X m) n) o).....
- 3.4.
Product 1 Strawberries price 3.5 €/kg
Product 2 Cucumber price 1 €/kg
Product 3 _____ price _____ €/kg
- 3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental standards (organic certification) and geographical standards (PGI)

4.3. a) X, b) , c) X, d) , e) X, f) , g) X, h) , j) , j) , k).....

4.4. "Yes, I use to buy organic products when available. Usually from the farmers markets because I trust farmers more than other sellers"

4.5. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.6. a) X, b) X, c) X, d) X, e) X, f) X, g) X,

4.7. "Supporting local farmers is the most important. Not employing child labor is also very important"

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) X, b) X, c) X, d) X, e) X, f) X, g) X, h) X, i) , j) , k) X,

4.10. Do not use packaging that is not recyclable. Production process has not led to deforestation.

5. Willingness to pay for F&V certifications:

favourite F&V: Strawberries, Cucumber

favourite channels: Local farmers.

favourite certification: Socio-economic

5.1. Yes X, No ,

5.2.

Product 1 Strawberries price premium 30 %

Product 2 Cucumber price premium 20 %

Product 3 _____ price premium _____ %

5.3. Yes X, No ,

5.4.

Product 1 Strawberries price premium 25 %

Product 2 Cucumber price premium 20 %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

1. Dietary habits in F&V:

1.1. a) Apricot Bananas

 b) Tomatoes Broccoli

1.2. a) b) c) X d) e)

1.3. every day week X (three times a week) frequently

1.4. a) X b) c) X d) X e) f)

1.5. Reducing the risk of getting cancer. Giving more vitamins and minerals.

1.6. "Apricots are available during spring and summer. Tomatoes all year long"

1.7. a) X b) X c) X d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) c) X d) e) X f)

 Extrinsic (or external) quality factors: g) h) X i)

 Food safety factors: j) k) X l) m) X n) o).....

2.2. Residues of pesticides

 Nutritional content

 Freshness

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) not applicable

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) b) X c) X d) e) X f)

 Extrinsic (or external) quality factors: g) h) X i)

 Food safety factors: j) k) X l) m) n) o).....

3.4.

Product 1 Apricot price 1.50 €/kg

Product 2 Tomatoes price 1.10 €/kg

Product 3 _____ price _____ €/kg

3.5

a) X b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2. "For certified products you have to pay more"

4.3. a) , b) , c) , d) , e) , f) , g) , h) , j) , j) , k).....

4.4. "I know that organic products are healthier than the conventional ones. They are also tastier. But their cost is illogically high"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. "Protecting workers' rights is essential"

4.8. a) , b) , c) , d) X, e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) , e) , f) , g) , h) X, i) , j) , k) ,

4.10. "The most important thing is to produce without pesticides and fertilizers. It is essential for human health. Protecting the environment by making rational use of natural resources is important for securing a healthy planet"

5. Willingness to pay for F&V certifications:

favourite F&V: Apricot, Tomatoes

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Apricot price premium 5 %

Product 2 Tomatoes price premium 5 %

Product 3 _____ price premium _____ %

5.3. Yes , No X,

5.4.

Product 1 Apricot price premium 0 %
Product 2 Tomatoes price premium 0 %
Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

Man, age: 31

1. Dietary habits in F&V:

1.1. a) Orange Cherries

 b) Lettuce Potatoes

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Helping to improve body's digestive system

 Helping to look better in appearance

1.6. Winter is the best time to eat oranges. Lettuce all year long.

1.7. a) b) c) X d) X e) X f) It is more ethical

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) e) f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) X k) X l) m) n) X o).....

2.2. Seasonality

 The color and appearance

 Food poisoning

3. Access /Purchasing behaviors

3.1. a) 1 (more frequent) b) 2 c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) e) f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) X k) X l) m) n) X o).....

3.4.

Product 1 Oranges price 1.50 €/kg

Product 2 Lettuce price 2 €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental standards,

Geographical standards

(comment: “unfortunately, there are not products with ethical certification available”)

4.3. a) X, b) X, c) X, d) , e) X, f) , g) , h) , i) X, j) , k).....

4.4. “I recognize the organic logo”

4.5. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.6. a) X, b) , c) X, d) , e) X, f) , g) ,

4.7. “Child labor is unacceptable. So it is the most important parameter. Then, do not harm animals during production”

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) X, b) X, c) , d) X, e) , f) , g) X, h) , i) X, j) , k) ,

4.10. “It is important to have beneficial insects in the crop and avoid the extensive use of natural resources”

5. Willingness to pay for F&V certifications:

favourite F&V: Oranges, Lettuce

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Oranges price premium 20 %

Product 2 Lettuce price premium 20 %

Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 Oranges price premium 10 %

Product 2 Lettuce price premium 15 %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

Woman, age: 30

1. Dietary habits in F&V:

1.1. a) Peach Strawberry

b) Tomatoes Cabbage

1.2. a) b) c) d) X e)

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Giving more vitamins and minerals

Helping to cut down calories

1.6. "Peach during spring and summer. Tomatoes all year long"

1.7. a) X b) c) X d) X e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) X l) m) X n) o).....

2.2. Freshness

Nutritional contents

Taste and flavor

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) not applicable

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) X l) m) X n) o).....

3.4.

Product 1 Peach price 2 €/kg

Product 2 Tomatoes price 1.4 €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental standards

4.3. a) X, b) , c) X, d) X, e) X, f) , g) X, h) , i) , j) , k).....

4.4. "I'm very familiar. I use to buy organic products for more than a decade"

4.5. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.6. a) X, b) X, c) X, d) X, e) X, f) X, g) X,

4.7. "I am against child labor. Fair trade is also a major issue for me"

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) X, e) , f) X, g) , h) X, i) , j) , k) X,

4.10. "Biodiversity is something that we have to protect by promoting the diversity of plants. The use of small amounts of chemicals during production will reduce the environmental footprint of consumption"

5. Willingness to pay for F&V certifications:

favourite F&V: Peach, Tomatoes

favourite channels: Local farmers (farmers markets)

favourite certification: Socio-economic

5.1. Yes X, No ,

5.2.

Product 1 Peach price premium 50 %

Product 2 Tomatoes price premium 50 %

Product 3 _____ price premium _____ %

5.3. Yes X, No ,

5.4.

Product 1 Peach price premium 50 %

Product 2 Tomatoes price premium 50 %

Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

Woman, age: 33

1. Dietary habits in F&V:

1.1. a) Melon Berries

 b) Potatoes Leek

1.2. a) b) c) d) X e)

1.3. every day week X frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Reducing the risk of getting cancer

 Giving more vitamins and minerals.

1.6. "Potatoes are available all over the year. But you can eat melons only during summer"

1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) k) X l) m) X n) o).....

2.2. Seasonality

 Freshness

 Residues of pesticides/other chemicals

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) 3

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) k) X l) m) X n) o).....

3.4.

Product 1 Melon price 0.80 €/kg

Product 2 Potatoes price 1.10 €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental certification and geographical certification

4.3. a) , b) , c) X, d) , e) X, f) , g) , h) , i) X, j) , k) Name of producer

4.4. "I am familiar with organic and biodynamic production. I attended some seminars once"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) , e) X, f) , g) , h) X, i) , j) , k) X,

4.10. "If a product is produced with fewer or, even better, no pesticides is a good product. It is important to use less water during production. We should all care about water reservation"

5. Willingness to pay for F&V certifications:

favourite F&V: Melon, Potatoes

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Melon price premium 25 %

Product 2 Potatoes price premium 30 %

Product 3 _____ price premium _____ %

5.3. Yes , No X,

5.4.

