Geographical Indication and the Dutch opinion

Marc Boxen

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Thesis coach: Dinand Ekkel

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A study on buying behavior and awareness of Dutch citizens towards geographical indications

Written within the framework of the study European Food Business.

Aeres University of Applied Sciences Almere

Thesis coach: D. Ekkel

Marc Boxen

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Preface

This research is written in the last semester of the European Food Business study which I pursued in Almere at the Aeres University of Applied Sciences. This report is written based on a personal interest towards geographical indications and the food sector in general. This report will give me a good base of geographical indication labels and the products.

The result gained by this research will be used for analyzing and concluding this report. It will be one of the last reports before finishing my study European Food Business.

I would like to take this opportunity to thank my thesis coach D. Ekkel for his elaborate coaching and his knowledge about thesis writing. Also, I would like to thank the Aeres University of Applied Sciences for all their services that I used.

Enjoy this research report.

Marc Boxen

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Summary

The demand for a more transparent way of producing food is a global trend. Consumers are concerned about the way their food is produced (Olayanju, 2019). The food scandals of the last decades like the melamine fraud in Chinese milk powder, the horse meat scandal and the BSE crisis (mad cow disease) were not helpful in creating a transparent way of producing food and trustability towards the food sector was compromised. Moreover, counterfeiting scandals were the norm in the past decades. Many different projects were started to increase the trustability of the food sector. The European Union created a law and labelling system based on the French law for wine making: AOC (Appellation d'Origine Contrôlée). Regulation (EU) No. 1151/2012 serves the producer, but also the consumer. It makes sure that one can trust that "what he sees is what he gets." In this law, there is no room for counterfeiting and this law makes sure that the product is from the region from which it claims to be. This is called Geographical Indication. It uses the geographical name of an area and combines it with a product or produce to legally claim the specific traits in the product of the specific area. This is very popular in countries like Italy and France. However, in the Netherlands, according to the two Eurobarometers 389 and 473 (TNS opinion & social 2012), the awareness of these labels is rather low.

This report is focused on the attitude and motives of Dutch consumers towards Geographical Indications and mainly the three European labels concerning this topic: PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Specialty Guaranteed). The main questions which are answered in this research are about premium pricing, regional food and localism[1], awareness, food quality and support for local farmers. These topics and questions are needed to answer the main research question: *What is the attitude of Dutch consumers towards PDO, PGI and TSG labels, and what are their motives behind it?*

The main findings of this report are in line with the Eurobarometers 389 and 473, where it is stated that the Dutch are among the least aware consumers in the European Union when it comes to geographical indicated products. However, the consumers which participated in this research were also asked about their motives for their unawareness and their experience with geographical indicated products. Moreover, questions were asked about their opinion on local food, quality and rural development in combination with geographical indicated products. In general, the Dutch consumer is interested in local food, which is good for the local producers and enhances rural development. They think a PDO, PGI or TSG label could be a good tool for realizing this. However, they are not sure about the enhanced quality of PDO, PGI, and TSG products.

Overall, the Dutch consumer is unaware of the existence of PDO, PGI and TSG labels. Nonetheless, they have a positive attitude towards its effect on rural development and the supporting of local farmers. Recommended for further studies is to use a bigger sample size and more demographically mixed samples. Due to COVID-19 and the given timeframe, this was not achievable for this research. One should note that the results are not statistically based and are descriptively analyzed.

1. Introduction

The demand for a more transparent way of producing food is a global trend. Consumers are concerned about the way their food is produced (Olayanju, 2019). Food scandals in the past decades did not help to change this concern, and decreased the consumer trust and creditability towards food industries (Liu & Ma, 2016). These food scandals mostly concerned the safety of the products and its consumers. However, food scandals can be also based on illegitimate use of ingredients (BBC News, 2019) or counterfeits. Some known examples of food scandals are: BSE Crisis (mad cow disease), the horse meat scandal (Lee-Zogbessou, 2018) and the melamine in Chinese milk powder outrage (World Health Organization, 2015). These sorts of scandals sparked a change in consumers' behavior and attention to the way their food is produced.

The European Union was also warned after the food scandals in the late 1990s. The food scandals activated the idea of legislation on European Union level (European Commission, 2019). The European Commission developed an integrated approach to food safety "from farm to fork" (European commission, 2019), which is fully described in the White Paper on Food Safety. This covers all different steps within the supply chain: the European Parliament and the Council implemented Regulation (EC) No 178/2002 in 2002 (European Commission, 2019) (General Food Law Regulation). This regulation is mainly about food safety. However, this is not the only important part of a more transparent food system. Food quality, origin, tradition, human knowledge and the surrounding area and its soil, are also important factors concerning food quality. Important to consider is that food safety and food quality are two different concepts which can contribute to a more transparent way of producing food. Food quality is not easy to define. This is because of the interdisciplinary nature of food quality. It is backed by many disciplines like: nutrition, sensorial, functionality, aesthetics, ethics, convenience, origin and authenticity. Food safety is the handling, processing and storage of food in order to prevent foodborne illness (United States Department of Agriculture, n.d.).

The European Union has developed a way of controlling food quality in different specific characteristics attached to the production of traditional products. This is mainly to decrease the amount of copycats and frauds in food products. However, the food scandals of the 1990s (mostly concerning food safety and misuse of ingredients) were not the actual starting point of regulatory actions against misuse of origin, tradition, quality and geographic area in food labeling and production. In the Lisbon Agreement signed in 1958, France and many other European and non-European countries have started a way of controlling and governing Geographical Indications (GIs) in food products worldwide, based on the French AOC (Appellation d'Origine Contrôlée) legislation which was and still is used for the French wine industry. This was to reduce counterfeits and frauds within the French wine industry. Each region, area, municipality or even village can have its own AOC, and its own set of rules which comes with using the name of a local AOC. The Lisbon agreement is regulated by the WIPO (World Intellectual Property Organization) in Geneva (WIPO, n.d.).

A regulatory system for GIs in the European Union is based under Regulation (EU) No. 1151/2012 (article 5) of the European law on property rights. The following three quality labels regarding GIs were created: PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Specialty Guaranteed). These labels guarantee the following specifications to the products which are allowed to use the quality labels: geographical area (place, region or country), tradition, quality and characteristics of the geographical products and human intervening. Depending on which quality label is used the rules of the GIs are categorized in the three abovementioned labels.

PDO (Protected Designation of Origin) is the strictest quality label concerning GIs (European Commission). The following specifications are assigned to PDO products (rules can be different per product): "every part of the production, processing and preparation process must take place in the specific region." PGI (Protected Geographical Indication) handles a less strict specification system than the PDO quality labels. The following specifications are assigned to PGI products (rules can be different per product): "For most products, at least one of the stages of production, processing or preparation takes place in the region." The last quality label under regulation (EU) No. 1151/2012 (article 5) is the TSG (Traditional Specialty Guaranteed). The following specifications are assigned to a TSG product (the rules can be different per product): "Traditional Specialty Guaranteed (TSG) highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse" (European Commission, n.d.).

These three quality labels are the bases for a more transparent, local and culturally diverse food chain, because of the way these labels protect the heritages of the predecessors of current producers. A focus on the first two GI quality labels will give a good detailed view about the use of these labels in Europe (TSG is the least used label of the three, and does not specify a geographical indication). PDO and PGI focus on the creation of specialty characteristics known for a specific area of region. The use of these labels is different per region and per country: mainly Italy, France, Portugal, Spain and Greece have a high number of registrations of both PDO and PGI products. Northern European and East European countries like Denmark, Sweden, the Netherlands, Poland and the Baltic States, tend to use this system less than the South European countries (Dias & Mendes, 2018, p. 492-508).

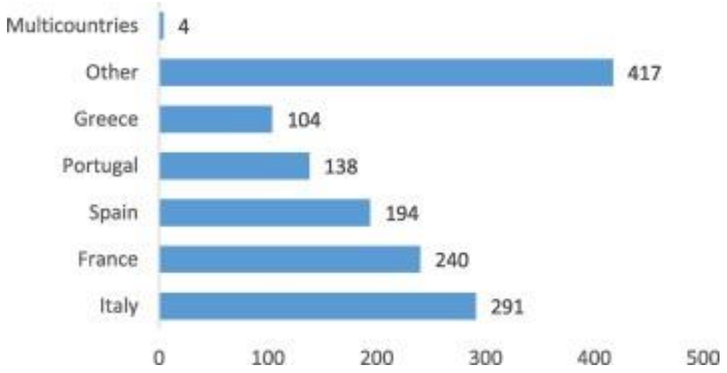

Figure 1 PDO, PGI and TSG per country (Dias & Mendes, 2018, p. 496)

Figure 1 PDO, PGI and TSG per country (Dias & Mendes, 2018, p. 492-508) shows the that southern European countries have the majority of GI protected products.

