

## First step towards a sustainability food labelling system: Existing sustainability food labels and consumer preferences



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## PREFACE

With pride we present our recommendation report concerning the development of a sustainable food label for Cormet. Besides that it is written for Cormet, our commissioner, this report is written for the course Academic Consultancy Training (ACT). The aim of this course is to provide students the possibility to work in a multi-disciplinary and multi-cultural team on a “real world” project with a “real” commissioner.

As said, the commissioner of this project was Cormet, more specifically: Sandra Gertsen and Frank van Zomeren. During the research it was our goal to give recommendations to Cormet on important things that need to be taken into account when they develop their own sustainability labelling system for food products in the Forum canteen. The literature research for existing labels was mostly focused on searching for existing sustainability labels for food. In the empirical research, students at the Forum were asked to fill in a questionnaire regarding the usage and perception of the Forum canteen, as well as about their preferences regarding sustainability (aspects) and labels.

This research is accomplished with the support of several people. We are very thankful for their input and help and therefore we would like to mention them in this preface. First of all we would like to thank Stefan Nortier, who was our coach during the whole period. Stefan made sure we stayed on a positive track by ensuring that we learned ‘How to dance in the rain’. Secondly we would like to thank Gert Spaargaren, who has been our expert during this project. Gert provided us with interesting knowledge, useful connections and guided us in the right direction. Finally we would like to thank Sandra Gertsen and Frank van Zomeren for providing us the project, being open minded regarding the changes which needed to be made, sharing their enthusiasm regarding sustainability and all the effort they have put in the progressing during this research.

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## I SUMMARY

With its ambition to become and stay a sustainability leader on the Dutch educational catering market, Cormet Campus Catering tries to implement sustainability practices in its value chain. Cormet currently faces the challenge to implement a labelling system for food products. GreenTeam consultancy is asked for help by the development of such a new labelling system.

To provide recommendations about the development of a new labelling system for food products in the Forum canteen, the five key values of Cormet – that together represent their vision on how to implement sustainability in their value chain – are linked to sustainability aspects. Thereafter, ten existing food sustainability labels that are used on the Dutch market and cover many sustainability aspects are described (as based on literature). With information about the aspects they cover, they could be linked to the five values of Cormet.

A questionnaire is conducted in which students at the Forum canteen were asked about their preferences regarding food sustainability and the communication of sustainability. The perceptions of 167 students are collected and analyzed. Five main questions are answered:

### **Do the students think sustainable food in the Forum canteen is important?**

Around half of all the respondents and the regular customers of the Forum canteen find sustainable food in the Forum canteen important. A majority of respondents assigned to these groups also consider sustainable food production equally important as taste and price and a majority would like to be able to choose between sustainable and non-sustainable products at the Forum canteen. Noticeable is that more than a third of the respondents in these groups would want to only be able to choose among sustainable products.

### **What sustainability aspects do the students find important?**

Most preferences of the students at the Forum canteen would be met if Cormet focuses on 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'seasonal food production', 'local food production', 'animal welfare' and 'minimizing ecological degradation'

### **If and about what sustainability aspects would the students like to be informed?**

A clear majority of the students would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product. The sustainability aspects most respondents would like to be informed about match very well with the aspects that the respondents would like Cormet to focus on, namely: 'eco-packaging', 'no use of chemical fertilizers & pesticides', 'local food production' and 'seasonal food production'. One exception is the aspect 'fair-trade'. Many respondents would like to be informed about fair-trade, but not that many respondents would like to see Cormet focus on fair-trade.

### **How would the students like to be informed about the sustainability aspects of food products?**

Almost all students would like to find information about the sustainability of food products nearby the food products. Slightly less than half of all respondents and the regular customers of the Forum canteen would like to see a new sustainability label to be developed for the Forum canteen. The amount of respondents that say they generally look for sustainability labels on food products is relatively similar to the amount of respondents that would like to see a new label.

### **How would students like a potential new label to be set up?**

Most students in all the respondent groups prefer a new sustainability label in the Forum canteen to be established in cooperation with either independent experts, or – slightly less preferred – in cooperation with Wageningen Environmental Platform.

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Information of existing labels, students' preferences, Cormet's five key values, conducted interviews and additional literature is combined. The values 'As less burdensome for the environment as possible', 'Society involvement' and 'Flexible working' of the five values of Cormet could be linked to sustainability aspects and all seem to be considered important by the respondents of the questionnaire.

In order to cover as many preferences as possible with as few labels as possible, Cormet could offer local, seasonal products which are also Demeter certified. If the amount and variety of products that are local, seasonal and Demeter certified are not broad enough to cover all food products that Cormet wants to supply their customers, a second option would be to choose EKO-trademark or EU Organic products that are local and seasonal and then use eco-packaging, even if this is not required by the labels.

Based on the student preferences, GreenTeam Consultancy recommends Cormet to (further explore and thereafter) create a new sustainability label for food products offered at the Forum canteen.

Moreover, Cormet is recommended to develop their own sustainability label in cooperation with independent experts and Wageningen Environmental Platform and focus on the sustainability aspects 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'seasonal food production', 'local food production', 'animal welfare' and 'minimizing ecological degradation', since this would meet most student's preferences.

It is recommended that Cormet uses existing labels as requirements for their own labelling system in case of the aspects 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'animal welfare' and 'minimizing ecological degradation', with requirements for seasonal food production and local food production developed by Cormet (possibly in cooperation with independent experts and WEP).

In conclusion, Cormet is recommended to set criteria for the food products to be organic, seasonal, local and eco-friendly packaged when they develop a new sustainability label.

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## 1 INTRODUCTION

How long can we maintain well-being if we go on the way we are using resources and producing waste? The last decades more and more awareness about the endlessness of resources and the limits of waste depositing is developed (Clift, 2003). Concerns exist about the effects of the behaviour of this and previous generations on future generations. In 1987, the Brundtland Commission effectively covered these concerns by defining sustainability as development that *“meets the needs of the present without compromising the ability of future generations to meet their own needs”* (WCED, 1987). Nowadays this definition is still the most used and quoted definition.

### 1.1 Sustainability in the food sector

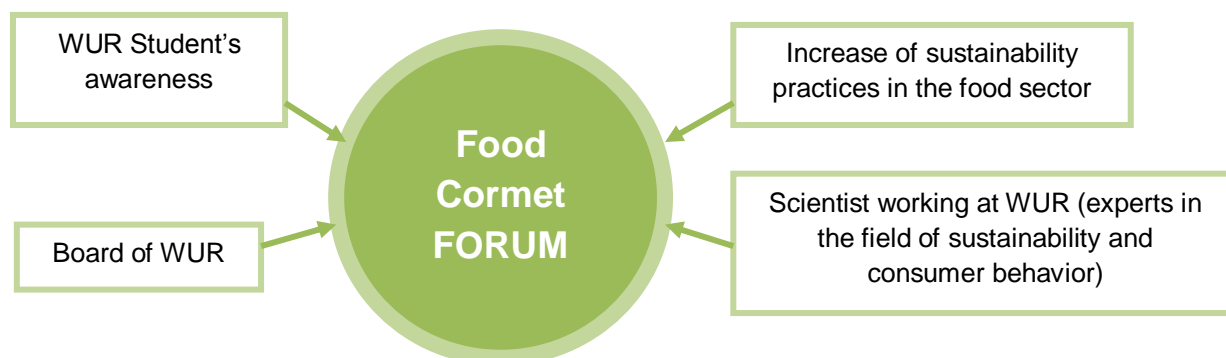
The public interest in sustainability in addition to the need to have a sustainable organizational structure and supply chain, are leading motivators for organizations to operationalize, incorporate and communicate sustainability. This as well accounts for the food sector, where sustainability practices are considered to be very important in the supply chain of organizations and in which consumer awareness increases. Food consumption directly affects the health of people, and food production has a direct impact on the environment, organisms and human life and is generally considered to be limited (Vermeir, 2005; King, 2011). Therefore, many sustainability standards as well as certifications are developed lately and within the Netherlands the Dutch ministry of Economic affairs, Agriculture and Innovation developed a Food Monitor System (King, 2011), to implement sustainability practices in the food sector.

### 1.2 Cormet Campus Catering

Cormet Campus Catering (Cormet) is active in the food sector as a caterer specialized in providing food to various educational institutes. Cormet sees the urgency of implementing sustainability into their value chain and has the ambition to become and stay a leading sustainable caterer at Dutch educational institutes (Gertsen, 2012).

Cormet is currently the caterer at the Forum, which is the main building of Wageningen University that accommodates both applied and academic Bachelor students and Master students from various programmes (Wageningen University, 2013). Within the WUR, a climate of sustainability awareness exists. Research is done into the field of sustainable food production as well as on consumer behaviour and the ability to guide this behaviour towards more healthy and sustainable food choices (‘nudging’) (Marketing and Consumer Behaviour department of WUR, 2013). A large proportion of the study programmes offered by Wageningen University focuses on the environment, nutrition and health. Therefore students of the University are generally considered to be committed to the environment and health. Indeed, current and just graduated students united themselves in The Green Office, through which they stimulate people within the WUR to become more aware of sustainability and to subsequently change their behaviour and lifestyle according to this. Moreover, the board of Wageningen University set requirements for the (sustainability of) food supplied by caterers at the University. Some of these requirements are set or strongly stimulated by the Dutch government or platforms like ‘Platform Verduurzaming Voedsel’ (LNV Consumentenplatform, 2010; Rijksoverheid, 2009; Voedingsadviesbureau de Winter, 2011). This environment of sustainability awareness is represented in figure 1.1.

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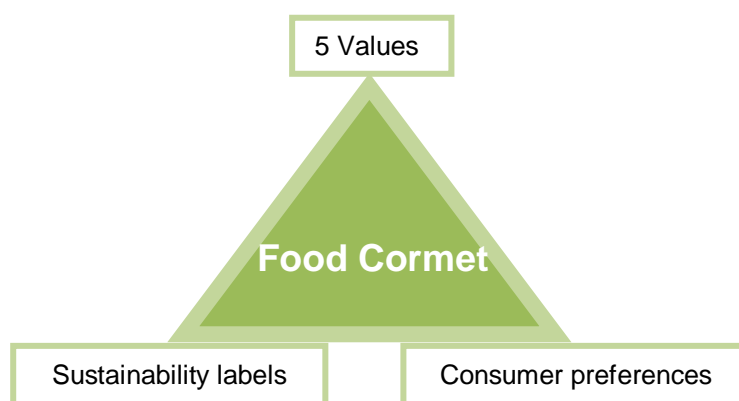


**Figure 1.1: The environment of sustainability awareness at Wageningen University.** In the context of Wageningen University, several parties, practices and ideas may influence the food products offered in the Forum canteen of Cormet.

### 1.3 Sustainability labelling system for food products

Cormet has already begun implementing sustainability into their practices, for example by having 'Kruidenier', who tries to minimize the ecological footprint of products they buy, as supplier for the Forum canteen (Gertsen 2012; Kruideniergroep, 2013). Currently, Cormet is in a stage in which they want to develop a labelling system to make the food products that they offer more sustainable (for example by adjusting their supplies) and to communicate the sustainability of their food products to the consumers. Wageningen University, with an environment full of awareness and knowledge about the need of sustainability practices is chosen by Cormet as starting ground to set-up a labelling system for food products. GreenTeam Consultancy was asked by Cormet to help with the development of their own labelling system, focussing on the canteen in the Forum.

To help Cormet in setting up a labelling system for their food products in a limited time-span, GreenTeam Consultancy analysed existing sustainability labels and Forum consumer preferences and linked these to the five values of Cormet, that represent their sustainable vision (Gertsen, 2012) (figure 1.2).



**Figure 1.2: The relationships between the three main topics assessed by GreenTeam Consultancy.** To derive recommendations for a sustainability labelling system for Cormet, sustainability labels and consumer preferences are mutually compared and linked to the five key values of Cormet, as described in their CSR report of 2012.

This approach is represented in one main research question that consists of several sub-questions which are described below.

The main research question of this project is:

'What are important things that Cormet needs to take into account when they develop their own sustainability labelling system for food products in the Forum canteen?'

The sub-questions which have been used to answer this main research question are:

- 1) What sustainability aspects and criteria are covered by existing sustainability labels?
  - a. What sustainability labels are regularly used on the Dutch Market?
  - b. What sustainability aspects are covered and which criteria are used?
  - c. How are these aspects and criteria related to the five values of Cormet?
- 2) What are the preferences of students at the Forum building regarding sustainable food products?
  - a. Do the students think sustainable food in the Forum canteen is important?
  - b. What sustainability aspects do the students find important?
  - c. If and about what sustainability aspects would the students like to be informed?
  - d. How would the students like to be informed about the sustainability aspects of food products?
  - e. How would students like a potential new label to be set up?
- 3) How can the existing sustainability labels and the consumer preferences be linked to each other and to the five values of Cormet?
- 4) Which recommendations can be given to Cormet based on the existing sustainability labels, the consumer preferences and the linkage of them both?

In order to derive the recommendations for Cormet, a general methodology is used which is described in chapter 2. Subsequently, in chapter 3 an overview of the five key values of Cormet can be found. In this chapter also the difference between sustainability categories, aspects, criteria and indicators is stated. The chapter is closed with linking sustainability aspects out of Cormet's Corporate Social Responsibility (CSR) report (Gertsen, 2012) to their five values. Chapter 4 focuses on existing food labels regarding sustainability. The existing labels are described and afterwards the criteria covered by the labels are categorized. Besides that, an overview of the labels related to the categories of sustainability is given together with a linkage of these labels to the five key values of Cormet. The results of Forum canteen consumer preferences as derived from 167 questionnaires that are filled in by students of Wageningen University, are given in chapter 5. The answers of several groups and sub-groups of respondents are thoroughly analyzed and main findings about the preferences of different groups of customers at the Forum canteen are stated. In chapter 6 the aspects derived from the existing sustainability labels and the consumer preferences are linked to the five values of Cormet, as well as to each other. These linkages will together create a view on what labels and what sustainability aspects Cormet should focus on when developing their own labelling system for food products at the Forum canteen. Based on this, conclusions can be drawn. Moreover, the limitations of the approach chosen and the conclusions drawn will be discussed in chapter 6. Together, the linkages between sustainability aspects, consumer preferences and Cormet's five values will generate recommendations and provide starting points on how to develop a sustainability labelling system, with a focus on the Forum canteen. Chapter 7 states the limitations of this report. Finally, the overall recommendations will be stated chapter 8.



## 2 METHODOLOGY

According to Verschuren and Doorewaard (2010), a project is either practice-oriented or theory-oriented. An important aspect of practice-oriented research is providing knowledge and information that can contribute to a successful intervention. This method is applicable for this research since both literature research and preferences of students are included to get to recommendations which can be taken into account by Cormet when implementing a sustainability labelling system. To be able to come to these conclusions, existing food labels are analyzed to see what sustainability aspects they cover. Also the opinion of students at the Forum is gathered to gain knowledge on what sustainability aspects of food are important for them.

The practice-oriented research can be split up in five different steps: problem analysis; diagnosis; design; intervention/change and evaluation (Verschuren and Doorewaard, 2010). The first step focuses on stating what the problem is, why it is a problem and whose problem it is. This is already formulated by Cormet: the goal is that they want to sell sustainable products and communicate this to the consumers. Within the scope of this project, two boundaries have been set related to this goal: the project focuses on criteria and aspects which can be taken into account by Cormet when implementing a sustainability labelling system, and the project will be focused on the specific case of the Forum canteen. The diagnosis (second) step focuses on determining a course of action that needs to be taken. This step is the focus of this project. By making use of both the existing label criteria and students' preferences, recommendations can be developed for a labelling system. When the path is set clear, Cormet can go on with the other steps of practice-oriented research. During the third step they can design a label and criteria which have to be fulfilled by the products to get a sustainable label. The implementation of this label takes place during the fourth step. In the final step, evaluation can take place on the implementation of the labelling system. As stated before, this ACT project will focus on step 2 and is not involved in the other steps.

The three research strategies which have been used during this project are literature research, survey through a quantitative questionnaire and interviews with experts. These strategies are the themes for the rest of this chapter. The different paragraphs state how the strategies have been applied in this project.

### 2.1 Literature research

To gain relevant information from literature, web search engines like Google Scholar, Pubmed and the Global search option of the online WUR Library have been used. Besides this books of the WUR library, the assigned expert and of the team mates themselves have been used. For the literature research, mostly scientific literature and official governmental document have been used.

The literature research for existing labels was mostly about searching for existing sustainability labels for sustainable food. The focus was on the criteria they cover, to see what aspects the food fulfill in order to get the label. Key words which have been used to search for the labels are: sustainable food labels, sustainability aspects of food, food labels, voedingslabels Nederland and food labelling Europe.

The aim of searching for literature on questionnaires and data analysis was to decide on how the questionnaire should be set up and how and in which order the questions should be asked to make the questions clear and the answers received as valid as possible. Moreover, literature was reviewed to see what the pitfalls of making a questionnaire are. For this part of the project, the key words which have been used are: how to make a questionnaire, consumer preferences questionnaire and methodology questionnaire.

Also a research on literature regarding data analysis took place. This information was gathered to see how the obtained results of the questionnaires could be analyzed in order to get useful results from the questionnaire. The used information was collected from text books.

Other key words which have been used during this project are: sustainable development, sustainability in the food sector, sustainability labels in the food sector, food sustainability, food sustainability standards certifications and aspects, criteria, indicators in sustainability.

## 2.2 Questionnaire

During the project, students at the Forum were asked to fill in a questionnaire regarding the usage and perception of the Forum canteen, as well as about their preferences regarding sustainability (aspects) and labels. The questionnaire focused on how important the students think it is with sustainable food in the Forum canteen; what sustainability aspects they find important; if and about what sustainability aspects they would like to be informed; how they would like to be informed about these and how they would like a potential new label to be set up. At 14<sup>th</sup> and 15<sup>th</sup> of February 2013, three members of GreenTeam Consultancy was actively addressing students to fill in the questionnaire. They asked the students in the Forum building if they would like to help with the ACT project by filling in the questionnaire on paper. If students approved, the questionnaire was handed over. The three team members were waiting somewhere in the nearby area until the questionnaire was filled in. Besides this, the students had also the opportunity to fill in the questionnaire online. Those students were approached by e-mail or social media like facebook.

Different sort of questions were used for the questionnaire: open and multiple choice questions. By using multiple choice questions, the student is forced to choose the factor that suits the most to their situation or opinion, while at the same time prohibit the respondent to come up with their own unique answer. The multiple choice questions can be analyzed quantitatively more easily than the open questions. However, open questions were also used in order to give the respondent the possibility to clarify, specify and/or expand their opinion. Herewith, also important additional opinions of students are taken into account.

## 2.3 Interviews

During the project, two interviews have been held. These interviews took place from 15<sup>th</sup> of January 2013 until 19<sup>th</sup> of January 2013. The interviews were held with experts in the field of sustainability and consumer behaviour. Information from experts is gathered to gain knowledge about how to measure and apply sustainability for a caterer. Besides this, the experts gave input on how to communicate sustainability to consumers. The interviews were semi-structured interviews (Leiden Universiteit, n.d.). This method is used to gather breadth information about the knowledge field of the experts. Before the interviews took place, some questions were set. These lists of questions were used but there was also the opportunity to ask additional questions. In table 2.1 it is visualized which experts have been interviewed and what the topic of the interview was.

**Table 2.1: Interviews.** An overview of the interviews which were conducted during this project.

Name	Function	Topic of the interview
Christy Kool	Head of quality and human resource	Sustainability scan
Maria Koelen	Professor in health and society	Consumer behaviour

The interview with Cristy Kool can be found in appendix A2. The interview with Maria Koelen is not included in the report but provided a fruitful mindset.

### 3 FIVE VALUES OF CORMET

The ambition of Cormet is to be and stay the most sustainable caterer at educational institutes; rather than the biggest one (Gertsen, 2012). The mission of Cormet is to offer specific, justified and honest educational catering concepts which take into account the different target groups and their individual wishes. Hereby, Flexibility and customization are important. Cormet wants to deliver a positive contribution to a safe, sustainable educational environment and a healthy lifestyle (Gertsen, 2012). To reach this ambition and mission, Cormet stands for five key values that come forward within daily business operations. Together with key words in which these values are translated, in this chapter the values are presented as they are stated in the CSR report (Gertsen, 2012). After this, the terms sustainability *categories*, *aspects*, *indicators* and *criteria* will be clarified, to avoid misunderstanding while reading the rest of the report. The chapter is closed with the introduction of sustainability aspects that are selected by GreenTeam (based upon the key words of Cormet) and linked to the five values of Cormet.

#### 3.1 The five values of Cormet as described in their CSR

##### **Value 1: As healthy as possible**

Cormet thinks that it is important that customers make a healthy, sustainable and conscious food choice. They think it is important that students are aware of what they eat and where it comes from and that they recognize the importance of food as an energy source for their body. Cormet strives to influence the customers positively, so they can make a healthy and well considered choice.

The key word for this value is:

- Social responsible purchasing.

##### **Value 2: As less burdensome for the environment as possible**

Cormet strives to take the environmental aspects into account when buying and using raw materials, materials and services, to reduce the environmental burden.

The key words for this value are:

- Animal welfare;
- Sustainable cultivation/breeding;
- Minimal water and energy use;
- CO<sub>2</sub> reduction;
- Transport reduction;
- Waste prevention and shrinkage, preferably biodegradable, recyclable and non-individual packages;
- Environment, climate and nature conservation (biodiversity).

##### **Value 3: An eye for the people**

Cormet thinks that it is important to take the people along in the sustainability process. This means instructing, informing (making aware) and cooperating with the client, employees, customers, but also with the stakeholders.

The key words for this value are:

- Involvement of employees;
- Social return;
- Promotion of the international labour norms and human rights in the international production chain;
- The rights of the employees are acknowledged within the whole production chain and child labour is excluded;

- Employees are trained to fulfill their tasks in a proficient and safe way. Besides that, the employees will get concrete possibilities to develop themselves further;
- Work with Wajong (work and employment support for handicapped youth).

#### **Value 4: Society involvement**

Cormet tries to deliver a positive contribution to a healthy, social, economic and sustainable society.

The key words for this value are:

- Fair trade;
- Open communication.

#### **Value 5: Flexible working**

Cormet wants to be a dynamic organization. They aim to adjust their business to the individual wishes and needs of the target groups and want to take into account the developments in the market and anticipate on this intentionally.

The key words for this value are:

- Season bound purchasing;
- Region bound purchasing;
- Deliver a tailored concept;
- Capacity to carry out changes quickly;
- Progress.

### **3.2 Sustainability categories, aspects, indicators and criteria**

As shown above, Cormet has set up clear key words per value. In the following chapters these keywords will be called aspects. *Aspects* are considered general types of information, that are part of a certain *category* (Clift, 2003). Sustainability is considered to consist of three categories, being society (people), environment (planet) and economy (profit) (Hirschberg et al., 2007; Senge et al., 2009). In this sense, the aspect 'CO<sub>2</sub> emissions' will be part of the category 'environment' (planet). On its turn, the aspect 'CO<sub>2</sub> emissions' might be specified in a *criterion*, as 'CO<sub>2</sub> emissions should be reduced'. By making a criterion measurable, it is possible to track and demonstrate the performance on this particular aspect (Clift, 2003). Such a specific measurement is called an *indicator* (Clift, 2003; Food and Agriculture Organization of the United Nations, 2008) and in this example could be 'CO<sub>2</sub> emissions should be reduced by ten per cent in the coming five years'.

There seems to be no consistent use of the terms 'categories', 'aspects', 'criteria' and 'indicators' and many different definitions are given in literature. In this report the words are used as described above and presented in figure 2.1.

Category → Aspect (key word) → Criterion → Indicator

**Figure 3.1: Categories, aspects, criteria and indicators.** The terms as used in this report, from broader and covering (left) to more specific and measurable (right).

### **3.3 Sustainability aspects coupled to Cormet's five values**

The five values of Cormet with their underlying aspects partly overlap. For example, in both the value 'An eye for people' and 'Society involvement' fair-trade is mentioned. In 'Eye for people' as the rights of the employees in the whole (international) product chain, in 'Society involvement' more specific, for the farmers. Here it is decided to link fair-trade to 'Society involvement', since the 'Eye for people' seems more focused on the circumstances of Cormet's own employees. Moreover, both the 'Eye for people' and 'Society involvement' may

cover environmental aspects that may have social and economic consequences for people. E.g. a loss of biodiversity because of waste disposition and logging could have far-reaching consequences for people living in these areas. However, these aspects are only handled as environmental aspects. No aspects will thus be assigned to the value 'Eye for people'. The labelling system as such can be part of 'Eye for people', since it in the broader sense informs the clients, employees, customers and stakeholders about the sustainability of practices of Cormet. Moreover, although certainly a part of sustainability, the value 'As healthy as possible' is not taken into account in this report. Cormet already labels their products according to the amount of kilocalories, proteins, carbohydrates, fats, fibers and salt in the product. Even though food toxicology is not covered by the health label of Cormet and may affect human health, GreenTeam Consultancy decided together with Cormet to focus on sustainable food production, rather than the health consequences for the consumers of food products.

Overall, GreenTeam Consultancy has coupled the sustainability aspects to values of Cormet as represented in table 3.1.

**Table 3.1: Cormet's values and sustainability aspects.** The five values of Cormet are coupled to sustainability aspects that are mentioned in their CSR. 'Health' and 'People' were not linked to any sustainability aspect.

Value	Sustainability aspects
Health	-
Environment	Reduction CO <sub>2</sub> emission, waste minimization, eco-packaging, animal welfare, minimization of ecological degradation, reduction of the use of chemical fertilizers and pesticides
People	-
Involved	Fair-trade
Flexible	Seasonal food production Regional food production



## 4 SUSTAINABILITY LABELS IN THE FOOD SECTOR


The main goal of Cormet is to set up a new labelling system based on their still to be developed criteria. To be able to realize a representative labelling system a thoroughly researched metrics system has to be developed. Due to the resources, time, knowledge and expertise that are needed to develop and update a valuable metrics system GreenTeam Consultancy chose not to take on this task. Instead a close look will be given to the (criteria of) existing labels, which can be interesting for Cormet to take into account when setting up their own labelling system. According to the publication 'Duurzaam inkopen catering 2012', by the Ministry of Infrastructure and Environment of the Dutch Government, it is a good solution to take a look at existing labels. They advise to use certifications of specific existing labels to live up to sustainability criteria the government has set up for sustainable purchasing.

According to Ingenbeek and Immink (2009) in the research 'Kracht van Keurmerken' by de Hek, Immink, Tacken, Ruissen, Haaster, de Winter and Meeusen (2012) labels fulfil two important roles: they function as information bearer and as a marketing tool. Within this report the focus is mainly on the role of information bearer, since the focus is on criteria that the labels stand for. In paragraph 4.1 a selection of existing labels within the food sector are described. In paragraph 4.2 criteria that are selected from these sustainability labels are related to the aspects as described in chapter 2. This selection will help GreenTeam Consultancy to relate criteria to the sustainability values of Cormet. In this way it becomes clear which existing labels cover which of the values of Cormet. Finally, in the last paragraph (4.3) the labels are linked to the five values of Cormet.

### 4.1 Existing food labels

In this paragraph, existing labels regarding sustainable food are described (table 4.1). The ten existing labels described in the table are selected on the fact that GreenTeam Consultancy thought that they would be most useful for Cormet when setting up their own labelling system. All the labels are mentioned by Milieu Centraal (n.d.). In this way it was made sure that the selected labels are present and used on the Dutch food market. During the selection of food labels it was ensured that all the sustainability categories (Society, Environment and Economy) were covered. Moreover, GreenTeam Consultancy chose labels that together covered most sustainability aspects that are mentioned in the CSR of Cormet (see also table 3.1).

**Table 4.1: Overview of existing sustainability labels in the food sector.** The sustainability labels used for food products are presented and a description of their policy is given.

Label	Description
	<p><b>Beter Leven</b></p> <p>The Dutch organization the 'Dierenbescherming' (animal protection) has developed the 'Beter Leven' (better live) label. The label is based on a three stars system and focuses on animals in the livestock industry: rabbits, hens, broilers, pigs, calves and cattle. The more stars the label contains, the more animal friendly the product is produced. The first star is focused on conventional farming and the most important welfare improvements. To get a label with two stars a farmer has to follow the standards regarding free range. To get all three stars, the already stated criteria have to be fulfilled and additionally the products have to be produced in a biological way. When the label with the three stars is assigned</p>

the farmer becomes certified for the EKO-trademark as well. The 'Beter Leven' label has specific standards for each group of animals. ([beterleven.dierenbescherming.nl](http://beterleven.dierenbescherming.nl)) Due to the fact that the 'Beter level' label is actually three labels in one (label with one, two or three stars), further on in the report GreenTeam Consultancy just focuses on the Beter Leven label with three stars: Beter Leven\*\*\*



### Carbon Trust Certification

The Carbon Trust Certification label is focused on helping organizations to limit their impact on climate change by measuring, managing and reducing greenhouse gas emissions. When an organization has the Carbon Trust Certification label it means that they have measured the Carbon footprint of their products and that they are committed to reduce their footprint. It therefore does not directly mean that an organization who works with the Carbon Trust label is actually reducing their Carbon footprint, since it could be that they only measure the Carbon footprint of their products. On the website of Carbon Trust Certification a definition of the Carbon footprint is not given. They do give the link of [carbonturst.com](http://carbontrust.com) which does describes the Carbon Footprint as *"A carbon footprint of a product of service is an assessment of the greenhouse gas emissions that are released as part of the product's lifecycle."* ([www.carbontrustcertification.com](http://www.carbontrustcertification.com))



### Demeter

Demeter is one of the oldest certification programs, established in 1928. The certification requires among other things the exclusion of synthetic fertilizers and pesticides, soil fertility management, exclusion of genetically modified organisms (GMO) and specific provisions for animal health and welfare including access to outdoors, space requirements, natural feed requirements, no growth promoters or pre-emptive antibiotics and no mutilation. ([www.demeter-usa.org](http://www.demeter-usa.org))



### EKO-trademark

Products which have received the EKO-trademark fulfil the governmental biological regulations set up by the Dutch government. The most important regulations are that there are no GMO, fertilizers or synthetical pesticides used during the food production. Besides that soil is improved with the use of organic fertilizers or plant residues and animal welfare is taken into account. ([www.consuwijzer.nl](http://www.consuwijzer.nl))

The EKO-trademark will slowly disappear. This is due to the fact that there is a European 'EKO' label which replaces the national EKO-trademark label. But at this moment both labels are in use, therefore the EKO-trademark label is still being taking into account in this report. The following label (EU Organic Products Label) is the European label which replaces the national EKO-trademark label.