Product 1 Melon price premium 0 %
Product 2 Potatoes price premium 0 %
Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

1. Dietary habits in F&V:

1.1. a) Apple Pears

 b) Lettuce Cucumber

1.2. a) b) c) d) e) X

1.3. every day week X frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Giving more vitamins and minerals.

Helping to cut down calories

1.6. All year long

1.7. a) b) c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) c) d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X i)

 Food safety factors: j) k) l) m) X n) X o).....

2.2. Freshness

 Convenience

 Additives like colorants, flavourings, preservatives

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequently) c) 3 (less frequently)

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) c) d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X i)

 Food safety factors: j) k) l) m) X n) X o).....

3.4.

Product 1 Apple price 1.80 €/kg

Product 2 Lettuce price 2 €/kg

Product 3 _____ price _____ €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.
.....
.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , i) , j) , k).....

4.4. "I know that there are some products labelled as organic. However, I don't believe that they really differ from other product. In farmers markets you can find better products than those sold as organic"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) X, b) X, c) X, d) X, e) X, f) X, g) X,

4.7. "Ensuring a safe working environment (working conditions) and the quality of products. It's much more important than producing organic fruits and vegetables. This is a certification with meaning"

4.8. a) , b) X, c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) , c) X, d) X, e) , f) , g) , h) , i) , j) , k) X,

4.10. "I definitely care about the amount of carbon emissions during production. Water scarcity is also an issue that makes me worry"

5. Willingness to pay for F&V certifications:

favourite F&V: Apple, Lettuce

favourite channels: Super market

favourite certification: Socio-economic

5.1. Yes , No X,

5.2.

Product 1 Apples price premium 0 %
Product 2 Lettuce price premium 0 %
Product 3 _____ price premium _____ %

5.3. Yes , No ,

5.4.

Product 1 Apples price premium 15 %
Product 2 Lettuce price premium 10 %
Product 3 _____ price premium _____ %

Wrap up / Conclusion :

.....

Note: Participants were asked to evaluate the prices of apples, oranges, tomatoes to offer a general view of their perception of prices and willingness to pay for certified products. The results were the following:

Question 3.4

Product 1 (Apple): a) 2/8 (25%); b) 2/8 (25%); c) 2/8 (25%); d) 2/8 (25%); e) 0/8 (0%)
Product 2 (Orange): a) 3/8 (37.5%); b) 2/8 (25%); c) 1/8 (12.5%); d) 1/8 (12.5%); e) 1/8 (12.5%)
Product 3 (Tomatoes): a) 2/8 (25%); b) 0/8 (0%); c) 3/8 (37.5%); d) 1/8 (12.5%); e) 2/8 (25%)

Question 5.2

Product 1 (apple) price premium 10% (range from 5 to 15%)
Product 2 (orange) price premium 10% (range from 5 to 20%)
Product 3 (tomatoes) price premium 10% (range from 5 to 20%)

Question 5.4

Product 1 (apple) price premium 10% (range from 5 to 20%)
Product 2 (orange) price premium 10% (range from 5 to 20%)
Product 3 (tomatoes) price premium 10% (range from 5 to 20%)

In the 3rd FG participated 8 consumers, buying from farmers markets in the University Campus in Thessaloniki (niche market)

Woman, age: 23

1. Dietary habits in F&V:

1.1. a) Mandarin Kiwi

 b) Carrots Tomatoes

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Helping to look better in appearance

Helping to cut down calories.

1.6. Mandarins during winter. Carrots all year long.

1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) i) X

 Food safety factors: j) k) l) m) n) X o).....

2.2. Freshness

 Color and appearance

 Genetically Modified F&V

3. Access /Purchasing behaviors

3.1. a) 2 b) 1 (most frequently) c) 3 (less frequently)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X
Extrinsic (or external) quality factors: g) h) i) X
Food safety factors: j) k) l) m) n) X o).....

3.4.

Product 1 Mandarin price 1.50 €/kg

Product 2 Carrots price 0.70 €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes , No X,

4.2.
.....
.....

4.3. a) , b) , c) , d) , e) , f) , g) , h) , j) , k).....

4.4. "I am not very familiar. Do you mean organic or something like that?"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) X, b) X, c) X, d) X, e) X, f) X, g) X,

4.7. "I believe that this type of certification should emphasize on product quality. Also using child labor is an unethical practice"

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) X, b) X, c) , d) , e) , f) , g) , h) X, i) , j) , k) ,

4.10. "For me preserving natural resources is very important. The use of chemicals in production must be reduced"

5. Willingness to pay for F&V certifications:

favourite F&V: Mandarin, Carrots

favourite channels: Farmers market

favourite certification: Socio-economic

5.1. Yes , No X,

5.2.

Product 1 Mandarin price premium 0 %

Product 2 Carrots price premium 0 %

5.3. Yes X, No ,

5.4.

Product 1 Mandarin price premium 10 %

Product 2 Carrots price premium 10 %

Wrap up / Conclusion :

.....

1. Dietary habits in F&V:

1.1. a) Cherries -

b) Eggplant Okras

1.2. a)☐ b)☐ c) X d)☐ e)☐

1.3. every day☐ week X frequently☐

1.4. a) X b)☐ c) X d)☐ e)☐ f)

1.5. Helping to improve body's digestive system

Giving more vitamins and minerals.

1.6. Summer/spring

1.7. a) X b)☐ c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b)☐ c)☐ d)☐ e) X f) X

Extrinsic (or external) quality factors: g)☐ h)☐ i) X

Food safety factors: j)☐ k) X l)☐ m)☐ n)☐ o).....

2.2. Freshness

Convenience

.....

3. Access /Purchasing behaviors

3.1. a) 1 (most frequently) b) 2 c) 3 (less frequently)

3.2. a) X b)☐ c)☐ d)☐

3.3. Intrinsic (or natural) quality factors: a) X b)☐ c) X d)☐ e) X f) X

Extrinsic (or external) quality factors: g)☐ h)☐ i) X

Food safety factors: j)☐ k) X l)☐ m)☐ n)☐ o).....

3.4.

Product 1 Cherries price 6 €/kg

Product 2 Eggplants price 2.50 €/kg

3.5

a) b) c) d) e) X

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical and environmental certification

4.3. a) X, b) , c) X, d) , e) X, f) , g) , h) , j) , j) , k).....

4.4. "I was one of the first in the country to buy organics. Of course I am familiar"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) X, b) X, c) X, d) X, e) X, f) X, g) X, h) X, i) X, j) X, k) ,

4.10. "Using fewer pesticides is crucial not only for the consumers but also for the environment. The same is true for the need to reduce emissions (of carbon)"

5. Willingness to pay for F&V certifications:

favourite F&V: Cherries, Eggplant

favourite channels: Local farmers

favourite certification: Environmental certification

5.1. Yes X, No ,

5.2.

Product 1 Cherries price premium 45 %

Product 2 Eggplant price premium 50 %

5.3. Yes , No X, (Comment: "I am not sure that such a system can work")

5.4.

Product 1 Cherries price premium 0 %
Product 2 Eggplant price premium 0 %

Wrap up / Conclusion :

.....

Woman, age: 35

1. Dietary habits in F&V:

1.1. a) Orange Bananas

b) Zucchini Potatoes

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Giving more vitamins and minerals.