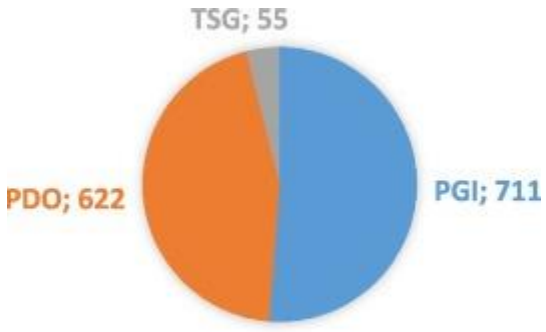

Figure 2 PDO, PGI and TSG division (Dias & Mendes, 2018, p. 492-508)

Figure 2 PDO, PGI and TSG division (Dias & Mendes, 2018, p. 492-508) shows that TSG products are a minor player compared with PDO and PGO products.

What kind of products have the right and the privilege of wearing one of these prestigious labels? A list of examples for both PDO and PGI products gives the opportunity of learning about the differences of both labels and also about the diversity of the labels in different countries ("Geographical Indications register," 2020).

Table 1 Examples of Geographical indications. ("Geographical indications register," 2020).

Name	Label	Product type	Country
Choucroute d'Alsace	PGI	Class 1.6. Fruit, vegetables and cereals fresh or processed	France (Region d'Alsace)
Tiroler speck	PGI	Class 1.2. Meat products (cooked, salted, smoked, etc.)	Austria (Tirol region)
Kiwi de Corse	PGI	Class 1.6. Fruit, vegetables and cereals fresh or processed	France (Corsica)
Oriel Sea Salt	PDO	Class 2.6. Salt	Ireland (Port Oriel-County Louth)
Bra	PDO	Class 1.3. Cheeses	Italy (Province of Cuneo-municipality of Villafranca)
Echalote d'Anjou	PGI	Class 1.6. Fruit, vegetables and cereals fresh or processed	France (Region Maine et Loire)
Opperdoezer Ronde	PDO	Class 1.6. Fruit, vegetables and cereals fresh or processed	The Netherlands (Opperdoes-Noord Holland)
Tørrfisk fra Lofoten	PGI	Class 1.7. Fresh fish, molluscs, and crustaceans and products derived there from	Norway (Lofoten and Vesterålen)
Mohant	PDO	Class 1.3. Cheeses	Slovenia (Bohinj)
White stilton/Blue Stilton cheese	PDO	Class 1.3. Cheeses	United Kingdom (Derbyshire, Leicestershire and Nottinghamshire)
Prés-salés du Mont-Saint-Michel	PDO	Class 1.1 Fresh meat (and offal)	France (Mont-saint-Michelle (Manche Normandië))

Most of the EU countries have registered GIs. The positive effects of the GIs on economic growth and rural development do not always increase the awareness and popularity of GIs with the EU citizens (Cei, Defransesco & Stefani, 2018). In some countries the awareness and the behavior accompanying action towards GIs quality schemes like PDO and PGI and TSG is much lower and less important as in other countries. The overall awareness of the three earlier discussed quality labels in Europe is relatively small towards other quality labels (TNS opinion & social, 2018) as seen in Figure 3 Awareness of logos Eurobarometer Europeans, Agriculture and the CAP.

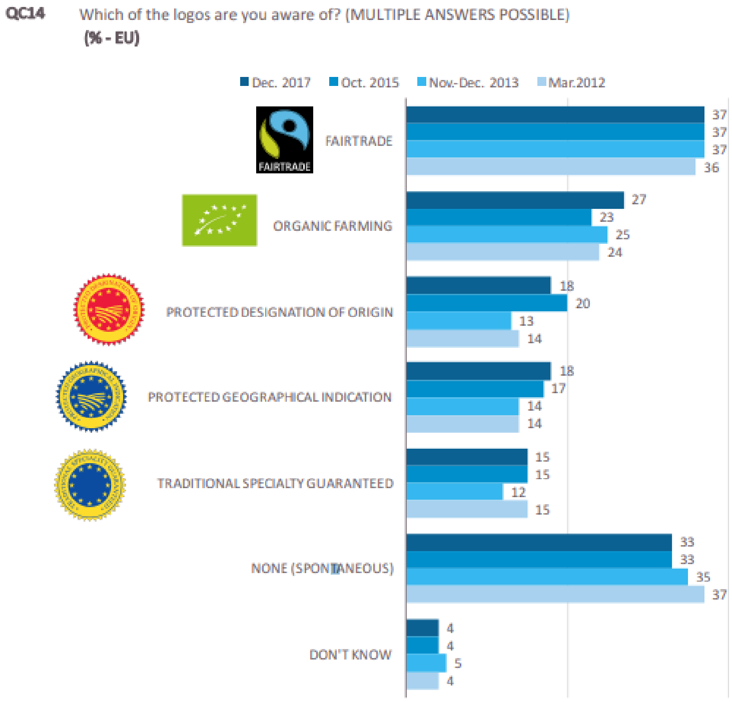

Figure 3 The awareness of food logos according to, Eurobarometer 473 Europeans, Agriculture and the CAP (TNS opinion & social, 2018).

These results are based on a research funded by the EU and executed by TNS opinion & social. In 2012, another comparable research was done that focused on the European attitude towards food security, food quality and the countryside (TNS opinion & social 2012). This research shows comparable outcomes on the question: which of the logos are you aware of?

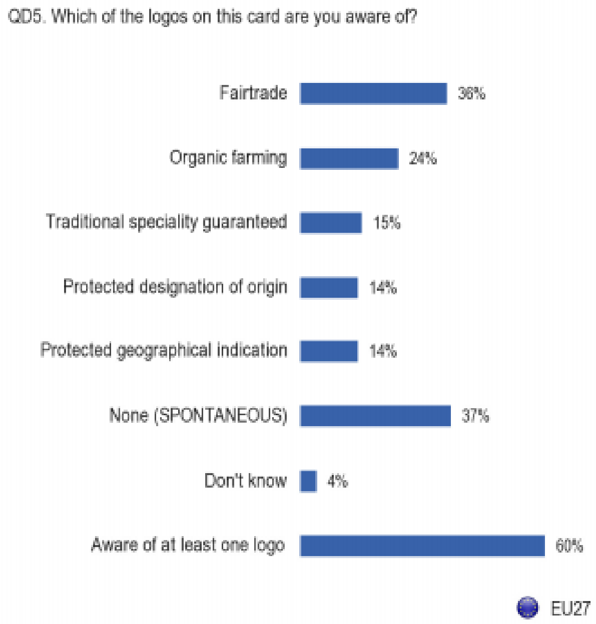

Figure 4 The awareness of food logos according to Eurobarometer 389 Europeans' Attitudes towards food security, food quality and the countryside (TNS opinion & Social 2012).

The similar outcomes confirm a certain pattern. However, the Eurobarometer 389 has a more in depth look towards the Europeans' attitudes concerning quality food labels than the Eurobarometer 473.

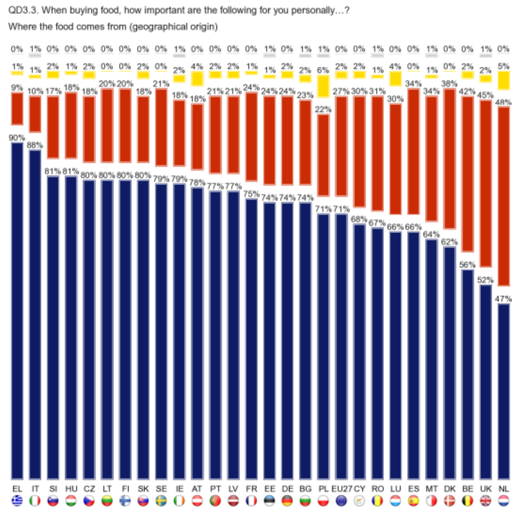

Figure 5 Geographical origin and it attitude in European countries according to Eurobarometer 389 (TNS opinion & Social 2012).