### EU Organic Products Label

Farmers who like to use the EU Organic Products label have to follow the regulations on organic production given by the EU government. To make sure that the farmers who use the EU Organic Products label really produce organically according to the regulations by the EU, the farmers are inspected. The inspection takes place throughout the whole supply chain of the product. The farmers are obliged to produce their products without the use of chemical synthetic pesticides, synthetic fertilizers and antibiotics. The farmers cannot genetically modify or enhance organisms. The farmers are supposed to take care of multi-annual crop rotations, allow extended time for plants and livestock to mature and use native plant varieties and breeds. When at least 95% of the ingredients are organic the farmer is allowed to use the EU Organic Products label. ([www.ecolabelindex.com](http://www.ecolabelindex.com))



### FairTrade

FairTrade describes the goal of the standards as following: *"FairTrade standards are designed to support the sustainable development of small producer organizations and agricultural workers in the poorest countries in the world."* Besides that they describe the objectives of these standards clearly: *"Ensure that producers receive prices that cover their average costs of sustainable production; provide an additional FairTrade Premium which can be invested in projects that enhance social, economic and environmental development; enable pre-financing for producers who require it; facilitate long-term trading partnerships and enable greater producer control over the trading process; set clear core and development criteria to ensure that the conditions of production and trade of all FairTrade certified products are socially, economically fair and environmentally responsible."*

FairTrade is based on a partnership between producers and consumers. FairTrade offers a better deal to producers and give them improved terms of trade. This allows the producers to improve their current and future lives. The label offers the consumers a powerful way to reduce poverty in through their everyday shopping. ([www.fairtrade.net](http://www.fairtrade.net))



### Marine Stewardship Council

Organizations with the Marine Stewardship Council label (MSC) are sustainable fisheries. To classify when a fisher is a sustainable fisher, MSC has developed standards for sustainable fishery together with scientist and fishery experts. MSC defines sustainable fishery as following: *"The current catches should be at levels that ensure fish populations and the ecosystems on which they depend remain healthy and productive for todays and future generations' needs."* The MSC focuses on fish, crustaceans and shellfish that is caught in the wild, and therefore it does not take cultivated sorts into account. ([www.msc.org](http://www.msc.org))



### Milieukeur

Milieukeur is a label which besides food also has its focus on non-food products. Vegetables, potatoes, fruit, beer, concrete products, pork, arboriculture products, fire extinguishers, green electricity and eggs are examples of the 43 product groups that Milieukeur focuses on.

The standards of Milieukeur are based on reducing the environmental impact in terms of raw materials, energy, water use, pollution, packaging and waste. Besides that the standards are based on the aspects working conditions, animal welfare, crop protection, nature conservation and food safety. ([www.smk.nl](http://www.smk.nl))



### Rainforest Alliance

The Rainforest Alliance focuses on the Social, Environmental and Economic impacts of products from the rainforest. When looking at the environmental impact aspect it becomes clear that the Rainforest Alliance for instance focuses on ecosystem conservation, climate change, wildlife and waterways. The social impact aspects which the Rainforest Alliance focuses on are for instance the rights of employees, the use of pesticides, waste and human health and child labour. Examples of economical impact aspects are local economic development, consumer awareness and income. The main products that the Rainforest Alliance has standards for are bananas, tropical fruits, chocolate, coffee and tea. It does not become clear if the Rainforest Alliance focuses on rainforests all over the world or if they are mostly focused on specific areas. ([www.rainforest-alliance.org](http://www.rainforest-alliance.org))

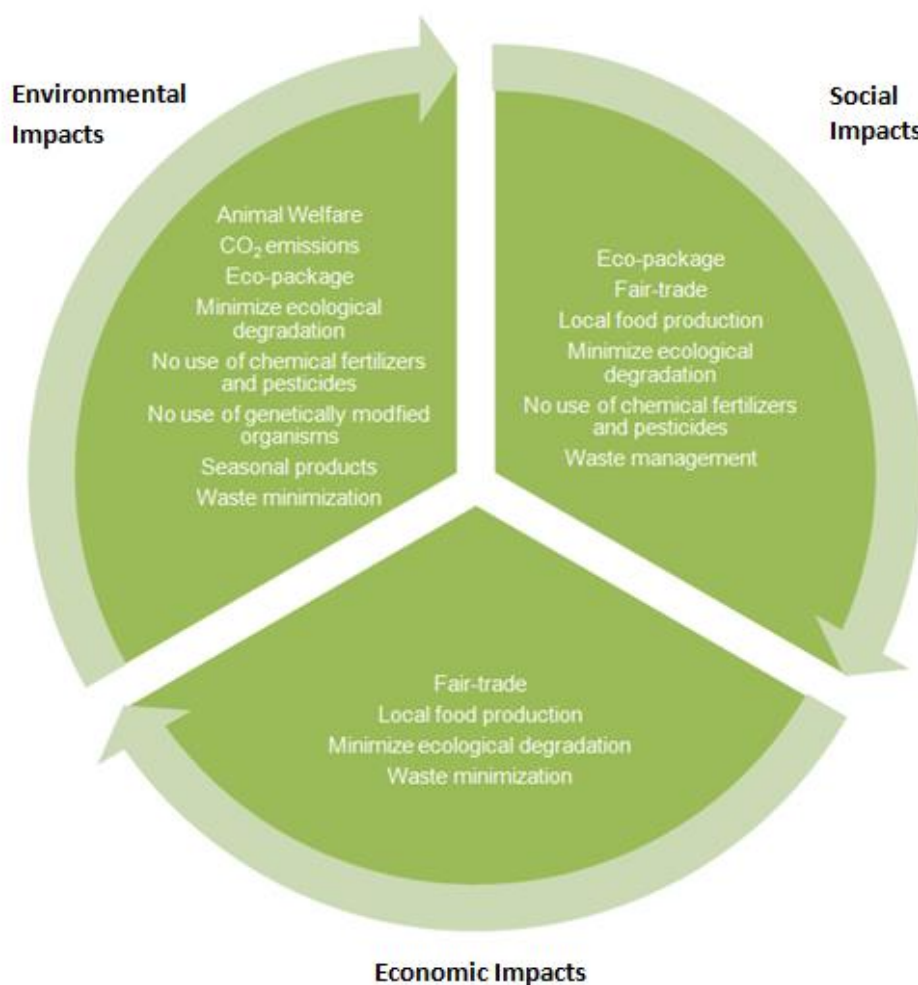


### UTZ certified

UTZ certified is mainly focused on the sustainable production of coffee, cacao and tea. For UTZ sustainable farming contains: *“good agricultural practices and management, safe and healthy working conditions, no child labour and protection of the environment.”* UTZ clarifies that third party monitors are used to ensure the sustainability standards are met and that they are able to track and trace the coffee, cacao and tea throughout the whole supply chain. ([www.utzcertified.org](http://www.utzcertified.org))

## 4.2 Criteria which are useful for Cormet

GreenTeam Consultancy has focused on several sustainability aspects which are perceived to be useful for Cormet and/or are used in the selected ten existing sustainability labels. Genetically modified organisms is not mentioned in the CSR report of Cormet, but is included in the standards of Demeter, EKO-trademark and EU Organic Products Label. Therefore, the aspect 'Genetically modified organisms' is added to the list of selected aspects. The sustainability aspects are presented in figure 4.1. The figure is based on a figure of Senge et al. (2009) that gives the categories (Society, Environment and Economy) of sustainability.



**Figure 4.1: Sustainability aspects assigned to categories.** Sustainability aspects as mentioned before (chapter 2) together with the label-derived aspect 'use of genetically modified organisms' are assigned to the three main sustainability categories (Society, Environment, Economy).

All the ten selected existing sustainability labels have criteria which need to be fulfilled for a food product to become certified. A selection of criteria presented in appendix A1 is made and the selected criteria are coupled to the different aspects. The heading 'other criteria' is used to sum up the criteria that are not related to the selected aspects, but might be useful for Cormet.

Note: For the labels that live up to EU organic standards (Demeter, EKO-trademark and EU Organic Products Label), only the EU criteria are mentioned when these overlap with their own label-specific criteria.



### **Criteria of existing labels related to 'Waste minimization during production'**

- Farms conduct activities which conserve water and avoid the wasting of it (Rainforest Alliance; Mileukeur).
- Not too much and not too little water should be used. Irrigation water can be used to prevent using too much water (UTZ Certified).
- In order to avoid environmental pollution, in particular of natural resources such as the soil and water, organic production of livestock should in principle provide for a close relationship between such production and the land, suitable multiannual rotation systems and the feeding of livestock with organic-farming crop products produced on the holding itself or on neighbouring organic holdings. (EU Organic Products Label, EKO-trademark).
- Recycling livestock manures via composting and pasture management (concentrates numerous crop nutrients/minerals and recycles them back into the farm; builds soil humus) (Demeter).

### **Criteria of existing labels related to 'CO<sub>2</sub> emissions'**

- The carbon footprint must be measured accurately (Carbon Trust Certification)
- An absolute reduction of the footprint must be demonstrated (Carbon Trust Certification).
- Good carbon management must be demonstrated (Carbon Trust Certification; Rainforest Alliance).

### **Criteria of existing labels related to 'Eco-packages' (recyclable)**

- It is prohibited to use a material which contains chlorine (such as PVC) (Demeter).

### **Criteria of existing labels related to 'Fair-trade'**

- All employees of an organization must have access to decision-making processes as much as possible and must participate in the activities of the organization (FairTrade).
- Key elements of fair-trade are: training opportunities; non-discriminatory employment practices; no child labour; no forced labour; access to collective bargaining processes and freedom of association of the workforce; condition of employment exceeding legal minimum requirements; adequate occupational safety; health conditions; sufficient facilities; the ability to join an independent union (FairTrade; Rainforest Alliance; UTZ).
- Buyers have to pay a fair-trade minimum price which helps the producers to cover the costs of sustainable production (FairTrade).
- Profits of the organization should be equally distributed among the producers (FairTrade).
- The working conditions are equal for all employees (FairTrade).
- Employers respect the employees' rights and well-being (Rainforest Alliance, UTZ Certified).
- Employers pay salaries which are equal or more than the minimum (FairTrade; Rainforest Alliance).
- Employers have a health and safety program to reduce or prevent the risk of accidents in the workplace (Rainforest Alliance).

### **Criteria of existing labels related to 'Animal welfare'**

- The management of animals is focused on promoting health rather than treating disease (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- The housing must be in such a condition that it does not affect the animal welfare negatively and respects the animals' species-specific behavioural needs (Demeter; EU Organic Products Label; EKO-trademark; Beter Leven\*\*\*).
- Personnel keeping the animals must possess the necessary knowledge and skills regarding to the health and the welfare needs of the animals (EU Organic Products

Label; Demeter; EKO-trademark; Beter Leven\*\*\*).

- The duration of livestock transport must be minimized (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Suffering and mutilation must be minimized until the time of slaughter (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Livestock must be fed with organic feed that meets the nutritional requirements at the various stages of its development (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Tethering or isolation of livestock is forbidden unless it is necessary for individual animals for a limited period of time and it is because of safety, welfare or veterinary reasons (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Organic livestock must be kept separated from other non-organic livestock (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- The livestock has access to open air areas whenever weather conditions and the state of the ground allow this (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Physiological and ethological needs of animals are met by husbandry practices including stocking densities, housing conditions (EU Organic Products Label; Demeter; EKO-trademark; Beter Leven\*\*\*).
- Fishery should use suitable fishing techniques to limit bycatching of what cannot be put back in the ocean alive and minimize harm to habitats. Specifically in sensitive areas like breathing areas and nursery grounds. (Marine Stewardship Council).

#### **Criteria of existing labels related to 'Minimize ecological degradation'**

- Organizations carry out activities that prevent or control erosion and reduce the loss of nutrients and the negative impacts on water bodies (Rainforest Alliance).
- The destination of waste is administered and designed to minimize possible environmental and human health impacts (Rainforest Alliance; Milieukeur).
- *"Fishing operations should allow for the maintenance of the structure, productivity, function and diversity of the ecosystem (including habitat and associated dependent and ecologically related species) on which the fishery depends."* (Marine Stewardship Council)
- The number of livestock should be limited to minimize overgrazing, poaching of soil, erosion or pollution caused by livestock (EU Organic Products Label; Demeter; EKO-trademark).
- Organic plant production must use tillage and cultivation processes that maintain or increase soil organic matter, enhance soil stability and soil biodiversity and prevent soil compaction and soil erosion (EU Organic Products Label; Demeter; EKO-trademark).
- By the use of multiannual crop rotation and by the application of livestock manure or organic material the biological activity of the soil can be maintained (EU Organic Products Label; Demeter; EKO-trademark).
- The plant production techniques must prevent or minimize any contribution to the contamination of the environment (EU Organic Products Label; Demeter; EKO-trademark).

#### **Criteria of existing labels related to 'No use of fertilizers and pesticides'**

- Plants must be fed through the soil ecosystem and not through soluble fertilizers (EU Organic Products Label, Demeter, EKO-trademark).
- *"The prevention of damage caused by pests, diseases and weeds shall rely primarily on the protection by natural enemies, the choice of species and varieties, crop rotation, cultivation techniques and thermal processes"* (EU Organic Products Label, Demeter, EKO-Trademark)

### Criteria of existing labels related to 'Genetically modified organisms'

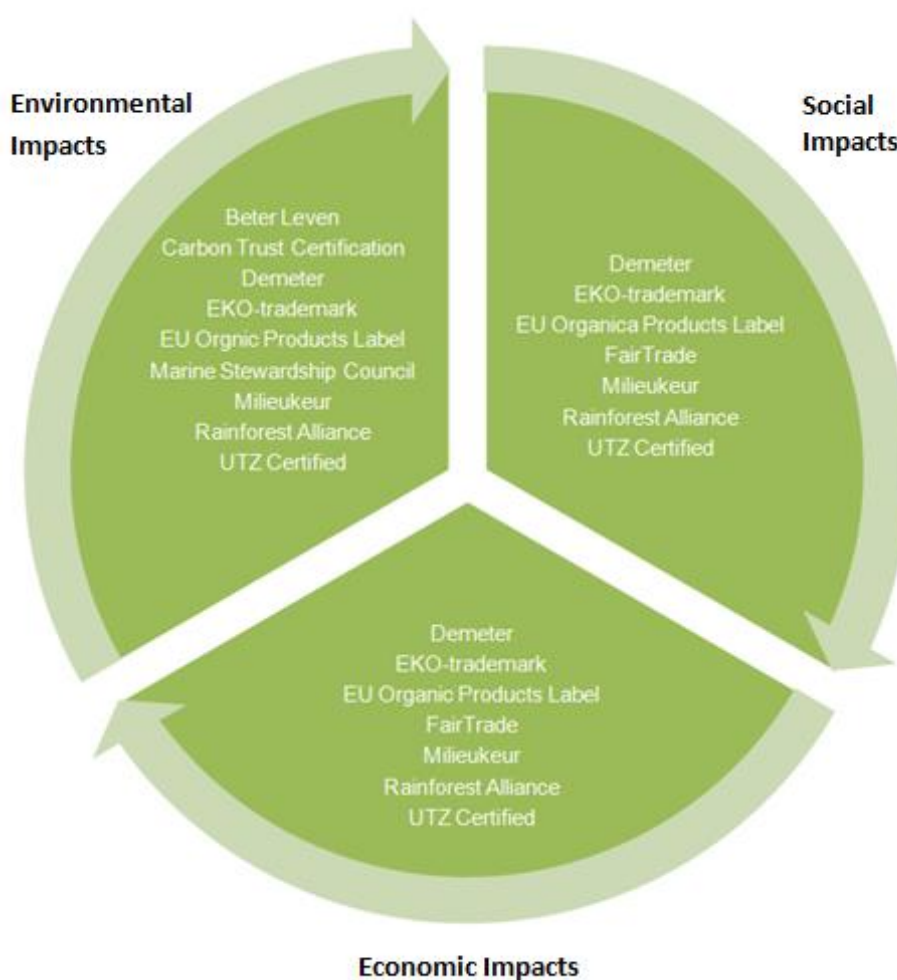
- The use of genetically modified organisms (GMO) must be avoided (EU Organic Products Label; Demeter; EKO-trademark).

### Other criteria

- Organizations should have an environmental policy statement which contains environmental goals (Milieukeur; Rainforest Alliance).
- The social and environmental management system is dynamic and adapts to changes that occur (Rainforest Alliance).
- Good hygiene practices are of crucial importance (UTZ Certified).
- Storage must be carried out in such a way that the loss of quality is avoided (Demeter).

Note: For the aspects seasonal products and local food production no criteria were found in the chosen existing labels.

With the criteria covered by existing labels described per sustainability aspect (e.g. CO<sub>2</sub> emission), the labels could be assigned to the three main sustainability categories. An overview of this is presented in figure 4.2.



**Figure 4.2: Existing sustainability labels in the food sector assigned to categories.** The ten selected food sustainability labels are assigned to the three main sustainability categories (Society, Environment, Economy).

It needs to be taken into account that GreenTeam Consultancy did not look at the indicators for the mentioned criteria, and can therefore not say anything about the qualitative strengths and differences of the labels other than what can be derived from the criteria themselves. Furthermore, for the criteria of the labels that live up to EU organic standards, only the EU criteria are mentioned where criteria overlap, making it hard to differentiate between the qualitative strengths of these labels (Demeter, EKO-trademark and EU Organic Products Label). The EU criteria are the minimum level these labels have to live up to, with more stringent requirements for Demeter, that among other criteria also includes biodynamic criteria.

### 4.3 Food sustainability labels linked to Cormet's values

For Cormet to make use of the existing labels in their practices to become a sustainable caterer, the existing labels are linked to their values. The linkage between the ten labels and Cormet's values is based on the aspects and criteria the labels cover. Table 4.2 represents this linkage and is based on table 2.1; in which sustainability aspects are linked to the values 'As less burdensome for the environment as possible', 'Society involvement' and 'Flexible working' of Cormet. Since no food labels could be found for seasonal and regional food production, the value 'Flexible working' could not be linked to existing food sustainability labels. Therefore, the ten existing food sustainability labels could only be linked to the values 'As less burdensome for the environment as possible' and 'Society involvement'.

**Table 4.2: Existing food sustainability labels linked to the values of Cormet.** Based on the aspects and criteria the ten selected labels cover, the labels are linked to the values of Cormet. No labels regarding the value 'Flexible working' could be found and therefore the labels could only be linked to the values 'As less burdensome for the environment as possible' and 'Society involvement'.

Value	Sustainability aspects
Health	-
Environment	Beter Leven***, Carbon Trust Certified, Demeter, EKO-trademark, EU Organic Products Label, Marine Stewardship Council, Milieukeur, Rainforest Alliance, UTZ Certified.
People	-
Involved	FairTrade, Rainforest Alliance, UTZ Certified.
Flexible	-

### 4.4 Limitations regarding the used existing labels

- The used existing labels are hard to compare due to the fact that there is not an overall matrix which is used to set up the criteria and directives. Every label uses its own structure and method to come to the criteria and directives (de Hek et al., 2012).
- A limited number of existing food sustainability labels is selected and other relevant labels could exist.
- Labels which are not included in this report can cover sustainability criteria, and thus sustainability aspects, which are not included in this report.
- GreenTeam Consultancy has only examined the quantity of aspects and criteria the labels cover. No search has been done on indicators the labels use, through which the quality of the existing labels is not assessed. Moreover, not all the specific criteria of Demeter, EKO-trademark and EU Organic Products Label are included, since the EU organic standards criteria are used when they overlap with the label-specific criteria.

## 5 QUESTIONNAIRE

In this chapter GreenTeam Consultancy focuses on Forum student's preferences according to sustainability practices in the Forum canteen. The methodology used for the questionnaire to be set up and filled-in and the motivation to do so (5.1), the results of the questionnaire (5.2) and the analysis of these results (5.3) are discussed.

### 5.1 Methodology and Motivation

A questionnaire is used to directly collect information from people who are interesting for the research. The type of information gathered is focused on the level of attitude, personalities, beliefs or preferences of these people (Leung, 2001). A questionnaire allows GreenTeam Consultancy to collect information from a large number of people in the same way and subsequently the data can be analyzed quantitatively.

The reason for GreenTeam Consultancy to use a questionnaire is to formulate an advice related to food labelling in the Forum canteen, based upon the preferences of the consumers. With this information Cormet will be able to better choose if, how and with focus on what, a new sustainability label can be set up in relation to the students at the Forum. Besides this, Cormet will be able to use this questionnaire to find out the preferences of the students at the other institutions which they cater. Qualitative interviews were not used during this project, since it would take a lot of time to interview the desired amount of students and ask them for their opinion. By using questionnaires, more students can be contacted within less time and more easily comparable data are gathered.

During the meetings with Cormet and the project specific assigned expert, many questions arose. For example: What do consumers who use the Forum canteen look at when buying food products? What does influence their choice? How aware are they of sustainability? Do consumers know existing sustainability labels? Why do consumers use the Forum canteen? What do consumers expect when they visit the Forum canteen? These questions were then structured into the following five main questions:

- 1) Do the students think sustainable food in the Forum canteen is important;
- 2) What sustainability aspects do the students find important;
- 3) If and about what sustainability aspects would the students like to be informed;
- 4) How would the students like to be informed about the sustainability aspects of food products;
- 5) How would students like a potential new label to be set up?

These questions have been divided into different sub-questions, which together form the questionnaire (appendix A3). The questions are as well presented in a purpose matrix, which can be found in appendix A4. This matrix explains the target and application of the specified questions. Together, the answers on the five main questions will give a broader view of students in the Forum and the consumers visiting the Forum canteen. This gives GreenTeam Consultancy the ability to provide an advice to Cormet according to student preferences.

After a first draft version of the questionnaire was conducted, feedback was given by the assigned expert, an expert in the field of consumer studies, environmental policy and sociology. Also a small pilot test took place with seven students who make use of the Forum canteen. Together with the expert's feedback a final questionnaire was made and used during this project.

In the questionnaire three different sorts of *closed* questions have been used: multiple choice questions, multiple response questions and Likert scale questions. With the closed questions, quantitative data are gathered, analyzed and presented in graphs and tables to



give a visualized overview of the preferences of students (McLeod, 2008). Multiple choice questions were used during this project since these kind of questions require less time than open questions where respondent has to explain his/her opinion in detail. Besides this, multiple choice questions do not bring along problems regarding unclear handwriting of the respondents and the difficulty of the respondents to express thoughts clearly (making the analysis of multiple choice questions easier). When using multiple response questions, the respondent has the ability to pick more than one answer out of the multiple set answers (de Vaus, 2002). During this project, a four point Likert scale has been used; there was no option to answer a 'neutral' or 'undecided choice'. The advantage of using a Likert scale of an even number is that the respondents were forced to decide whether they lean more towards the agree or disagree end of the scale (Trochim, 2006). The decision to use a four point Likert scale instead of a six point Likert scale is that the reliability increases with only 1% (from 84% to 85%) if you use a six point Likert scale compared to a four point scale (Lissitz and Green, 1975) while the time to complete the survey is significantly shorter since a longer scale makes answering the questions more complex with a six point Likert scale compared to a four point Likert scale (Goodwin, 2010). Overall, a combination of these closed questions types is used to on one hand force the students to choose an answer but on the other hand give them the opportunity to state their own opinion by grading or choosing multiple answers.

Besides the closed questions, *open* questions were included in the questionnaire to gather qualitative information. The most important reasons to use open are that these kinds of questions allow the respondents to express themselves in their own words and indicate what is important for them (Foddy, 1993). Therefore, open questions give the respondents the opportunity to add additional important information that was not included by GreenTeam Consultancy.

### **5.1.1 Research sample and respondents**

The respondents of the questionnaire are the students of the Wageningen University and students of Van Hall Larenstein (it could be that also other students visit the Forum canteen, but GreenTeam Consultancy assumes that only these students visit the Forum canteen). The method convenience sampling was used, a type of non-probability sampling where the researcher find respondents who are conveniently accessible (Kent, 2007). This is suitable for a project with limited time and resources, and allows to fast find out the attitudes, thoughts and behaviours of a large group of people (Lanthier, 2002). Only students have been asked to fill in the questionnaire, so teachers and other people visiting the canteen are excluded from this questionnaire. This choice has been made since most visitors of the Forum canteen are students and it simplifies the sampling. This because GreenTeam Consultancy does not know the right relative amount of students vs. other people. This being said, GreenTeam Consultancy does not make any claims for the data to be representative for all the students at the Forum. The results are considered valid for the actual respondents, while only indicating a possible view of the students at large.

During the 14<sup>th</sup> and 15<sup>th</sup> of February three members of GreenTeam Consultancy went to the Forum building during the lunchtime and in the afternoon. The members approached students which could be found near by the Forum canteen. Each respondent was informed about the purpose of the research and in case of obscurity they had the chance to ask for an explanation.

In total 140 complete questionnaires on paper were obtained, of which 138 were valid questionnaires. The other two questionnaires were not valid since GreenTeam Consultancy set a maximum of four closed questions not to be filled-in in order for a questionnaire to still be considered valid. Other measurements of validity were not included (e.g. inconsistent answers). Besides the paper questionnaires, students were asked to fill in the questionnaire online, available from the 14<sup>th</sup> to the 18<sup>th</sup> of February. These respondents were contacted by e-mail or social media like facebook. The number of obtained questionnaires by the online

version was 29. These questions were considered valid since students did not have the possibility to not fill in questions. In total, 167 valid questionnaires are included in the data analysis of the questionnaire.

### **5.1.2 Analyzing the data**

The results of the open and closed questions have been used differently. The closed questions have been analyzed by making use of Microsoft Excel. All the obtained data were coded in the code book, which can be found in appendix A5. With the use of Excel, general information has been gathered. Based on this, graphs and tables have been developed. Moreover, GreenTeam consultancy decided to make distinctions between customer groups relevant for the recommendation report for Cormet. Comparisons of data for different groups of customers have been made as well. The open questions have been looked at whenever there was a need to clarify what the respondents think (see Appendix A7)

### **5.1.3 Limitations regarding the conducted questionnaire**

- General limitations of closed questions within a questionnaire: the answers are largely set, which means that there is no opportunity to bring in other answers; the researcher has to know exactly what he/she wants to really ask for it (it has to be taken into account that the students can interpret questions in their own way) and there is only limited space for open questions where respondents can give their own opinion.
- General limitations of open questions within a questionnaire are: it is impossible to directly analyze the questions by making use of a statistical program (to explore potential correlation by linear regression', the handwriting might not be readable and there is the possibility of misunderstanding what the respondent had in mind.
- The project only focusses on students. However, also lecturers and PhD students are visiting the Forum canteen but these groups are not taken into account in this report.
- The group of the respondents cannot be treated as a representative for all customers visiting the Forum canteen.
- During the analysis of the data there is no program like SPSS used, which leads to that there are no proof of the validity of potential correlations.
- Open questions are included in the appendix. However, the results are not thoroughly used during the analysis phase. The answers of students could have influenced the analysis, conclusions and recommendations if some answers were often mentioned by the students.
- Respondents (18%) have mentioned Animal Welfare Approved as a label which is on products which they bought. However, this label is not available on the Dutch market. It might be that they recognize the label because they have seen it somewhere or that they associate it with a certain part of the label (animal welfare in general). So the answers given by the respondents could not be reliable then.
- The validity of the questionnaire was only checked against the amount of questions which were not filled in. The consistency of the answers or obedience to the rules to questions was not taken into account.
- Some of approached students who stated that they were not interested in sustainability or not a customer of the Forum canteen, have refused to fill in the questionnaire. This leads to the fact that the results are biased since the questionnaire is more likely to be filled in by students who are interested in sustainable food in the Forum canteen.
- One of the questions was related to the recognition of sustainable food labels. However, the used existing labels are used mostly within the Netherlands or Europe. Therefore there is a possibility that the labels are not/ less often recognized by students from the outside of the Netherlands or Europe.
- The results of the questionnaire cannot directly be applied at other educational institutes where Cormet caterers. Wageningen University is a specific educational

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Existing sustainability food labels and consumer preferences*

institute with students who have many different nationalities. Besides this, Wageningen University is strongly sustainability oriented. So the circumstances at the Wageningen University probably differ a lot with other educational institutes.

## 5.2 Results of the questionnaire

After collecting and validating the filled-in questionnaires, the results from 167 people were analyzed. 45% of the respondents were males and 55% were females (figure 5.1). The youngest respondents were 18 years old and the oldest was 42 years old (figure 5.3). The majority of the respondents are between 21 and 26 years old. The majority of the students filling in the questionnaire came from European countries; this was 59% (including Dutch nationality, which was 39%). The second largest group are people from Asian countries (China, India, Nepal etc.), with 31% (figure 5.2).

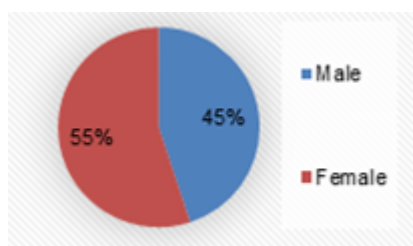


Figure 5.1: Gender of the respondents

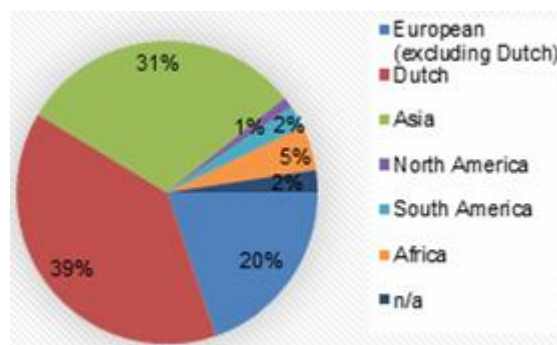


Figure 5.2: Nationality of the respondents

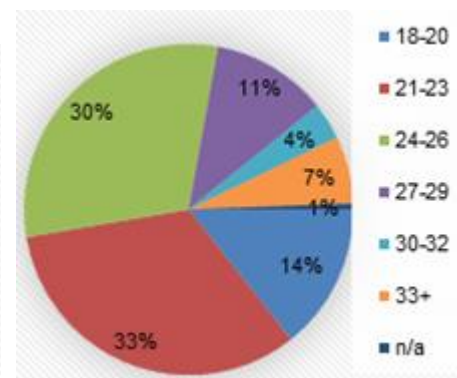


Figure 5.3: Age of the respondents

The dietary habits of the respondents are distributed among omnivores (all eaters), flexible vegetarians (flexitarian) and carnivores (meat lovers), with 57 per cent, 17 per cent and 16 percent respectively (as shown in graph 5.1).