Helping to cut down calories

1.6. All year long

1.7. a) b) c) d) e) f) Are always available (the consumer indicated that she didn't know the season of production)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

Extrinsic (or external) quality factors: g) h) X i)

Food safety factors: j) k) X l) m) X n) o).....

2.2. Brand (referring to the producer from whom she buys vegetables)

Convenience

Freshness

3. Access /Purchasing behaviors

3.1. a) 1 (most frequently) b) 2 c) not applicable

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

Extrinsic (or external) quality factors: g) h) X i)

Food safety factors: j) k) X l) m) X n) o).....**3.4.**

Product 1 Orange price 1.50 €/kg

Product 2 Zucchini price 2 €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical certification

4.3. a) X, b) X, c) X, d) , e) , f) , g) , h) , i) , j) , k).....

4.4. "I'm always seeking for healthy products. I know organics, but I don't trust them"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) X, c) X, d) , e) , f) , g) ,

4.7. "Although I never heard something like that before, I agree with the need to protect animals and workers"

4.8. a) , b) X, c) , d) , e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) , e) , f) , g) , h) X, i) , j) , k) X,

4.10. "Water resources and natural resources are in danger and must be protected"

5. Willingness to pay for F&V certifications:

favourite F&V: Orange, Zucchini

favourite channels: Local farmers

favourite certification: Geographical

5.1. Yes , No X,

5.2.

Product 1 Orange price premium 0 %

Product 2 Zucchini price premium 0 %

5.3. Yes X, No ,

5.4.

Product 1 Orange price premium 20 %

Product 2 Zucchini price premium 20 %

Wrap up / Conclusion :

.....

1. Dietary habits in F&V:

1.1. a) Grapes Grape fruits

b) Potatoes Onion

1.2. a) b) c) X d) e)

1.3. every day week X frequently

1.4. a) X b) c) X d) X e) X f)

1.5. Giving more vitamins and minerals

Helping to look better in appearance

1.6. Summer and autumn for grapes. All year long for potatoes.

1.7. a) X b) X c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) d) e) X f) X

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) X k) l) m) X n) o).....

2.2. Food poisoning

Convenience

Freshness

3. Access /Purchasing behaviors

3.1. a) 3 (less frequent) b) 1 (most frequent) c) 2

3.2. a) b) c) X d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) d) e) X f) X

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) X n) o).....

3.4.

Product 1 Grapes price 2.50 €/kg

Product 2 Potatoes price 1.10 €/kg

3.5

a) b) X c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical certification

4.3. a) , b) X, c) X, d) X, e) , f) , g) , h) , i) X, j) , k).....

4.4. "I am aware of several sustainability certifications, like organic production, and AGROCERT certification (integrated crop management)"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) , d) , e) , f) , g) , h) , i) X, j) X, k) ,

4.10. "Exploitation of natural resources must be decreased, and we must find ways to use insects that are beneficial for crops"

5. Willingness to pay for F&V certifications:

favourite F&V: Grapes, Potatoes

favourite channels: Super market

favourite certification: Geographical

5.1. Yes , No X,

5.2.

Product 1 Grapes price premium 0 %

Product 2 Potatoes price premium 0 %

5.3. Yes , No X,

5.4.

Product 1 Grapes price premium 0 %

Product 2 Potatoes price premium 0 %

Wrap up / Conclusion :

.....

Woman, age: 65

1. Dietary habits in F&V:

1.1. a) Pomegranate Apple

 b) Peppers Garlic

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Helping to improve body's digestive system.

Helping to look better in appearance

1.6. Autumn/winter (pomegranate) and summer (peppers)

1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X (referring to the producer) i)

 Food safety factors: j) X k) X l) X m) X n) X o).....

2.2. Taste and flavor

 Color and appearance

 Freshness

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) not applicable

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X (referring to the producer) i)

 Food safety factors: j) X k) X l) X m) X n) X o).....

3.4.

Product 1 Pomegranate price 2.80 €/kg

Product 2 Peppers price 3 €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Environmental certification, Geographical certification

4.3. a) X, b) , c) X, d) , e) X, f) , g) , h) , i) , j) , k).....

4.4. "The most important for me is to know where products grown up. It has to do with their quality. the second thing in order of importance is the ingredients used"

4.5. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.6. a) X, b) X, c) X, d) X, e) X, f) X, g) X,

4.7. "Those farmers who employ child labor should be punished. In Greece we don't have such problems, or at least I never heard something like that. However, it is still the most important aspect of socially right production. Then, to ensure quality of products is another priority"

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) X, b) X, c) , d) , e) , f) , g) , h) X, i) , j) , k) ,

4.10. "Caring about forests and other natural resources is crucial"

5. Willingness to pay for F&V certifications:

favourite F&V: Pomegranate, Peppers

favourite channels: Local farmers (farmers markets)

favourite certification: Environmental, socio-economic

5.1. Yes X, No ,

5.2.

Product 1 Pomegranate price premium 5 %

Product 2 Peppers price premium 10 %

5.3. Yes X, No ,

5.4.

Product 1 Pomegranate price premium 10 %

Product 2 Peppers price premium 10 %

Wrap up / Conclusion :

.....

Woman, age: 42

1. Dietary habits in F&V:

1.1. a) Pear Fig

b) Spinach Cauliflower

1.2. a) b) c) d) X e)

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f)

1.5. Helping to cut down calories.

Helping to improve body's digestive system

1.6. All year long

1.7. a) X b) X c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) X f)

Extrinsic (or external) quality factors: g) h) X i)

Food safety factors: j) k) l) m) X n) o).....

2.2. Freshness

Convenience

m) Additives like colorants, flavorings, preservatives

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) c) X d) X e) X f)

Extrinsic (or external) quality factors: g) h) X i)

Food safety factors: j) k) l) m) X n) o).....

3.4.

Product 1 Pear price 2 €/kg

Product 2 Spinach price 1.80 €/kg

3.5

a) b) c) X d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical certification

4.3. a) , b) , c) X, d) X, e) , f) , g) , h) , i) , j) , k).....

4.4. "There are so many logos referring to the quality that I can't distinguish them"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7. "All these characteristics sound important. But who and how can guarantee them?"

4.8. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.9. a) , b) , c) , d) X, e) , f) , g) X, h) X, i) , j) , k) ,

4.10. "Rationally using pesticides and reducing emissions of carbon dioxide during production"

5. Willingness to pay for F&V certifications:

favourite F&V: Pear, Spinach

favourite channels: Local farmers

favourite certification: Geographical

5.1. Yes , No X,

5.2.

Product 1 Pear price premium 0 %

Product 2 Spinach price premium 0 %

5.3. Yes , No X,

5.4.

Product 1 Pear price premium 0 %

Product 2 Spinach price premium 0 %

Wrap up / Conclusion :

.....

Woman, age: 37

1. Dietary habits in F&V:

1.1. a) Cherries Avocado

 b) Tomatoes Lettuce

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f) Immediate consumption (without the need of cooking)

1.5. Immediate consumption

 Helping to look better in appearance

1.6. "Cherries and tomatoes are seasonal products. You can consume them during spring (cherries) and summer (tomatoes). Otherwise, they are not produced in Greece"

1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) k) X l) m) X n) o).....

2.2. Seasonality

 Convenience

 Freshness

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) i)

 Food safety factors: j) k) X l) m) X n) o).....

3.4.

Product 1 Cherries price 5.50 €/kg

Product 2 Tomatoes price 2 €/kg

3.5

a) b) c) d) X e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical certification

4.3. a) X, b) , c) X, d) , e) X, f) , g) , h) , i) , j) , k).....