In *Figure 5, importance of geographical origin* is shown. There is a big difference between countries and the perceived importance of geographical origin and indication. Primarily, the UK and the Dutch consumers do not seem to put much interest in geographical origin and indication in their buying behavior. In *Figure 6 Awareness of logos per country Eurobarometer 389* one can see the percentage of the different EU member states. Concentrating on the three quality labels mentioned above, one can conclude that in 2012 the awareness of the PDO, PGI and TSG logos is higher in countries in Southern Europe. The Netherlands and Denmark score lower on the awareness of these specific logos (TNS opinion & social 2012).

QD5 Which of the logos on this card are you aware of?

	Fairtrade	Organic farming	Traditional speciality guaranteed	Protected designation of origin	Protected geographical indication	None (SPONTANEOUS)	Don't know	Aware of at least one logo
EU27	36%	24%	15%	14%	14%	37%	4%	60%
BE	**54%**	20%	11%	*8%*	10%	31%	3%	67%
BG	*6%*	13%	15%	14%	15%	**57%**	9%	34%
CZ	*12%*	21%	20%	14%	13%	**47%**	7%	46%
DK	**75%**	39%	5%	*3%*	6%	18%	0%	81%
DE	**57%**	33%	11%	*8%*	9%	29%	2%	68%
EE	17%	34%	22%	*8%*	10%	**39%**	6%	56%
IE	**78%**	27%	8%	*6%*	7%	15%	4%	81%
EL	*5%*	17%	16%	16%	15%	**58%**	6%	36%
ES	*3%*	14%	25%	14%	14%	**53%**	4%	43%
FR	29%	**38%**	19%	25%	*17%*	32%	3%	65%
IT	*17%*	24%	22%	**36%**	32%	35%	5%	60%
CY	*7%*	18%	20%	7%	10%	**64%**	0%	36%
LV	*6%*	33%	14%	7%	14%	**47%**	4%	48%
LT	5%	26%	21%	*4%*	7%	**27%**	29%	44%
LU	**76%**	37%	15%	16%	*11%*	15%	0%	85%
HU	*6%*	19%	11%	7%	9%	**62%**	2%	36%
MT	28%	19%	10%	*5%*	7%	**45%**	11%	45%
NL	**78%**	21%	*5%*	6%	6%	17%	1%	82%
AT	**72%**	36%	*15%*	19%	16%	*15%*	2%	83%
PL	*5%*	12%	15%	6%	11%	**63%**	4%	34%
PT	16%	21%	*15%*	17%	18%	**59%**	5%	36%
RO	*5%*	10%	9%	*5%*	6%	**60%**	16%	25%
SI	*11%*	32%	13%	13%	16%	**52%**	3%	45%
SK	*12%*	28%	20%	14%	*12%*	**47%**	6%	47%
FI	**54%**	33%	12%	*5%*	5%	30%	1%	69%
SE	**74%**	33%	10%	10%	*9%*	18%	1%	81%
UK	**81%**	22%	13%	*7%*	10%	13%	1%	86%

Highest percentage per country *Lowest percentage per country*
Highest percentage per item Lowest percentage per item

Figure 6 Awareness of logos per country according to Eurobarometer 389 (TNS opinion & Social 2012).

On a European level a positive trend towards rural development is seen after implementing a geographical indication towards a certain area. A rise in labor and rural development is seen in the areas where a new PDO, PGI or TSG is implemented (Cei et al., 2018). However, in the Netherlands, a big rise of such positive effects is not present. This might be due to the small range of PDO, PGI and TSG products or to the relatively small economical size of GI products compared to regular food products. It is known that on average the Dutch results towards quality and geographical origin and the awareness of specific logos which safeguard and controls these specific traits, are lower compared to Southern European countries (TNS opinion & Social 2012). This might seem strange due to the prominent status of the Dutch agriculture sector in the world. However, these results are abstract and not referring to any behavioral trends and cultural trends. The why-question is not asked, and the motives of the Dutch public and the buying behavior is lacking to get a good view about the real opinion of the Dutch community toward PDO, PGI and TSG logos and their added values. There are a few studies which are looking to consumers' attitudes and behavior. An example of such a paper partially answers some questions, but many questions remain unanswered (Van Ittersum, Candel & Torelli, 1997, p. 210-221). For example ,the customers attitudes towards premium pricing, the effect of localism[1] towards local products and perceived quality.

Based on these questions the following research question was drafted:

"What is the attitude of Dutch consumers towards PDO, PGI and TSG labels, and what are their motives behind it?"

The following sub-questions will be used to answers the main research question.

1) Premium prices on geographical indications: what is the opinion of the Dutch consumer?
2) What is the main target group for Geographical Indications
3) Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially geographical indications?
4) Is a product with a Geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?
5) What is the familiarity and attitude of Dutch citizens on geographical indication?

The relevance of this project is supported by different trends in the food sector such as: an increased demand for local food, high demand for transparency in food production and a general increase of the awareness for food. Also, the increased development of rural areas after introducing a PDO, PGI or TSG label contributes to a relevant stud project.

The first (1) sub-question focusses on premium prices and buying behavior. The second (2) sub-question focusses on the main target group for GI products. The third (3) sub-question concerns localism and the effect on buying behavior of the local citizens. The fourth (4) sub-question takes perceived quality as the main point. The fifth (5) sub-question focusses on the opinion of GI foods in general but also concerns the PDO, PGI and TSG labels.

The goal of the following research will be to gather information about the motives of consumers to buy or not buy food products accredited with an EU GI label and to create a good perspective on the different aspects which influence buying behavior of GI products.

[1] For the purpose of this project, the term "localism" will refer to the support of local citizens of their local production and consumption of goods.

2. Material and Methods

To be able to conduct a good research the following division has been made to create a clear overview of the done research: literature studies, qualitative research, project planning and project organization. The different steps are explained in the different chapters.

2.1. Literature study

A literature study contributes to a broader research scope. By using different international sources, a more generic view can be found. International sources about food gave more clear answers. Information from EU institutions will help to generate information about the European legal frame work of the general food law.

2.1.1 Scientific articles

Scientific articles are mainly published in scientific journals. Most of the journals and articles are published on the internet. Search engines are used to gather the data. The different search engines which have been used for this research are Science Direct, Green Dye, Google Scholar and SmartCat. Due to language barriers, the language of research has been in English and thus articles in other languages have not been included in this research.

2.1.2 European Union Eurobarometer

A lot of used data originated from the Eurobarometer. The Eurobarometers are research papers about European legislator decisions and the opinion of the European citizens. These articles gave a broad overview on different legislative topics within the union.

2.1.3 Other sources

Other sources have been websites, news articles and other non-governmental or non-scientific papers. These articles were supportive to the research project and are not used to sustain the theoretic framework.

2.2 Project phases

The project is divided into three phases of research. The different phases are visualized in Figure 7 project phases. In this project qualitative research is done, where the focus lies on the use of questionnaires and interviews with consumers.