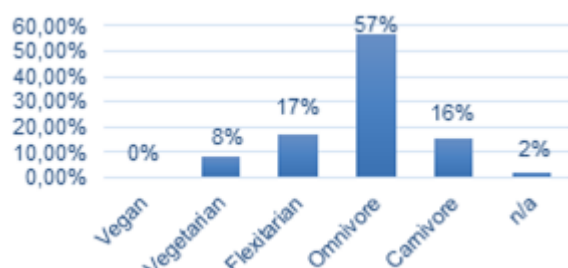
### Four groups of respondents

GreenTeam Consultancy decided to group the respondents into four main groups (graph 5.2) which could be relevant for Cormet. Groups are as follows:

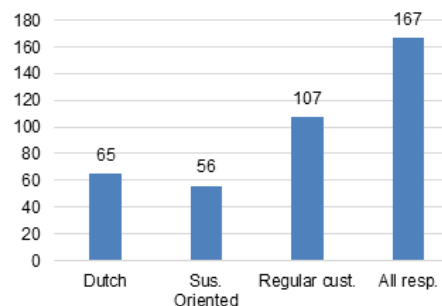
- Dutch: Students with a Dutch nationality.
- Sustainable-oriented (Sus. oriented): Students who are strongly sustainable oriented (see below).
- Regular customers (Regular cust.): Students who stated to buy food products in the Forum canteen at least once a week.
- All respondents (All resp.): All the respondents of the questionnaire.

*Note:* Respondents could be assigned to more than one group of respondents.

The *Sustainable-oriented* group consists of the students who answered that 1) sustainable production of food is an important motive for visiting the Forum canteen, 2) they think it is important or very important that the food served in the Forum canteen is sustainable and 3) that sustainable is more important or equally important as taste and price. The specific questions and answers defining the different groups can be found in appendix A4.



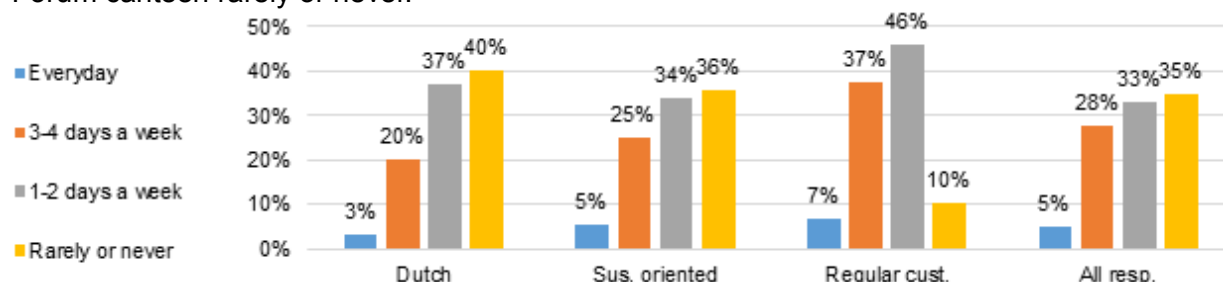
Graph 5.1: Dietary habits of respondents



Graph 5.2: Groups of respondents

### Frequency of visiting the Forum canteen

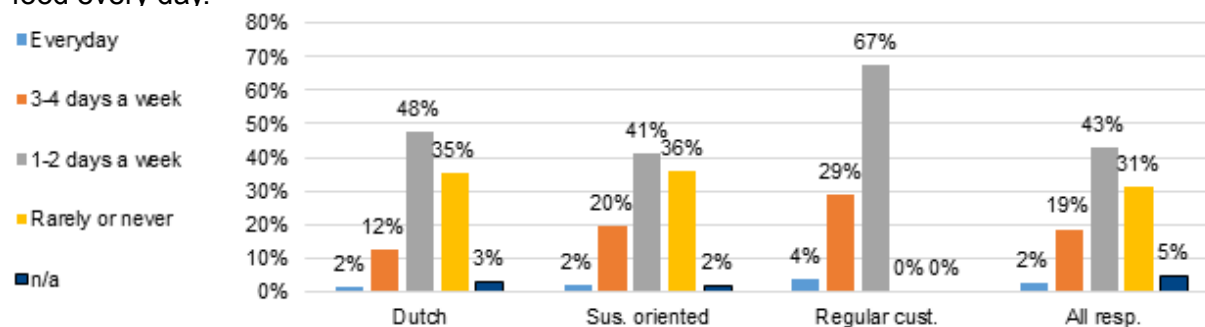
Graph 5.3 shows that the frequency of visits to the Forum canteen is very similar for all the groups (except Regular cust. which is to be expected). Noticeable is the 10% of the respondents that stated that they buy food at least once a week also stated that they visit the Forum canteen rarely or never.



Graph 5.3: Frequency of visiting the Forum canteen

### Frequency of buying food at the Forum canteen

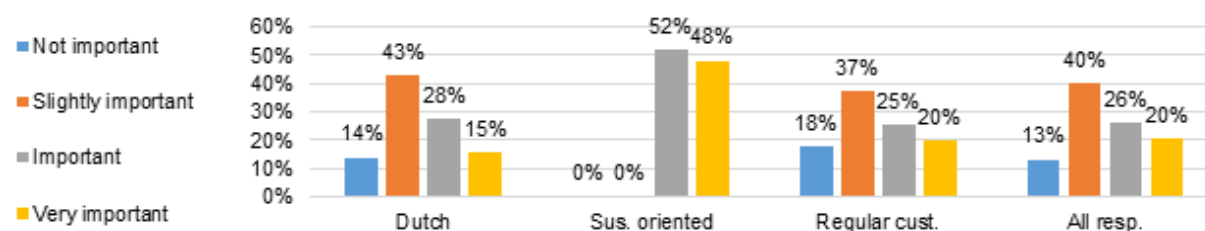
In graph 5.4 it can be seen that the majority of respondents stated that they have bought food 1-2 days a week during this college year. Only few respondents stated that they buy food every day.



Graph 5.4: Frequency of buying food at the Forum canteen

### Importance of sustainable food in the Forum canteen

In graph 5.5 it is visualized that 46% of all respondents and 45% of the regular customers think that it is important or very important that the food served in the Forum canteen is sustainable.

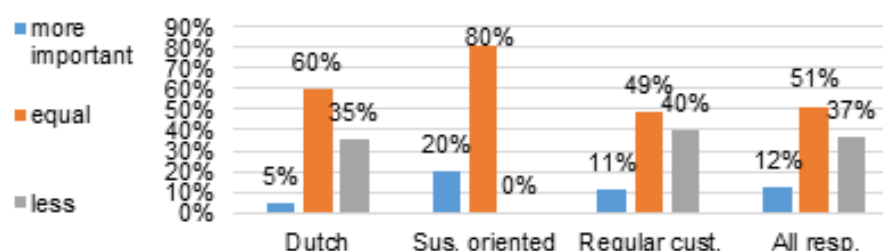


Graph 5.5: Importance of sustainable food in the Forum canteen



### Importance of sustainability compared to price and taste

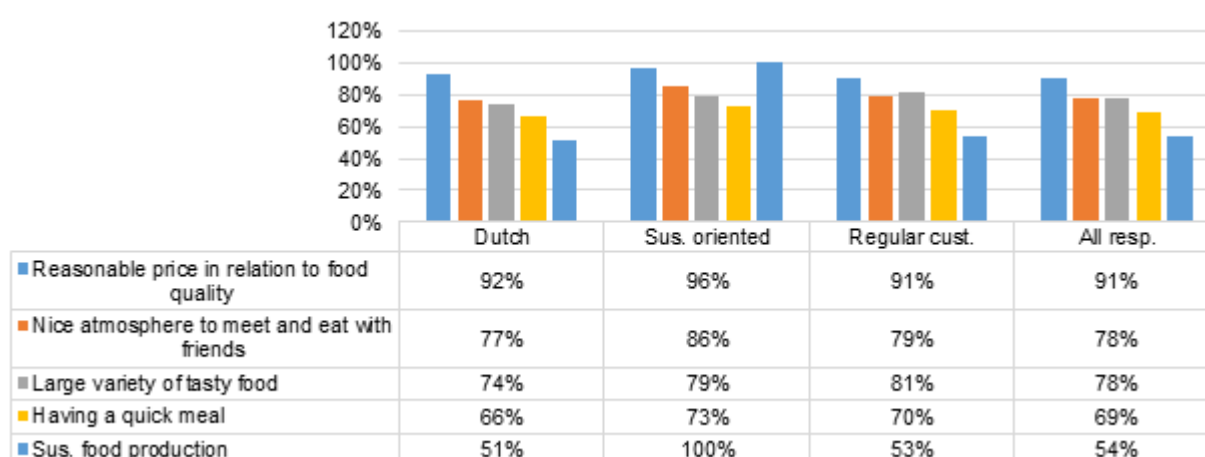
In graph 5.6 it is shown that a majority, 51%, of all the respondents think that sustainability is equally important as price and taste and that only 20% of the sustainable oriented respondents think that it is more important.



Graph 5.6: Importance of sustainability compared to price and taste

### Motives for visiting the Forum canteen

Graph 5.7 shows that over all, a reasonable price in relation to food quality is found most important when visiting the Forum canteen.



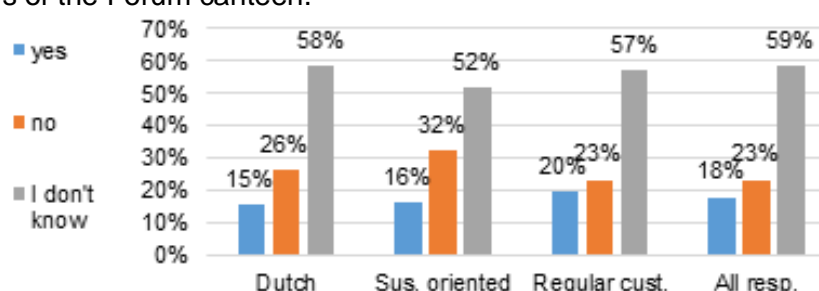
Graph 5.7: Motives for visiting the Forum canteen

### Respondent's voluntary additions on their perception of the Forum canteen

Of the 167 respondents, 53 respondents did add something about their perception of the Forum canteen in an open question that was not compulsory to be filled-in. Of these 53 respondents, 17 people responded that the food served at the Forum canteen is too expensive. Moreover, 12 people responded that the canteen is too busy and 11 people said that the variety of food products is too limited. (Some answers included more than one of these three factors mentioned). All the answers to this open question can be found in appendix A7.

### Perception of the sustainability of the food at the Forum canteen

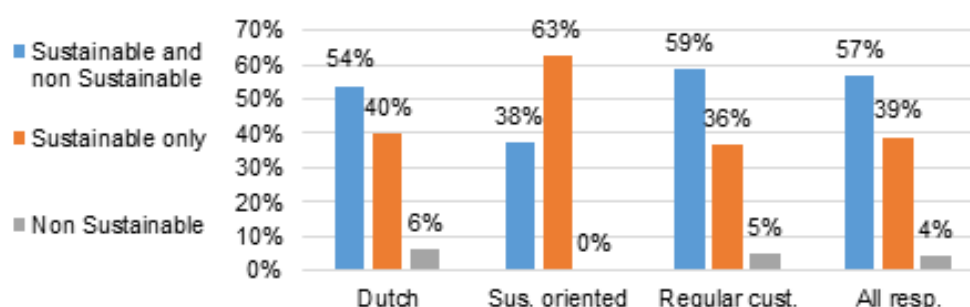
In graph 5.8 it can be seen that a majority of the respondents state that they do not know if the food offered in the Forum canteen is sustainable. Among the sustainable oriented respondents, 32% think the food is not sustainable, compared to 23% of all respondents and regular customers of the Forum canteen.



Graph 5.8: Perceptions if the food in the Forum canteen is sustainable or not

### Preference regarding food options in the Forum canteen

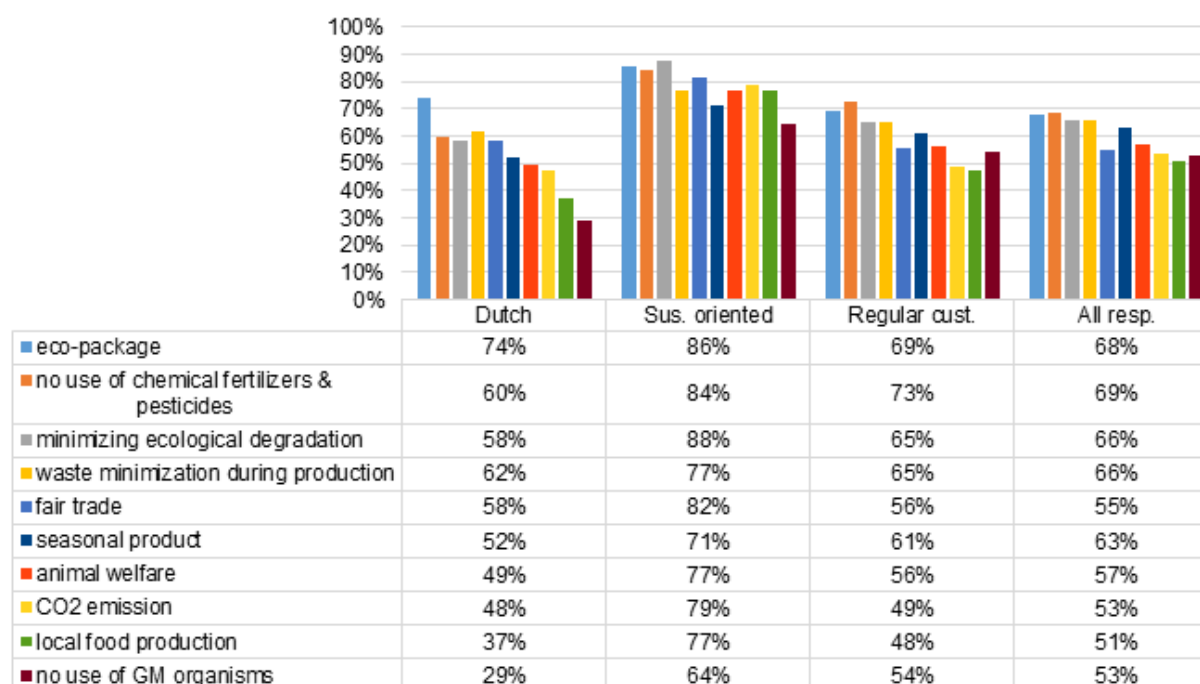
In graph 5.9 it is shown that on average the respondents would rather be able to choose between sustainable and non-sustainable food products than to choose from sustainable products only.



Graph 5.9: Perceptions if the food in the Forum canteen should be sustainable or not

### Sustainable aspects that are seen as important or very important

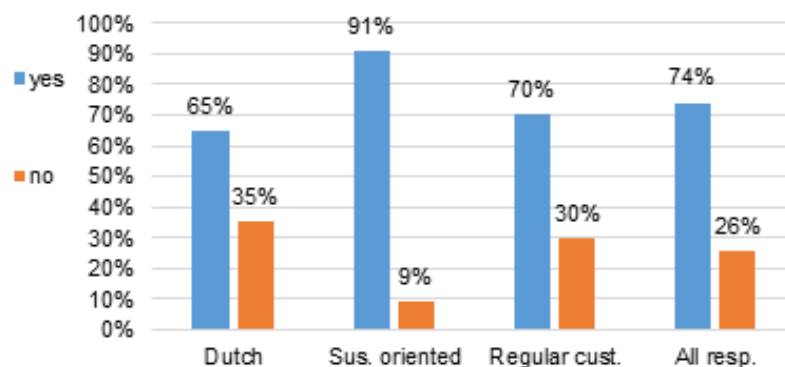
In graph 5.10 it can be seen that no use of chemical fertilizers & pesticides is considered the overall most important sustainability aspect: 69% of all respondents rated this aspect as important or very important; while eco-package (68%), minimizing ecological degradation (66%), and waste minimization (66%) are other highly ranked aspects. For the sustainability oriented respondents, minimizing ecological degradation is rated the most important (88%), with eco-package (86%), no use of chemical fertilizers & pesticides (84%) and fair-trade (82%), as other aspects rated important or very important by a large percentage of the sustainable-oriented respondents. See appendix A6 for full tables with the numbers for “Not important” and “Slightly important”.



Graph 5.10: Sustainable aspects that are seen as important or very important.

### Respondents' preference to be informed about the sustainability of the food or not

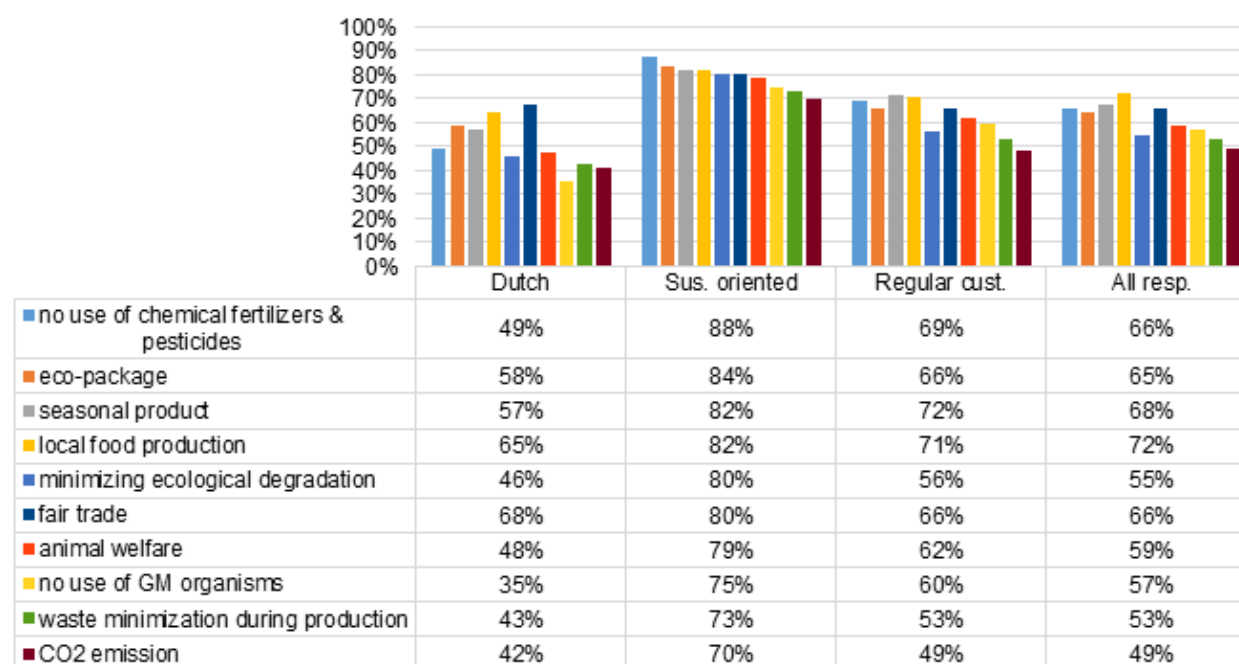
In graph 5.11 it is shown that a clear majority (74%) of all respondents want to be informed about the sustainability of the food products in the Forum canteen.



Graph 5.11: Respondents' preference if they want to be informed about the sustainability of the food

### Sustainability aspects the respondents would like to be informed about when they buy a food product

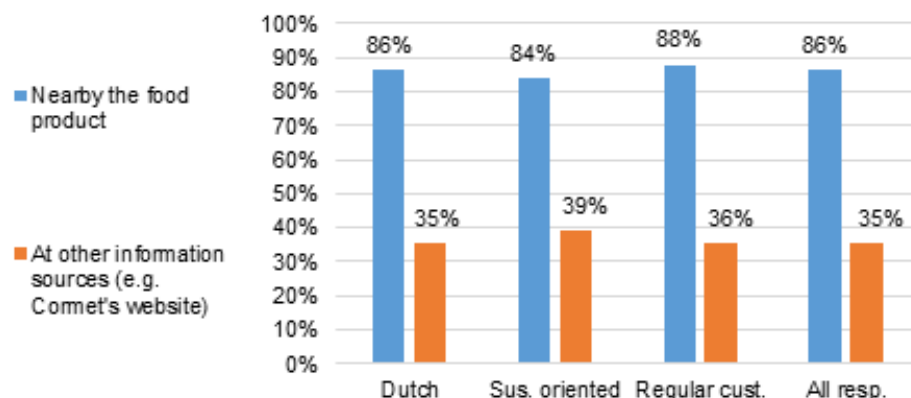
In graph 5.12 it is shown that overall, local food production is the aspect that most respondents would like to be informed about (72% all respondents), while seasonal product, no use of chemical fertilizers & pesticides, fair-trade and eco-packaging together make up the second most important aspects to be informed about for all the respondents.



Graph 5.12: Sustainability aspects which the respondents would like to be informed about when they buy a food product.

### Where respondents would like to see information regarding the food products in the Forum canteen

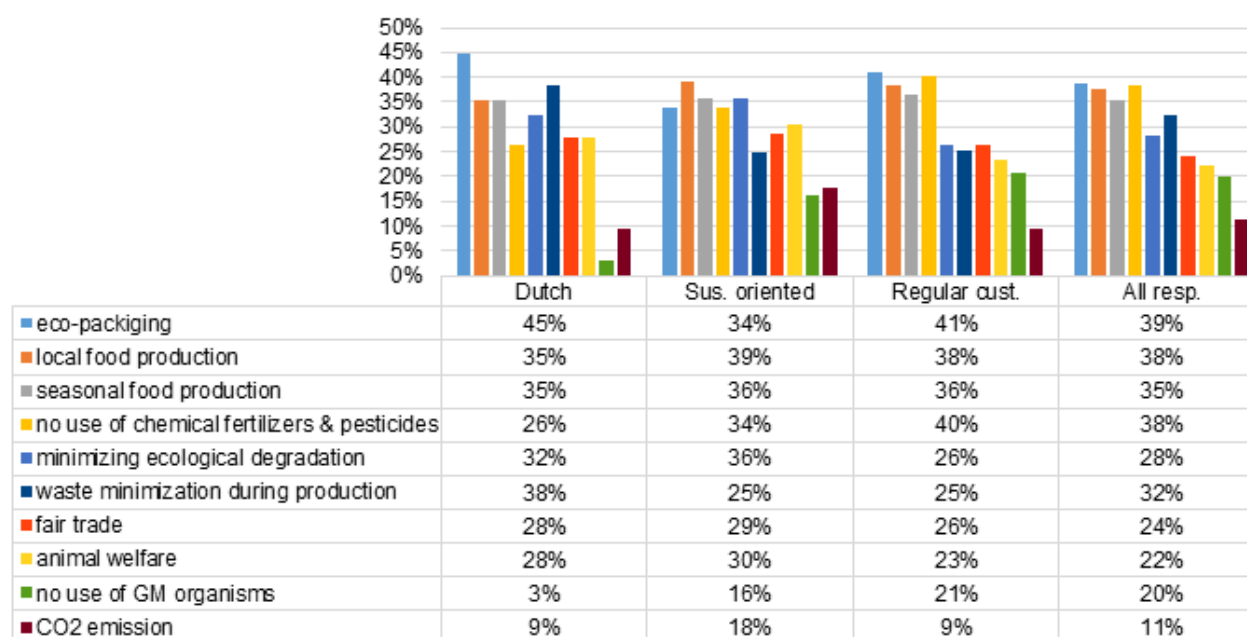
In graph 5.13 it can be seen that a majority of all respondents would like to find information regarding the food products at the Forum canteen nearby the product. This was a multiple response question in which more than one answer could be given, which explains why the total exceeds 100%.



Graph 5.13: Place where respondents would like to see information regarding the food products

### What sustainability aspect the respondents think Cormet should focus on

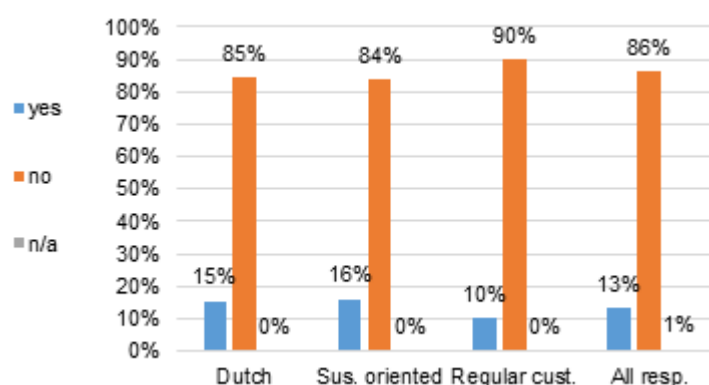
Graph 5.14 shows that the respondents think eco-package, local food production and no use of chemical fertilizers & pesticides are the three most important aspects that Cormet should focus on. This question was a multiple response question in which the respondents were asked to fill in their top three.



Graph 5.14: Sustainability aspects the respondents think Cormet should focus on.

### Whether or not respondents think that there are sustainability aspects missing in the questionnaire.

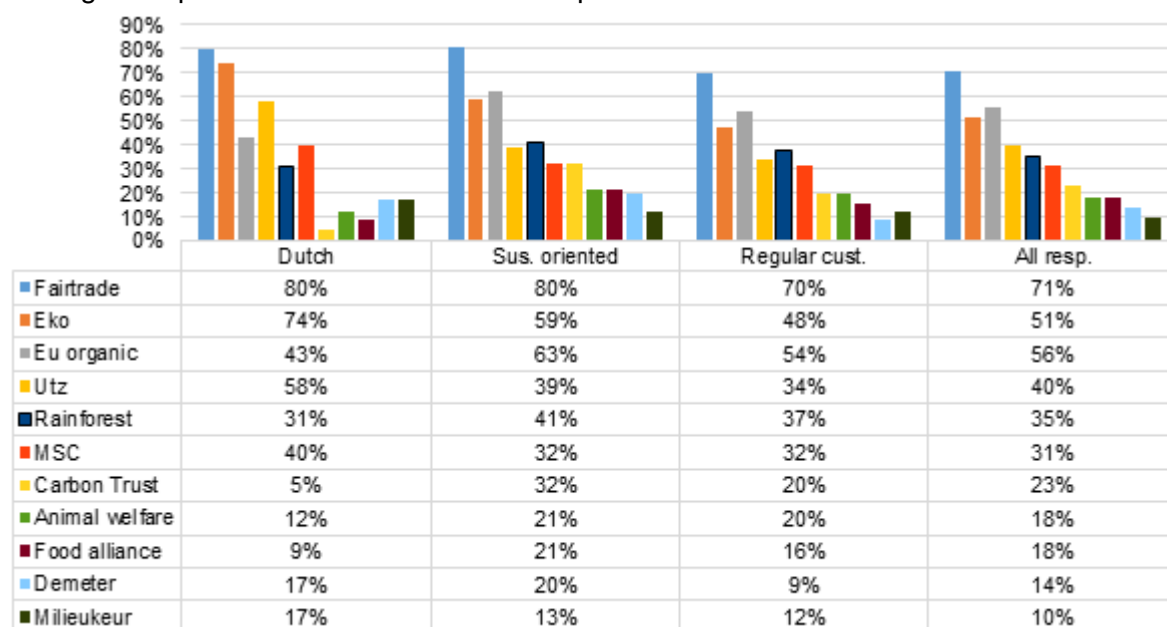
In graph 5.15 it can be seen that overall 13% of all the respondents thought there were sustainability aspects missing in the questionnaire. Of these, 16 respondents (10% of all the respondents) specified what sustainability aspect they thought was missing. The most common aspect mentioned by these 16 respondents was waste-processing during the production of the food products (waste separation/recycling) (n=4). Moreover, a direct relation with farmers without the intervention of wholesalers and reduction or exclusion of the use of preventive antibiotics were mentioned as missing aspects (n=1).



Graph 5.15: Opinion if students think that sustainability aspects are missing in the questionnaire

### Labels that the respondents recall being on a food product that they bought in the previous six months

Graph 5.16 shows that 'FairTrade' is the label most respondents recall being on a product they bought during the last six months. Also EU Organic and EKO labeled products are among the top three remembered labels on purchases.

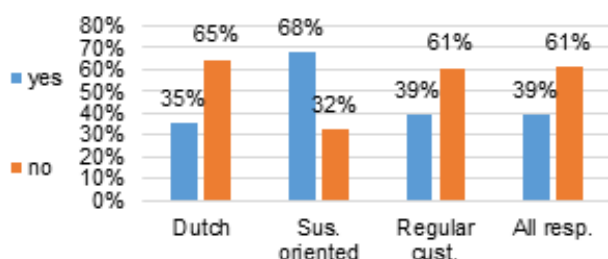


Graph 5.16: Results if students have bought food with sustainability labels in the last six months

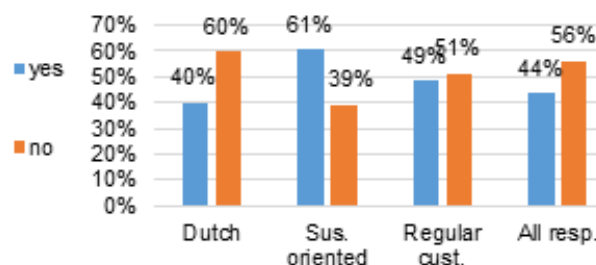


### **Whether or not respondents look for sustainability labels on food products and if they would like to see a new overall sustainability label for the food products in the Forum canteen**

In graph 5.17 it is shown that a majority of all respondents state that they do not look for sustainability labels when they buy food products (61%) whereas the majority of the sustainable-oriented respondents state they do (68%). In graph 5.18 it is shown that 61% of the sustainable-oriented respondents and 44% of all respondents would like to see a new label.



**Graph 5.17: Frequency of looking at labels before buying food products.**



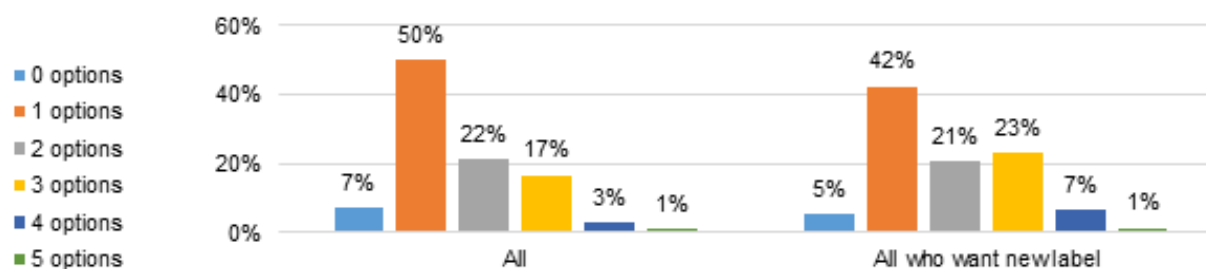
**Graph 5.18: The wish for a new sustainability label made by Cormet.**

### **Who the respondents think should be involved during the establishment of a new sustainability label for food products in the Forum canteen**

In graph 5.19 the number of options all respondents and all respondents that want a new sustainability label, choose when stating who should be involved in the establishment of a new sustainability label for food products in the Forum canteen.