4.4. "I know the organic products but I don't prefer to buy them. I prefer to buy PGI products."

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , c) X, d) , e) , I am not familiar with this certificate ,

4.9. a) , b) X, c) X, d) , e) , f) , g) , h) X, i) , j) , k) ,

4.10. "Natural resources are used in a modest way and packaging material is recyclable"

5. Willingness to pay for F&V certifications:

favourite F&V: Cherries, Tomatoes

favourite channels: Local farmers

favourite certification: Geographical

5.1. Yes , No X,

5.2.

Product 1 Cherries price premium 0 %

Product 2 Tomatoes price premium 0 %

5.3. Yes , No X,

5.4.

Product 1 Cherries price premium 0 %

Product 2 Tomatoes price premium 0 %

Wrap up / Conclusion :

.....

Woman, age: 34

1. Dietary habits in F&V:

1.1. a) Watermelon Blueberries

 b) Asparagus Cabbage

1.2. a) b) c) d) e) X

1.3. every day X week frequently

1.4. a) X b) X c) X d) X e) X f) Reduce fluid retention

1.5. Reduce fluid retention

 Helping to improve body's digestive system.

1.6. Summer (watermelon), Spring (Asparagus)

1.7. a) b) c) X d) X e) X f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X (referring to the producer) i)

 Food safety factors: j) k) X l) X m) n) o).....

2.2. Seasonality

 Residues of pesticides/other chemicals

3. Access /Purchasing behaviors

3.1. a) 1 (most frequent) b) 2 c) 3 (less frequent)

3.2. a) X b) c) d)

3.3. Intrinsic (or natural) quality factors: a) X b) X c) X d) X e) X f) X

 Extrinsic (or external) quality factors: g) h) X (referring to the producer) i)

 Food safety factors: j) k) X l) X m) n) o).....

3.4.

Product 1 Watermelon price 1 €/kg

Product 2 Asparagus price 5 €/kg

3.5

a) b) X c) d) e)

4. F&V sustainability and certifications/standards:

4.1. Yes X, No ,

4.2. Geographical and environmental certification

4.3. a) , b) , c) X, d) , e) X, f) , g) , h) , i) X, j) , k).....

4.4. "I am interested in products grown under environmentally friendly conditions. I am familiar, yes"

4.5. a) , b) , c) , d) , e) , I am not familiar with this certificate X,

4.6. a) , b) , c) , d) , e) , f) , g) ,

4.7.

4.8. a) , b) , c) , d) , e) X, I am not familiar with this certificate ,

4.9. a) X, b) X, c) X, d) X, e) X, f) , g) , h) X, i) X, j) , k) ,

4.10. "Every human understands that it is important forests and natural resources be protected"

5. Willingness to pay for F&V certifications:

favourite F&V: Watermelon, Asparagus

favourite channels: Local farmers

favourite certification: Environmental

5.1. Yes X, No ,

5.2.

Product 1 Watermelon price premium 20 %

Product 2 Asparagus price premium 10 % (comment: "Asparagus are already expensive")

5.3. Yes , No X,

5.4.

Product 1 Watermelon price premium 0 %

Product 2 Asparagus price premium 0 %

Wrap up / Conclusion :

.....

Note: Participants were asked to evaluate the prices of apples, oranges, tomatoes to offer a general view of their perception of prices and willingness to pay for certified products. The results were the following:

Question 3.4

Product 1 (Apple): a) 1/8 (12.5%); b) 3/8 (37.5%); c) 2/8 (25%); d) 2/8 (25%); e) 2/8 (25%)

Product 2 (Orange): a) 2/8 (25%); b) 1/8 (12.5%); c) 1/8 (12.5%); d) 2/8 (25%); e) 2/8 (25%)

Product 3 (Tomatoes): a) 3/8 (37.5%); b) 0/8 (0%); c) 1/8 (12.5%); d) 2/8 (25%); e) 2/8 (25%)

Questions 5.2 and 5.4 were not posed during to lack of time

FOCUS GROUP TRANSCRIPTION

DATE: 23.11.2022,

**WHERE: ROME, CAMAPGNA AMICA FOUNDATION, VIA XXIV MAGGIO
ROMA**

Age and family composition of the participants

2: lives alone, buys fruit and vegetables for herself

3: separated, lives alone, buys fruit and vegetables for herself

4: married, with two children, 17-year-old male and 14 -year -old female, therefore adolescent age group

5: separated with two children who live with her, aged 22 and 25, therefore almost adults

6: married with three daughters under the age of 9, manages to make them eat fruit and vegetables

7: Lives with a 4-year-old girl who regularly eats fruit and vegetables and has preferences over carrots and potatoes

8: married with a 17-year -old daughter

1: married with two children, aged 17 and 23, both eat fruit and vegetables

Eating habits of the participants (whether they are people who watch their diet because they love natural things, whether they are obsessed with organic foods, whether they are vegetarians or eat whatever they like, whether they have particular habits)

6: He is full of obsessions but it is more of a 'I wish I could but I can't': he would always like to choose healthy food, but in the end, because he is in a hurry or for other reasons, he cannot always comply with his desires

5: She tries to choose fruit and vegetables in season, because since her children were little they have been used to eating all kinds of vegetables, they are fond of fruit, which is why they nevertheless aim for fruit and vegetables in season. It is fitting that now that the cold weather is coming she doesn't go looking for courgettes. Even at the cost of paying more for it, she always looks for fruit that is in season and that comes from small farmers where 'everyone makes his own': once she has selected,

she can also figure out quickly which farmer she has to go to. Her children are not vegetarians, they eat everything but want at least four vegetables at the table during meals.

4: She does big grocery shopping once a week (because during the week she has no time to manage all situations), so she dedicates one day a week to groceries. Her children eat everything (even junk food), they have no particular diets.

3: She usually eats a lot of fruit and vegetables because she likes it, obviously she also eats other things (meat, fish, etc.)

2: She eats fruit and vegetables mainly in the evening, for lunch she is more disorderly because she is in a hurry, she might eat a sandwich or a pizza

1: He eats a lot of fruit and vegetables with his family, he buys it almost every day, at the local market near his house, preferably from farm to fork, from farmers. Sometimes he may go to the weekly Campagna Amica market near his house

8: He looks after the weekly groceries, he is quite attentive; he prefers to go to the Campagna Amica market in Portonaccio, because he actually finds correspondence to his tastes, perhaps even those he had when he was young, in this market he can find flavours he wants to recognize. On Saturdays he does quality shopping at the market, but during the week he might integrate it at the Coop supermarket near his house if there are things that are missing. His family eats everything in a rather balanced manner.

What do they think of organic?

1: He buys organic foods, but not only organic, from a farmer from Atina that he has been going to for a long time, both for fruit and vegetables but also for prepared food. Now even eggs and meat are beginning to have organic certifications.

6: he does not buy organic foods

7: he does not buy organic foods. He also takes care of the grocery shopping (like participant n° 8), usually at the Campagna Amica market on Saturdays and then during the week, depending on his needs, he integrates with products that come from the supermarket, trying to cover anything that is missing (he goes to the market on a motorbike and therefore does not always manage to buy everything he needs at the market, especially because fruit and vegetables take up a lot of space).

6: He buys fruit and vegetables once a week at the market, he buys everything else on a daily basis or when it is needed.

Why NOT biological?