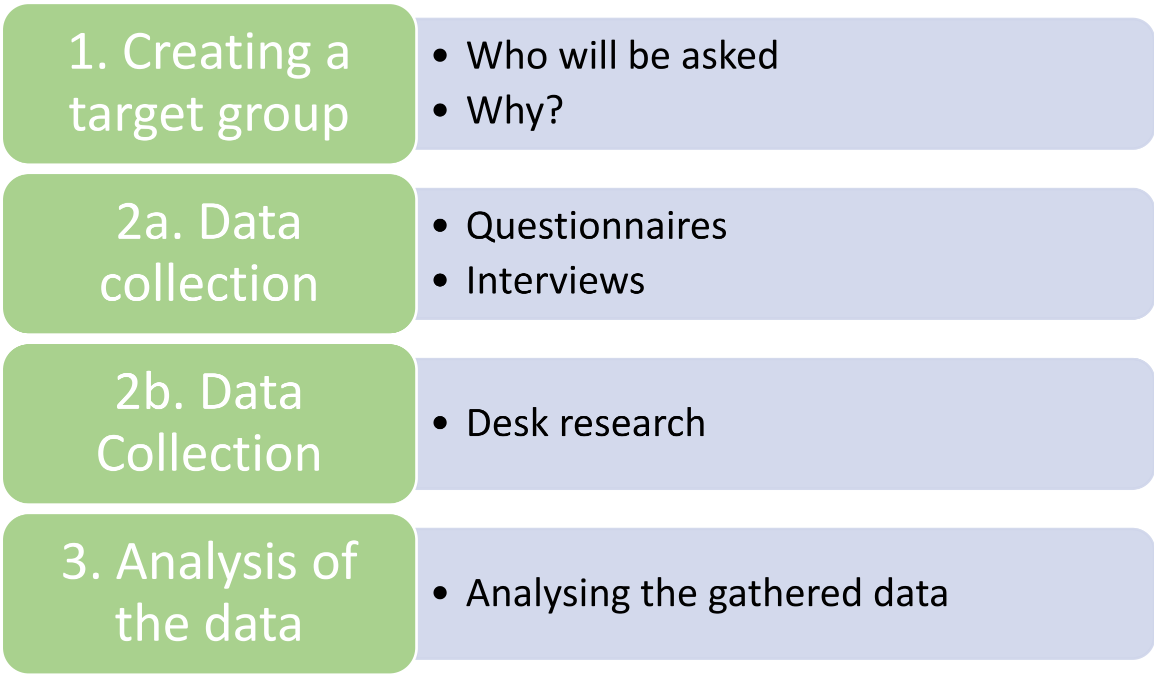

Figure 7 Project phases

2.2.1 Creating target group

To do research about buying behavior it is important to know what the main target group is, which is included in the results of the questionnaire. In the aforementioned Eurobarometers 389 and 473, a specific target group is not used. The only criteria were that the people would be of different social and demographic backgrounds. These are the same criteria which are used in this research to get a comparable outcome (TNS opinion & social 2012). However, age will be a discriminatory factor. The questionnaire was only be available for citizens twenty years or older. This group of people generally do their own grocery shopping and shop consciously.

2.2.2 Data collection questionnaire and interviews

To be able to create a good conclusion and analysis, data is needed. To gather data a questionnaire is used. The focus in the questionnaire lies on the perceived behavior of individuals. The aim of this questionnaire was to have 60 respondents. With at least 60 respondents, a good representation of the Dutch opinion on GIs is achieved, in the available time for this research. This amount of responses might not give a scientifically backed answer on the main research question. However, it is a good stepping stone for further research. The questionnaire can be found in Appendix A. The respondents are approached online via different social media platforms like Facebook, Instagram and WhatsApp (these online platforms are used to guarantee a one and a half meter physical distance between respond and interviewer, this to follow the regulations during the COVID-19 crisis).

Table 2 questionnaire sub-question connection

Sub-question	Questionnaire question
Premium prices on geographical indications: what is the opinion of the Dutch consumer?	14
What is the main target group for Geographical Indications?	1, 2 ,3, 4
Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially Geographical Indications?	11
Is a product with a geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?	13, 10
What is the familiarity and attitude of Dutch citizens on Geographical Indication?	15, 12, 10, 9, 5,6 7,8

The questionnaire can be found in appendix A.

With just the questionnaire, an in-depth view of attitude, knowledge and motivation is not reached. For this study, an interview was used to create this in-depth view on the abovementioned characteristics. The interview was conducted within three different age ranges. The age ranges are divided between three groups: 20-40, 40-50 and 50+. In total, three people were interviewed: one out of each age range. The answers of the interviews are supportive to the answers of the questionnaire. The interviews were conducted either in person with an approved distance coherent to the COVID-19 regulations or via a phone/video call. The questions in the interview are coupled with the aforementioned sub-questions.

Table 3 Interview with customers sub-question connection

Sub-questions	Interview questions
1) Premium prices on geographical indications: what is the opinion of the Dutch consumer?	7
2) What is the main target group for Geographical Indications?	10
3) Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially Geographical Indications?	2, 3, 4, 5, 6, 9
4) Is a product with a Geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?	2, 9
5) What is the familiarity and attitude of Dutch citizens on geographical indication?	1, 2, 3, 4

It is possible that answers might answer different sub-questions during the interview.

The interview can be found in appendix B.

2.2.3 Data collection desk research

Certain sub-questions need to be answered by literature. The following questions need certain answers out of known literature to sustain and supplement certain answers out of the questionnaires and interviews.

2.2.3A Research criteria

The following criteria will be included in the research:

- PDO, PGI and TSG food products
- Papers on Dutch buying behavior
- Papers on premium pricing in the food sector
- Papers on premium pricing on PDO, PGI and TSG food products
- Papers on target group characteristics
- Target groups for PDO, PGI and TSG food products in EU member states (especially the Netherlands)

The following criteria will be excluded from research because of their dissimilarity towards the sub-question and main research question:

- Papers on buying behavior of citizens outside the Netherlands
- Papers on premium pricing of non-food products
- Papers on target groups for non-food items
- Papers on buying behavior of consumers younger than twenty years old

2.2.3B Key words

To find the sufficient papers the following key words will be used:

- Buying behavior towards PDO, PGI and TSG
- Premium prices on geographical indication in the food sector
- Target groups for geographical indication
- Geographical Indication in the food sector

Table 4 Desk research-sub question connection

Sub-question	Kind of research	Field of expertise
1) Premium prices on Geographical Indications: what is the opinion of the Dutch consumer?	Desk research	Economics, buying behavior
2) What is the main target group for Geographical Indications?	Desk research	Buying behavior, marketing

2.2.3C Source quality

To ensure the quality of the desk research the following matrix is used: Scimago Journal & Country Rank (SJR). The matrix can be found in Appendix E. The SJR is a measure for scientific journals, it measures the amount of citations in comparison with other journals in the same field of study. The SJR works with four different quartiles Q1-Q4 where Q1 has the highest SJR score and Q4 the lowest. In this research the goals is to get 85% of the used articles within the Q1 quartile.

2.2.4 Analysis of the data

The achieved data from the questionnaires is analyzed in a descriptive manner, to get a good overview on the data. The interviews are written in manuscript form and analyzed. Moreover, the interviews are used to obtain a conclusion and recommendations. The data is analyzed on the following criteria:

- Age
- Gender
- Level of education
- Household income
- Awareness of Geographical Indication in the food sector
- Preference and behavior
- Perceived quality
- Premium pricing
- Overall opinion on Geographical Indication

A descriptive analysis is written to get a good overview of consumer behavior. The descriptive overview is a good way of analyzing the Dutch opinion of PDO, PGI and TSG in the available time for this project.

2.3 Project organization

To be able to finish and deliver this report timely, the following framework is made to guarantee this and, warrant the quality of the research and results.

2.3.1 Project boundaries.

The project boundaries make sure that the research is done in the proper research field and guarantees a solid outcome for the stakeholders in this field of research.

The focus of this project focusses on the European certified Geographical Indications like PDO, PGI and TSG and, the way how consumers use and perceive these labels.

2.3.2 Project planning

For this project a timeline is made, to be able to pass the university's deadline. The planning can be found in appendix D.

3. Results

In the result section the results of the qualitative research are displayed in a structured way per sub-question. During the research period the COVID-19 pandemic was disturbing the public order. This also affected the way of gathering data. Most of the data is gathered by using social media like WhatsApp, Facebook, Instagram and LinkedIn. This could have an effect on the outcome of the questionnaire and the interviews because of the narrow social scope. This could cause inconsistencies on the reliability of mainly the data concerning demographics.

The results will be sorted in an orderly fashion per sub-question to give a good overview of the gathered data concerning each sub-question.

3.1 Qualitative data

3.1.1 Premium prices on geographical indications: what is the opinion of the Dutch consumer?

In *Figure 8 Premium pricing of PDO, PGI and TSG products* the results of the question: "is the increased premium price of PDO (BOB), PGI (BGA) and TSG (GTS) products a deciding factor of not buying the products?" is presented, the respondents had five different answer possibilities corresponding the following numbers: 1= I do not agree at all and 5= I totally agree.

In total 59 of the 60 respondents answered this question.

More than half, 33 of the respondents (55,9%), answered: I do not agree or disagree. 12 respondents (20,3%) answered: I agree. 7 respondents (11,9%) answered: I totally agree. 7 respondents (11,9%) answered: I disagree.