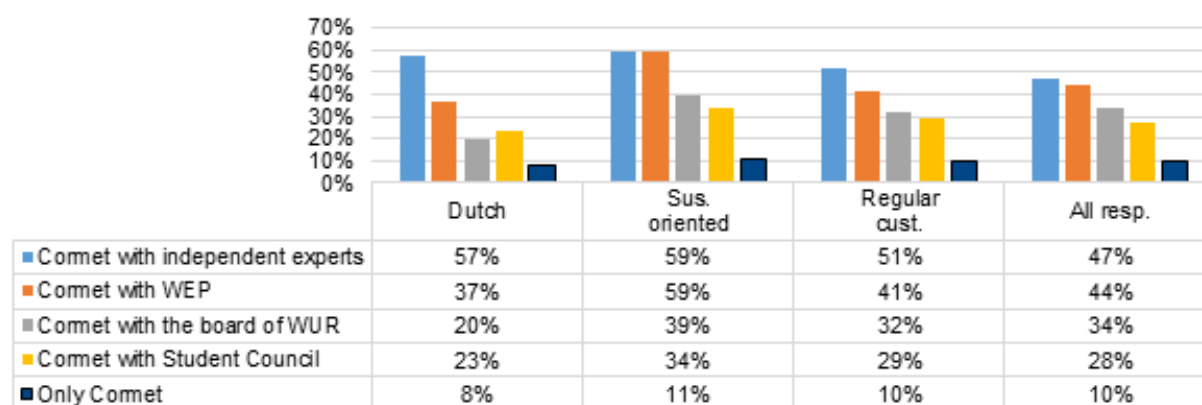
In graph 5.20 it can be seen that in the case that a new sustainable label for food products in the Forum canteen would be established, Cormet should do this together with independent experts or the Wageningen Environmental Platform (WEP). Overall, respondents do not think that Cormet should establish a new label on their own. This graph shows the combined answers of all the respondents that selected either 1, 2, 3, 4 or five options.

In graph 5.21 the preferred combination of involved actors in establishing a new sustainability label for food products in the Forum canteen is shown, both for all respondents and all respondents that want a new sustainability label

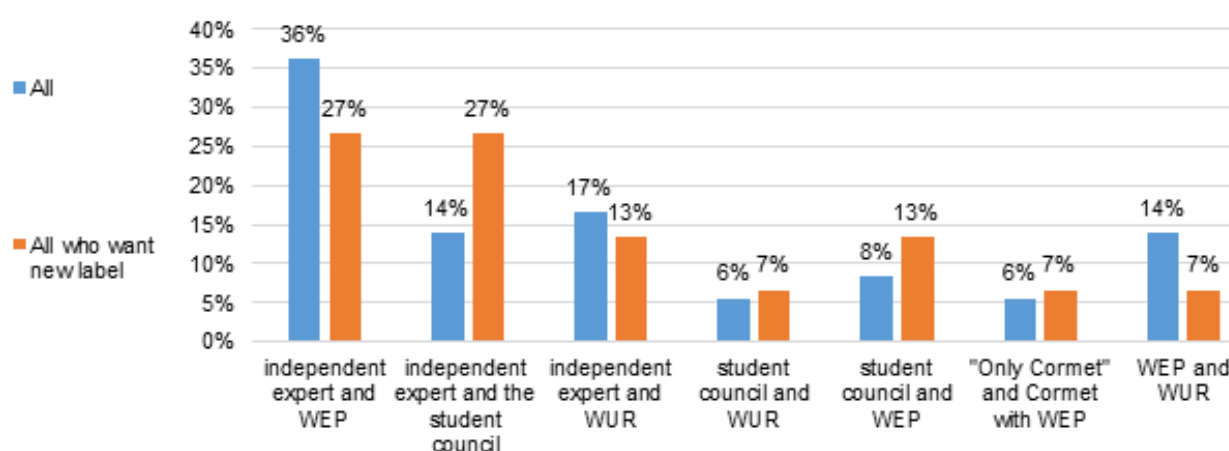


**Graph 5.19: Amount of options chosen by the respondents when stating who should be involved in the establishment of a new sustainability label for food products in the Forum canteen.**

*First step towards a sustainability food labelling system:  
Existing sustainability food labels and consumer preferences*



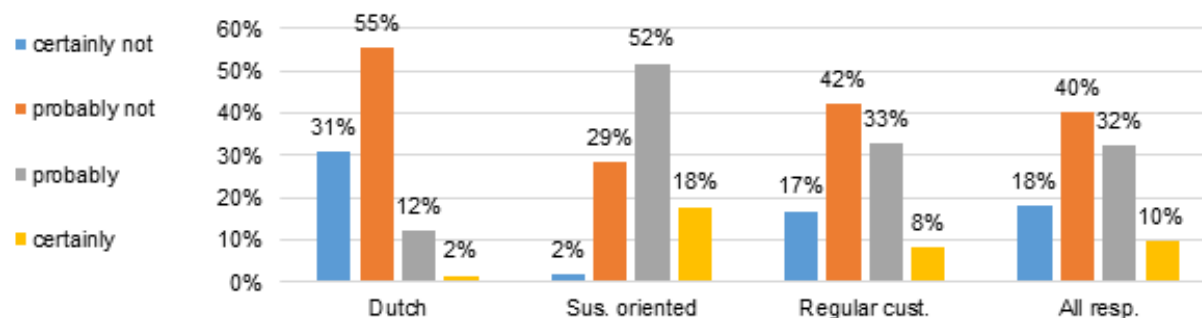
**Graph 5.20: Whom the respondent think should be involved in establish a new sustainability label for food products in the Forum canteen**



**Graph 5.21: Whom the respondent think which parties should be involved in establish a new sustainability label for food products in the Forum canteen.**

### Willingness to participate in a manifestation for sustainable canteen food within Wageningen University

In graph 5.22 it can be seen that Dutch respondents are not likely to participate in a manifestation for sustainable food in the Forum canteen. On the other hand, among the sustainable-oriented respondents a majority (52%) say that they would probably join and 18% say that they will certainly join. Among regular customers 59% say that they will probably not or certainly not join such a manifestation, one per cent more than what the combined 'all respondents' stated.

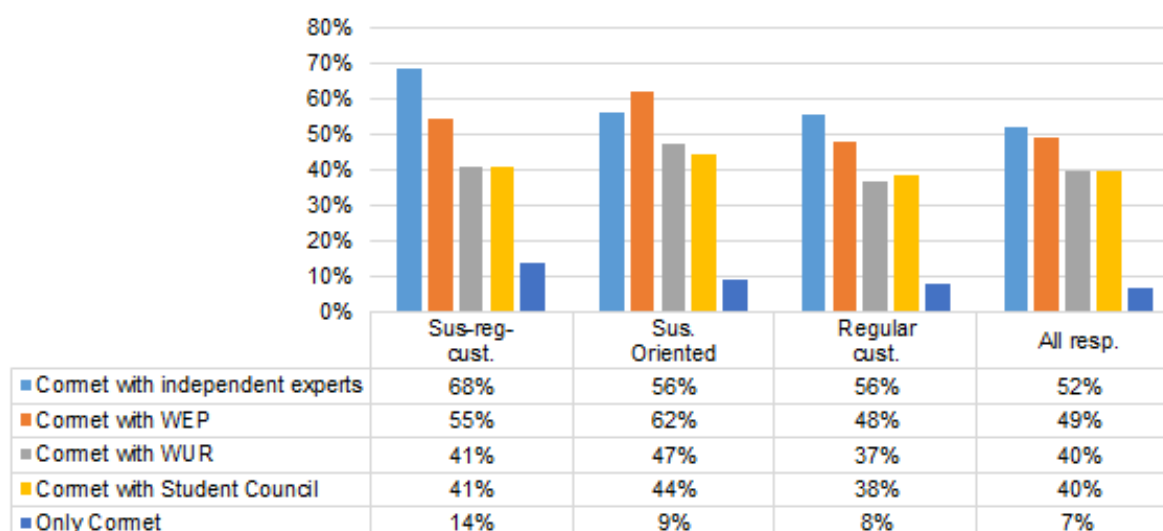


**Graph 5.22: Willingness to participate in a manifestation for sustainable canteen food within Wageningen University.**

### **Cooperation that respondents who want a new label specific for the Forum canteen would like to see during the establishment of such a new label**

In graph 5.23 and 5.24, the respondents that answered 'yes' to the question if they would like to see a new label specific for the Forum canteen (56% of all respondents, 51% of the regular customers and 39% sustainable-oriented respondents), were taken into account. Moreover, a new sub-group of respondents is developed, being the sustainable-oriented regular customer of the Forum canteen (n=35). In this way, it is possible to see the preferences of respondents who actually would like to see a new sustainability label in the Forum canteen *and* are sustainable-oriented, a regular customer or sustainable-oriented *and* a regular customer (in addition to all respondents who would like to see a new label specific for the Forum canteen).

As shown in graph 5.23, overall the respondents that think Cormet should establish a new label for the Forum canteen, think this should be done together with independent experts, or as second most chosen option, together with WEP. The group of sustainable-oriented respondents prefer a cooperation with WEP most, followed by a preference for a cooperation with independent experts. A small minority of the respondents who would like to see a new label for the Forum canteen would like to see this new label developed by Cormet alone.

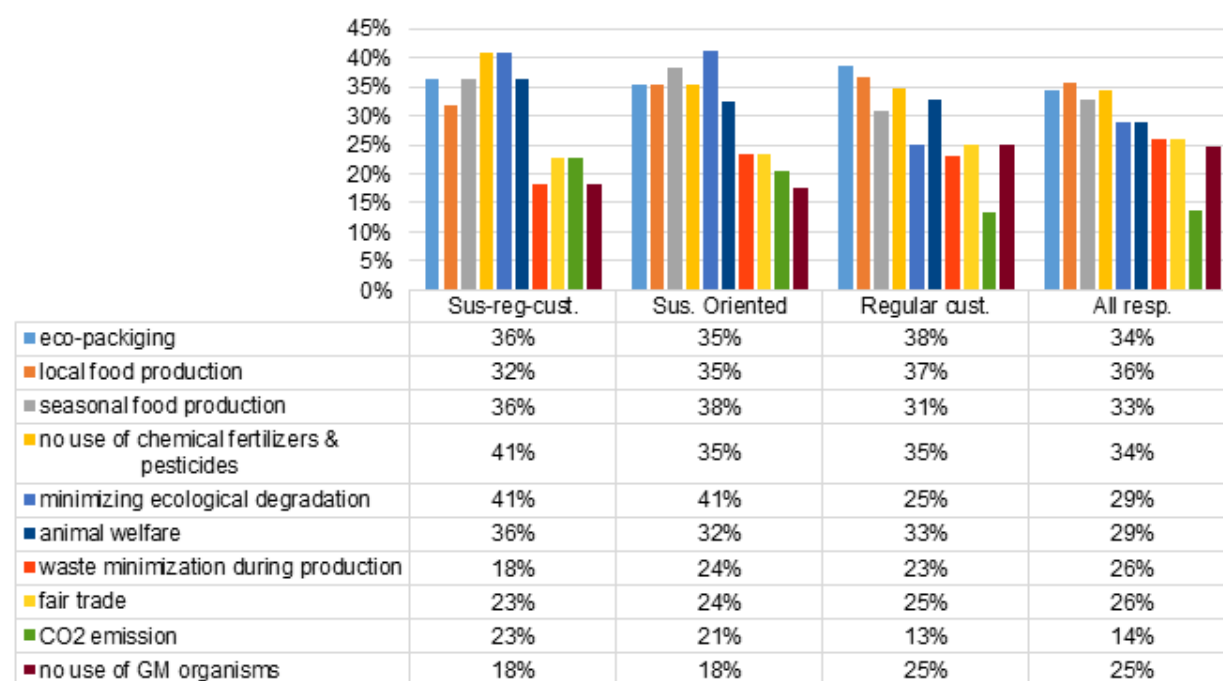


**Graph 5.23: Preferences of the respondents that want a new label specific for the Forum canteen, for a cooperation of Cormet with independent experts, WEP, WUR, Student Council or no cooperation during the establishment of a new label.**

### **Sustainability aspects that respondents who want a new specific label for the Forum canteen think Cormet should focus on**

Graph 5.24 shows that the respondents that would like to see a new specific label for the Forum canteen, overall consider the aspects no use of chemical fertilizers and pesticides, eco-packaging, seasonal food production and local food production to be most important. Minimizing ecological degradation is also considered important by both sustainable-oriented respondents and sustainable-oriented regular customer respondents.

*First step towards a sustainability food labelling system:  
Existing sustainability food labels and consumer preferences*



**Graph 5.24: Sustainability aspects that the respondents who want a new label think Cornet should focus on.**

### 5.3 Analysis

Through this questionnaire, we sought the answer to five main questions:

- 1) Do the students think sustainable food in the Forum canteen is important;
- 2) What sustainability aspects do the students find important;
- 3) If and about what sustainability aspects would the students like to be informed;
- 4) How would the students like to be informed about the sustainability aspects of food products;
- 5) How would students like a potential new label to be set up?

In the result it was chosen to show the gathered data for four different groups of respondents; being: Dutch, Sustainable-oriented, Regular customers and All respondents. In this analysis of the results, first the different groups of respondents are looked at for each main question, after which the main findings for that question will be summarized under the heading 'Main findings'. In this analysis we will not look at the results for the group of Dutch respondents, since they are not a key target group for Cormet when it comes to their customers at the Forum canteen. The analysis is written in a way that enables the reader to choose one specific respondents group on which he or she would like to know more. Therefore a certain amount of repetition can be found between the analyses of the different groups of respondents.

#### **1. Do the students think sustainable food in the Forum canteen is important?**

##### *All respondents*

The analysis of data relevant for getting to know the perception of students on the importance of sustainable food in the Forum canteen (graph 5.5), made clear that 46% of the respondents think that it is important (26%) or very important (20%) that the food served in the Forum canteen is sustainable, while 40% thinks it is slightly important and 13% that it is not important. Further on, 54% of the respondents state that sustainable food production is an important motive for visiting the Forum canteen (graph 5.7). When compared to price and taste of the food, 12% stated that sustainability is more important, 51% that it is equally important and 37% that it is less important (graph 5.6). When buying food products at the Forum canteen, 57% would like to choose between sustainable and non-sustainable products, 39% would like only sustainable products while 4% would like to see only non-sustainable products (graph 5.9). For the above data it is good to keep in mind the different possible interpretations of the question. Since the question did not specify whether or not the price of the products will increase if they are sustainable, some respondents might keep a price increase in their mind when answering this question, while others do not. If there would be a manifestation on the need for sustainable canteen food within Wageningen University, 18% of all respondents would certainly not participate, 40% probably not, 32% would probably participate and 10% certainly would participate (graph 5.22).

From this it can be concluded that in general around 50% of all the respondents think that sustainable food in the Forum canteen is important, while only 13% think it is unimportant.

##### *Regular customer respondents*

The analysis of data relevant for getting to know the perception of students on the importance of sustainable food in the Forum canteen (graph 5.5), made clear that 45% of the regular customer respondents think that it is important (25%) or very important (20%) that the food served in the Forum canteen is sustainable, while 37% think it is slightly important and 18% that it is not important. Further on 53% of the regular customer respondents state that sustainable food production is one of the important motives for visiting the Forum canteen (graph 5.7). When compared to price and taste of the food, 11% stated that sustainability is more important, 49% that it is equally important and 40% that it is less important (graph 5.6).



When buying food products at the Forum canteen, 59% would like to choose between sustainable and non-sustainable products, 36% would like only sustainable products and 5% would like to see only non-sustainable products (graph 5.9). For the above data it is good to keep in mind the different possible interpretations of the question. Since the question did not specify whether or not the price of the products will increase if they are sustainable, some respondents might keep a price increase in their mind when answering this question, while others do not. If there would be a manifestation on the need for sustainable canteen food within Wageningen University, 17% of the regular customer respondents would certainly not participate, 42% probably not, 33% probably would and 8% certainly would (graph 5.22).

From this it can be concluded that in general around 50% of the regular customer respondents think that sustainable food in the Forum canteen is important, while only 18% think it is unimportant.

#### *Sustainable-oriented respondents*

The analysis of data relevant for getting to know the perception of students on the importance of sustainable food in the Forum canteen (graph 5.5), made clear that 52% of the sustainable oriented respondents think that it is important and 48% that it is very important that the food served in the Forum canteen is sustainable. Keep in mind that one of the requirements to be assigned to this group of respondents, is that the respondent must have answered important or very important on this question. Further on 100% state that sustainable food production is one of the important motives for visiting the Forum canteen (graph 5.7), not surprising since this was also required in order to be put in this group. When compared to price and taste of the food, 20% stated that sustainability is more important and 80% that it is equally important (graph 5.9). To answer important or equally important for this question was also required in order to be placed in the sustainable-oriented group of respondents. When buying food products at the Forum canteen, 37.5% would like to choose between sustainable and non-sustainable products and 62.5% would like only sustainable products. For the above data it is good to keep in mind the different possible interpretations of the question. Since the question did not specify whether or not the price of the products will increase if they are sustainable, some respondents might keep a price increase in their mind when answering this question, while others do not. If there would be a manifestation on the need for sustainable canteen food within Wageningen University, 2% of the sustainable-oriented respondents would certainly not participate, 29% probably not, 52% probably would participate and 18% answered they would certainly participate (graph 5.22).

Keeping in mind that the sustainable-oriented respondents were selected using data from three of the above addressed questions, it can be concluded that only 20% of the sustainable-oriented respondents think sustainability is more important than taste and price, while as many as 62.5% would like to see only sustainable products to choose from in the Forum canteen. This indicates that the sustainable-oriented respondents would like to see sustainable products that are equally tasty and/or do not cost more than non-sustainable products.

#### *Main findings*

When it comes to how important the students think sustainable food in the Forum canteen is, it became clear that around 50% of both the all respondents group and the regular customers group think it is important, while only a small percentage, 12% for all respondents and 18% for regular customers, think sustainable food in the Forum canteen is not important. Besides this, the opinion of these two groups are almost identical for all questions related to this main question about the importance of sustainable food products in the Forum canteen. For the sustainable-oriented respondents, that were assigned to their group according to their answer for three of these questions, we can conclude that around half (52%) think that sustainable food at the Forum canteen is important and half (48%) think that it is very important. Moreover, it could be concluded that only 20% of the sustainable-oriented

respondents think sustainability is more important than taste and price, compared to 12% for all respondents and 11% for regular customers, with 80% of the sustainable-oriented respondents thinking sustainability is equally important to price and taste, compared to 51% of all respondents and 49% of the regular customers.

## **2. What sustainability aspects do the students find important?**

### *All respondents*

As presented in graph 5.10, all the sustainable aspects that were mentioned, were *considered important or very important* by 51% or more of the total respondents, with **no use of chemical fertilizers & pesticides** (69%) **eco-package** (68%), **waste minimization** (66%) and **minimized ecological degradation** (66%) as top four out of the ten mentioned sustainability aspects. When it comes to what sustainability aspects the respondents think *Cormet should focus on*, (graph 5.14), **eco-package** (39%), **no use of chemical fertilizers & pesticides** (38%), **local food production** (38%), and **seasonal food production** (35%), make up the top four sustainability aspects (for this question the respondents were asked to choose the top three aspects, which explains the low overall percentage). Interesting is the choice for local food production as an aspect *Cormet should focus on*. This aspect was only considered an important or very important sustainability aspect for food products by 51% of all respondents (described first in this paragraph), which was the lowest amount of the respondents. Also seasonal food production was lower rated when asked about the importance of sustainability aspects: place five with 63%. The other way around, waste minimization (32%) and minimized ecological degradation (28%) were considered less important for *Cormet* to focus on, but important sustainability aspects.

Together, this shows that all sustainability aspects were considered important or very important by more than half of the total respondents, with a difference of 18% between the aspect regarded important or very important by the most and least of all the respondents: no use of chemical fertilizers & pesticides (69%) and local food production (51%). It as well became clear that the sustainability aspects that the respondents would like to see *Cormet* focus on are not necessary the same that they consider important or very important. The difference between the aspect most respondents think *Cormet* should focus on; **eco-package** (39%), and the least respondents think *Cormet* should focus on; CO<sub>2</sub> emission (11%), was 28%.

### *Regular customer respondents*

For the regular customer respondents, the sustainable aspect that was *considered important or very important* the least was local food production, with 48%, while **no use of chemical fertilizers & pesticides** (73%), **eco-package** (69%), **waste minimization** (65%), and **minimized ecological degradation** (65%), was top four out of the ten possible sustainability aspects to choose from (graph 5.10). When it comes to what sustainability aspects the regular customers think *Cormet* should focus on (graph 5.14), there again is some discrepancy between the aspects that were generally considered important or very important by most of the regular customers, and the sustainability aspects that were considered important for *Cormet* to focus on. On the question *on what aspects Cormet should focus*, **eco-package** (41%), **no use of chemical fertilizers & pesticides** (40%), **local food production** (38%), and **seasonal food production** (36%), were answered most by the regular customer respondents (for this question the respondents were asked to choose the top three aspects, which explains the low overall percentage). Once again, local food production is considered more important to focus on and waste minimization (25%) and minimized ecological degradation (26%) become less important, compared to the first question in which the respondents are asked about the importance of these sustainability aspects.

Together, these results show that all sustainability aspects were considered important or very

important by almost half of the regular customer respondents with a difference of 25% between the aspect regarded important or very important by most respondents, being no use of chemical fertilizers & pesticides (73%) and the aspect regarded important or very important by the least of all regular customers, being local food production (41%). It as well became clear that the sustainability aspects that the respondents would like to see Cormet focus on are not necessary the same that most consider important or very important. The difference between the aspect most respondents think Cormet should focus on; eco-package (41%), and the least respondents think Cormet should focus on; CO<sub>2</sub> emission (9%), was 32%.

#### *Sustainable-oriented respondents*

For the sustainable-oriented respondents the sustainability aspect considered important or very important by the least amount was no use of GMO (64%), while the top four aspects *considered important or very important* consists of **minimized ecological degradation** (88%), **eco-package** (86%), **no use of chemical fertilizers & pesticides** (84%) and **fair-trade** (82%) (graph 5.10). When it comes to what sustainability aspects the sustainable-oriented respondents think *Cormet should focus on*, (graph 5.14), **local food production** (39%), **seasonal food production**, (36%) and **minimizing ecological degradation** (36%), make up the top three of aspects, with **eco-package** (34%) and **no use of chemical fertilizers & pesticides** (34%) close behind (for this question the respondents were asked to choose the top three aspects, which explains the low overall percentage). Also for the sustainable-oriented respondents the sustainability aspects that they would like Cormet to focus on differ from the ones they generally consider important or very important. Seasonal food is considered important or very important by only 71% of the sustainable-oriented respondents (which is the second lowest rated sustainability aspect for this question), while fair-trade made the top four in regard to its importance, but only was considered important to focus on by Cormet by 29% of the sustainable-oriented respondents (seventh place).

Together, these results show that all sustainability aspects were considered important or very important by almost two thirds of the sustainable oriented respondents with a difference of 24% between the aspect regarded important or very important by most respondents, being minimized ecological degradation (88%) and the aspect regarded important or very important by least of the sustainable-oriented respondents, being no use of GMO with 64%. It as well became clear that the sustainability aspects that the respondents would like to see Cormet focus on are not necessary the same that most consider important or very important. The difference between the aspect most respondents think Cormet should focus on; local food production (39%), and the least respondents think Cormet should focus on; CO<sub>2</sub> emission (18%), was 21%.

#### *Main findings*

Overall, the sustainability aspects **no use of chemical fertilizers and pesticides** (all resp. 69%, regular cust. 73% and sus. oriented 84%); **eco-package** (all resp. 68%, regular cust. 69% and sus. oriented 86%); and **minimized ecological degradation** (all resp. 66%, regular cust. 65% and sus. oriented 88%), are *considered important or very important* by all the groups of respondents. The aspect considered important or very important by the *least* amount of respondents was **local food production** (all resp. 51%, regular cust. 48%) and **no use of GMO** (sus. oriented 64%), giving a gap of 18%, 25% and 24% respectively between the aspects most respondents consider important or very important and the aspects least respondents do consider important or very important.

Looking at what aspects the respondents think *Cormet should focus on*, other sustainability aspects are mentioned. Here **eco-package** (all resp. 39%, regular cust. 41% and sus. oriented 34%); and **no use of chemical fertilizers & pesticides** (all resp. 38%, regular cust. 40% and sus. oriented 34%) are still among the top four for all the groups of respondents, together with **local food production** (all resp. 38%, regular cust. 38% and sus. oriented

39%) and **seasonal food production** (all resp. 35%, regular cust. 36% and sus. oriented 36%) which were at the bottom of the list of the sustainability aspects considered important or very important by the respondents. The aspect considered important or very important for Cormet to Focus on by the *least* amount of respondents was CO<sub>2</sub> emission (all resp. 11%, regular cust. 9%, sus. oriented 18%), giving a span of 28%, 32% and 21% respectively between the aspects most respondents consider important or very important for Cormet to focus on and the aspects least respondents do think Cormet should focus on.

### **3. If and about what sustainability aspects would the students like to be informed?**

#### *All respondents*

In graph 5.11 it is shown that 74% of the total respondents would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product. The main sustainability aspects that they *would like to be informed about* are **local food production** (72%) and **seasonal food production** (68%). Additionally, information on **no use of chemical fertilizer & pesticides** (66%), **fair-trade** (66%) and **eco-package** (65%), is wished for, while information concerning **CO<sub>2</sub> emission** is *least* wished for (49%) (graph 5.12). This overlaps well with the aspects that the respondents want Cormet to focus on.

#### *Regular Customer respondents*

As can be seen in graph 5.11, 70% of the regular customer respondents would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product. The main sustainability aspects that they *would like to be informed about* are **seasonal food production** (72%), **local food production** (71%), **no use of chemical fertilizers & pesticides** (69%) and **eco-package** (66%). **CO<sub>2</sub> emission** has the *lowest* score and is chosen by only 49% of the regular customer respondents (graph 5.12). These findings overlap well with the aspects that the regular customer respondents want Cormet to focus on.

#### *Sustainable-oriented respondents*

As shown in graph 5.11, 91% of the sustainable-oriented respondents would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product. The top five sustainability aspects that they would like to be informed about are **no use of chemicals & fertilizers** (88%), **eco-package** (84%), **seasonal food production** (82%), **local food production** (82%) and **minimizing of ecological degradation** (80%) (graph 5.12). **CO<sub>2</sub> emission** is chosen the least by the sustainable-oriented respondents, with 70%. This again matches well with the aspects that the sustainable-oriented respondents want Cormet to focus on, although in a slightly altered order.

#### *Main findings*

Overall it can be concluded that a clear majority (all resp. 74%, regular cust. 70% and sus. oriented 91%) would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product. The sustainability aspects most respondents would like to be informed about match very well with the aspects that the respondents would like Cormet to focus on, namely: **eco-package; no use of chemical fertilizers & pesticides, local food production and seasonal food production.**

### **4. How would the students like to be informed about the sustainability aspects of food products?**

#### *All respondents*

As shown in the result section, 86% of all respondents want to find information regarding food products nearby the products and 35% would like to be able to find information about the sustainability of food products at other information sources, such as Cormet's website (graph 5.13). The question is a multiple response question in which the respondents could



choose more than one option, which explain why the total percentage is higher than 100%. It can be important to note that the question did not refer specifically to sustainability information about the food products, but was placed in the end of the questionnaire right after the question about who the respondents think should be involved in the establishment of a new sustainability label for the Forum canteen. Furthermore it became visible that 56% of the respondents would not like to see a new sustainability label specific for the Forum canteen, while 44% would like to see such a new specific label (graph 5.18). From this can be concluded that almost all respondents would like to find information regarding food products nearby the products, but not necessary in the form of a food label.

To add understanding of the respondents in regard to food labels, graph 5.17 shows that only 39% of all respondents in general look for sustainability labels when buying food products, while 61% do not. Respondents were also asked to state whether in the last 6 months they have bought food products with sustainable labels and if yes, which label(s) it was/were. As shown in graph 5.16 the most common labels that were bought in the last 6 months were: FairTrade (71%), EU Organic label (56%), EKO label (51%), UTZ certified (40%) and Rainforest Alliance (35%). The least common were: Food Alliance (18%), Demeter (14%) and Millieukeur (10%). Even though only 39% of the respondents state that they generally look for sustainability labels when buying food, at least 71% had bought a product with one of the labels.

#### *Regular customer respondents*

As shown in the results, 88% of the regular customer respondents want to find information regarding food products nearby the products and 36% would like information to be found at other information sources, such as Cormet's website (graph 5.13). The question is a multiple response question allowing to choose more than one answer, which explains why the total percentage is higher than 100%. It can be important to note that the question did not refer specifically to sustainability information about the food products, but was placed in the end of the questionnaire right after the question about who the respondents think should be involved in the establishment of a new sustainability label for the Forum canteen. Besides this, 49% of the regular customer respondents would like to see a new sustainability label specific for the Forum canteen, while 51% would not (graph 5.18). From this can be concluded that almost all of the regular customer respondents would like to find information regarding food products nearby the products, but not necessary in the form of a food label.

To add understanding of the regular customer respondents in regard to food labels, graph 5.17 shows that only 39% of the regular customers look for sustainability labels when buying food products, while 61% do not. Respondents were also asked to state whether they have bought food products with sustainable labels in the last 6 months and if they did, which label(s) it was/were. As shown in graph 5.16, the top five labels on food products bought by regular customers in the last 6 months were: FairTrade (70%), EU Organic label (54%), EKO label (48%), Rainforest Alliance (37%) and UTZ certified (34%). The labels with low scores are: Food Alliance (16%), Millieukeur (12%) and Demeter (9%). Even though only 39% of the regular customer respondents state that they generally look for sustainability labels when buying food, at least 70% had bought a product with a sustainability label within the last six months. Interesting to note is also that more of the regular customer respondents would like to see a new sustainability label (49%) than that state that they generally look for such labels (39%).