5: Because she has more trust in the farmer she relies on, in the past she has had false experiences with organic products; she trusts the small farmer who produces little compared to large organic productions (without taking anything away from organic). In the past she happened to see too much perfection in large organic productions, this leaves her a little skeptical. She has more trust in farmers, from whom at a glance she can see an apple bitten by a caterpillar, compared to an organic apple that is perfect.

2: She trusts farmers more, who are more reliable

As a general rule, the idea that farmers make healthy things makes up for the concept of organic; between organic at the supermarket and farmers at the market the latter is more reliable

1: He buys organic from a farmer he knows, so he trusts what the farmer tells him

8: With regard to fruit and vegetables, he doesn't often happen to pay attention to organic certification (he does it rather with meat, eggs, etc.). When he goes to the market for fruit and vegetables, he cares not so much about his trust in the producer as the guarantee of having a fresh product, so when he reads that the product is local he already has a certain guarantee of freshness. Sometimes he reads ORGANIC as a label, not so much on the side of producers and retailers as on the side of consumers, who sometimes do not know what it is, and he believes that there is no awareness on the subject of organic.

Do they buy fruit and vegetables also at the supermarket?

8: Always, also for home requests. For example, if he has to buy tomatoes for a winter salad, he does not find them in the Campagna Amica markets, so he buys them at the supermarket.

4: At the supermarket she buys exotic fruits that she does not find at the market.

At the supermarket do they pay attention to labels, stamps, certifications, etc.?

6, 7 and 8 pay a lot of attention to origin

3: she prefers Italian products, she is able to notice the difference between the fruit and vegetables she buys at the Campagna Amica market (which can last even a week in the refrigerator) and the fruit and vegetables she buys at the supermarket (which has to be thrown away after two days).

Do they pay attention to the brand of fruit and vegetables they buy?

1: Yes, he looks at the brand of fruit and vegetables he buys

8: There is a particular line that helps him to select a product that is produced in the Lazio region.

5: Even colour can guarantee a certain freshness, indicating that the fruit and vegetables she buys has not previously gone through ships, trucks, etc.

Moderator: it emerges that the participants' main criterion for choosing fruit and vegetables is origin (which indicates freshness and ensures that the products come from local, or at least Italian, producers).

7: Another important selection criterion is personal taste, which is often a determining factor. He gives an example: he loves chili, which is an ingredient that he necessarily must buy from abroad. There are ingredients he must inevitably buy from abroad, even to get his children used to varying their diet; he tries to get his children used to different colours, which nevertheless remind them of the same taste; for the children it almost becomes an experience. (For example, he blends cauliflower to be able to make his daughter eat it).

6: He pays particular attention to two things: first of all, if there are fair trade stamps (at the supermarket he chooses exotic fruits that have the 'fair trade' label, which guarantees the ethics of the product). In supermarkets, he pays a lot of attention to this ethical label: the fruit and vegetables that come from exotic countries are usually grown in intensive monocultures, this gives him the impression that there is a lot of exploitation of labour. For this reason he chooses exotic fruits that come from ethical controlled supply chains, because they indicate that there is respect for labour and the environment. In Italy he also chooses the ethical label for certain wines (for example wines coming from lands confiscated from the mafia) and for pasta. In addition, he avoids buying fruit that costs too little because at the supermarket they might sell fruit and vegetables that are going bad. At the Campagna Amica market, however, he buys everything because he trusts it

7: At the supermarket, he sometimes tries to buy coffee with the ethical label, but this label is not fundamental to him, the taste and flavour of the product is more important than the label.

Reasons why it is important to eat fruit and vegetables

7: It helps digestion

5: It helps the whole body, it's good for your hair, intestines, fruit is full of minerals so it also helps the brain. It helps our body feel good.

3: Fruit is fulling, it can replace a meal

8: He eats fruit not so much because it's good for you but because he likes it, in the evening he prefers to eat oranges or grapes rather than dessert. For him, eating fruit and vegetables is also a matter of pleasure and taste.

Do they buy fruit and vegetables out of season?

5: sometimes she might buy tomatoes out of season

Do they eat fruit and vegetables every day in winter or summer or are there seasons in which they eat more or less?

5: She usually eats less in winter, in summer it is cooler, but she still eats fruit and vegetables every day.

8: He always eats fruit and vegetables all year round; of course he eats more when it is in season, but there is always at least one vegetable on the table.

6: In winter preparing vegetables is a bit more difficult than in summer; in summer he can eat a cucumber or tomato the way it is. Apart from salad, the other vegetables must be cooked well.

5: On Saturdays she cooks all the vegetables, puts them in the fridge and then eats them during the week in different ways. In winter, leafy vegetables are the most popular.

[Participants fill in page 1 of the questionnaire]

What are your favorite fruits and vegetables?

8: Among the vegetables, artichokes (in spring and in December), green beans (in spring or summer), salad always, for a matter of convenience and the inability to choose the fresh one, he buys it already washed. He likes all fruit, except exotic ones (apart from bananas and pineapples), which he doesn't consider as fruit.

6: He really likes avocado under exotic fruit; as fruit he prefers cherries, apricots and peaches (especially in summer) and clementines. As for vegetables, he likes wild chicory, chicory and artichokes.

5: She likes all winter vegetables, starting from wild chicory to mixed green salad, as well as different types of broccoli; in winter there is a lot of choice of vegetables; in summer, aubergines (which can be cooked in different ways); as far as fruit is concerned, she likes a bit of everything, she likes apples only when they are cooked, during the winter she likes all citrus fruits (starting with lemon seasoned with salt and oil, which reminds her of her grandparents' tradition), in summer she likes apricots if

they are small and speckled, therefore less sought after than the large ones which can be more tasteless.

4: She likes all fruit in general, but especially honeydew melon; as for vegetables she likes broccoli

3: She likes tomatoes in summer as a vegetable, as a fruit she likes cherries in spring and melons in summer

2: Her favourite summer fruits are melons, watermelons and peaches; as far as vegetables are concerned, she likes broccoli, artichokes and sautéed vegetables in general

Do any of the participants treat themselves to first fruits or fruits and vegetables out of season?

5: no, due to cost and origin

6,1,2: no, because of its taste. For example, cherries around Christmas are tasteless

5: the perfection she finds in cherries that travel for hours makes her skeptical, she trusts farmers and therefore she knows what farmers put into the products they sell; as for the out-of-season fruit that she finds in supermarkets, on the other hand, perhaps she knows roughly where they come from but doesn't know what they put in them

Do they ask farmers if they use pesticides or do they trust them?

1: due to past experiences, he is not so sure that the farmer's products are healthier, he certainly knows that they are fresher

5: Obviously, appearance matters too, therefore the imperfection of the fruit and vegetables gives them a certain security, because it means that there is not an elevated amount of pesticide

2: like participant n°5, she prefers to see the imperfection on the fruit and vegetables she buys at the market

Moderator: therefore it emerges that the participants go to farmers not so much because they trust them but rather due to the irregularity of the appearance, from this they are able to deduce the quality of the fruit and vegetables they buy at the market

3: it's also a matter of flavour, the fruit and vegetables you buy at the market can be conserved longer in the fridge and keep their flavour

Do they buy fruits and vegetables in Bangla shops?