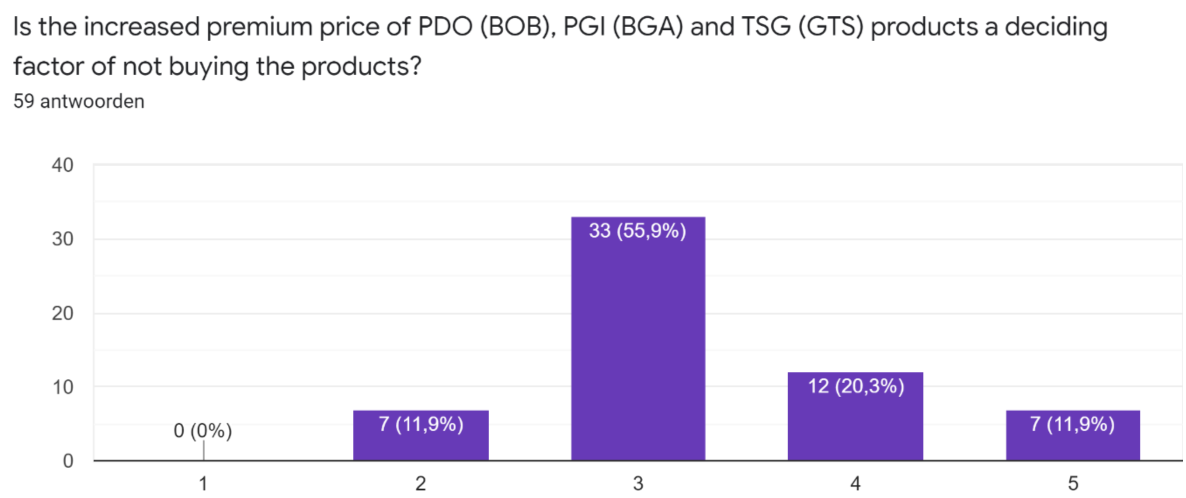

Figure 8 Premium pricing of PDO, PGI and TSG products

3.1.2 What is the main target group for Geographical Indications

In *Figure 9 Age range of respondents* the results of the question: "What is your age range?" is presented.

In total 60 of the 60 respondents answered this question.

49 respondent (81,7%) answered: 20-30. 5 respondents (8,3%) answered: 51-60. 3 respondents (5%) answered: 41-50. Both the answer possibilities: 31-40, 61-70 and 71-80 had been answered once which equals to (1,7%) per answer possibility.

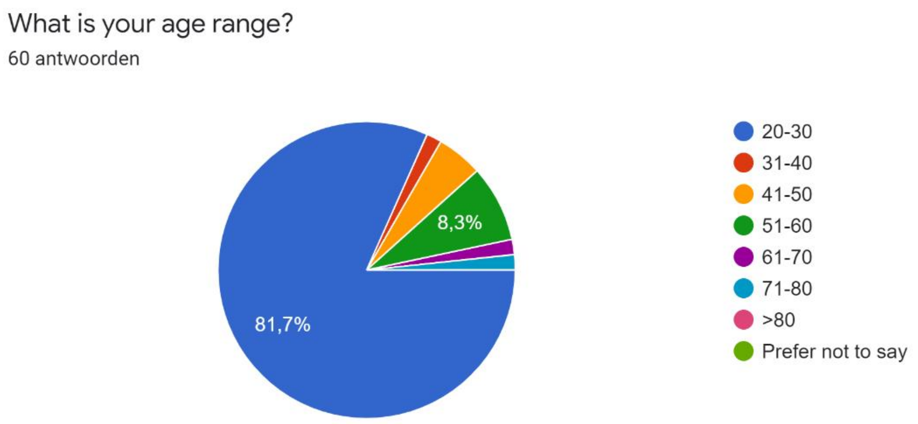

Figure 9 Age range of respondents

In *Figure 10 gender of respondents* the results of the question: "What is your gender?" are presented.

In total 60 of the 60 respondents answered this question.

The following question is answered as follows, 34 respondents (56,7%) answered: female 26 respondents (43,3%) answered male.

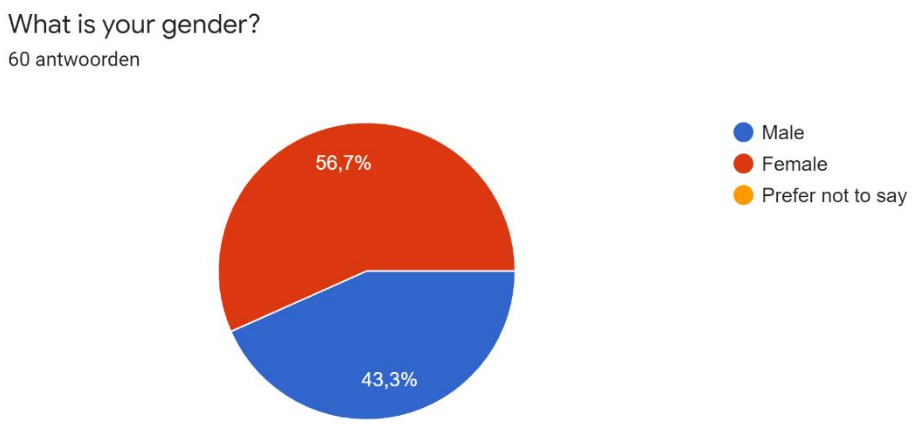

Figure 10 gender of respondents

In *Figure 11 the level of education of the respondents* the results of the question: “What is the highest level of education you completed or are completing?” are presented

In total 60 of the 60 respondents answered this question.

The answers on the abovementioned question are as follows, 38 respondents (63,3%) answered: HBO bachelor. 10 respondents (16,7%) answered: MBO. 6 respondents (10%) answered: master degree. 4 respondents (6,7%) answered WO Bachelor. 3 respondents (5%) answered VWO/Gymnasium. both primary school, vmbo and havo have all 2 respondents (3,3%) and 1 respondent (1,7%) answered I prefer not to say.

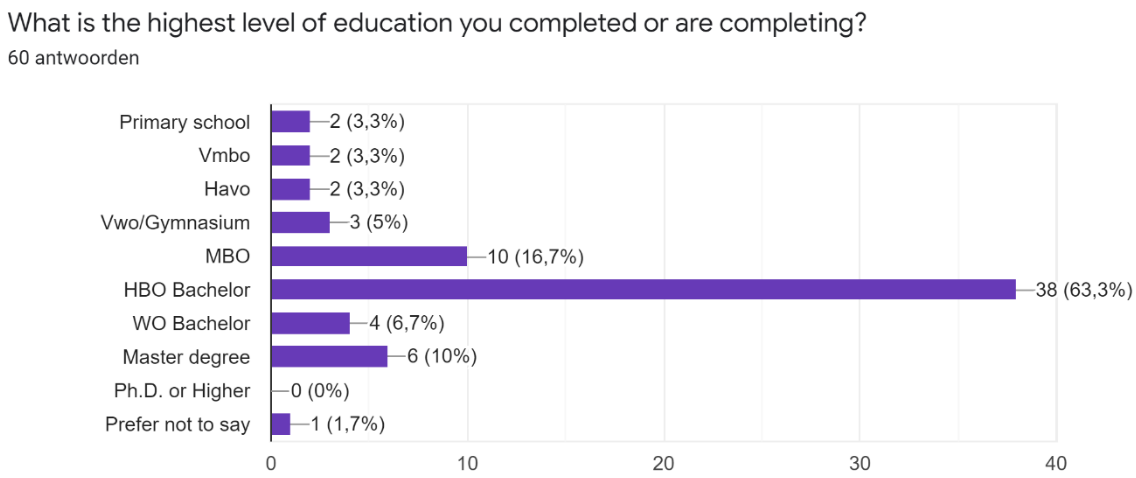

Figure 11 the level of education of the respondents

In *Figure 12 the average income per household* the results of the question “what is your average household income per year?” are presented.

The respondents answered as follows, 19 respondents (31,7%) €10.000-€20.000. 15 respondents answered <€10.000. 7 respondents (11,7%) answered €30.000-€40.00. 6 respondents (10%) answered €20.000-€30.000. 6 respondents (10%) answered prefer not to say. 3 respondents (5%) answered €40.000-€50.000 and the following answer possibilities €50.000-60.000,€80.000-€100.000, >€100.000 and don’t know have been answered by one respondent each (1,7%).