#### *Sustainable-oriented respondents*

As stated in the result section, 88% of the sustainable-oriented respondents want to find information regarding food products nearby the products and 39% would like information to be found at other information sources, such as Cormet's website (graph 5.13). This was a multiple response question allowing to choose more than one answer, which explains why the total percentage is higher than 100%. It can be important to note that the question did not



refer specifically to sustainability information about the food products, but was placed in the end of the questionnaire right after the question about who the respondents think should be involved in the establishment of a new sustainability label for the Forum canteen. What is interesting, is that 61% of the sustainable-oriented respondents would like to see a new sustainability label specific for the Forum canteen, while 39% would not (graph 5.18). From this can be concluded that almost all of the sustainable-oriented respondents would like to find information regarding food products nearby the products and a majority would like to be informed, among other ways, through a label.

As shown in graph 5.17, 68% of the sustainable-oriented respondents look for sustainability labels when buying food products, while 32% do not. Moreover respondents were asked whether they in the past 6 months had bought food products with a sustainability label, and if they did, which label(s) was/were on the food product(s) they bought. As shown in graph 5.16 the top five labels which has been on food products that the sustainable-oriented respondents bought are: FairTrade (80%), EU Organic label (63%), EKO label (59%), Rainforest Alliance (41%) and UTZ certified (39%). The labels with low scores are: Food Alliance (21%), Demeter (20%) and Millieukeur (13%). From this can be concluded that at least 80% of the sustainable-oriented respondents had bought a food product with a sustainability label sometime during the past six months. Moreover, 68% of the sustainable oriented respondents state that they generally look for sustainability labels when buying food, almost the same amount as the ones that would like to see a new sustainability label, being 61% of the sustainable-oriented respondents.

#### *Main findings*

When it comes to how the students would like to be informed about the sustainability aspects of the food products offered in the Forum canteen, it can be concluded that a big majority of the respondents (all resp. 86%, regular cust. 88% and sus. oriented 88%) would like to find information nearby the food products, while only slightly less than half of all respondents (44%) and the regular customers of the Forum canteen (49%) would like to see a new label for the Forum canteen. Here a big difference can be seen with the sustainable-oriented respondents, of which 61% would like to see a new sustainability label specific for the Forum canteen. This indicates that for the groups 'all respondents' and 'regular customers' information nearby the food product is not necessary wished for in the form of a label, while a clear majority of the sustainable-oriented respondents would like to see a label.

The amount of respondents that say they generally look for sustainability labels on food products is relatively close to the amount of respondents that would like to see a new label, with a slightly bigger difference in the regular customer respondent group. Moreover, the sustainable-oriented respondents both said to look at sustainability labels of food products (68%) and did remind buying a food product with a sustainability label on it (80%). Even though only 39% of all the respondents and the regular customer respondents said they generally look for sustainability labels, a big majority remembered buying a product with a sustainability label within the last 6 months (all resp. 71%, regular cust. 70%). This indicates that even if people are not necessary looking for a specific label on a food product, they still notice the presence of a label.

### **5. How would students like a potential new label to be set up?**

#### *All respondents*

When Cormet would establish a new sustainability label for food products specific for the Forum canteen, 47% of respondents states that Cormet should establish such a new label with independent experts, while 44% wants to see Cormet collaborating with Wageningen Environmental Platform (WEP), as shown in graph 5.20 Only 10% would like Cormet to establish the new label alone. This was a multiple response question where 50% of the respondents chose only one answer, 22% of all respondents chose two answers and 17%

three answers, as shown in graph 5.19. For the respondents that chose two options (22% or 36 respondents), Cormet together with independent experts and WEP was the most common combination they would like to see during the set up of a new label (36%). Then, a lot less popular, the combination of Cormet together with independent experts and WUR was given (17%) (graph 5.21). This indicates that most of the respondents preferences would be fulfilled if Cormet will choose to work together with both independent experts and WEP in establishing a new sustainability label for the Forum canteen.

Since everyone could respond to this question, even if they answered 'no' to whether they wanted a new label for the Forum canteen, GreenTeam Consultancy decided to look closer at the results for the 44% of the respondents who answered they actually wanted a new label specific for the Forum canteen. As shown in graph 5.23, 52% of this sub-group of respondents want Cormet to establish a new label together with independent experts and 49% would like to see Cormet cooperate together with WEP, while only 7% thinks that Cormet should establish a new label by themselves. For this specific sub-group of respondents that want a new label, 42% chose only one answer, 21% chose two answers and 23% of the respondents chose three answers, as shown in graph 5.21. Because of the very low total number of respondents that chose two options (n=15) or three options (n=17) in this sub-group, it was decided to not analyze the combinations these respondents chose further.

GreenTeam Consultancy did decide to look closer at *what sustainability aspects the sub-group of respondents that would like to see a new label specific for food products at the Forum canteen want Cormet to focus on*. The results seen in graph 5.24 show that **local food production** (36% vs. 38%), **eco-package** (34% vs. 39%), **no use of chemical fertilizers & pesticides** (34% vs. 38%) and **seasonal food production** (33% vs. 35%) are considered most important. Note: The results for the group of all respondents is shown as the second percentage between brackets.

It can be concluded that both the sub-group of respondents that want a new label, and the group of all of the respondents would prefer that Cormet establishes a new sustainability label for products in the Forum canteen together with either independent experts, Wageningen Environmental Platform (WEP), or both of them. Furthermore both for the sub-group and all respondents most of the respondents would like Cormet to first of all focus on local food production, eco-package, no use of chemical fertilizers & pesticides and seasonal food production.

#### *Regular customer respondents*

When Cormet would establish a new sustainability label for food products specific for the Forum canteen, 51% of regular customer respondents state that Cormet should establish such a new label together with independent experts, while 41% would like to see Cormet collaborating with WEP, as shown in graph 5.20. Only 10% of the group of regular customer respondents would like to see Cormet setting up the label alone.

Since everyone could respond to this question, even if they answered 'no' to whether they wanted a new label for the Forum canteen, GreenTeam Consultancy decided to look closer at the results for the regular customer respondents who answered they actually wanted a new label specific for the Forum canteen. As shown in graph 5.23, 56% of the sub-group of regular customer respondents that would like to see Cormet establish a new label, wish that Cormet does so together with independent experts and 48% want to see Cormet working together with WEP. Only 8% of respondents of this sub-group thinks that Cormet should establish a new label without external help.

GreenTeam Consultancy decided to also look closer at *what sustainability aspects this sub-group of regular customer respondents that want a new sustainability label specific for food*

products in the Forum canteen want Cormet to focus on. The results seen in graph 5.24 show that **eco-package** (38% vs. 41%), **local food production** (37% vs. 38%), **no use of chemical fertilizers & pesticides** (35% vs. 40%), **animal welfare** (33% vs. 23%) and **seasonal food production** (31% vs. 36%), are considered most important. Note: The results for the group of all respondents is shown as the second percentage between brackets.

It can be concluded that both all of the regular customer respondents and the sub-group of regular customer respondents that would like to see a new sustainability label in the Forum canteen would like this new label to be established by Cormet in cooperation with either independent experts or WEP, or possible both. Furthermore both for the sub-group and all regular customer respondents most of the respondents would like Cormet to first of all focus on local food production, eco-package and no use of chemical fertilizers & pesticides. A difference becomes visible for the fourth most important aspect, where the sub-group of the regular customer respondents that want a new label, prefer Cormet to focus on animal welfare before the seasonal food production that is preferred as fourth aspect by all regular customer respondents.

#### *Sustainable-oriented respondents*

When Cormet would establish a new sustainability label for food products specific for the Forum canteen, 59% of the sustainable-oriented respondents state that Cormet should establish such a new label together with independent experts and/or WEP, while only 11% would like to see Cormet establishing the label alone (graph 5.20).

Since everyone could respond to this question, even if they answered 'no' to whether they wanted a new label for the Forum canteen, GreenTeam Consultancy decided to look closer at the results for the sustainable-oriented respondents who answered they actually wanted a new label specific for the Forum canteen. As shown in graph 5.23, 62% of the respondents in this sub-group want to see Cormet establishing a new label together with WEP and 56% would prefer Cormet to work together with independent experts, while only 9% want Cormet to establish a new label without the help of external people or parties.

GreenTeam Consultancy decided to also look closer at *what sustainability aspects this sub-group of sustainable-oriented respondents that would like to see a new sustainability label specific for food products at the Forum canteen want Cormet to focus on*. The results seen in graph 5.24 shows that **minimizing ecological degradation** (41% vs. 36%), **seasonal food production** (38% vs. 36%), **eco-package** (35% vs. 34%), **local food production** (35% vs. 39%) and **no use of chemical fertilizers & pesticides** (35% vs. 34%), are considered most important. Note: The results for the group of all respondents is shown as the second percentage between brackets.

Since the sub-group of sustainable-oriented regular customer respondents that want a new label was considered extra interesting to analyze, the data for this group were also examined. In graph 5.23 we see that 68% of this sub-group would like to see Cormet establishing new label together with independent experts and 55% prefer Cormet to work together with WEP, while only 14% want Cormet to establish new label by themselves. When analyzing *what sustainability aspects this sub-group of sustainable-oriented regular customer respondents that want a new label specific for food products at the Forum canteen want Cormet to focus on*, represented in graph 5.24, it became clear that **minimizing ecological degradation** (41%) **no use of chemical fertilizers & pesticides** (41%), **seasonal food production** (36%), **eco-package** (36%) and **animal welfare** (36%) are considered most important.

From this can be concluded that all of the sustainable-oriented respondents, the sub-group of sustainable-oriented respondents that would like to see a new sustainability label in the Forum canteen and the sustainable-oriented regular customer respondents who would like to

see a new label to be established for food products in the Forum canteen would like this new label to be established by Cormet in cooperation with either independent experts or WEP, or possible both. Furthermore, for both the sub-groups and all sustainable-oriented respondents most of the respondents would like Cormet to first of all focus on no use of chemical fertilizers & pesticides, minimizing ecological degradation, seasonal food production and eco-package. A difference can be seen for the fourth most important aspect, where the sub-group of the sustainable-oriented regular customer respondents that want a new label, prefer Cormet to focus on animal welfare before the local food production preferred as fourth by all sustainable oriented-respondents as well as the sustainable-oriented respondents that would like to see a new label.

#### *Main findings*

In conclusion all of the main groups; being all respondents; regular customer respondents and sustainable-oriented respondents, as well as all the sub-groups; being all respondents that want a new sustainability label; regular customer respondents that want a new sustainability label; sustainable-oriented respondents that want a new sustainability label and sustainable-oriented regular customer respondents that want a new sustainability label, would prefer Cormet establishing such a label in cooperation with either independent experts or WEP, or possible both.

When it comes to what aspects Cormet should focus on, some differences exist both between the different main groups and sub-groups of respondents. For all groups no **use of chemical fertilizers and pesticides** and **eco-package** are among the top four. Moreover, **seasonal food production** and **local food production** are generally mentioned by the respondents of all the main groups. Interestingly, the respondents of two of the sub-groups that would like to see a new sustainability label for food products at the Forum canteen prefer **animal welfare** over seasonal food production (reg. cust.) or local food production (sus. oriented). Minimizing ecological degradation is also an important aspect for the sustainable oriented group and sub-group.

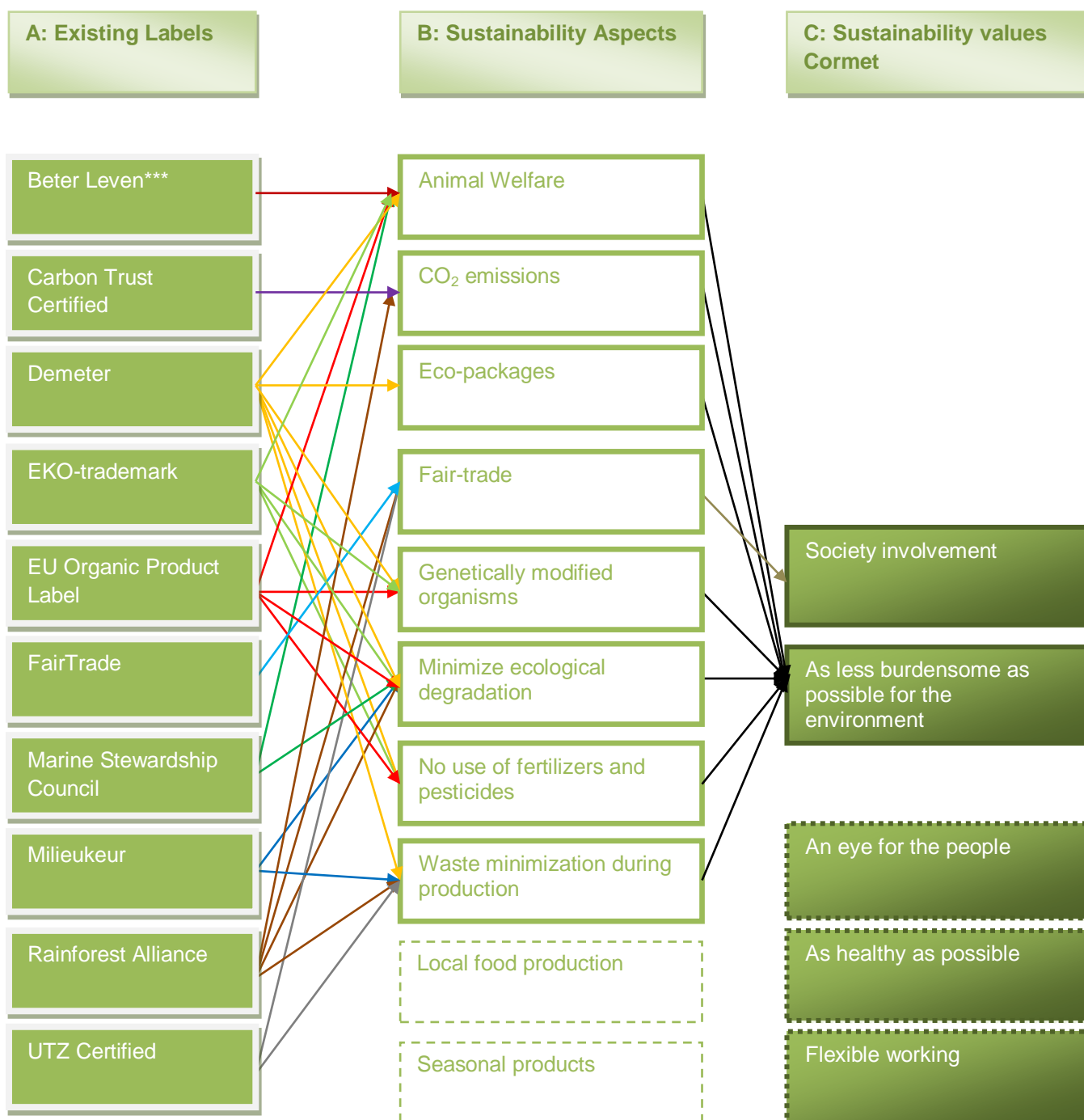
## 6 CONCLUSIONS

In this chapter conclusions will be drawn based upon the analysis of the existing labels and the questionnaire. After this, the findings from the label chapter and the questionnaire are coupled with each other in order to draw a conclusion on what labels Cornet could focus on during the development of their own sustainability label and what aspects they need to communicate to their customers, based on the preferences of students.



## 6.1 Aspects covered by existing sustainability labels, linked to values

In chapter 4, GreenTeam Consultancy looked at ten sustainability aspects (see column B of figure. 6.1) to be able to link the ten existing labels (see column A of figure 6.1) to the five values of Cormet (see column C of figure 6.1). It turned out that the aspects 'seasonal products' and 'local food production' were not covered by the chosen existing sustainability labels, therefore eight aspects are left. The eight aspects could be linked to the values 'As less burdensome for the environment as possible' and 'Society involvement' of Cormet's five values for Sustainability.



**Figure 6.1: Overview relation of existing labels, sustainability aspects and the five values of Cormet.** Ten selected existing sustainability labels are linked to the values 'As less burdensome as possible' and 'Society involvement'.

To make the sustainability aspects that the ten selected sustainability labels cover more visible, an overview of the aspects that are covered by the labels is given in table 6.1.

**Table 6.1: Overview of sustainability labels and the aspects they cover.** For each of the ten selected sustainability labels, the aspects they cover are presented.

Label	Aspects which are covered
Beter Leven***	Animal Welfare
Carbon Trust Certified	CO <sub>2</sub> emission
Demeter	Animal Welfare Eco-packages Genetically modified organisms No use of fertilizers and pesticides Minimize ecological degradation Waste minimization during production
EKO-trademark	Animal Welfare Genetically modified organisms No use of fertilizers and pesticides Minimize ecological degradation
EU Organic Product Label	Animal Welfare Genetically modified organisms No use of fertilizers and pesticides Minimize ecological degradation
FairTrade	Fair-trade
Marine Stewardship Council	Animal Welfare Minimize ecological degradation
Milieukeur	Minimize ecological degradation Waste minimization during production
Rainforest Alliance	CO <sub>2</sub> emission Fair-trade Minimize ecological degradation Waste minimization during production
UTZ Certified	Fair-trade Waste minimization during production

Table 6.1 shows that there are a few labels which cover four or more aspects: Demeter, EU Organic Product Label, EKO-trademark and Rainforest Alliance.

From the table it can be concluded that if Cormet would focus on Rainforest Alliance and Demeter labelled products they would cover all the eight sustainability aspects. In this way, the eight sustainability aspects would be covered by the least amount of labels. What has to be kept in mind is that the Rainforest Alliance only focuses on products from the rainforest (bananas, chocolate, coffee, pineapples and tea). Therefore, only a small portion of the assortment can be replaced by products with a Rainforest Alliance label. Demeter at the other hand focuses on agricultural products, but does not cover some of the aspects that the Rainforest Alliance does. Aspects which are not covered by Demeter, but are covered by the Rainforest Alliance are: CO<sub>2</sub> emission and fair-trade. Therefore Cormet could choose to Carbon Trust Certify the products, to cover the aspect of CO<sub>2</sub> Emissions. Besides the CO<sub>2</sub> emission the aspect fair-trade needs to be covered by a label. From the chosen existing labels there are three labels which cover fair-trade: the Rainforest Alliance, FairTrade and UTZ certified. But just like the Rainforest Alliance, UTZ Certified only focuses on a few products: coffee, tea and cacao. FairTrade focuses on fair-trade in the poorest countries in the world and is therefore not focused on just certain products but on where fair-trade is needed the most; with the most important being that the buyers have to pay a minimum price to the farmers. Moreover, FairTrade has a few extra criteria compared to the other labels related to the aspect fair-trade and the label FairTrade covers a slightly higher amount of different products than the other labels do. Therefore it is recommended to choose the FairTrade label to cover the fair-trade aspect.

From this it can be concluded that Cormet could focus on Demeter, in combination with the Carbon Trust Certify and FairTrade label to cover most of the food products and most of the sustainability aspects.

## **6.2 Preferences of Forum students about sustainable food products**

In chapter 5, the results of the questionnaire were analysed. Here, the preferences of the customers regarding each of the five main questions are summarized and conclusions are drawn.

### **Do the students think sustainable food in the Forum canteen is important?**

Around half of all the respondents and the regular customers of the Forum canteen find sustainable food in the Forum canteen important. A majority of respondents assigned to these groups also consider sustainable food production equally important as taste and price and a majority would like to be able to choose between sustainable and non-sustainable products at the Forum canteen. Noticeable is that more than one third of the respondents in these groups would want to be able to choose among sustainable products only.

For the sustainable oriented group<sup>1</sup>, only one fifth thinks sustainable food production is more important than taste and price, with four fifths consider it equally important. For this group a clear majority would prefer to have only sustainable products to choose from, while only slightly more than one third would like to be able to choose between both sustainable and non-sustainable food products.

### **What sustainability aspects do the students find important?**

The sustainability aspects 'no use of chemical fertilizers and pesticides', 'eco-packaging' and 'minimization of ecological degradation' are considered important or very important by all the groups of respondents. The aspect considered important or very important by the *least* amount of respondents are 'local food production' and 'no use of GMO'.

Interesting to note is that all sustainability aspects were considered important or very important by at least half of the respondents in all groups, except for 'CO<sub>2</sub> emission' and 'local food production' that are considered important or very important by a little less than half of the respondents in the regular customer group.

The sustainability aspects the students want Cormet to focus on differ somewhat between the various respondent groups (shown above in graph 6.1). Surprisingly, some of the aspects that were mentioned by students to be important for Cormet to focus on differed strongly from the aspects the students mentioned as important in general. For example the aspect 'local food production'. Local food production was considered important in general by the least amount of students, but was considered as one of the most important aspects for Cormet to focus on.

Overall, most preferences of the students at the Forum canteen will be met if Cormet focuses on 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'seasonal food production', 'local food production', 'animal welfare' and 'minimizing ecological degradation'.

### **If and about what sustainability aspects would the students like to be informed?**

A clear majority of the students would like to be informed about the sustainability of food products at the Forum canteen when they buy a food product.

<sup>1</sup> The *Sustainable-oriented* group consists of the students who answered that 1) sustainable production of food is an important motive for visiting the Forum canteen, 2) they think it is important or very important that the food served in the Forum canteen is sustainable and 3) that sustainable is more important or equally important as taste and price. The specific questions and answers defining the different groups can be found in appendix A4.

The sustainability aspects most respondents would like to be informed about match very well with the aspects that the respondents would like Cormet to focus on, namely: 'eco-packaging', 'no use of chemical fertilizers & pesticides', 'local food production' and 'seasonal food production'. One exception is the aspect 'fair-trade'. Many respondents would like to be informed about fair-trade, but not that many respondents would like to see Cormet focus on fair-trade.

Interesting to note is that at least half of the respondents in all groups would like to be informed about all the sustainability aspects. An exception is the aspect 'CO<sub>2</sub> emission', since only 49 per cent of as well all respondents as the regular customer group would like to be informed about this sustainability aspect and the majority of 51 per cent would thus not like to be informed about it.

### **How would the students like to be informed about the sustainability aspects of food products?**

Almost all students would like to find information about the sustainability of food products nearby the food products and a third would like to find information at other places, such as Cormet's website.

Slightly less than half of all respondents and the regular customers of the Forum canteen would like to see a new sustainability label to be developed for the Forum canteen. Here a big difference can be seen with the sustainable-oriented respondents, of which a majority would like to see a new sustainability label specific for food products offered in the Forum canteen. This indicates that for the groups all respondents and regular customers information nearby the food product is not necessary wished for in the form of a label, while a clear majority of the sustainable-oriented respondents would like to see information about the sustainability of food products on a new label.

The amount of respondents that say they generally look for sustainability labels on food products is relatively similar to the amount of respondents that would like to see a new label, with the regular customer respondent group being at a slightly lower level than the rest of the respondents groups.

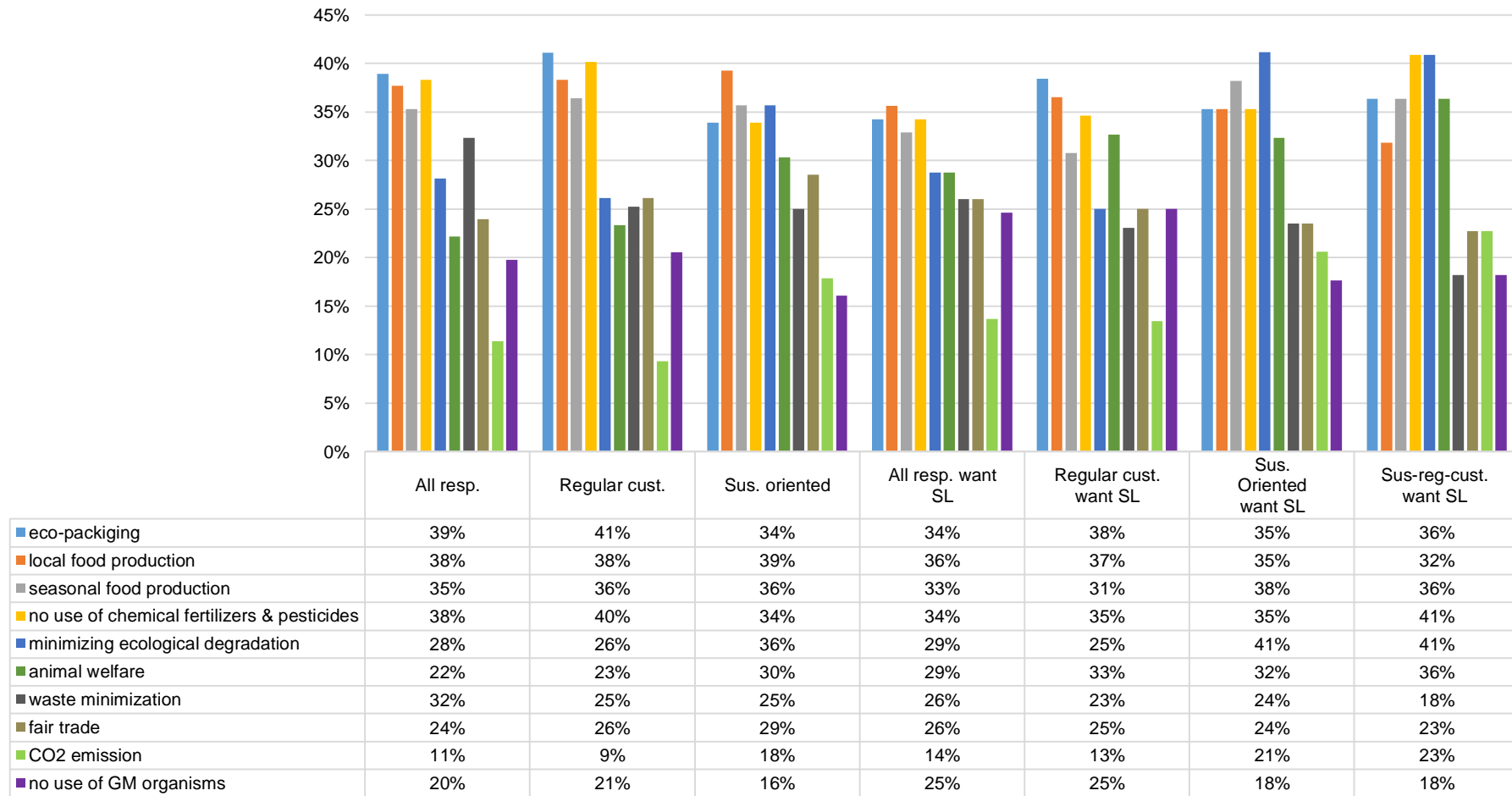
Moreover, a majority of the sustainable-oriented respondents both said they generally look at sustainability labels on food products and did remind buying a food product with a sustainability label on it. Even though only a minority of all the respondents and the regular customer respondents said they generally look for sustainability labels, a big majority remembered buying a product with a sustainability label within the last six months. This seems to indicate that even if people are not necessary looking for a specific label on a food product, they still notice the presence of a label.

### **How would students like a potential new label to be set up?**

Most students in all the respondent groups prefer a new sustainability label in the Forum canteen to be established in cooperation with either independent experts, or – slightly less preferred – in cooperation with Wageningen Environmental Platform. A possibility for Cormet would be to work together with both independent experts and WEP, in order to satisfy the preferences of the largest amount of students.

The aspects the students that want a new label would like to see Cormet to focus on, and therefore would be relevant for a new label, are somewhat diverse between the different respondent groups (shown beneath in graph 6.1). Most preferences would be met if Cormet focuses on no use of chemical fertilizers and pesticides, eco-packaging, seasonal food production, local food production, animal welfare and minimizing ecological degradation.

*First step towards a sustainability food labelling system:  
Existing sustainability food labels and consumer preferences*



**Graph 6.1: Sustainability aspects Cormet should focus on.** SL stands for new Sustainability Label.





### 6.3 Respondent's preferences linked to Cormet's values

The analysis of the answers that were given by several groups and sub-groups of respondents on questions about the sustainability aspects they think are important, they would like to see Cormet to focus on and they want to be informed about, gave information that can be used to couple the preferences of students to the values of Cormet.

As described above, 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'seasonal food production', 'local food production', 'animal welfare' and 'minimizing ecological degradation' cover the preferences of the gross of respondents. However, 'fair-trade' was mentioned as an aspect that respondents generally would like to be informed about. Therefore, these six sustainability aspects are together considered to be the main important ones as based on the student preferences, and are linked to the values of Cormet (table 6.2). In this way, all the values that were earlier coupled to the sustainability aspects (as shown in table 3.1), being: 'As less burdensome for the environment as possible', 'Society involvement' and 'Flexible working', seem to be considered important by the respondents of the questionnaire.

**Table 6.2: Preferences of respondents linked to the values of Cormet.** Of the ten possible sustainability aspects that were selected by GreenTeam Consultancy (see chapter 4), six were generally considered most important by the respondents. Therefore the values 'As less burdensome for the environment as possible', 'Society involvement' and 'Flexible working' could all be linked to the main preferences of the respondents.

Value	Respondents preferences
Health	-
Environment	Eco-packaging, reduction of the use of chemical fertilizers and pesticides and animal welfare, minimizing ecological degradation
People	-
Involved	Fair-trade
Flexible	Seasonal food production Regional food production

### 6.4 Labels and student preferences combined

In this paragraph a conclusion is drawn on what labels Cormet should focus on and what aspects they need to communicate to their customers, based on the preferences of students.

As shown before, the sustainability aspects the students prefer Cormet to focus on are: Eco-packaging, reduction of the use of chemical fertilizers and pesticides, animal welfare, minimizing ecological degradation, seasonal food production and regional food products.

In order to cover as many preferences as possible with as few labels as possible, Cormet could offer local, seasonal products which are also Demeter certified. In doing so, all of the preferences of the students are covered. If the amount and variety of products that are local, seasonal and Demeter certified are not broad enough to cover all food products that Cormet wants to supply their customers, a second option would be to choose EKO-trademark or EU Organic products that are local and seasonal and then use eco-packaging, even if this is not required by the labels.

## 7 RECOMMENDATIONS

In this chapter recommendations are given to Cormet, based on the existing sustainability labels, the consumer preferences and the linkage of them both. The first thing that will be discussed is whether or not it is wise for Cormet to create their own sustainability label in the Forum canteen. After this the way such a label should be set up and the aspects Cormet should focus on are discussed, followed by general recommendations based on the findings of the questionnaire and the selected existing sustainability labels. Some recommendations for the future will be mentioned at the end of this chapter.

### **New sustainability label for food products in the Forum canteen**

Around half of the inquired students think it is important to find sustainable food in the Forum canteen and a majority would like to be informed about the sustainability of the food. A clear majority also wants to be able to choose between sustainable and non-sustainable food products. Furthermore, around half of the inquired students would like to see a new sustainability label for food products offered in the Forum canteen. *It is therefore that GreenTeam Consultancy recommends Cormet to (further explore and thereafter) create a new sustainability label for food products offered at the Forum canteen.*

### **Set up of a new sustainability label for food products in the Forum canteen**

The students have clear preferences when it comes to how a new sustainability label should be set up. Based on these preferences, *Cormet is recommended to develop their own sustainability label in cooperation with independent experts and Wageningen Environmental Platform.* The WUR offers a big platform of knowledge on sustainability, which Cormet is recommended to use in setting up a new sustainability label. Since Cormet is the one who initiates this new sustainability label, additional trustworthiness<sup>2</sup> could be achieved by working together with external experts, opinion leaders and end-users.