7: no

8: He notes that many people go shopping there because they find cheaper prices, as a result it is obvious that the quality and selection will be lower, according to him Bangla stores have the ability to buy the last fruits of the plants and, knowing that they will be undersold by other sellers, they sell them at a low price; sometimes when he finds very tempting products in Bangla shops he buys them, especially fruit. If he has to choose between Bangla fruit and supermarket fruit, he first looks for Bangla fruit, he hardly buys fruit from the supermarket because he knows that its appearance does not match its taste

Moderator: duration is an important element, but it can only be discovered after buying the product; it turns out that especially what the participants see with their own eyes is very important, a great discriminating factor is the perfection or imperfection that can be seen; another criterion is the channel, there are biases regarding the sales channel

8: At the supermarket there are niche products that are linked to the territory and cost more, but it always depends on the consumer's attention and economic possibilities, it always depends on the shopper's sensitivity

7: buying by looks is not only done with fruit and vegetables, but with all products (such as, for example, the colour of meat and fish)

4: She also gives importance to the scent of fruit

6: the theme is context: at the supermarket everything is laminated and packaged, this calls to mind the industry; at the Bangla shop you often find everything all mixed together and disordered but at the same time it is a local shop; therefore, you go to the Bangla store more for the sake of convenience (it closes at 11pm, it is less crowded than the supermarket and offers the possibility of establishing a direct relationship with the seller)

8: He does not fully agree with participant n°6, it is not just a matter of convenience; in his view, a Bangla store that opens opposite a supermarket wants to enter into competition with large retailers by offering lower prices; very often the Bangla buy products on offer in supermarkets and then resell them in their shops at lower prices

7: Bangla takes advantage of the fact they are open 24 hours a day and that they have everything, not only fruit and vegetables, but also other products that are needed in the house for overall shopping, which are mainly supermarket products (for example, if you need toilet paper, you can easily find it in the Bangla shop)

6: from his point of view, farmers' markets give a message of naturalness, this is what likely makes them successful

5: She agrees with participant n°6, at the market a direct relationship is established with the farmer who can give advice on how to cook a fruit or vegetable, he can give a recipe, this is something that is missing at the supermarket

[Participants fill in page 2 of the questionnaire]

The moderator summarizes the selection criteria: it emerges that fruit and vegetables must be fresh and therefore they must last, they must be imperfect to the eye and not beautiful; importance is given to the place they are purchased, but there is also attention on the price

5: she is willing to pay a little more for fruit and vegetables if she knows they are high-quality

Other elements on which the choice is based are fragrance and convenience: there are some ready-made fruits and vegetables (even though you might find unpleasant surprises inside the bag) and there are vegetables that take a long time to be washed

5: she never buys vegetables that are already cleaned

Do participants buy sealed bags from the Campagna Amica market or from other markets?

8: no, he has the patience to peel and clean everything

7: yes, although he definitely doesn't buy cut carrots or potatoes

6: yes, sometimes minestrone

Do participants know the nutritional content of vegetables?

4: some things yes, for example she knows that raw carrots have a lower calorie intake than cooked ones

5: she knows that beets increase hemoglobin, then there are some elements that are ideal for diabetics (fennel and cucumbers have a low glycemic value so they can be safely eaten by diabetics compared to other vegetables); or she knows that those who take anticoagulants cannot eat a lot of lettuce because it is rich in vitamins; she knows that feioja is a plant that is very rich in folic acid; there are so many things to know about each vegetable, so you can get interested

3: you can also get information on the Internet

1: he knows that kiwis and citrus fruits are excellent for vitamin C, bananas for potassium; he also knows that Roman broccoli could have anti-cancer properties, you just need to look up the information on the Internet

8: there is the problem of cooking vegetables, the way in which vegetables are cooked changes their nutritional value

7: he does not consider nutritional values

When they have to buy fruit or vegetables in a hurry at the supermarket, do they buy it loose or packaged?

Almost everyone buys it loose, except for potatoes, which they buy in a bag, which is more convenient

3: when she sees earthy potatoes, she happens to buy them loose too

6: He buys packaged fruits and vegetables

Do they pay attention to potato brands?

7: He doesn't pay much attention to brands

8: He often buys Selenella potatoes because 'they look good', by hearsay and because he also relies on his trust in advertising

Do they read the label on packaged fruit and vegetables at the supermarket?

7: yes, always

8: he usually doesn't buy cooked and pre-cooked vegetables at the supermarket, but if he were to buy them he would certainly read the label

Do they buy frozen vegetables?

They don't buy frozen vegetables

5: no; on the contrary, she buys fresh fava beans and then freezes them, because the taste is completely different between fresh fava beans and those already frozen at the supermarket

[Participants fill in pages 3 and 4 of the questionnaire]

Have any of the participants ever bought fruit and vegetables online?

1: Yes, citrus fruits from Sicily

8: always, especially oranges; his is basically a direct purchase (because he knows the producer and trusts him), only that it is online

7: it's happened a few times, it's certainly convenient, but it's very complicated with fruit and vegetables, he prefers to see it; he happened to buy canned beef online; sometimes he buys boxes online that include a mix of seasonal fruit and vegetables, he rarely buys a single fruit or vegetable online; he does a lot of fresh online purchases (such as milk and meat), but prefers to see fruit and vegetables before buying them

What emerged in the first part of the discussion suggests that origin is important for the participants: are there any foreign countries they trust more and others from which they would not buy?

5: information is important to her, she checks more when there are 'alarms' around (for example a date that came from a country that used more pesticides)

6: He has more trust in the countries of the European Union

7: sometimes he buys a certain product because it comes from that particular country, because it is so representative of the country of origin that in the collective image it cannot be good unless it comes from that country

[Participants fill in page 5 of the questionnaire]

According to the participants, are some products associated with a region or territory?

Yes, for example cherry tomatoes are connected with Sicily, artichokes with Lazio, prickly pears with Sicily and Sardinia.

6: Do some products have the EU brand?

Do they pay attention to brands that guarantee their origin (PDO, DOC, PGI, etc.)?

1,2: yes, on wine

5: on Tropea onions

7: he trusts the PDO but not the PGI, it does not guarantee the origin

What do they associate the sustainability certification with?

4: environmental sustainability

6: social and economic sustainability, he thinks about the environment and labour

7: a productive sustainability, sustainable ways to produce a product that was previously produced in another way

8: he claims that it is mainly a sustainability linked to the environment

1,2: the environment

What do they believe the so-called socio-economic certifications can certify?

8: that companies and producers respect the laws and regulations in the workplace

6: he thinks they could guarantee the employment of people 'in need' with poor contract agreements (for example, ex-convicts, disabled people, immigrant associations or political refugees)

What do they think environmental certifications can certify?

5: they certify regarding the use of pesticides, insecticides, fertilizers

6: they certify regarding biodiversity, the fact that a specific product is a protection of biodiversity, a rare product

Would they be willing to pay more for fruit and vegetables with these certifications?

5: yes, these certifications give an additional guarantee that gives confidence in the product, they guarantee that behind the processing there is the humanization and not the slavery of the person who cultivates, that the environment is preserved; therefore she is willing to pay more for these certifications, provided that the checks on these are actually carried out

4: she agrees, both types of certifications should go hand in hand, they increase the value of the product

1.2: if the certifications are true, they are willing to pay more; the farmer's certification at the market seems more credible than the one found at the supermarket

6: yes, he would pay more because the higher price spent on certifications offers benefits in return, according to him environmental certification concerns more aspects such as landscape protection, also in terms of the wild environment

7: if certification costs money, then he doesn't care; if, on the other hand, a state-funded certification body certifies at no cost to producers, then this would completely change his view and he would be willing to pay more; he suspects that if certification costs money, there could be a scam

8: if he doesn't see the certification, this does not mean that there is necessarily unreported employment behind it, however there are national laws to be complied with, therefore all agricultural production should be in compliance with these laws, regardless of the presence or absence of certifications: he would pay more attention to certifications on products coming from foreign countries, whose legislations he is not aware of. It is a different matter with organic products, here there is a process to comply with (beyond credibility), for which it is sufficient that the producers comply with the law, there is no need for certification: he would not pay more, on the contrary, he would be more suspicious ('if the producer is in good standing, why should he pay more for a certification?').