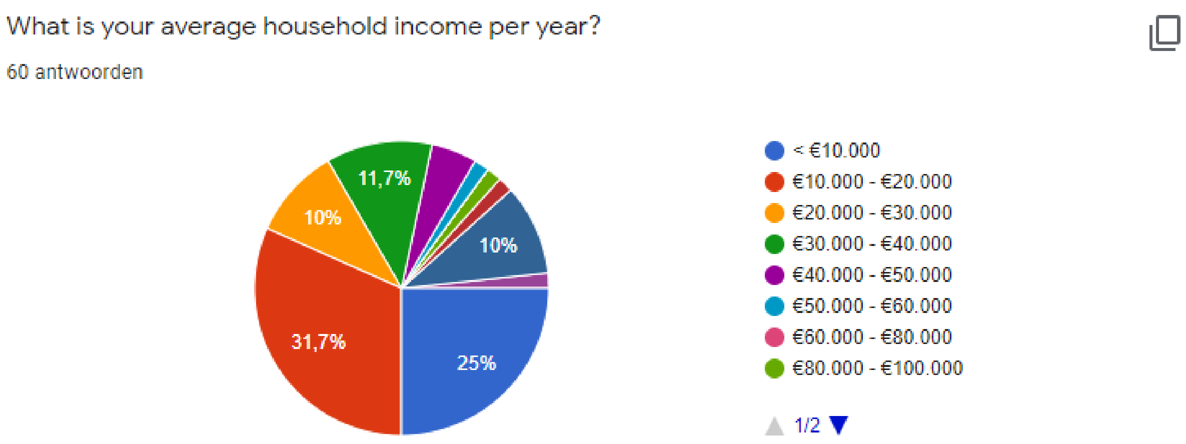

Figure 12 the average income per household

3.1.3 Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially Geographical Indications?

In *Figure 13 local products with GI labels* the results of the question: "Would you buy products with PDO (BOB), PGI (BGA) and TSG (GTS) if they are from your own region?" is presented. The respondents had five different answer possibilities corresponding the following numbers: 1 = I do not agree at all and 5 = I totally agree.

In total 60 of the 60 respondents answered this question.

26 respondents (43,3%) answered: I agree, 24 respondents (40%) answered: I do not agree or disagree, 8 respondents (13,3%) answered: I totally agree, 2 respondents (3,3%) answered: I disagree and 0 respondents (0%) answered: I totally disagree.

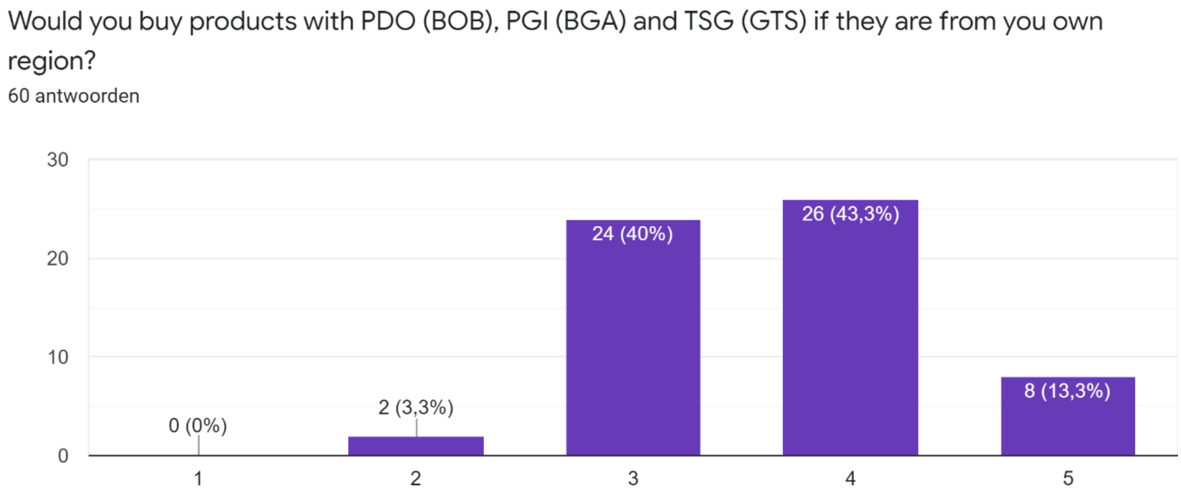

Figure 13 local products with GI labels

3.1.4 Is a product with a geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?

In *Figure 14 influencing factors of the buying* process the results of the question: concentrating on the following labels PDO (BOB), PGI (BGA) and TSG (GTS). What makes you buy products with one of these labels?

In total 60 of the 60 respondents answered this question.

The respondents had different answer possibilities: premium price, geographical area is guaranteed, transparency of the production, enhanced quality, to support local producers and I would never buy a product with these labels. The respondents had also the possibility to add own answers the following answers where added by the respondents: never payed attention to it, “omdat het er toevallig opstaat” (by coincidence), “never bought any of these labels consciously and did not know if I bought them.”

The answers were divided as follow: To support local producers (25 (41,7%)), I would never buy a product with these labels consciously (13 (21,7%)), transparency of the production (11 (18,3%)), enhanced quality (7 (11,7%)) and the rest final 6,8% answered one of the abovementioned added answers. The following answer possibilities are not chosen: premium price and geographical area is guaranteed.

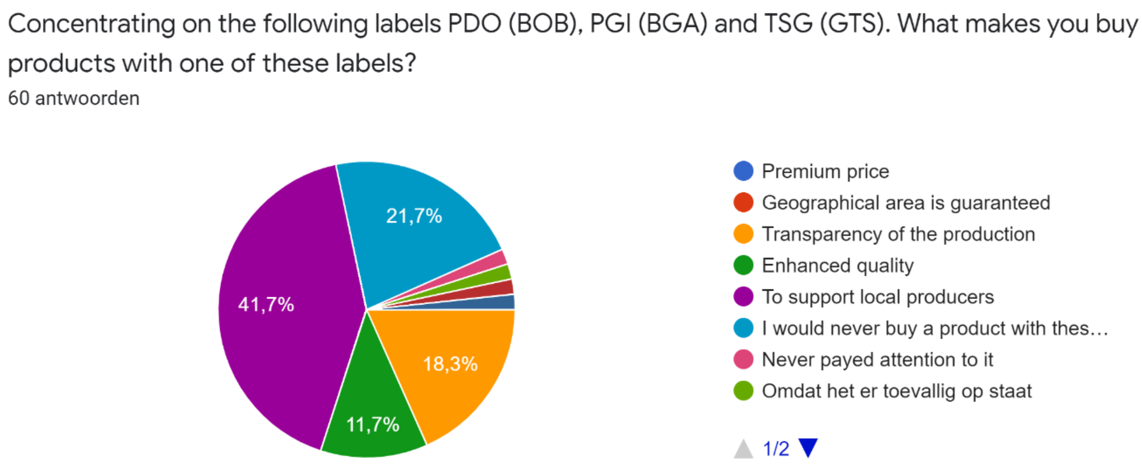

Figure 14 influencing factors of the buying process

In *Figure 15 perception of quality* the results of the question: “Do you perceive products with a label PDO (BOB), PGI (BGA) and TSG (GTS) as higher quality compared to their uncertified counterparts?” Is presented, the respondents had five different answer possibilities corresponding the following numbers: 1= I do not agree at all and 5= I totally agree.

In total 59 of the 60 respondents answered this question.

29 respondents (49,2%) answered: I do not agree or disagree. 19 respondents (32,2%) answered: I agree. 6 respondents (10,2%) answered: I disagree. 3 respondents (5,1%) answered: I totally agree and 2 respondents (3,4%) answered: I totally disagree.