### **Sustainability aspects that need to be taken into account**

Recommendations for the aspects that a new sustainability label should focus on are based on the preferences of the responding students that want a new sustainability label. *GreenTeam Consultancy recommends Cormet to focus on 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'seasonal food production', 'local food production', 'animal welfare' and 'minimizing ecological degradation', since this would meet most student's preferences.*

According to the publication 'Duurzaam inkopen catering 2012', by the Ministry of Infrastructure and Environment of the Dutch Government, it is a good solution to take a look at existing labels. They advise to use certifications of specific existing labels to live up to sustainability criteria the government has set up for sustainable purchasing. *It is therefore recommended that Cormet uses existing labels as requirements for their own labelling system in case of the aspects 'no use of chemical fertilizers and pesticides', 'eco-packaging', 'animal welfare' and 'minimizing ecological degradation'.* By doing so, their own label may gain the trustworthiness of the existing labels used<sup>3</sup>. *The recommended labels, based on the amount of aspects they cover and the variety of products certified, are EU Organic Products Label and/or Demeter (or other organic labels that live up to at least EU Organic levels).* If Demeter is not chosen, extra care should be given to include criteria for eco-packaging. *Requirements for seasonal food production and local food production need to be developed*

<sup>2</sup> The research report the 'Kracht van Keurmerken' found: "Consumers see the government and/or an independent party as the appropriate party to develop a label; they get the most preference and trust of the consumers. Parties from the market, like supermarket and manufacturers are seen as the least trustful and least appropriate to develop a label." (de Hek et al, 2012)

<sup>3</sup> the research report the 'Kracht van Keurmerken' (power of Labels) published that about half of the total respondents of their questionnaire (there were 1.221 respondents in total) think that the message of an existing label will deliver the actual communicated positive contribution and that most respondents (84%) have occasionally bought a product with a label (de Hek, et al 2012).

*by Cormet (possibly in cooperation with independent experts and WEP), since these aspects are not covered by existing sustainability labels.*

In conclusion, Cormet is recommended to set criteria for the food products to be organic, seasonal, local and eco-friendly packaged when they develop a new sustainability label.

### **General recommendations**

In general GreenTeam Consultancy recommends Cormet to *keep their focus on sustainability when it comes to food products in the canteen of the Forum* since around half of all the inquired students think that sustainable food in the Forum canteen is important, while only 13% think it is unimportant. Furthermore all sustainability aspects were considered important or very important by at least half of the students. Therefore, *GreenTeam Consultancy recommends Cormet to keep on improving their sustainability work, but not base their entire sustainability work on the preferences of the students.* The preferences are to be used for the setup of a new sustainability label, as well as for the communication between Cormet and the students, while Cormet's sustainability work overall should be based on sustainability aspects considered most important by the combined scientific community. For example, CO<sub>2</sub> emissions were ranked among the lowest of all sustainability aspects by the students, while there is a consensus in the science community that this is one of the most important aspects to focus on for the future of our planet.

GreenTeam consultancy recommends Cormet to *inform students about the sustainability of the products they sell in the Forum Canteen. Here, besides eco-packaging, the use of chemical fertilizers & pesticides, local food production, seasonal production and animal welfare, it is important to keep in mind to inform the students about fair-trade as well,* since the students made clear that they like to be informed even though they did not classify fair-trade in the top four of most important aspects for Cormet to focus on. This does not necessarily only have to be done in the form of a label, but is advised to be done *nearby the food products*, since this is where almost all of the students would like to find information regarding the food products.

*When Cormet develops its own sustainability label they are recommended to use the document 'Duurzaam inkopen catering 2012' to set up the specific criteria for their own label.* This document by the Dutch Government gives good examples of criteria regarding the different aspects which are perceived to be important by the students who filled in the questionnaire (as with the labels, the aspects seasonal and local food production are not included). The government has developed the document 'Duurzaam inkopen catering 2012' with the following motive: "The government wants to take concrete steps toward a sustainable society, and they want to set a good example. When a government would purchase sustainable, the market for sustainable products will get a major boost. The various governments have set goals for themselves regarding sustainable purchasing. In order to achieve the objective, sustainability criteria have been developed for a large part of the products, services and public works that the government purchases. These criteria are not regulations, but are meant to be used as a guideline when purchasing sustainable" (the Ministry of Infrastructure and Environment of the Dutch Government, 2012).

GreenTeam Consultancy also *recommends Cormet to try to keep the price of the sustainable products as close as possible to the prices of the non-sustainable products.* This recommendation is based upon the fact that only around 10 per cent of the students think sustainability is more important than price and taste. *Instead Cormet is recommended to offer sustainable products with a different composition, and by choosing other ingredients keep the price low.* Moreover, Cormet is recommended to cooperate closely with local organic farmers.

## What to do next?

### See what other caterers do

According to 'Duurzaam inkopen catering' (2012) there are many caterers in the Netherlands that (try to) implement sustainability in their value chain. A good example is 'GoodFood' which is the current caterer at the 'Leeuwenborgh' (another building at the Wageningen University campus). It could be interesting for Cormet to find out how these other caterers work on Corporate Social Responsibility. Besides that, VENECA (the organization in line of business) has set a certification system regarding environmental policy and organizational processes of the caterer according to the government publication 'Duurzaam inkopen catering' (2012).

### Other

All these final recommendations regarding the use of existing food sustainability labels are based on the preferences of students, acquired through the questionnaire. However, it would be interesting to see whether the existing sustainability food labels that are recommended to use by GreenTeam Consultancy, are actually perceived to fulfill the preferences of the students. In other words: Do the students think their preferences are met when Cormet indeed takes the suggested sustainability labels (EU Organic Products label & Demeter) into account in their food supply?

Lastly, Cormet is recommended to keep in mind that a label needs constant improvement and should be open for comments and critic. Christy Kool states that: "sometimes there are gaps found within labels, which need to be filled by doing research" (2012) (see appendix 2). A label is used in a dynamic environment that requires updates and improvements.

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## APPENDICES

### A1: Criteria of existing food labels

In this appendix, the criteria of the labels mentioned in chapter 4 are summed up. The European Union has set organic criteria in the document “Organic production and labelling of organic products and repealing Regulation (EEC)”. The label EU Organic Products Label live up to these criteria. So the criteria mentioned under EU Organic Products Label come from this document. Demeter and EKO-Keurmerk also live up to the criteria from the European Union but they also do have their own specific criteria. So: The criteria described for EU Organic Products Label are also applicable for Demeter and EKO-Keurmerk but are not mentioned there! For Demeter and EKO-Keurmerk, only the specific criteria are stated.

#### Beter Leven

- *Rabbits (there are only criteria to get 1 star)*
  - The mother rabbits are housed in a semi-group housing;
  - The rabbits are kept in groups;
  - The rabbits get more space;
  - The house is varied equipped;
  - The rabbits get rodents and enrichment material. They get carrots and hay or straw every day.
  - The rabbits do have natural daylight;
  - The transport is shorter and better. The maximum transport time is 4 hours.
- *Hens 1 star*
  - The house has natural daylight and is equipped with nests, perches and litter (straw, peat, wood shavings or sand) in order to scavenge.
  - Every day the hens get corn and scattered straw, to enrich the environment.
  - At least eight hours a day there is access to a large covered spout. This covers at least 20 percent of the surface area of the shed.
- *Hens 2 stars*
  - Least eight hours a day there is access to a large covered spout. This covers at least 50 percent of the surface area of the shed.
  - There is a free range of 4m<sup>2</sup> per hen. The spout is sheltered in the form of trees, shrubs and/or hidden tables.
- *Hens 3 stars*
  - Hens have a minimum of eight hours a day access to a spout in the open air. This spout is provided shelter in the form of trees and / or shrubs.
  - The beaks of the chickens are not cut.
  - There is a maximum of six chickens per m<sup>2</sup> (instead of 9 per m<sup>2</sup>).
- *Broilers 1 star*
  - There is a maximum of twelve chickens per m<sup>2</sup> (instead of 21 broilers per m<sup>2</sup>).
  - The chickens do have more time to grow, at least 56 days;
  - The house has natural daylight and is equipped with litter (straw or wood shavings) in order to scavenge.
  - Every day the chickens get corn and scattered straw, to enrich the environment.
  - At least eight hours a day there is access to a large covered spout. This covers at least 20 percent of the surface area of the shed.
  - The intoxication with 2-phase CO<sub>2</sub> gas. This ensures that the animals quickly lost consciousness. This is in contrast to the usual electric water bath method, which poses a lot of stress for the chickens.
- *Broilers 2 stars*
  - The chickens can go outside: instead of an indoor range there is a free-range of 1 m<sup>2</sup> per chicken.

- **Broilers 3 stars**
  - There is a maximum of ten chickens per m<sup>2</sup>.
  - The chickens do have more time to grow, at least 81 days;
  - The chickens do have 4 m<sup>2</sup> free range outside.
- **Piglets 1 star**
  - Each pig has more available space (1m<sup>2</sup> per pig). This gives the animals more space to exhibit natural behavior, and lying, feeding and manure space separated.
  - The piglets get playing material in the form of a piece of rope, wood, straw or a tube. The play material meets three of the five welfare needs of pigs: the need rooting mountable, possibility to bite in the material, edible, biodegradable and/or something new.
  - The piglets are not castrated.
  - Transport of piglets takes maximum six hours; transport of pigs to the slaughterhouse has a maximum length of eight hours.
- **Piglets 2 stars**
  - Each pig has more available space (1,1 m<sup>2</sup> per pig).
  - The piglets have the opportunity to lie on straw.
  - There is a covered spout to outside.
  - The sows are allowed to go out the whole year, with at least as much space as they have inside. They can show their natural behaviors, such as rooting and taking mud baths.
  - The tails are not docked.
- **Piglets 3 stars**
  - Twice as much interior space as the cattle industry (1.3 m<sup>2</sup>).
  - The sows have 1.9 m<sup>2</sup> area and get grazing.
- **Calves 1 star**
  - Calves get plenty of iron, so they have a lot of iron on their blood, to prevent anemia.
  - From fourteen days old the calves get roughage besides milk. They get twice as much roughage than legally required.
  - Instead of a bare floor grating, in the stable there is straw, a plastic mat or the floor is covered with a rubber top layer (this will be introduced in stages in the coming years).
  - Transportation to the calf takes maximum eight hours, to the slaughter maximum hours.
- **Calves 2 stars**
  - Each calf has more available space (2 m<sup>2</sup> per calf).
  - There is an exit to the outside of 2m<sup>2</sup> per calf.
  - There is more iron added to the feed so the amount of iron in the blood is healthier.
- **Calves 3 stars**
  - Each calf has more available space (2.5 m<sup>2</sup> per calf).
  - The calves get grazing.
- **Cattle 1 star**
  - The cows are at least 150 days a year, eight hours a day outside, so that the animals have the space for natural behavior, such as grazing, ruminating or resting.
  - Calves stay at least three months at their mother.
  - If bulls are castrated, they must sedated and pain management should be used afterwards.
  - The cattle get a soft berth inside.
- **Cattle 2 stars**
  - The cows are at least 180 days a year, twelve hours a day outside.



- Calves stay at least five months at their mother.
- **Cattle 3 stars**
  - The cattle are at least 210 days a year, twelve hours a day outside.
  - Calves stay at least six months at their mother.

**These criteria are directly translated from websites:**

- <http://beterleven.dierenbescherming.nl/konijnen>
- <http://beterleven.dierenbescherming.nl/kippen-eieren>
- <http://beterleven.dierenbescherming.nl/kippen-vlees>
- <http://beterleven.dierenbescherming.nl/varkens>
- <http://beterleven.dierenbescherming.nl/kalveren>
- <http://beterleven.dierenbescherming.nl/---runderen>

**Carbon Trust Certification**

- The carbon footprint must have been measures accurately and comply with international best practice in carbon accounting.
- Demonstrate an absolute reduction of the footprint or equivalent relative efficiency improvement.
- Demonstrate good carbon management to our standard including carbon governance, accounting, reduction methods and targets.
- Identify whether you have a suitably detailed and robust dataset in place to undergo an assessment or re-assessment.
- Highlight your state of readiness for each of the areas in the qualitative criteria of the assessment.
- Highlight the ideal time for you to apply for certification under the Standards.
- Provide guidance to key areas that need to be addressed prior to assessment.

**These criteria are directly copied from websites:**

- <http://www.carbontruststandard.com/pages/Carbon+Trust+Standard>
- <http://www.carbontruststandard.com/pages/Gap-analysis>

**Demeter**

- Seeds must originate preferably from Biodynamic agriculture, or else from organic agriculture, if Biodynamic seed is unavailable.
- Seeds from Biodynamic agriculture or from organic agriculture must not be treated with synthetic chemical seed treatment agents at all, including in storage.
- Storage of Demeter products is to be carried out in the spirit of these standards, in such a way that any loss of quality is avoided.
- The farm must show a commitment to the maintenance of farm biodiversity. If the Biodiversity reserve on the farm and in areas directly adjacent to it does not reach 10% of the total farm area, a biodiversity plan that documents how this will be achieved, with a clear time frame, must be approved by the respective organisation.
- Daily management should be carried out in such a way that the animal receives all due care, as well as provision for carrying out its innate behavioural traits. Imbalances at either the physical or soul level need to be recognised in time and carefully rectified.
- Fundamentally only agricultural products (including animals) which originate from Biodynamic farms which have a contract with the DEMETER organisation in their country, and Demeter certified additives and aids may be used for processing or further processing.
- If a business produces conventional and/or organic products as well as DEMETER products a separation, purging/flushing protocol is to be approved by the respective authority. It must ensure that all contamination of the Demeter product is excluded, whether as incoming raw materials, during processing, or subsequently.

- The business is to be organised in such a way that the mixing with conventional or other organic raw materials, with technical aids or with other finished products (of different quality) is impossible.
- It is not permitted to use materials containing chlorine (such as PVC) for the packaging of Demeter foodstuff.
- The Demeter trademark logo is preferably placed at the upper border on packaging and labels, above the Trademark name and/or product description.
- Additions of text to the Demeter trademark logo may only refer to Biodynamic. Text must be centrally placed, below the trademark logo, written in the typeface of the text and be in the same colour as the accenting line.
- Recycling livestock manures via composting and pasture management (concentrates numerous crop nutrients/minerals and recycles them back into the farm; builds soil humus).

**These criteria are directly copied from three documents:**

- Demeter (2012). Production Standards: for the use of Demeter Biodynamic and Related Trademarks. Darmstadt: Demeter-International e.V.
- Demeter (2012). Processing Standards: for the use of Demeter Biodynamic and Related Trademarks. Darmstadt: Demeter-International e.V.
- Demeter (2012). Standards for labeling: with biodynamic and the Demeter trademark logo. Darmstadt: Demeter-International e.V.

**EKO Keurmerk**

- The entrepreneur buys the biological products from biological certified suppliers and shops. The entrepreneur checks the validity of the certification of the supplier by making use of the suppliers test.
- When the products arrive, the entrepreneur checks if the labels are similar to the supporting documents and he registers this check (for example by signing it).
- Bills are stored clearly and will be used to demonstrate the purchase.
- The entrepreneur has an adequate administration. He separates the product groups in biological and non-biological products.
- The entrepreneur who is certified for only 40, 60 or 80 per cent, calculates every 3 months the purchase percentage of biological products per product group. This report is presentable in case of inspection. The reports are available max. one month after the end of a period.
- The entrepreneur who is certified for only 40, 60 or 80 per cent, has to send an annual report to STEKO. This report shows the annually bought percentage of biological products per product group. The reports of the quarters also have to be sent. The annually reports has to be sent at 30<sup>th</sup> of April of the next calendar year.
- The entrepreneur who is certified for 100 per cent, has a list of the whole assortment which shows that all food is biological of origin. This has to show the name of the product with the certified supplier and/or producer + code number of the supervision organisation.
- The certification is hung up in such a way that it is visible for the customers.

**These criteria are directly copied from the document:**

- STEKO (2012). Reglement biologische certificatie horeca. Zwolle: Stichting EKO-keurmerk

**EU Organic Products Label**

- The development of organic production should be facilitated further, in particular by fostering the use of new techniques and substances better suited to organic production.

- Genetically modified organisms (GMOs) and products produced from or by GMOs are incompatible with the concept of organic production and consumers' perception of organic products. They should therefore not be used in organic farming or in the processing of organic products.
- Organic plant production should contribute to maintaining and enhancing soil fertility as well as to preventing soil erosion. Plants should preferably be fed through the soil eco-system and not through soluble fertilisers added to the soil.
- In order to avoid environmental pollution, in particular of natural resources such as the soil and water, organic production of livestock should in principle provide for a close relationship between such production and the land, suitable multiannual rotation systems and the feeding of livestock with organic-farming crop products produced on the holding itself or on neighbouring organic holdings.
- Organic stock farming should respect high animal welfare standards and meet animals' species-specific behavioural needs while animal-health management should be based on disease prevention. In this respect, particular attention should be paid to housing conditions, husbandry practices and stocking densities. Moreover, the choice of breeds should take account of their capacity to adapt to local conditions. The implementing rules for livestock production and aquaculture production should at least ensure compliance with the provisions of the European Convention for the Protection of Animals kept for Farming purposes and the subsequent recommendations by its standing committee (T-AP).
- Organic processed products should be produced by the use of processing methods which guarantee that the organic integrity and vital qualities of the product are maintained through all stages of the production chain.
- Processed food should be labelled as organic only where all or almost all the ingredients of agricultural origin are organic. However, special labelling provisions should be laid down for processed foods which include agricultural ingredients that cannot be obtained organically, as it is the case for products of hunting and fishing. Moreover, for the purpose of consumer information, transparency in the market and to stimulate the use of organic ingredients, it should also be made possible to refer to organic production in the ingredients list under certain conditions.
- It is considered appropriate to maintain the list of third countries recognised by the Commission as having production standards and control arrangement which are equivalent to those provided for in Community legislation. For third countries which are not included in that list, the Commission should set up a list of control authorities and control bodies recognised as being competent for the task of ensuring controls and certification in third countries concerned.
- GMOs and products produced from or by GMOs shall not be used as food, feed, processing aids, plant protection products, fertilizers, soil conditioners, seeds, vegetative propagating material, micro-organisms and animals in organic production.
- The use of ionising radiation for the treatment of organic food or feed, or of raw materials used in organic food or feed is prohibited.
- Organic plant production shall use tillage and cultivation practices that maintain or increase soil organic matter, enhance soil stability and soil biodiversity, and prevent soil compaction and soil erosion;
- The fertility and biological activity of the soil shall be maintained and increased by multiannual crop rotation including legumes and other green manure crops, and by the application of livestock manure or organic material, both preferably composted, from organic production;
- All plant production techniques used shall prevent or minimize any contribution to the contamination of the environment
- The prevention of damage caused by pests, diseases and weeds shall rely primarily on the protection by natural enemies, the choice of species and varieties, crop rotation, cultivation techniques and thermal processes;

- Personnel keeping animals shall possess the necessary basic knowledge and skills as regards the health and the welfare needs of the animals;
- Husbandry practices, including stocking densities, and housing conditions shall ensure that the developmental, physiological and ethological needs of animals are met;
- The livestock shall have permanent access to open air areas, preferably pasture, whenever weather conditions and the state of the ground allow this unless restrictions and obligations related to the protection of human and animal health are imposed on the basis of Community legislation;
- The number of livestock shall be limited with a view to minimising overgrazing, poaching of soil, erosion, or pollution caused by animals or by the spreading of their manure;
- Organic livestock shall be kept separate from other livestock. However, grazing of common land by organic animals and of organic land by non-organic animals is permitted under certain restrictive conditions;
- Tethering or isolation of livestock shall be prohibited, unless for individual animals for a limited period of time, and in so far as this is justified for safety, welfare or veterinary reasons;
- Duration of transport of livestock shall be minimised;
- Any suffering, including mutilation, shall be kept to a minimum during the entire life of the animal, including at the time of slaughter;
- Livestock shall be fed with organic feed that meets the animal's nutritional requirements at the various stages of its development. A part of the ration may contain feed from holdings which are in conversion to organic farming.

**These criteria are directly copied from the document:**

**Gabriel, S. (2007). Organic production and labeling of organic products and repealing Regulation (EEC). Luxembourg: Council Regulation (EC)**

**Fairtrade**

- *Social development:*  
For small-scale producers Fairtrade standards require an organizational structure that allows the producers to actually bring a product to the market. All members of the organization need to have access to democratic decision-making processes and as far as possible participate in the activities of the organization. The organization needs to be set up in a transparent way for its members and must not discriminate any particular member or social group.  
In hired labour situations the Fairtrade standards require the company to bring social rights and security to its workers. Some of the core elements are: training opportunities, non discriminatory employment practices, no child labour, no forced labour, access to collective bargaining processes and freedom of association of the workforce, condition of employment exceeding legal minimum requirements, adequate occupational safety and health conditions and sufficient facilities for the workforce to manage the Fairtrade Premium.
- *Economic development:*  
For all products Fairtrade standards require the buyers to pay a Fairtrade Minimum Price and/or a Fairtrade Premium to the producers. The Fairtrade Minimum Price aims to help producers cover the costs of sustainable production. The Fairtrade Premium is money for the producers or for the workers on a plantation to invest in improving the quality of their lives. Premium money in this sense is meant to improve the situation of workers, farmers and local communities in health, education, environment, economy etc. The farmers or workers decide the most important priorities for themselves and manage the use of the Fairtrade Premium.  
Also, Fairtrade standards require buyers to give a financial advance on contracts,

called pre-financing, if producers ask for it. This is to help producers to have access to capital and so overcome what can be one of the biggest obstacles to their development. This promotes entrepreneurship and can assist the economic development of entire rural communities.

- *Environmental development:*  
Fairtrade standards include requirements for environmentally sound agricultural practices. The focus areas are: minimized and safe use of agrochemicals, proper and safe management of waste, maintenance of soil fertility and water resources and no use of genetically modified organisms. Fairtrade standards do not require organic certification as part of its requirements. However, organic production is promoted and is rewarded by higher Fairtrade Minimum Prices for organically grown products.
- *Forced labour and child labour:*  
Forced labour and child labour are prohibited in the Fairtrade standards.
- Members must be small producers. The majority of the members of the organization must be smallholders (small-scale farmers) who don't depend on hired workers all the time, but run their farm mainly by using their own and their family's labour.
- Democracy. Profits should be equally distributed among the producers. All members have a voice and vote in the decision-making process of the organization.
- Management of the Fairtrade Premium. The Joint Body, which includes workers and management, is responsible for the management of the Fairtrade Premium in accordance with Fairtrade standards.
- Freedom of association & collective bargaining. Workers have the right to join an independent union to collectively negotiate their working conditions.
- Working conditions. Working conditions are equitable for all workers. Salaries must be equal or higher than the regional average or than the minimum wage. Health and safety measures must be established in order to avoid work-related injuries.

**These criteria are directly copied from the document:**

**Fairtrade Labelling Organizations International (2011). Aims of Fairtrade standards. Bonn: Fairtrade International (FLO)**

**Marine Stewardship Council**

- A fishery must be conducted in a manner that does not lead to over-fishing or depletion of the exploited populations and, for those populations that are depleted, the fishery must be conducted in a manner that demonstrably leads to their recovery
- Fishing operations should allow for the maintenance of the structure, productivity, function and diversity of the ecosystem (including habitat and associated dependent and ecologically related species) on which the fishery depends.
- The fishery is subject to an effective management system that respects local, national and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.
- Fishery should use suitable fishing techniques to limit bycatching of what cannot be put back in the ocean alive and minimize harm to habitats. Specifically in sensitive areas like breeding areas and nursery grounds.

**These criteria are directly copied from the document:**

**Marine Stewardship Council (2010). MSC Fishery Standard: Principles and Criteria for Sustainable Fishing. Den Haag: MSC**

**Milieukeur**

- Basis for the milieukeur label is the norm EN 45011
- Organisations with more than 5 fte, have to set up an environmental policy statement. This policy should be revised each 3 years.
- The policy document should at least contain: environmental goals; environment



should be a part of the organization goals; registration and monitoring of environmental performance; education of employees.

- The tasks of the milieu coordinator within the organization should be written down in the function profile.
- Complaints have to be registered within two working days.
- Complaints registrations have to be kept for at least two year.
- The auditor has a professional education certificate which is related to the certification model.
- The auditor has knowledge on the field of sustainability in the related sector.
- The auditor is at least one year familiar with exploring audits.

**These criteria are directly copied from the document:**

**Moonen, W.A., Zuyderwijk, R. & Homan, R. (2012). Algemene eisen bij milieukeur certificatieschema's. Den Haag: SMK**

**Rainforest Alliance**

- *Social and environmental management system:*  
The social and environmental management system is a set of policies and procedures managed by the farm management or group administrator for planning and executing operations in a manner that fosters the implementation of the best management practices indicated in this standard. The social and environmental management system is dynamic and adapts to changes that occur. It also incorporates the results of internal and external evaluations to encourage and support continued improvement on the farm. The scale and complexity of the social and environmental management system depends on the level of risk and the size and complexity of the operation, the type of crop, as well as the farm's external and internal environmental and social factors.
- *Ecosystem conservation:*  
Natural ecosystems are integral components of the agricultural and rural countryside. Carbon capture, crops pollination, pest control, biodiversity and soil and water conservation are just some of the services provided by natural ecosystems on farms. Certified farms protect these natural ecosystems and conduct activities to restore degraded ecosystems. Emphasis is placed on restoring natural ecosystems in areas unsuitable for agriculture, for example by reestablishing the riparian forests that are critical to the protection of water channels. The Sustainable Agriculture Network recognizes that forests and farms are potential sources of timber and non-timber forest products that help to diversify farm income when they are managed in a sustainable manner.
- *Wildlife protection:*  
The farms certified under this standard are refuges for resident and migratory wildlife, especially species that are threatened or endangered. Certified farms protect natural areas that contain food for wild animals or habitats for reproduction and raising offspring. These farms also carry out special programs and activities for regenerating and restoring ecosystems important to wildlife. At the same time, the farms, their owners and employees take measures to reduce and eventually eliminate the number of animals in captivity, despite traditional practices of keeping wildlife as pets in many regions of the world.
- *Water conservation:*  
Water is vital for agriculture and human existence. Certified farms conduct activities to conserve water and avoid wasting this resource. Farms prevent contamination of surface and underground water by treating and monitoring wastewater. The Sustainable Agriculture Standard includes measures for preventing surface water contamination caused by the run-off of chemicals or sediments. Farms that do not have such measures guarantee that they are not degrading water resources through

the implementation of a surface water monitoring and analysis program, until they have complied with the stipulated preventative actions.

- *Fair treatment and good working conditions for workers:*  
All employees working on certified farms, and the families that live on these farms, benefit from the rights and conditions established in the United Nations' Universal Declaration of Human Rights and Children's Rights Convention, and in the International Labor Organization's (ILO) conventions and recommendations. Farms pay salaries and benefits equal or more than the legal minimum, and the workweek and working hours must not exceed the legal maximums or those established by the ILO. Workers may organize and associate freely, especially for negotiating working conditions. Certified farms do not discriminate and do not use forced or child labor; to the contrary, these farms work to offer employment opportunities and education to people in neighboring communities. Housing provided by certified farms is in good condition, and has potable water, sanitary facilities and domestic waste collection. Families living on certified farms have access to medical services and the children have access to education.
- *Occupational health and safety:*  
All certified farms have an occupational health and safety program to reduce or prevent the risk of accidents in the workplace. All workers receive training on how to do their work safely, especially regarding the application of agrochemicals. Certified farms provide the necessary equipment to protect workers and guarantee that the tools, infrastructure, machinery and all equipment used on the farms is in good condition and does not pose a danger to human health or the environment. Measures are taken on these farms to avoid the effects of agrochemicals on workers, neighbors and visitors. Certified farms identify potential emergencies and are prepared with plans and equipment to respond to any event or incident, as well as to minimize the possible impacts on workers and the environment.
- *Community relations:*  
Certified farms are good neighbors. They relate in positive ways with neighbors, surrounding communities and local interest groups. The farms periodically inform the surrounding communities, neighbors and interest groups about their activities and plans, and they consult with interested parties about changes on farms that could have potential impacts on the social and environmental well-being of surrounding communities. Certified farms contribute to local economic development through training and employment and try to prevent negative impacts on the areas, activities or services that are important for local populations.
- *Integrated crop management:*  
The Sustainable Agriculture Network encourages the elimination of chemical products known internationally, regionally and nationally for their negative impacts on human health and natural resources. Certified farms contribute to the elimination of these products through integrated crop management to reduce the risk of pest infestations. They also record the use of agrochemicals to register the amounts consumed, and work to reduce and eliminate these products, especially the most toxic ones. To minimize the excessive application and waste of agrochemicals, certified farms have the procedures and equipment for mixing these products and for maintaining and calibrating application equipment. Certified farms do not use products that are not registered for use in their country, nor do they use transgenic organisms or other products prohibited by different entities or national and international agreements.
- *Soil management and conservation:*  
One of the objectives of sustainable agriculture is the long-term improvement of the soils that supports agricultural production. Certified farms carry out activities that prevent or control erosion, and thus reduce the loss of nutrients and the negative impacts on water bodies. The farms have fertilization programs based on the crop requirements and soil characteristics. The use of vegetative ground cover and crop rotation reduces dependency on agrochemicals for the control of pests

and weeds. Certified farms only establish new production areas on land that is suitable for agriculture and the new crops, and never by cutting forests.

- **Integrated waste management:**

Certified farms are clean and orderly. Farm workers and residents cooperate with maintaining the farm clean and are proud of the farm's image. There are programs for managing waste according to its type and quantity, through recycling and waste reduction and reuse. The final destination of waste on the farm is administered and designed to minimize possible environmental and human health impacts. Certified farms have evaluated the transportation and treatment services supplied by contractors and know the final destination of the waste generated on the farm.