ITALY- FOCUS GROUP 2-REPORT 1

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit**..... /Least favorite :**Fruit out of season**.....

b) ...Favorite ...**Local vegetables**... / Least favorite:**Imported vegetables**.....

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** b) c) **d)** **e)** f)

1.5. 1. **a) Giving more vitamins and minerals**

2. **d) Reducing the risk of getting cancer**

3. **e) Helping to look better in appearance (e.g. skin condition)**

1.6. **Throughout all seasons**

1.7. a) b) c) d) e) f)**Coherently with the preference towards seasonality**.....

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) **k)** **l)** m) n)

o).....

2.2. 1. **a) Freshness**

2. **b) Seasonality**

3. **k) Residues of pesticides/other chemicals used during crop growth or production**

3. Access /Purchasing behaviors

3.1. 1. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

2. b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping

3.

3.2. a) b) c) d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) c) d) e)

3.4.2 (Imported)

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) Yes No

4.1.2. (Farmers' markets) Yes No

4.2. Environmental standards

Socio-economic standards

Food safety standards

Geographical standards

4.3. 1. c) Geographical origin

2. d) Presence of the organic logo

4.4. Yes No

4.5. a) b) c) d) e) I am not familiar with this certificate

4.6. a) b) c) d) e) f) g)

4.7. 1. a) do not employ child labour

2. g) ensure quality of products by certification and recognize for the consumer (respect to consumer rights)

4.8. a) b) c) d) e) I am not familiar with this certificate

4.9. a) b) c) d) e) f) g) h) i) j) k)

4.10. 1. h) use fewer pesticides/fertilizers in their production or use biological ones

ITALY- FOCUS GROUP 2-REPORT 2

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit** /Least favorite :**Early fruit**

b) ...Favorite ...**Seasonal vegetables** ... / Least favorite:**Out of season**

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** **b)** **c)** d) e) f)

1.5. 1. **a) Giving more vitamins and minerals**

2. **c) Helping to improve body's digestive system**

3. **b) Helping to cut down calories**

1.6 **Throughout all seasons**

1.7. **a)** b) **c)** **d)** e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** **e)** **f)**

Extrinsic (or external) quality factors: **g)** **h)** **i)**

Food safety factors: **j)** **k)** **l)** **m)** **n)**

o).....

2.2. 1. **b) Seasonality**

2. **a) Freshness**

3. **k) Residues of pesticides/other chemicals used during crop growth or production**

3. Access /Purchasing behaviors

3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

2. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**

3.

3.2. a) b) **c)** d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: **j)** k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) **h)** i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) **c)** d) e)

3.4.2 (Imported)

a) b) **c)** d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) **Yes** No

4.1.2. (Farmers' markets) Yes **No**

4.2. Environmental standards

Food safety standards

Geographical standards

4.3. 1. **c) Geographical origin**

2. **h) Presence of integrated pest management information**

4.4. **Yes** No

4.5. a) b) c) **d)** e) I am not familiar with this certificate

4.6. a) **b)** c) **d)** e) f) g)

4.7. 1. **d) observe fair trade**

2. **b) provide adequate working conditions and wages for workers**

4.8. a) b) c) **d)** e) I am not familiar with this certificate

4.9. a) b) c) d) e) **f)** g) **h)** i) j) k)

4.10. 1. **h) use fewer pesticides/fertilizers in their production or use biological ones**

2. **f) promote the diversity of plants in their production environment**

ITALY- FOCUS GROUP 2-REPORT 3

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:Seasonal fruit /Least favorite :Early fruit
.....

b) ...Favorite ...Local vegetables ... / Least favorite:Early vegetables
.....

1.2. a) b) c) d) e)

1.3. Fruit: every day week frequently

Vegetables: every day week frequently

1.4. a) b) c) d) e) f)

1.5. 1. a) Giving more vitamins and minerals

2. c) Helping to improve body's digestive system

3. b) Helping to cut down calories

1.6 Throughout all seasons

1.7. a) b) c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n)

o).....

2.2. 1. a) Freshness

2. b) Seasonality

3. l) Chemicals released from packaging of F&V

3. Access /Purchasing behaviors

3.1. 1. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

2. b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping

3.

3.2. a) b) c) d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) c) d) e)

3.4.2 (Imported)

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) Yes No

4.1.2. (Farmers' markets) Yes No

4.2. Environmental standards

Food safety standards

Geographical standards

4.3. 1. b) Date of durability/best before date

2. c) Geographical origin

4.4. Yes No

4.5. a) b) c) d) e) I am not familiar with this certificate

4.6. a) b) c) d) e) f) g)

4.7. 1. d) Observe fair trade

2. e) Support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific regions

4.8. a) b) c) d) e) I am not familiar with this certificate

4.9. a) b) c) d) e) f) g) h) i) j) k)

ITALY- FOCUS GROUP 2-REPORT 4

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit** /Least favorite :**Out of season fruit**

b) ...Favorite ...**Seasonal vegetables** ... / Least favorite:**Imported vegetables**

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** **b)** **c)** **d)** e) f)

1.5. 1. **d) Reducing the risk of getting cancer**

2. **c) Helping to improve body's digestive system**

3. **a) Giving more vitamins and minerals**

1.6 **Throughout all seasons**

1.7. a) b) **c)** d) **e)** f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** **e)** **f)**

Extrinsic (or external) quality factors: g) h) **i)**

Food safety factors: j) **k)** **l)** **m)** **n)**

o).....

2.2. 1. **a) Freshness**

2. **b) Seasonality**

3. **f) The colour and appearance/normally shape**

3. Access /Purchasing behaviors

3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

2. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**

3.

3.2. a) b) **c)** d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: **a)** **b)** c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: **j)** k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) **h)** i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) c) d) **e)**

3.4.2 (Imported)

a) **b)** c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) **Yes** No

4.1.2. (Farmers' markets) **Yes** No

4.2. Food safety standards

Geographical standards

4.3. 1. **b) Date of durability/best before date**

2. **e) Presence of the organic logo**

4.4. **Yes** No

4.5. a) b) c) **d)** e) I am not familiar with this certificate

4.6. **a)** **b)** c) d) e) f) **g)**

4.7. 1. **a) Do not employ child labour**

2. **b) Provide adequate working conditions and wages for workers**

4.8. a) b) c) **d)** e) I am not familiar with this certificate

4.9. **a)** **b)** c) d) e) f) g) h) i) j) k)

4.10. 1. **a) Production process has not led to deforestation**

2. **b) Do not use too much of the world's natural resources for their production**

ITALY- FOCUS GROUP 2-REPORT 5

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit** /Least favorite :**Imported fruit**

b) ...Favorite ...**Local vegetables** ... / Least favorite:**Imported vegetables**

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** b) c) **d)** e) **f)**

1.5. 1. **a) Giving more vitamins and minerals**

2. **f) Other: Helping cardiovascular system**

3. **d) Reducing the risk of getting cancer**

1.6 **Throughout all seasons**

1.7. **a)** b) **c)** d) **e)** f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** e) **f)**

Extrinsic (or external) quality factors: g) **h)** i)

Food safety factors: **j)** **k)** **l)** **m)** **n)**

o).....