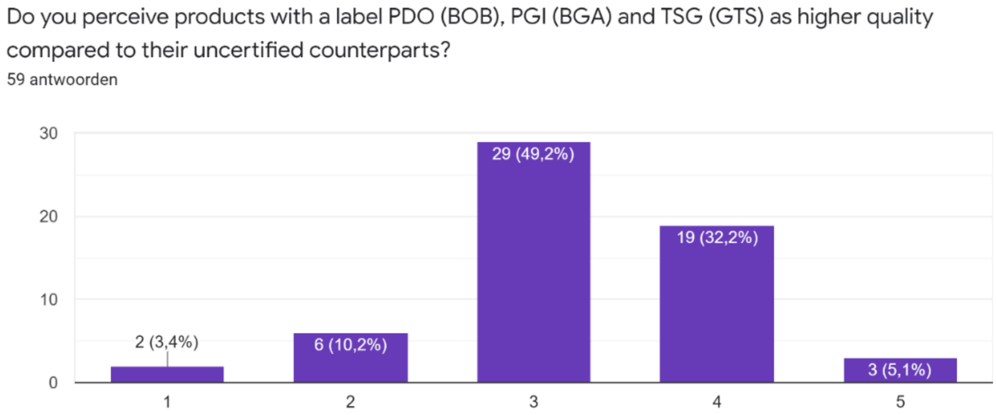

Figure 15 perception of quality

3.1.5 What is the familiarity and attitude of Dutch citizens on Geographical Indication?

In *Figure 16 awareness of labels* the results of the question: Do you know one of these labels? Are presented.

In total 60 of the 60 respondents answered this question. The respondents had the possibility to give extra answers. The answers on this question are as follows:

51 respondents (85%) answered: I do not know any of these labels. 6 respondents (10%) answered I know all three of the labels all other answer possibilities were answered by 2 respondents (3,3%) each.

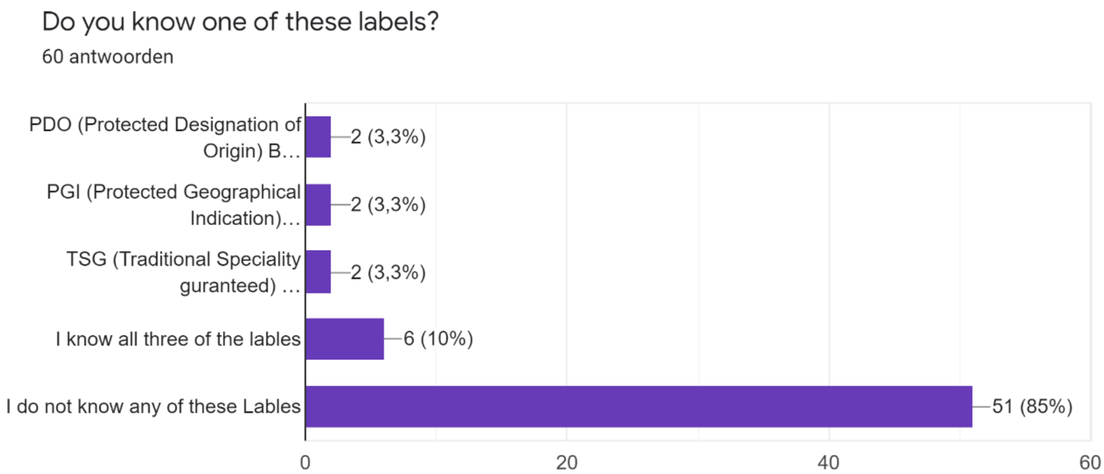

Figure 16 awareness of labels

In *Figure 17 knowledge of PDO label* the results of the question: “What is the right description of this label? (PDO) (BOB)?” are presented.

In total 60 of the 60 respondents answered this question.

The abovementioned question is answered as follows: 40 respondents (66,7%) answered I do not know, 12 respondents (20%) answered every part of the production, processing and preparation process must take place in the specific region, 5 respondents (8,3%) answered a way of buying and selling products that makes certain that the people who produce the goods receive a fair price, 3 respondents (5%) answered for most products, at least one of the stages of production, processing or preparation takes place in the region.

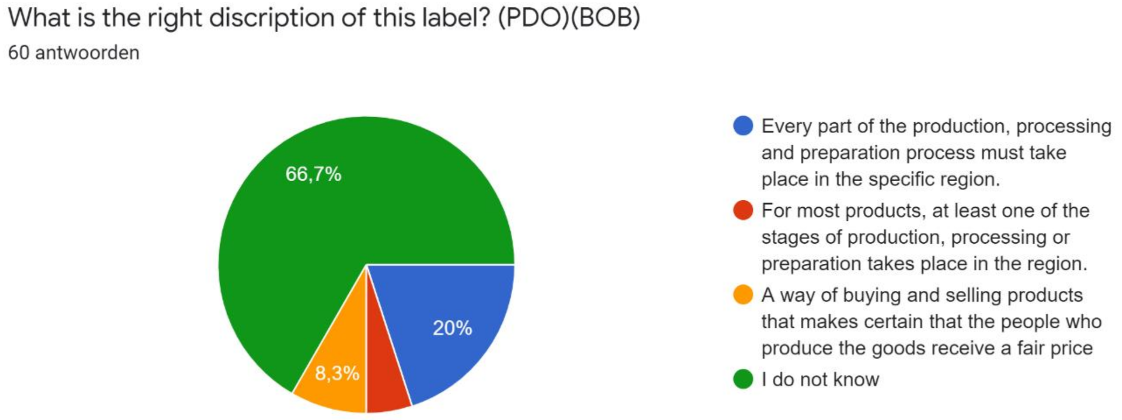

Figure 17 knowledge of PDO label

In *Figure 18 knowledge of PGI label* the results of the question: "What is the right description of this label? (PGI) (BGA)."

In total 60 of the 60 respondents answered this question.

The abovementioned question is answered as follows: 38 respondents (63,3%) answered I do not know. 15 respondents (25%) answered for most products, at least one of the stages of production, processing or preparation takes place in the region. 5 respondents (8,3%) answered the name of a specific region can be used for the product. 2 respondents (3,3%) answered all products are protected of the use of non-natural pesticides and fertilizers.

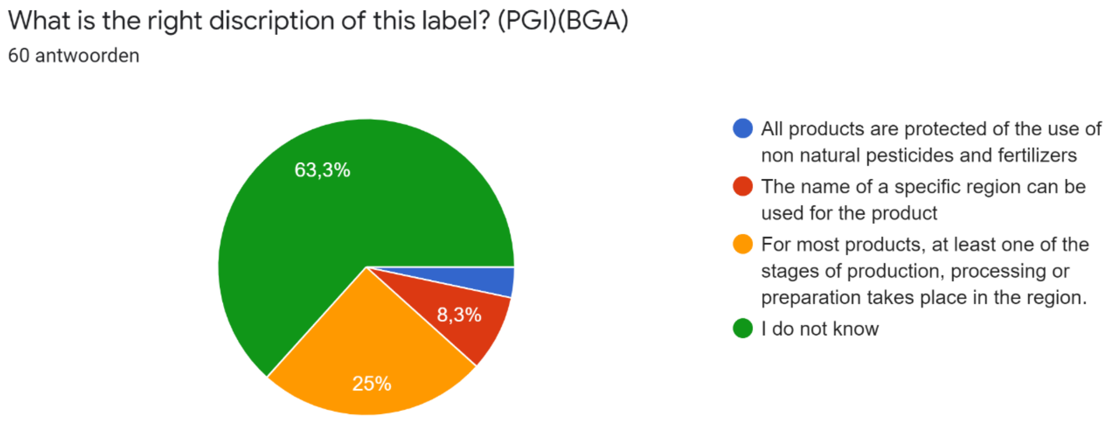

Figure 18 knowledge of PGI label

In *Figure 19 knowledge of TSG label* the results of the question: "what is the right description of this label? (TSG) (GTS)."

In total 60 of the 60 respondents answered this question.

The abovementioned question is answered as follows: 38 respondents (63,3%) answered I do not know. 16 respondents (26,7%) answered highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area. 6 respondent (10%) answered products produced in a specific geographical cultural area.