**These criteria are directly copied from two documents:**

- Sustainable Agriculture Network (2012). Chain of Custody Standard. San José: Sustainable Agriculture Network Secretariat

- Sustainable Agriculture Network (2010). Sustainable Agriculture Standard. San José: Sustainable Agriculture Network Secretariat

**UTZ certified**

- The producer at all times is able to tell where the coffee, tea or cocoa comes from and where the coffee, tea or cocoa went to. In order to reach a high level of confidence that UTZ CERTIFIED coffee, tea or cocoa is really coming from UTZ CERTIFIED producers, UTZ CERTIFIED coffee, tea or cocoa is strictly separated from non-UTZ CERTIFIED coffee, tea or cocoa throughout the whole chain of production and processing.
- Management system, record keeping and self-inspection.
- The UTZ CERTIFIED program is intended to generate both tangible and intangible benefits for coffee, tea and cocoa producers. Transparency on the amount and the distribution of the tangible benefits, like the UTZ CERTIFIED premium, is a part of responsible coffee, tea and cocoa production.
- An in-house nursery is a coffee, tea or cocoa nursery that is owned and managed by the individual producer or by the group of producers (e.g. a cooperative). Only in this case the producer must comply with these control points. An external nursery is a coffee, tea or cocoa, tea or cocoa nursery that is not owned and managed by the individual producer or the group of producers. The external nursery is a separate entity that is contracted by the producer or a supplier of goods. Only in this case the producer must comply with these control points.
- The control points in this chapter are about the choice of fertilizers that the producer uses, their storage and application. The type and amount of fertilizers applied are appropriate for the situation. The use is recorded.
- The objective of the control points in this chapter is to check if the certificate holder and producer are making rational use of irrigation water, not using too much or too little. The certificate holder uses systematic methods to decide on the quantity of irrigation water to prevent using too much water. The certificate holder also considers the quality and the sustainability of the source of irrigation water. Irrigation water does not contaminate the coffee, tea, cocoa or the soil. Muddy water that is used to irrigate the coffee, tea or cocoa fields can be a source of contamination with OTA and other moulds. Producers with access to a well functioning extension service may be able to get data, information and knowledge to estimate crop water requirements and adapt their irrigation management accordingly. For small producers with limited or no access to weather data and technical support, this is virtually impossible. If anything, for those farmers, a group effort is feasible instead of an individual action.
- The control points in this chapter concern the choice of crop protection products; the use, storage and application. The type and amount of crop protection products applied should be appropriate for the situation. The use is recorded.

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- Good hygiene practices during harvest are of crucial importance to prevent mould formation (OTA) and consequent negative effects on the final cup quality of the coffee, tea or cocoa and the health of the final consumer.
- Good hygiene practices during post-harvest handling services are of crucial importance to prevent mould formation (OTA) and consequent negative effects on the final cup quality of the coffee and the health of the final consumer.
- This chapter deals with issues on health, safety and welfare of group members and workers. A worker is a person who works on a farm or in a processing location, either permanent or temporary, and who is paid for the services provided.
- Note that pesticide, fertilizer handling and soil erosion are covered in the previous chapters. Waste and pollution prevention is addressed in other points throughout the Code.

**These criteria are directly copied from the document:**

**UTZ Certified Foundation (2009). UTZ Certified: Good Inside Code of Conduct.  
Amsterdam: UTZ Certified Foundation**

## A2: Interview with Christy Kool

<b>Name:</b>	Christy Kool
<b>Company:</b>	Kruidenier
<b>Date &amp; time:</b>	Friday 15-02-2013 from 13.30 until 14.30
<b>Present:</b>	Sandra Gertsen, Erik Palmgren and Imke Dekkers
<b>Specification:</b>	Heath of quality and Human resource

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### 1. What are your tasks within Kruidenier?

Christy Kool: "My tasks are on the area of quality, safety, all the ISO certification 9001 14001, HACCP, Lean and green (measuring CO<sub>2</sub>, part of 14001), human research management and integrated sustainability throughout the all the processes (due to the certification). So I focus on people planet and profit. The one thing is connected to the other therefore I have so many different tasks. When one of the things does not go right within the process it will deliver fewer added values. That means that you are the person who points out the weak spot, which can be less pleasant for other employees. When I come at another location of the Kruidenier, they usually know something is not right or needs to be improved. She works together with the main office and decentralized with the employees who work at a certain office. 25 Years ago I worked for another company, a caterer (does not exist anymore), a member of the board asked me if I could make sure that we would get some biological products in the assortment. That was really new at that moment. There were still a lot of negative effects communicated about biological. From that point on I came more in contact with sustainability. In 2006 it leaded to the fact that I helped out with setting up the document: *Duurzaam inkopen catering* by the government. That version had the biological aspect worked out in it a lot. At that moment that was the only thing which was independent and that could be certified and was a label. But from 2006 to 2010 was the period which the regulations written in '*duurzaam inkoop catering*' (sustainable purchase catering) should be introduced within the companies. In that period there was a development in the market, where you saw more labels arising about a social aspect, or a label like *milieukeur*. More labels started to exist and the attention to sustainability became broader. In 2010 I helped writing the revised version of '*duurzaam inkoop catering*'".

### 2. Did you contribute to the development of the sustainability scan by Kruidenier?

Christy Kool: "Yes I did. It is based on '*duurzaam inkoop catering*'. Between 2007 and 2010 we noticed that there was more attention for labels. So then we started to research together with the government. We have done research about what is the value of the labels and what are the characteristics of the labels where. On 21 December 2012 the document '*de kracht van keurmerken*' was published, which presented the findings of this research."

### 3. How did you bring the document '*duurzaam inkoop catering*' by the government into practice and what were the biggest concerns while implementing?

Christy Kool: "the document has to be realistic. All the steps within the document have to be correct. I am convinced that the document needs to be updated every 2/4 years. At this moment I am working on a part of the document that is still developing, which is biodiversity. I am setting up the criteria."

### 4. How do you set up the criteria?

Christy Kool: "We do that together with partners who are knowledgeable. The WUR is an example. They will do the specific research for instance. When we get subsidized, we use this subsidy to research a research. To come to criteria and know if they are realistic when it comes to the practical use. Within biological found out that biodiversity was not worked out in the document yet. So they asked me to take care of this."



5. How can Cormet use the document 'Duurzaam inkoop catering' to set up criteria?

Christy Kool: *"For that reason we developed the sustainability scan. The sustainability scan is an instrument to help found out which products are sustainable based on Duurzaam inkopen catering. We measure the zero-point and then we see what you can do to develop and what consequences this has for the company. It does not always have to be that more sustainable products are more expensive. In the document: the kracht van keurmerken it shows how a label scores. It has been researched. The document has been presented to the labels as well and they had to change to comment on it. What the goal of this is that the whole within the process of the labels are slowly filled and the labels become more and more sustainable. And at the end I hope the labels realize it is sometimes better to merge together."*

6. The sustainability scan looks at fixed criteria, but it is operating in a changing context. Therefore the scan should be adaptable. Do you have a pre-established management system for that or is it revised every 2 years?

Christy Kool: *"The sustainability scan is based on the document duurzaam inkopen catering. When that document changes the sustainability scan has to change. But when the document duurzaam inkopen catering has to be changed that does not go very easily. We have to get attention from the government every time to get started to develop a specific part. When the criteria have to be revised within 4 years, I already have to get the attention of the government at this moment. This since research will need to be done, before it can actually be changed."*

7. Are you the person who changes the sustainability scan?

Christy Kool: *"Yes we do every time the document duurzaam inkopen catering changes of the government."*

8. Does the Kruidenier hire external parties to help the Kruidenier with setting up the sustainability scan, like the WUR?

Christy Kool: *"The WUR is one of the institutes that does research sometimes before we can establish the changes in the criteria."*

9. Is Animal welfare and human right issues included in the document duurzaam inkopen catering?

Christy Kool: *"yes it is."*

10. Does Kruidenier use existing labels as a way of distinguishing if a product fulfills your sustainability scan? When you scan a product do you only look at what labels they have or are there more aspects that they look for?

Christy Kool: *"This is the official part (looking at the different labels) according to what has to be done from the government. But de Kruidenier does more, since we also look at regional for instance. We only use it in the sustainability scan when it is argumented by mileukeur or biological. So in the region you have regional, we take it into account as a regional product. But if we want to use it in the official sustainability scan, than it only counts if it has the milieukeur of biological label. It is an extra motivation for farmers to get the label. Since those farmers are usually already involved in becoming more sustainable. When they have labels they can prove that they are sustainable."*

11. While working with the sustainability scan the individual farming performances are not taken into account?

Christy Kool: *"Not for the sustainability scan."*

12. Do you check the product labels of the products of your suppliers to see if they are sustainable?

Christy Kool: *"Yes they have to send their specifications and with these specifications we look in our system and can see how sustainable the product is. When our suppliers are new, for instance a small local supplier who has never worked with sustainability, if they want to we help them to be able to differentiate by sustainability. We will advice them."*

13. Are there any points that could still be improved regarding the sustainability scan?

Christy Kool: *"We follow the government. So to improve we have to go to the government. So we have to develop it with the government to be able to translate it to the kruidenier. Sometimes there are gaps found within labels, but therefore you develop the labels more and more by doing research, for instance the research about the kracht van de labels (power of the labels). You ask for subsidies from the government and improve the criteria and at the end the document duurzaam inkopen catering. It is quality management and due to the fact that I am connected with the government I am able to help things change."*

14. Would it be possible for Cormet to adapt the sustainability scan? Can they just use it? Is it an open source system or is it private? Because if it transparent you would say that Cormet can just use it, but if it is not transparent the reliability can be questioned.

Christy Kool: *"We make the scan on basis of the assortment of Cormet. We do the sustainability scan for Cormet. And if they use that or make their own system that is something I cannot decide on!"*

Sandra Gertsen: *"Well for the WUR it is possible, since de kruidenier did the sustainability scan for the assortment. But at different locations we work with other suppliers, so for those locations we cannot use the sustainability scan of de Kruidenier. We cannot look in their system. So at the other locations we have different products, so we would not have a full picture."*

15. Would Cormet be able to require the other suppliers to do as sustainability scan for the other locations as well?

Christy Kool: *"That would be possible but the other suppliers have to see the added value af this, before they will start working on this. When we would know which products Cormet gets from the other suppliers, we would be able to do a scan from that as well. That is possible. But they have to want this. Because when we do this, we will know exactly what the other supplier delivers. This could be a threat for the supplier."*

16. What do you have to keep in mind when you develop your own sustainability scan and can you ask this of the other suppliers?

Christy Kool: *"You have to have people to do this and take the time to do this. We see the added value for this, but other companies have to see it as well. That is why I want to have direct contact with the producers and have their specific details. We do not want to have an organization who does this for us, since it will not be transparent for us anymore."*

Sandra Gertsen: *"It is pretty difficult to do it yourself. But the criteria are right there."*

17. Do you think the sustainability scan gives insight in absolute sustainability or more in relative sustainability?

Christy Kool: *"It a process of growth. You have to start somewhere, to help customers to think about sustainability. It is a process."*

18. When designing a system to manage products, how do you think that Cormet should manage: top down or work together with al the stakeholders?

Christy Kool: *"In first case it has to do with trust between the stakeholders. The question is how much trust they have in the fact that they can add value to each other. That is the basis."*

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*When they do not have this trust you will get the top down situation. I like to work differently. I like to think with the farmer about possible solutions instead of forcing specific solutions."*

19. Where all the stakeholders included when developing the document 'Duurzaam inkopen catering' which you helped to develop?

Christy Kool: *"Yes they work together with all the stakeholders."*

### A3: Questionnaire used during this project

#### Questionnaire

For our ACT (Academic Consultancy Training) project, we would like to know what your preferences regarding sustainability are when you buy a food product in a canteen. This information will be used to inform Cormet (the caterer at the Forum). The data will be handled completely anonymously. Filling in this questionnaire will take around 15 minutes, thank you for your time!

*In the following questions we would like to ask for your perception and use of the Forum canteen*

- 1) How often have you visited the Forum canteen this college year?  
☐ Everyday  
☐ 3-4 days a week  
☐ 1-2 days a week  
☐ Rarely or Never (you can skip question 2 and go on to question 3)
- 2) How often have you bought food in the Forum canteen this college year?  
☐ Everyday  
☐ 3-4 days a week  
☐ 1-2 days a week  
☐ Rarely or Never
- 3) When visiting the Forum canteen, could you indicate how important the following motives are for you?

Large variety of tasty food	<input type="radio"/> Not important <input type="radio"/> Important
Nice atmosphere to meet and eat with friends	<input type="radio"/> Not important <input type="radio"/> Important
Reasonable price in relation to food quality	<input type="radio"/> Not important <input type="radio"/> Important
Sustainable production of the food	<input type="radio"/> Not important <input type="radio"/> Important
Possibility of having a quick meal	<input type="radio"/> Not important <input type="radio"/> Important

Would you like to clarify an answer you gave or do you want to add something about your perception of the Forum canteen?

.....

.....

.....

*In the following questions we would like to ask you about your opinion about sustainability*

- 4) For me, sustainability in the food sector is about.....
- .....
- .....

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- 5) How important is it for you that the food served in the Forum canteen is sustainable?  
☐ Not important  
☐ Slightly important  
☐ Important  
☐ Very important
- 6) If there would be a manifestation (demonstration) on the need for sustainable canteen food within Wageningen University, would you participate?  
☐ Certainly not  
☐ Probably not  
☐ Probably  
☐ Certainly
- 7) When compared to price and taste of the food, how important do you find sustainable food production?  
☐ More important  
☐ Equal important  
☐ Less important
- 8) Do you think the food offered at the Forum canteen is sustainable?  
☐ Yes  
☐ No  
☐ I do not know
- 9) When buying food products at the Forum canteen, would you like to (Please choose the one answer that is most suitable for you)  
☐ Choose among sustainable and non-sustainable products  
☐ Choose among sustainable products  
☐ Choose among non-sustainable products
- 10) Would you like to be informed about the sustainability of food products at the Forum canteen when you buy a food product?  
☐ Yes  
☐ No
- 11) Can you mention how important the following sustainability aspects are for you and if you would like to be informed about it when you buy a food product?

Aspect	Importance for me	When I buy a food product, I would like to be informed about this aspect
Local food production	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
Seasonal product	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No



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Waste minimization during production	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
CO2 Emissions	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
Eco-package (recyclable)	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
Fair trade	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
Animal welfare	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
Minimize ecological degradation (to preserve soil, forests and biological diversity)	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
No use of chemical fertilizers and pesticides	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No
No use of genetically modified organisms	<input type="radio"/> Not important <input type="radio"/> Slightly important <input type="radio"/> Important <input type="radio"/> Very important	<input type="radio"/> Yes <input type="radio"/> No

- 12) What sustainability aspects do you think a caterer like Cornet should focus on most? (Please choose the three answers that are most suitable for you)
- ☐ Local food production                      ☐ Fair trade  
☐ Seasonal food production                      ☐ Animal welfare  
☐ Waste minimization during production    ☐ Minimize ecological degradation  
☐ CO2 emissions                      ☐ Eco-packaging (recyclable)  
☐ No use of chemical fertilizers and pesticides  
☐ No use of genetically modified organisms
- 13) Are/is there any important sustainability aspect(s) that are/is not included in the previous questions?
- ☐ No  
☐ Yes, namely:

.....

.....

.....

*In the following three questions we will ask you about the way you would like to be informed about the sustainability of food products*

- 14) Can you remember buying a food product containing one of the sustainability labels listed below, in the previous six months?



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No



☐ Yes  
☐ No




☐ Yes  
☐ No



☐ Yes  
☐ No

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	<input type="radio"/> Yes <input type="radio"/> No
---	---

- 15) Do you generally look for sustainability labels (e.g. 'Fair-Trade' or 'Ecolabel') on a food product before you buy it?  
☐ Yes  
☐ No
- 16) In addition to the established labels (e.g. 'Fair-Trade' or 'Ecolabel'), would you like to see a new overall sustainability label for food products in the Forum canteen?  
☐ Yes  
☐ No
- 17) In case of a new sustainability label for food products in the Forum canteen, who in your opinion should be involved in the establishment of this label?  
 (Please choose all the answers that are suitable for you)  
☐ Only Cormet (the caterer)  
☐ Cormet in cooperation with the student council  
☐ Cormet in cooperation with Wageningen Environmental Platform (WEP)  
☐ Cormet in cooperation with the board of Wageningen University  
☐ Cormet in cooperation with independent experts  
☐ Other, namely.....  
 .....  
 .....
- 18) Information regarding food products at the Forum canteen should be (Please choose all the answers that suit your opinion)  
☐ Found nearby the food product  
☐ Found at other information sources (e.g. on Cormet's website)

Would you like to clarify an answer you gave or do you want to add something concerning the supply of information about the sustainability of food products?

.....

.....

.....

*The last five questions will provide us some general information about you*

- 19) What is your gender?  
☐ Male  
☐ Female
- 20) What is your age?  
 ... years old

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- 21) What is your current educational level?
- ☐ Middle-level applied education (MBO)
  - ☐ Higher-level applied education (HBO)
  - ☐ University Bachelor (WO, Bsc)
  - ☐ University Master (WO, Msc)
- 22) What is your nationality?  
.....
- 23) What are your dietary habits?
- ☐ Vegan
  - ☐ Vegetarian
  - ☐ Flexible vegetarian (flexitarian)
  - ☐ Omnivore (all-eater)
  - ☐ Carnivore (meat-lover)

**Thank you very much for filling this questionnaire! Please give the questionnaire back to the person who gave it to you.**

#### A4: Operationalisation matrix questionnaire

<i>What do we want to know</i>	<i>Question</i>	<i>Gathered information</i>	<i>Why do we want to know this</i>	<i>Question No.</i>	<i>Group creation</i>	<i>Determinant answer</i>
<b>How important do the students think sustainable food in the Forum canteen is?</b>	<b>When visiting the Forum canteen, could you indicate how important the following motives are for you?</b>	Motive of visiting Forum canteen	To see why people make use of Forum canteen. Do they enjoy eating at the Forum canteen? Do they think that sustainability is taken into account?	3	Sustainable oriented	sustainable food production is? "Important"
	<b>How important is it for you that the food served in the Forum canteen is sustainable?</b>	How important is sustainability of the food offered in the canteen for students	To see whether students think that sustainability of the food products is important to consider in the Forum Canteen	5	Sustainable oriented	"Important", "Very important"
	<b>If there would be a manifestation (demonstration) on the need for sustainable canteen food within Wageningen University, would you participate?</b>	Would students participate in the manifestation / demonstration if such would take a place.	To see whether students would join manifestation/demonstration on the need for sustainable canteen food if such would take a place.	6		
	<b>When compared to price and taste of the food, how important do you find sustainable food production?</b>	How important is sustainable food production in comparison with price and taste at the same time	To see which factor plays greater role in students perception, taste and price or sustainability.	7	Sustainable oriented	"More important", "Equal important"
	<b>When buying food products at the Forum canteen, would you like to</b>	What students expect when buying food in the forum canteen	To see whether students want to have a choice between sustainable and non-sustainable food or no choice at all (only sustainable or only non-sustainable food products are available.	9		





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What sustainability aspects do the students find important?	Can you mention how important the following sustainability aspects are for you and if you would like to be informed about it when you buy a food product?	<p>Students thoughts on the importance of the different sustainability aspects and if they want to be informed about it when buying the food product.</p> <p>This is related to the aspects:</p> <ul style="list-style-type: none"> <li>- Local Food production;</li> <li>- Seasonal product;</li> <li>- Waste minimization during production;</li> <li>- CO2 Emissions;</li> <li>- Eco-package (recycable);</li> <li>- Fair Trade;</li> <li>- Animal Welfare;</li> <li>- Minimize ecological deprivation</li> <li>- No use of chemical fertilizers and pesticides</li> </ul>	<p>The sustainability aspects will be used to see how important they are for students and if they would like to see them on the food package. Do people who find sustainability important indeed grade differently? Do different genders grade differently? Would the students like to be informed about everything they think is important? More, less?</p>	11
	What sustainability aspects do you think a caterer like Cormet should focus on most?	Sustainability aspects which Cormet should focus on	To understand the consumer preference of sustainability aspects they find important for Cormet to focus on.	12
If and about what sustainability aspects would the students like to be informed?	Would you like to be informed about the sustainability of food products at the Forum canteen when you buy a food product?	Would students would like to know about sustainability of the food products in the Forum canteen	To see whether students would like to know about sustainability of food products which they are buying at Forum's canteen	10



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<p><i>How would the students like to be informed about the sustainability aspects of food products</i></p>	<p><b>Can you mention how important the following sustainability aspects are for you and if you would like to be informed about it when you buy a food product?</b></p>	<p>Students thoughts on the importance of the different sustainability aspects and if they want to be informed about it when buying the food product.</p> <p>This is related to the aspects:</p> <ul style="list-style-type: none"> <li>- Local Food production;</li> <li>- Seasonal product;</li> <li>- Waste minimization during production;</li> <li>- CO2 Emissions;</li> <li>- Eco-package (recycable);</li> <li>- Fair Trade;</li> <li>- Animal Welfare;</li> <li>- Minimize ecological deprivation</li> <li>- No use of chemical fertilizers and pesticides</li> </ul>	<p>The sustainability aspects will be used to see how important they are for students and if they would like to see them on the food package. Do people who find sustainability important indeed grade differently? Do different genders grade differently? Would the students like to be informed about everything they think is important? More, less?</p>	11
	<p><b>Can you remember buying a food product containing one of the sustainability labels listed below, in the previous six months?</b></p>	<p>familiarity with the existing sustainable food labels</p>	<p>This question should show us whether questioned students are keen with existing labels.</p>	14
	<p><b>Do you generally look for sustainability labels (e.g. 'Fair-Trade' or 'Ecolabel') on a food product before you buy it?</b></p>	<p>The influence of labels on food choices</p>	<p>To see if sustainability labels influence the choice Students</p>	15



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	<b><i>In addition to the established labels (e.g. 'Fair-Trade' or 'Ecolabel'), would you like to see a new overall sustainability label for food products in the Forum canteen?</i></b>	Students opinion if and how they want to be informed about the sustainability of the food	To see if students would like to be informed about the sustainability aspects of the food sold in the Forum canteen and how this should be presented then	16	People who want new label	"Yes"
	<b><i>Information regarding food products at the Forum canteen should be</i></b>			18		
	<b><i>What sustainability aspects do you think a caterer like Cormet should focus on most?</i></b>	Sustainability aspects which Cormet should focus on	To understand the consumer preference of sustainability aspects they find important for Cormet to focus on.	12		
	<b><i>In case of a new sustainability label for food products in the Forum canteen, who in your opinion should be involved in the establishment of this label?</i></b>	The establishment of the new label for Cormet	To know what student sees as the best way of establishing a new label for cormet.	17		
	<b><i>How would students like a potential new label to be set up?</i></b>					
<b><i>General information [Can we differ between certain 'consumer types'?]</i></b>	<b><i>How often have you visited the Forum canteen this college year?</i></b>	Frequency of visiting the Forum canteen	To see how often students (what nationality/age etc.) visit the Forum canteen. Do they actually often buy food there, why are they visiting Forum canteen and do they take sustainability into account?	1		
	<b><i>How often have you bought food in the Forum canteen this college year?</i></b>	Frequency of buying food at the Forum canteen	To see how often students buy food at Forum canteen. How do they perceive the food, do they think it is sustainable? What do the 'buyers' find important sustainability aspects?	2	Frequent Customers	"Everyday", "3-4 days a week", "1-2 days a week"



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<b><i>For me, sustainability in the food sector is about</i></b>	What do students think sustainability is about (how do they describe the term 'sustainability'?)	To retrieve information regarding the perception of student on sustainability. This may provide information on if their perception of sustainability and if this correlates with our perception (+ can we take them seriously?)	4		
<b><i>Do you think the food offered at the Forum canteen is sustainable?</i></b>	Students opinion of sustainability of Forum canteen	To see if the students think that the Forum canteen is sustainable and how this is correlated with how important they think sustainability is.	8		
<b><i>Are/is there any important sustainability aspect(s) that are/is not included in the previous questions?</i></b>	Does student think that there are sustainability aspects which were not mentioned in the previous questions	To see whether in the research are missing sustainability aspects.	13		
<b><i>What is your gender?</i></b>	Gender		19		
<b><i>What is your age?</i></b>	Age		20		
<b><i>What is your current educational level?</i></b>	Educational level	The general information can be correlated with ideas about the importance of sustainability aspects [it will give us an overview of customers visiting Forum's canteen and may differentiate between 'consumer types' and their ideas about (the importance of) sustainability] E.g.: are vegans more sustainability oriented?	21		
<b><i>What is your nationality?</i></b>	Nationality		22	Dutch	"Dutch", "NL", "The Netherlands"
<b><i>What are your dietary habits?</i></b>	Dietary habits		23		



**Explanation of the operationalisation matrix:**

- The general information will be used to find a correlation between gender/age/educational level/nationality/dietary habits and the importance of the different sustainability aspects. This will also be correlated to the question if they want to be informed about the products and if the package [sustainability label?] influences the food choices of the students.
- The usage of the Forum canteen will be correlated to the same aspects as the general information. For instance, to see if there is a correlation between the frequency of buying food in the canteen and the importance of the different sustainability aspects. Also an analysis takes place between the usage of the forum canteen and the influence of the labels on their food choice.
- The sustainability aspects will be linked to the usage of the labels and the influence of the labels on the food choice. It will be analyzed if students who score high and give affirmative answer on question 14 also Choose “yes” answer in the questions 15 and 16.
- Question 13 is a question to check if we as a team miss some important aspects for students related to sustainable food.
- Questions 16 and 18 are additional questions to see whether and how students would like to be informed about the labels so we can give Cormet additional recommendations about the presentation of the information on the sustainability label.
- Question 12 will be used to see which aspects of sustainability are most important for students. Cormet can use this information later on when designing a label. They know then on which aspects they should focus on, according to students visiting the Forum Canteen.



## A5: Code book questionnaire

Question No.	Simplified Questions	Options	Labels
1	Gender	Male	1
		Female	2
		No response	9
2	Age group	18-20 years	1
		21-23 years	2
		24-26 years	3
		27-29 years	4
		30-32 years	5
		More than 32 years	6
		No response	7
3	Education level	MBO	1
		HBO	2
		Bsc	3
		Msc	4
		PhD	5
		No response	9
4	Continent(Nationality)	Dutch	1
		Other European	2
		Asian	3
		African	4
		North American	5
		Latin American	6
		Others	7
		No response	8
5	Dietary Habbit	Vegan	1
		Vegetarian	2
		Flexible Vegetarian	3
		All-eater	4
		Meat-lover	5
		No response	9
6	How often visit	Everyday	1
		3-4 days a week	2
		1-2days a week	3
		Rarely or Never	4
		No response	9



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7	How often buy	Everyday	1
		3-4 days a week	2
		1-2 days a week	3
		Rarely or Never	4
		No response	9
8	Large variety	Not important	1
		Slightly important	2
		Important	3
		Very Important	4
		No response	9
9	Nice atmosphere	Not important	1
		Slightly important	2
		Important	3
		Very Important	4
		No response	9
10	Reasonable price	Not important	1
		Slightly important	2
		Important	3
		Very Important	4
		No response	9
11	Sustainable food production	Not important	1
		Slightly important	2
		Important	3
		Very Important	4
		No response	9
12	Having a quick meal	Not important	1
		Slightly important	2
		Important	3
		Very Important	4
		No response	9
13	Clarifying answers or adding something (Open question)		
14	Sustainability from your opinions (Open question)		
15	How important for you the canteen food	Not important	1

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		Slightly important	2
		Important	3
		Very Important	4
		No response	9
16	Manifestation	Certainly not	1
		Probably not	2
		Probably	3
		Certainly	4
		No response	9
17	When compared to price & taste, how important is sustainable food	More important	1
		Equal important	2
		Less important	3
		No response	9
18	Food offered in canteen is sustainable	Yes	1
		No	2
		I do not know	3
		No response	9
19	When buying food in canteen, which one do you choose	Choose among sustainable and non-sustainable products	1
		Choose among sustainable products	2
		Choose among non-sustainable products	3
		No response	9
20	Would you like to be informed about sustainability	Yes	1
		No	2
		No response	9
21	I am informed about local food production	Yes	1
		No	2
		No response	9
22	Importance of local food production	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9

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<b>23</b>	I am informed about seasonal product	Yes	1
		No	2
		No response	9
<b>24</b>	Importance of seasonal product	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>25</b>	I am informed about waste minimization	Yes	1
		No	2
		No response	9
<b>26</b>	Importance of waste minimization	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>27</b>	I am informed about CO2 emission	Yes	1
		No	2
		No response	9
<b>28</b>	Importance of CO2 emission	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>29</b>	I am informed about eco-package	Yes	1
		No	2
		No response	9
<b>30</b>	Importance of eco-package	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>31</b>	I am informed about fair trade	Yes	1
		No	2
		No response	9

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<b>32</b>	Importance of fair trade	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>33</b>	I am informed about animal welfare	Yes	1
		No	2
		No response	9
<b>34</b>	Importance of animal welfare	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>35</b>	I am informed about minimizing ecological degradation	Yes	1
		No	2
		No response	9
<b>36</b>	Importance of minimizing ecological degradation	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>37</b>	I am informed about no use of chemical fertilizers & pesticides	Yes	1
		No	2
		No response	9
<b>38</b>	Importance of no use of chemical fertilizers & pesticides	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>39</b>	I am informed about no use of GM organisms	Yes	1
		No	2
		No response	9



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<b>40</b>	Importance of no use of GM organisms	Not important	1
		Slightly important	2
		Important	3
		Very important	4
		No response	9
<b>41</b>	Cormet focus on local food production	Yes	1
		No	2
		No response	9
<b>42</b>	Cormet focus on seasonal food production	Yes	1
		No	2
		No response	9
<b>43</b>	Cormet focus on waste minimization	Yes	1
		No	2
		No response	9
<b>44</b>	Cormet focus on CO2	Yes	1
		No	2
		No response	9
<b>45</b>	Cormet focus on no use of chemical fertilizers & pesticides	Yes	1
		No	2
		No response	9
<b>46</b>	Cormet focus on no use of GM organisms	Yes	1
		No	2
		No response	9
<b>47</b>	Cormet focus on fair trade	Yes	1
		No	2
		No response	9
<b>48</b>	Cormet focus on animal welfare	Yes	1
		No	2
		No response	9
<b>49</b>	Cormet focus on minimizing ecological degradation	Yes	1
		No	2
		No response	9



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<b>50</b>	Cornet focus on eco-packaging	Yes	1
		No	2
		No response	9
<b>51</b>	Additional sustainability aspects(Open question)		
<b>52</b>	SL01(FAIRTRADE)	Yes	1
		No	2
		No response	9
<b>53</b>	SL02(demeter)	Yes	1
		No	2
		No response	9
<b>54</b>	SL03(EU Organic)	Yes	1
		No	2
		No response	9
<b>55</b>	SL04(MILIEUKEUR)	Yes	1
		No	2
		No response	9
<b>56</b>	SL05(Animal Welfare)	Yes	1
		No	2
		No response	9
<b>57</b>	SL06(RAINFOREST ALLIANCE)	Yes	1
		No	2
		No response	9
<b>58</b>	SL07(Carbon Trust)	Yes	1
		No	2
		No response	9
<b>59</b>	SL08(EKO)	Yes	1
		No	2
		No response	9
<b>60</b>	SL09(FOOD ALLIANCE)	Yes	1
		No	2
		No response	9