2.2. 1. **b) Seasonality**

2. **c) Nutritional contents**

3. **j) Food poisoning**

3. Access /Purchasing behaviors

3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

2. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**

3.

3.2. **a)** b) c) d)

3.3.1. **(Local/national)** Intrinsic (or natural) quality factors: **a)** **b)** c) **d)** **e)** f)

Extrinsic (or external) quality factors: **g)** **h)** i)

Food safety factors: j) **k)** **l)** **m)** **n)** o).....

3.3.2. **(Imported)** Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 **(Local/national)**

a) b) c) **d)** e)

3.4.2 **(Imported)**

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. **(Supermarkets)** **Yes** No

4.1.2. **(Farmers' markets)** **Yes** No

4.2. **Environmental standards**

Socio-economic standards

Geographical standards

4.3. 1. **h) Presence of integrated pest management information**

2. **j) Presence of ethical/social aspects information**

4.4. **Yes** No

4.5. a) b) c) **d)** e) I am not familiar with this certificate

4.6. **a)** **b)** **c)** **d)** **e)** f) g)

4.7. 1. a) **Do not employ child labour**

2. b) **Do not use too much of the world's natural resources for their production**

4.8. a) b) c) **d)** e) I am not familiar with this certificate

4.9. **a)** **b)** **c)** d) **e)** f) **g)** **h)** **i)** j) **k)**

4.10. 1. a) Production process has not led to deforestation

ITALY- FOCUS GROUP 2-REPORT 6

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite: Seasonal fruit..... /Least favorite :Out of season fruit

b) ...Favorite ...Seasonal vegetables ... / Least favorite:Early vegetables

1.2. a) b) c) d) e)

1.3. Fruit: every day week frequently

Vegetables: every day week frequently

1.4. a) b) c) d) e) f)

1.5. 1. b) Helping to cut down calories

2. a) Giving more vitamins and minerals

3. c) Helping to improve body's digestive system

1.6 Throughout all seasons

1.7. a) b) c) d) e) f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n)

o).....

2.2. 1. d) The taste and flavour

2. a) Freshness

3. f) The colour and appearance/normally shape

3. Access /Purchasing behaviors

3.1. 1. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

2. b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping

3.

3.2. a) b) c) d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) c) d) e)

3.4.2 (Imported)

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) Yes No

4.1.2. (Farmers' markets) Yes No

4.2. Environmental standards

Socio-economic standards

Geographical standards

4.3. 1. b) Date of durability/best before date

2. c) Geographical origin

4.4. Yes No

4.5. a) b) c) d) e) I am not familiar with this certificate

4.6. a) b) c) d) e) f) g)

4.7. 1. a) Do not employ child labour

2. e) Support local (my residence country) farmers, or recognize and give value to local and traditional knowledge, as well as endemic products of specific regions

4.8. a) b) c) d) e) I am not familiar with this certificate

4.9. a) b) c) d) e) f) g) h) i) j) k)

ITALY- FOCUS GROUP 2-REPORT 7

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit** /Least favorite :**Out of season fruit**

b) ...Favorite ...**Seasonal vegetables** ... / Least favorite:**Imported vegetables**

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** **b)** **c)** **d)** e) f)

1.5. 1. **a) Giving more vitamins and minerals**

2. **b) Helping to cut down calories**

3. **c) Helping to improve body's digestive system**

1.6 **Throughout all seasons**

1.7. **a)** **b)** **c)** **d)** **e)** f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** **e)** **f)**

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) **l)** **m)** **n)**

o).....

2.2. 1. **a) Freshness**

2. **b) Seasonality**

3. **c) Nutritional contents**

3. Access /Purchasing behaviors

3.1. 1. **d) Other: Own production**

2. a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)

3. b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping

3.2. a) b) c) d)

3.3.1. (Local/national) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.3.2. (Imported) Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 (Local/national)

a) b) c) d) e)

3.4.2 (Imported)

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. (Supermarkets) Yes No

4.1.2. (Farmers' markets) Yes No

4.2. Environmental standards

Food safety standards

Geographical standards

4.3. 1. c) Geographical origin

2. h) Presence of integrated pest management information

4.4. Yes No

4.5. a) b) c) d) e) I am not familiar with this certificate

4.6. a) b) c) d) e) f) g)

4.7. 1. a) Do not employ child labour

2. b) Provide adequate working conditions and wages for workers

4.8. a) b) c) d) e) I am not familiar with this certificate

4.9. a) b) c) d) e) f) g) h) i) j) k)

ITALY- FOCUS GROUP 2-REPORT 8

After asking the relevant questions in the discussion guide, please write the information of each question in the relevant section. It should be noted that some responses can be obtained only by selecting the option from the provided card, and some questions require more explanations from the relevant discussion.

1. Dietary habits in F&V:

1.1. a) ...Favorite:**Seasonal fruit** /Least favorite :**Out of season fruit**

b) ...Favorite ... **Local vegetables**... / Least favorite:**Imported vegetables**

1.2. a) b) c) d) **e)**

1.3. Fruit: **every day** week frequently

Vegetables: **every day** week frequently

1.4. **a)** **b)** c) **d)** e) f)

1.5. 1. **a) Giving more vitamins and minerals**

2. **b) Helping to cut down calories**

3. **d) Reducing the risk of getting cancer**

1.6 **Throughout all seasons**

1.7. **a)** **b)** **c)** **d)** **e)** f)

2. Preferences towards F&V consumption:

2.1. Intrinsic (or natural) quality factors: **a)** **b)** **c)** **d)** **e)** **f)**

Extrinsic (or external) quality factors: **g)** **h)** i)

Food safety factors: j) **k)** l) **m)** **n)**

o).....

2.2. 1. **a) Freshness**

2. **d) The taste and flavor**

3. **e) Convenience (need to wash ready-to-eat F&V, shelf life)**

3. Access /Purchasing behaviors

3.1. 1. **a) from local F&V producers (e.g. on farm, in farmers' markets/shops, local food festivals or fairs, allotment gardens, etc.)**

2. **b) in supermarkets or local grocery stores/shops, supermarkets, on-line shopping**

3.

3.2. **a)** b) c) d)

3.3.1. **(Local/national)** Intrinsic (or natural) quality factors: **a)** **b)** **c)** d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) **k)** l) m) n) o).....

3.3.2. **(Imported)** Intrinsic (or natural) quality factors: a) b) c) d) e) f)

Extrinsic (or external) quality factors: g) h) i)

Food safety factors: j) k) l) m) n) o).....

3.4.1 **(Local/national)**

a) b) **c)** d) e)

3.4.2 **(Imported)**

a) b) c) d) e)

4. F&V sustainability and certifications/standards:

4.1.1. **(Supermarkets)** Yes **No**

4.1.2. **(Farmers' markets)** Yes **No**

4.2. **None**

4.3. 1. **b) Date of durability/best before date**

2. **h) Presence of integrated pest management information**

4.4. Yes **No**

4.5. a) b) c) d) e) **I am not familiar with this certificate**

4.6. **a)** **b)** c) **d)** **e)** f) g)

4.7. 1. **a) Do not employ child labour**

2. **b) Provide adequate working conditions and wages for workers**

4.8. a) b) c) d) e) **I am not familiar with this certificate**

4.9. **a)** b) **c)** **d)** e) f) **g)** **h)** i) j) **k)**

4.10. 1. **k) Use water sparingly in their production and processing**

2. **d) Do not emit carbon emissions caused by their production**