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<b>61</b>	SL10(UTZ)	Yes	1
		No	2
		No response	9
<b>62</b>	SL11(MSC)	Yes	1
		No	2
		No response	9
<b>63</b>	Do you look for SL(Sustainability labels)	Yes	1
		No	2
		No response	9
<b>64</b>	Would you like to see a new SL(Sustainability labels)	Yes	1
		No	2
		No response	9
<b>65</b>	Only Cormet	Yes	1
		No	2
		No response	9
<b>66</b>	Cormet with SC(Student council)	Yes	1
		No	2
		No response	9
<b>67</b>	Cormet with WEP(Wageningen Environmental Platform)	Yes	1
		No	2
		No response	9
<b>68</b>	Cormet with WUR(Wageningen University & Research Center)	Yes	1
		No	2
		No response	9
<b>69</b>	Cormet with independent experts	Yes	1
		No	2
		No response	9
<b>70</b>	Clarifying answers/adding information(Open question)		
<b>71</b>	Information to be found nearby the food	Yes	1
		No	2
		No response	9

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<b>72</b>	Information to be found at other sources	Yes	1
		No	2
		No response	9

## A6: Raw results of the questionnaire

1. How often have you visited the Forum canteen this college year?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
Everyday	3.08%	5.36%	6.54%	4.79%
3-4 days a week	20.00%	25.00%	37.38%	27.54%
1-2 days a week	36.92%	33.93%	45.79%	32.93%
Rarely or never	40.00%	35.71%	10.28%	34.73%

2. How often have you bought food in the Forum canteen this college year?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
Everyday	1.54%	1.79%	3.74%	2.40%
3-4 days a week	12.31%	19.64%	28.97%	18.56%
1-2 days a week	47.69%	41.07%	67.29%	43.11%
Rarely or never	35.38%	35.71%	0.00%	31.14%
n/a	3.08%	1.79%	0.00%	4.79%

3. When visiting the Forum canteen, could you indicate how important the following motives are for you.					
		Dutch	Sustainable oriented	Frequent customers	All respondents
a) Large variety	important	73.85%	78.57%	81.31%	77.84%
	not important	21.54%	21.43%	17.76%	19.16%
	n/a	4.62%	0.00%	0.93%	2.99%
b) Nice atmosphere	important	76.92%	85.71%	78.50%	77.84%
	not important	16.92%	14.29%	19.63%	17.96%
	n/a	6.15%	0.00%	1.87%	4.19%
c) Reasonable price	important	92.31%	96.43%	90.65%	91.02%
	not important	3.08%	3.57%	8.41%	5.99%
	n/a	4.62%	0.00%	0.93%	2.99%
d) Sustainable food production	important	50.77%	100.00%	53.27%	54.49%
	not important	43.08%	0.00%	43.93%	41.32%
	n/a	6.15%	0.00%	2.80%	4.19%
e) Having a quick meal	important	66.15%	73.21%	70.09%	69.46%
	not important	29.23%	26.79%	28.97%	27.54%
	n/a	4.62%	0.00%	0.93%	2.99%

5. How important is it for you that the food served in the Forum canteen is sustainable?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
Not important	13.85%	0.00%	17.76%	13.17%
Slightly important	43.08%	0.00%	37.38%	40.12%
Important	27.69%	51.79%	25.23%	26.35%
Very important	15.38%	48.21%	19.63%	20.36%

6. If there would be a manifestation (demonstration) on the need for sustainable canteen food within Wageningen University, would you participate?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>certainly not</b>	30.77%	1.79%	16.82%	17.96%
<b>probably not</b>	55.38%	28.57%	42.06%	40.12%
<b>probably</b>	12.31%	51.79%	32.71%	32.34%
<b>certainly</b>	1.54%	17.86%	8.41%	9.58%

7. When compared to price and taste of the food, how important do you find sustainable food production.				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>more important</b>	4.62%	19.64%	11.21%	11.98%
<b>equal</b>	60.00%	80.36%	48.60%	51.50%
<b>less</b>	35.38%	0.00%	40.19%	36.53%

8. Do you think the food offered at the Forum canteen is sustainable?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>yes</b>	15.38%	16.07%	19.63%	17.96%
<b>no</b>	26.15%	32.14%	23.36%	23.35%
<b>I don't know</b>	58.46%	51.79%	57.01%	58.68%

9. When buying food products at the Forum canteen, would you like to				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>choose among sustainable and non-sustainable products</b>	53.85%	37.50%	58.88%	56.89%
<b>choose among sustainable products</b>	40.00%	62.50%	36.45%	38.92%
<b>choose among non-sustainable products</b>	6.15%	0.00%	4.67%	4.19%

10. Would you like to be informed about the sustainability of food products at the Forum canteen when you buy a food product?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>yes</b>	64.62%	90.91%	70.09%	74.10%
<b>no</b>	35.38%	9.09%	29.91%	25.90%

11. Can you mention how important the following sustainability aspects are for you?					
		Dutch	Sustainable oriented	Frequent customers	All respondents
a) Local food production	Not important	18.46%	8.93%	15.89%	14.37%
	Slightly important	44.62%	14.29%	36.45%	34.73%
	Important	29.23%	48.21%	34.58%	35.33%
	Very important	7.69%	28.57%	13.08%	15.57%
b)Seasonal product	Not important	12.31%	7.14%	9.35%	10.78%
	Slightly important	35.38%	21.43%	29.91%	26.35%
	Important	41.54%	35.71%	45.79%	42.51%

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	Very important	10.77%	35.71%	14.95%	20.36%
<b>c) Waste minimization</b>	Not important	7.69%	0.00%	10.28%	8.98%
	Slightly important	30.77%	23.21%	24.30%	25.15%
	Important	35.38%	30.36%	37.38%	34.73%
	Very important	26.15%	46.43%	28.04%	31.14%
<b>d) CO<sub>2</sub> emission</b>	Not important	10.77%	3.57%	14.02%	11.98%
	Slightly important	41.54%	17.86%	37.38%	34.73%
	Important	40.00%	50.00%	31.78%	35.93%
	Very important	7.69%	28.57%	16.82%	17.37%
<b>e) Eco-package (recyclable)</b>	Not important	4.62%	0.00%	8.41%	6.59%
	Slightly important	21.54%	14.29%	22.43%	25.75%
	Important	52.31%	42.86%	39.25%	38.32%
	Very important	21.54%	42.86%	29.91%	29.34%
<b>f) Fair trade</b>	Not important	12.31%	1.82%	18.87%	13.25%
	Slightly important	29.23%	16.36%	25.47%	31.93%
	Important	44.62%	45.45%	34.91%	33.73%
	Very important	13.85%	36.36%	20.75%	21.08%
<b>g) Animal welfare</b>	Not important	10.77%	3.57%	13.08%	10.78%
	Slightly important	40.00%	19.64%	30.84%	32.34%
	Important	32.31%	41.07%	33.64%	34.73%
	Very important	16.92%	35.71%	22.43%	22.16%
<b>h) Minimize ecological degradation (to preserve soil, forests and biological diversity)</b>	Not important	7.69%	0.00%	8.41%	7.78%
	Slightly important	33.85%	12.50%	26.17%	26.35%
	Important	35.38%	39.29%	34.58%	34.13%
	Very important	23.08%	48.21%	30.84%	31.74%
<b>i) No use of chemical fertilizers and pesticides</b>	Not important	12.31%	0.00%	10.28%	9.58%
	Slightly important	27.69%	16.07%	16.82%	21.56%
	Important	38.46%	28.57%	36.45%	34.73%
	Very important	21.54%	55.36%	36.45%	34.13%
<b>j) No use of genetically modified organisms</b>	Not important	44.62%	17.86%	25.23%	26.95%
	Slightly important	26.15%	17.86%	20.56%	20.36%
	Important	23.08%	32.14%	28.97%	26.95%
	Very important	6.15%	32.14%	25.23%	25.75%

11. a) When I buy a food product, I would like to be informed about this aspect.					
		Dutch	Sustainable oriented	Frequent customers	All respondents
<b>a) Local food production</b>	Yes	64.62%	82.14%	71.03%	72.46%
	No	35.38%	17.86%	28.97%	27.54%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>b) Seasonal product</b>	Yes	56.92%	82.14%	71.96%	67.66%
	No	43.08%	17.86%	28.04%	32.34%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>c) Waste minimization</b>	Yes	43.08%	73.21%	53.27%	53.29%



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	No	56.92%	26.79%	46.73%	46.71%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>d) CO2 emission</b>	Yes	41.54%	69.64%	48.60%	49.10%
	No	58.46%	30.36%	51.40%	50.90%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>e) Eco-package (recyclable)</b>	Yes	58.46%	83.93%	66.36%	64.67%
	No	41.54%	16.07%	33.64%	35.33%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>f) Fair trade</b>	Yes	67.69%	80.00%	66.04%	66.27%
	No	32.31%	20.00%	33.96%	33.73%
	n/a	0.00%	1.82%	0.94%	0.60%
<b>g) Animal welfare</b>	Yes	47.69%	78.57%	61.68%	58.68%
	No	52.31%	21.43%	38.32%	41.32%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>h) Minimize ecological degradation (to preserve soil, forests and biological diversity)</b>	Yes	46.15%	80.36%	56.07%	55.09%
	No	53.85%	19.64%	43.93%	44.91%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>i) No use of chemical fertilizers and pesticides</b>	Yes	49.23%	87.50%	69.16%	65.87%
	No	50.77%	12.50%	30.84%	34.13%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>j) No use of genetically modified organisms</b>	Yes	35.38%	75.00%	59.81%	56.89%
	No	64.62%	25.00%	40.19%	43.11%
	n/a	0.00%	0.00%	0.00%	0.00%

12. What sustainability aspects do you think a caterer like Cormet should focus on most?					
		Dutch	Sustainable oriented	Frequent customers	All respondents
<b>a) Local food production</b>	Yes	35.38%	39.29%	38.32%	37.72%
	No	58.46%	57.14%	57.01%	58.08%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>b) Seasonal food production</b>	Yes	35.38%	35.71%	36.45%	35.33%
	No	58.46%	60.71%	58.88%	60.48%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>c) Waste minimization</b>	Yes	38.46%	25.00%	25.23%	32.34%
	No	55.38%	71.43%	70.09%	63.47%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>d) CO2 emissions</b>	Yes	9.23%	17.86%	9.35%	11.38%
	No	84.62%	78.57%	85.98%	84.43%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>e) No use of chemical fertilizers and pesticides</b>	Yes	26.15%	33.93%	40.19%	38.32%
	No	67.69%	62.50%	55.14%	57.49%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>f) No use of genetically modified organisms</b>	Yes	3.08%	16.07%	20.56%	19.76%
	No	90.77%	80.36%	74.77%	76.05%
	n/a	6.15%	3.57%	4.67%	4.19%

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<b>g) Fair trade</b>	Yes	27.69%	28.57%	26.17%	23.95%
	No	66.15%	67.86%	69.16%	71.86%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>h) Animal welfare</b>	Yes	27.69%	30.36%	23.36%	22.16%
	No	66.15%	66.07%	71.96%	73.65%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>i) Minimize ecological degradation</b>	Yes	32.31%	35.71%	26.17%	28.14%
	No	61.54%	60.71%	69.16%	67.66%
	n/a	6.15%	3.57%	4.67%	4.19%
<b>j) Eco-package (recyclable)</b>	Yes	44.62%	33.93%	41.12%	38.92%
	No	49.23%	62.50%	54.21%	56.89%
	n/a	6.15%	3.57%	4.67%	4.19%

13. Are there any important sustainability aspect(s) that are/is not included in the previous questions?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>Yes</b>	15.38%	16.07%	10.28%	13.17%
<b>No</b>	84.62%	83.93%	89.72%	86.23%
<b>n/a</b>	0.00%	0.00%	0.00%	0.60%

14. Can you remember buying a food product containing one of the sustainability labels listed below, in the previous six months?					
		Dutch	Sustainable oriented	Frequent customers	All respondents
a) FairTrade	Yes	80.00%	80.36%	70.09%	70.66%
	No	20.00%	19.64%	29.91%	29.34%
	n/a	0.00%	0.00%	0.00%	0.00%
b) Demeter	Yes	16.92%	19.64%	9.35%	13.77%
	No	83.08%	80.36%	90.65%	86.23%
	n/a	0.00%	0.00%	0.00%	0.00%
c) EU label	Yes	43.08%	62.50%	54.21%	55.69%
	No	56.92%	37.50%	45.79%	44.31%
	n/a	0.00%	0.00%	0.00%	0.00%
d) Milieukeur	Yes	16.92%	12.50%	12.15%	9.58%
	No	83.08%	87.50%	87.85%	90.42%
	n/a	0.00%	0.00%	0.00%	0.00%
e) Animal Welfare Approved	Yes	12.31%	21.43%	19.63%	17.96%
	No	87.69%	78.57%	80.37%	82.04%
	n/a	0.00%	0.00%	0.00%	0.00%
f) Rainforest Alliance	Yes	30.77%	41.07%	37.38%	35.33%
	No	69.23%	58.93%	62.62%	64.67%
	n/a	0.00%	0.00%	0.00%	0.00%
g) Carbon Trust	Yes	4.62%	32.14%	19.63%	22.75%
	No	95.38%	67.86%	80.37%	77.25%
	n/a	0.00%	0.00%	0.00%	0.00%

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<b>h) EKO</b>	Yes	73.85%	58.93%	47.66%	51.50%
	No	26.15%	41.07%	52.34%	48.50%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>i) Food Alliance</b>	Yes	9.23%	21.43%	15.89%	17.96%
	No	90.77%	78.57%	84.11%	81.44%
	n/a	0.00%	0.00%	0.00%	0.60%
<b>j) UTZ Certified</b>	Yes	58.46%	39.29%	33.64%	40.12%
	No	41.54%	60.71%	66.36%	59.88%
	n/a	0.00%	0.00%	0.00%	0.00%
<b>k) Marine Stewardship Council</b>	Yes	40.00%	32.14%	31.78%	31.14%
	No	60.00%	67.86%	68.22%	68.86%
	n/a	0.00%	0.00%	0.00%	0.00%

15. Do you generally look for sustainability labels (e.g. 'FairTrade' or 'Ecolabel') on a food product before you buy it?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>yes</b>	35.38%	67.86%	39.25%	38.92%
<b>no</b>	64.62%	32.14%	60.75%	61.08%
<b>n/a</b>	0.00%	0.00%	0.00%	0.00%

16. In addition to the established labels (e.g. 'FairTrade' or 'Ecolabel'), would you like to see a new overall sustainability label for food products in the Forum canteen?				
	Dutch	Sustainable oriented	Frequent customers	All respondents
<b>yes</b>	40.00%	60.71%	48.60%	43.71%
<b>no</b>	60.00%	39.29%	51.40%	56.29%
<b>n/a</b>	0.00%	0.00%	0.00%	0.00%

17. In case of a new sustainability label for food products in the Forum canteen, who in your opinion should be involved in the establishment of this label?					
		Dutch	Sustainable oriented	Frequent customers	All respondents
<b>a) Only Cormet</b>	Yes	7.69%	10.71%	10.28%	9.58%
	No	90.77%	89.29%	87.85%	88.62%
	n/a	1.54%	0.00%	1.87%	1.80%
<b>b) Cormet with Student Council</b>	Yes	23.08%	33.93%	28.97%	27.54%
	No	75.38%	66.07%	69.16%	70.66%
	n/a	1.54%	0.00%	1.87%	1.80%
<b>c) Cormet with WEP</b>	Yes	36.92%	58.93%	41.12%	44.31%
	No	61.54%	41.07%	57.01%	53.89%
	n/a	1.54%	0.00%	1.87%	1.80%
<b>d) Cormet with WUR</b>	Yes	20.00%	39.29%	31.78%	33.53%
	No	78.46%	60.71%	66.36%	64.67%
	n/a	1.54%	0.00%	1.87%	1.80%
<b>e) Cormet with independent experts</b>	Yes	56.92%	58.93%	51.40%	46.71%
	No	41.54%	41.07%	46.73%	51.50%
	n/a	1.54%	0.00%	1.87%	1.80%



18) Information regarding food products at the Forum canteen should be					
		Dutch	Sustainable oriented	Frequent customers	All respondents
a) Found nearby the food product	Yes	86.15%	83.93%	87.85%	86.23%
	No	13.85%	16.07%	11.21%	13.17%
	n/a	0.00%	0.00%	0.93%	0.60%
b) Found at other information sources (e.g. On Cormet's website)	Yes	35.38%	39.29%	35.51%	35.33%
	No	64.62%	60.71%	63.55%	64.07%
	n/a	0.00%	0.00%	0.93%	0.60%

19. What is your gender?	
Male	45%
Female	55%

20. What is your age?	
18-20	22%
21-23	31%
24-26	31%
27-29	6%
30-32	6%
33+	3%
n/a	3%

21. What is your current educational level?	
MBO	0%
HBO	7%
Bsc	28%
Msc	64%
Phd	1%

22. What is your nationality?	
European (excluding Dutch)	20%
Dutch	39%
Asia	31%
North America	1%
South America	2%
Africa	5%
n/a	2%

23. What are your dietary habits?	
Vegan	0%
Vegetarian	8%
Flexitarian	17%
Omnivore	57%
Carnivore	16%
n/a	2%

Cooperation that respondents who want a new label would like to see during the establishment of a new label				
	Sus-reg-cust.	Sus. Oriented	Regular cust.	All resp.
Cormet with WEP	55%	62%	48%	49%
Cormet with independent experts	68%	56%	56%	52%
Cormet with WUR	41%	47%	37%	40%
Cormet with Student Council	41%	44%	38%	40%
Only Cormet	14%	9%	8%	7%

Sustainability aspects that the respondents who want a new label think Cormet should focus on				
	Sus-reg-cust.	Sus. Oriented	Regular cust.	All resp.
no use of chemical fertilizers & pesticides	41%	35%	35%	34%
eco-packaging	36%	35%	38%	34%

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<b>local food production</b>	32%	35%	37%	36%
<b>seasonal food production</b>	36%	38%	31%	33%
<b>minimizing ecological degradation</b>	41%	41%	25%	29%
<b>animal welfare</b>	36%	32%	33%	29%
<b>fair trade</b>	23%	24%	25%	26%
<b>waste minimization</b>	18%	24%	23%	26%
<b>no use of GM organisms</b>	18%	18%	25%	25%
<b>CO2 emission</b>	23%	21%	13%	14%

## A7: Results of the open questions

In this appendix the answers to the open questions are presented. There are 167 questionnaires conducted in total and of this total, a number of 139 students filled in at least one open question. All the answers to the open questions will be presented in this appendix.

### **Question 3: Would you like to clarify an answer you gave or do you want to add something about your perception of the Forum canteen?**

The answers to this question have been categorized to answers related to price/expensive; quick meal/ crowded canteen; variety of food/ tasty food; sustainability/ healthy; waste and the category other. Sometimes the answers could be categorized in multiple categories this are the answers with a \* at the end of the answer.

Price/expensive
For me, the price is the most important
Food is expensive
I think it is weird some things are really expensive
More room and lower prices please!
I think it should be good food at a reasonable price. We are student after all
Expensive and not tasty*
It is too expensive for food that does not represent a good taste
Reasonable price is very important. Sustainability has to come with a reasonable price.*
Prices are not attractive , a bit expensive
Expensive , no choice really*
The price is not fair at all
It's really expensive for students
Cheap food= good food
The food and beverages are relatively very expensive for me (comparing it with the size, the price is very high)
The price is too high: 3 euro, more vegetables, less fried shit
A reasonable price together with sustainable production is the most important in my opinion. Price is too high. I am used to cheaper food from German canteens for students.
Cheap and large quantity of food in one menu*
They are too expensive and the food is too greasy
Price as a constraining factor, bringing own food seems to be cheaper
Some meals expensive, small variety of food especially Asian food, limited amount of warm meals, bigger variety of soups would be mostly welcome, short opening hours*
Quick meal/ crowded canteen
It is way too busy in 12:15 - 13:15
I think having a quick meal in between work. It is important for me to be able to do that in nice environment.
Payment methods have to be improved, there is a long queue
Gets too crowded, needs some expansion
Atmosphere and quickness is under pressure due to amount of people.
Space is not enough, too crowded
When you have do not have much time and you can't eat at home it's nice that you can eat at forum quickly
Too crowded
Quick is very important, dishes get cold during waiting in queues
Nice place to eat with friends, but mostly busy
Longer opening hours would be mostly welcome
Busy, waiting in lines, eating in a hurry when classes are due
Very crowded in peak time (lunch break), not enough space



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Variety of food/ tasty food
Expensive and not tasty*
Expensive, no choice really*
The variety of the food could be increased
Not much variety of healthy food*
Cheap and large quantity of food in one menu*
The quality of the food is not so good and when we say sustainable production it is important to indicate what is sustainable for the company.*
Not good food for an everyday diet. Mostly fast food or not so healthy*
I don't like the food. I eat this food because there's no more options only the sap/juice is good
Vegetables in warm meals mostly welcome
More nicer design of forum canteen would be welcome, labelling of sustainable as a good idea, possibility of choice according to price/quality
Small variety of warm food
Food offer is not very varied
Some meals expensive, small variety of food especially Asian food, limited amount of warm meals, bigger variety of soups would be mostly welcome, short opening hours*
Increase the amount of vegetable food served

Sustainability/ healthy
Sustainability of the food is important but not totally
About sustainability, it's weird that it's not sustainable even though it is Wageningen university
In addition to sustainability the labels should be indicated on the labels
I do not feel it is important for all food production to be sustainable. Only selective items should be. Additionally many of these items "Reasonable" "sustainable" "important" are open to interpretation and so difficult to judge mainly because there are different ranges of e.g.: "sustainable" something is not simply sustainable.
Reasonable price is very important. Sustainability has to come with a reasonable price.*
Wageningen UR is supposed to support a sustainable way of life so; I think forum canteen should go along with these standards.
Not much variety of healthy food*
The quality of the food is not so good and when we say sustainable production it is important to indicate what is sustainable for the company.*
Not good food for an everyday diet. Mostly pasta food or not so healthy*
Stop using aluminum wrap! It is extremely unsustainable to make

Other
I do not know
I go there mainly because it is easy and I don't have enough time in the morning to make lunch
The Chinese food is good
Atmosphere is generally created by yourself
Much better than before
Because I don't need to do dishes" (funny, isn't it ;)
It's good, nothing to add

**Question 4: For me, sustainability is the food sector in about...**

Answers open question 4
A good mix between meat and vegetables
Local food that can be used in an high rate, no food waste and less plastic and rubbish
Local product and fair coffee
Using organic resources, but also reduce waste product by packaging materials, energy used. For me it is really broad
Thinking of resource + energy use, treating animal rights

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Producing food in good way, does not damage the environment for the people live now and in future.
Pratically organic agriculture
Not too processed food, reusing of plastic and utility like fork and knife ant not using plastic ones.
Ensuring to provide people with local /reasonable food (as much as possible )grown with organic practice and paying for it a fairs price to the farmers
Recycle
Making sure for food sources
The way food items are produced, transported, packaged etc. that the whole system is economic (in the broad term). Ecologically friendly and socially acceptable. Again these terms are open to interpretation and all have to be to a standard which we find acceptable which is in reality very random.
Local production , Organic food , respect of the nature
Decent + respectful production of the food
Making products that are eco friendly and durable
Less use of recourse and wealth of farmers. Furthermore fair trade measures towards food avail ability and supply.
Important but it is hard to eat sustainable, through high prices and the uncertainty of the sustainability factors of the expensive products.
No fertilizer and pesticides use, no organic food, no sacrifice the environment.
The important of being conscious about the product we use everyday
Treat the animals in a friendly way, produce food in a way that resources will not be empty...
Minimum carbon footprint
A balanced use of energy for food production
Limited waste of food. Food being produced in an ecological fashion
Constant provision of variety of food
Animal welfare mostly
Local, homemade , healthy food
Getting the right food
Very important
Production and recycle of waste food
The way the food has been produced
To benefit more local farmers
Producing less waste products
Avoiding unnecessary wastage of resources in the preparation of the food.
not spoiling food: separation and recycling
Ensuring to provide people with local /reasonable food (as much as possible )grown with organic practice and paying for it a fairs price to the farmers
Saving money energy reduce waste and increase recyclable and to me consume green food and energy
Paying too much for my food
Knowing where your foods come from and production is on going
Low inputs, high quality + no additive
Low environmental pressure
For me sustainable is not important as it should be
Weather the packaging is biodegradable or not or whether food is organically produced
Eating good, healthy food
Regionally produced, consumed food
Healthy food
Finding the balance between efficiency and ethics
Environmentally friendly production but mostly environmentally friendly packaging and reduction on waste packaging
Fair price for producer and consumer, small scale production
Available healthy reasonable price and environment friendly
Producing food or food products that do not harm the environment that was produced with higher animal welfare.

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No depletion or accumulation of food in the world
Being good for the environment
Preserving energy and making maximum out of resources available
Fairtrade of the products
Low emission and fair trade
The plastic packaging
Hygienic way the food is prepared
The sustainability of agricultural products and sustainable processing and animal welfare.
Everything has to be green, without chemicals, without big companies. Sustainability is not for big production and it is seasonable.
Producing with an long term conservation of the environment and resources
Preservation of the environment
Welling of animals
Caring of the environment and be eco-friendly
Caring for the planets
Caring for planets, good price for farmers
Caring for the planets
Taking care for planets and don't waste too much
You can use it again, so not a lot of food is wasted
Ecological and good processed food, according to the sustainability lives
Where they get the food(sustainable food)
Using resources to the fullest and reducing waste as much as possible
Less waste, enough nutrition, effective production, fair trade, animal welfare
Using both products and packaging which are made in sustainable way
No GMO, fair prices for farmers, organic farming, no mega farms for meat production
Sustainable cultivation of the food with lower emissions and pesticides as possible
Recycling food waste and eco-packaging
Food production in environmental friendly way
Minimization of the ecological footprint
Produce of food without harm to animals, environment or resource [spoils]
Expensive products
Cheap [end] products
Organic food
Good if we can afford to
Sustainable food production usually is connected with higher prices, students usually got limited budgets
Recycling residues of feed and if it's fair-trade
Fair produced, no environment destruction
Healthy products
Lower emission of CO2 during growth/production of food, not adding too much to global warming
Use of plastic and paper, emission of CO2, local food
Low energy cost, recycling the waste
Getting the food of the same quality in long term
Good service good prices
Disposables, fair trade
Production of food without harm to nature and use of natural resources
Use of sustainable raw materials
Organic or environmental friendly
Nice price – good quality, no waste, natural products
Animal welfare, not harming environment, preferably from small farmers
GHG (Greenhouse Gas) emission and land-use changes on the entire production chain. About animal welfare in the production and producing locally, eat locally. Prices should reflect the real situation, not that transporting beef from Brazil is cheaper than from Spain/NL.
Reusing of package, sorting waste
Locally produced, organic
Good agricultural practices, no use of chemicals during processing of food, degradable packaging

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Organic food, recyclable package
Good for health
Hygienic food, reasonable price for students, timely available for ever for [future comer] too.
Getting food in time
Tasty and health benefits
Providing healthy green and steady supply of variety of food
Using ingredients which were produced in environmental-friendly, fair-trade manners
Growing food in an environmental friendly way
Produce in environmental friendly way
Consumption of seasonal production produced locally
Sustainable production
Environmental impacts of production, more vegetables less meat, less intensive animal production system
Social, economic, ecological considerations
Save the environment, no food security

**Question 13: Are /is there any important sustainability aspect(s) that are not included in the previous questions?**

<b>Answers open question 13</b>
Minimize food waste also in the restaurant.
Regarding information labels can tell sometimes a lot and provides enough information for some people.
Established directly relation with farmers instead of big wholesalers, stress the organic /biodynamic production more vegan/ vegetarian choices instead of too much meat.
Waste mimimization post production.
The deadline could be more close to the real date of expiring.
The amount of product.
Pricing of the food.
What is done with waste /organic waste as well and materials.
GMO food
Fair wages for employees.
The use of preventive antibiotics on animals.
May be covered all.
Water footprint of a product.
Recycling options after purchase.
Transport cost (food miles, CO2 emission) e.g. Dutch pigs slaughtered in Italy, come back as a Parma ham, (check out the questionnaire for explanation).
Social.

**Question 17: In case of new sustainability label for food product in the Forum canteen, who in your opinion should be involved in the establishment of this label? Other, namely...**

<b>Answers open question 17</b>
The whole university
I do not think it is possible to make a new overall sustainable label for all food product because they are so different e.g. Apple with salmon. It is however possible to have a type of "Accepted by WUR" label following certain criteria.
Ministry of health
Everyone so there will no new label been made.
A label is not necessary just the action of having sustainable food is enough
With consumers all stakeholders
Interested students
All caterers of the university since the caterer at Leeuwenborch is cheaper
ENP group (Environmental Policy) & consumer studies

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In cooperation with Wageningen Food Science Department

Only WEP

Experts from food quality and science

**Question 18: Would you like to clarify an answer you gave or do you want to add something concerning the supply of information about the sustainability of the food product?**

**Answers open question 18**

It should be seen /visible when you buy the product

You just cannot merge all these labels into 1. They are different things you cannot compare and some people think Fair trade is more important than an eco-label.

I think both are possible (as long as it is not mass flayers for example

If in need information I want them at the point of sale and more detailed.

I do not want to read a whole text while shopping my fast meal but still like to be informed the product and I like to read behind food when I have time.

Yes, sustainable food is more expensive overall because I am a student right, I cannot easy afford those expensive product

Eat locally benefit locals

If I'd want exert I'd search it near the products and not first go on the internet

I wouldn't look at the website to check if I bought a sustainable food product

To be sustainable it means that the production has to be sustainable from the products until the process and even the knowledge that the producer have.

Have a brochure/little booklet containing all the sustainability information

People won't look voluntarily at website

Environment and sustainability are important, but as a consumer looks at price and taste sustainability is complex

Why a new label? That means more work, advertising, also confuses consumers, how info will be presented, and how about when it changes? (for details check out the questionnaire)

It's easier for the customer to decide whether to buy or not if the information about the product is presented near the product"

Sustainability is too broad

Provide country of origin and CO2 emission on the label