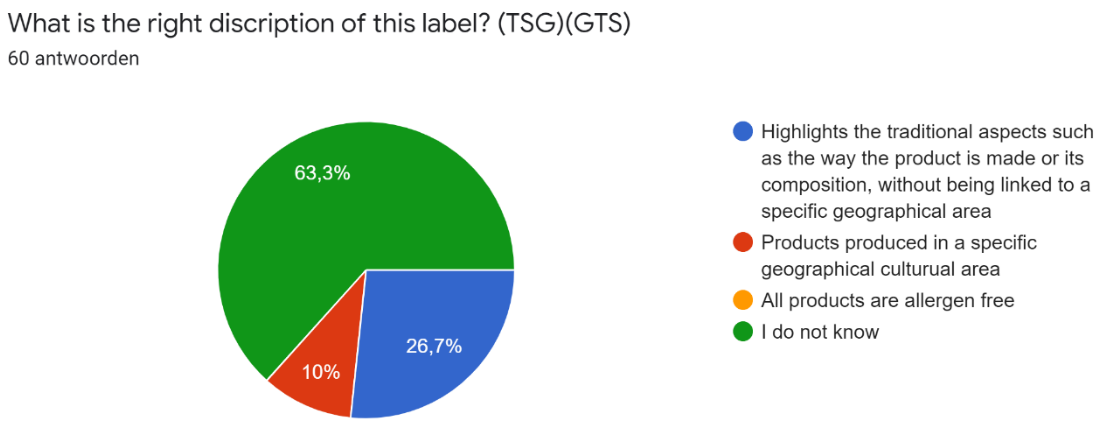

Figure 19 knowledge of TSG label

In *Figure 20 which labels are bought mostly* the results of the question: Do you ever buy products containing one of these labels?

In total 60 of the 60 respondents answered this question.

The abovementioned question is answered as follows: 52 respondents (86,7%) answered fairtrade. 23 respondents (38,3%) answered organic farming. 7 respondents (11,7%) answered not that I am aware of. 2 respondents (3,3%) answered PDO also 2 answered PGI and 2 respondents answered TSG. The rest of the answers are answered only once good for 1,7% per answer.

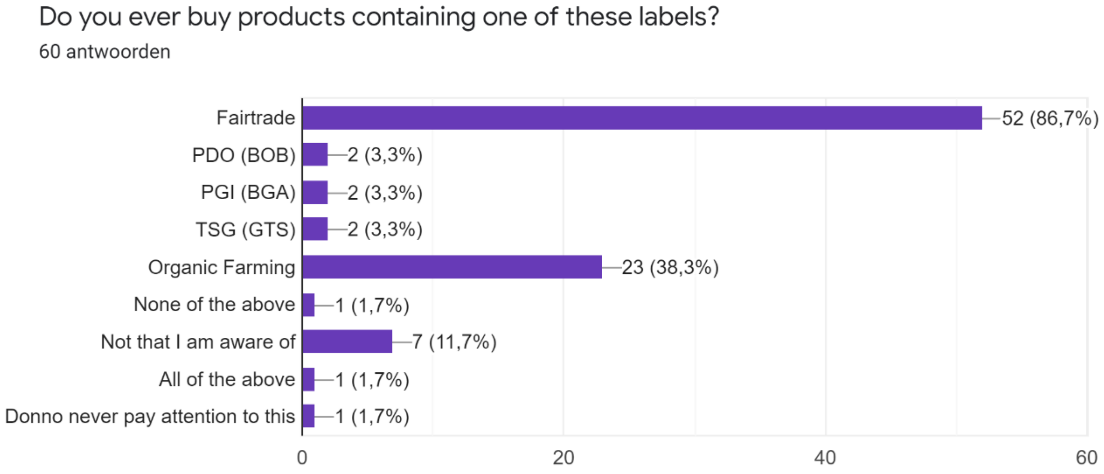

Figure 20 which labels are bought mostly

In *Figure 21 regularity of buying PDO, PGI and TSG products* the results of the question: How often do you buy products with the following labels consciously? PDO (BOB), PGI (BGA) and TSG (GTS).

In total 60 of the 60 respondents answered this question.

The abovementioned question is answered as follows: 37 respondents (61,7%) answered I do not know. 13 respondents (21,7%) answered monthly. 8 respondents (13,3%) answered never. 1 respondent (1,7%) answered weekly and 1 respondent answered with: "I did not know the buttons before this enquete so I don't know if I ever buyed these products"

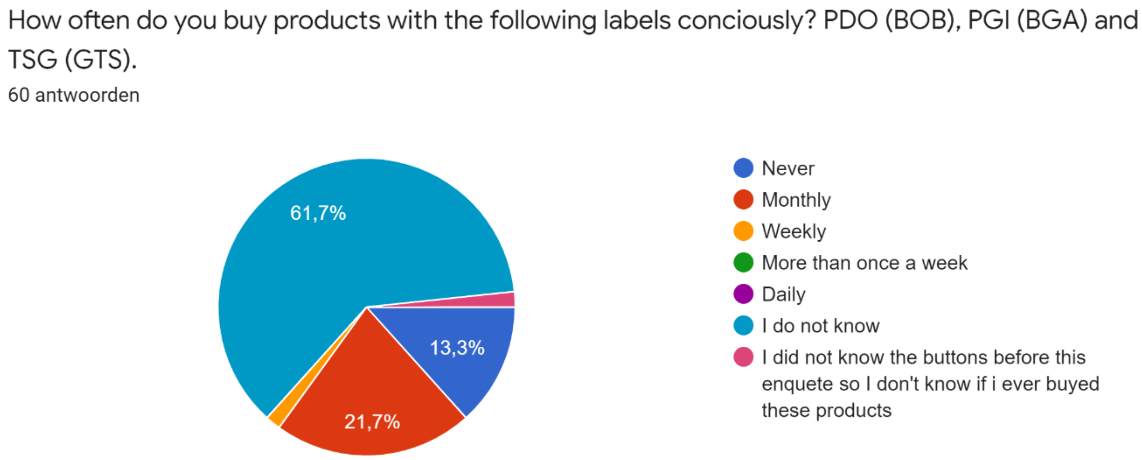

Figure 21 regularity of buying PDO, PGI and TSG products

3.2 Results interview with consumers

The following paragraph shows the results of the interviews with different customers. These interviews were taken individually, and followed the COVID-19 regulations. Three respondents were asked on their knowledge and opinion on GIs. The three interviews are combined to one result. The results will be presented in an orderly fashion, and displayed per sub-question. The separate interviews will be displayed in appendix E

3.2.1 Premium prices on geographical indications: what is the opinion of the Dutch consumer?

7. Is a premium price a reason for you to buy or not buy a GI product? Why?

For all the respondents a premium price is a reason not to buy GI products. However, they think this premium price is because of the high quality of the product and also the story which is connected to the label.

3.2.2 What is the main target group for Geographical indications

10. Do you ever buy Dutch GIs? Why?

All respondents have bought GIs however, they did not do this consciously.

3.2.3 Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially geographical indications?

1. **Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?**

The respondents do all think that GI labels have a positive effect on the region where it is produced. It also gives a good feeling to know that a product is really produced in the region which it claims to be produced in, and maintains the same quality.

2. **Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?**

The respondents are unanimous about the support of local producers. They say that a GI label can be a good stimulus for both producers and consumers. A label has a form of prestige which can help to support the local producers.

3. **Do you see local production as an important feature for localism? Why?**

Localism and local production are seen by the respondents as well connected. A local product can create a certain form of proudness with the local citizens of the particular region.

4. **What is your opinion on supporting local farmers through buying local products?**

Local buying can be a good way of supporting local however, prices should be fair and not three to four times more expensive than normal prices.

5. **Is localism a deciding factor towards buying or not buying GI products? Why?**

Localism is not a deciding factor for the respondents of this interview. They did not feel that proudness of their region needs to be represented in their daily grocery shopping however, as presents and or weekend groceries a little bit of localism can be shown.

9. Is tradition in food processing an important factor towards the buying or not buying of products?

All the respondents did not feel too much for tradition in local foods. Mainly due to the change of a rise in price due to extra time which it takes to produce.

3.2.4 Is a product with a geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?

2. Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?

The respondents all think that GI labels have a positive effect on the region where it is produced. It also gives a good impression to know that a product is really produced in the region which it claims to be produced in, and maintains the same quality.

9. Is tradition in food processing an important factor towards the buying or not buying of products?

All the respondents did not feel too much for tradition in local foods. Mainly due to the change of a rise in price due to extra time which it takes to produce.

3.2.5 What is the familiarity and attitude of Dutch citizens on geographical indication?

1. What do you know about GIs?

The respondents know little about GIs, they have heard of it, but they do not know the in-depth details about it.

2. Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?

The respondents all think that GI labels have a positive effect on the region where it is produced. It also gives a good feeling to know that a product is really produced in the region which it claims to be produced in, and maintains the same quality.

3. Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?

The respondents are unanimous about the support of local producers. They say that a GI label can be a good stimulus for both producers and consumers. A label has a form of prestige which can help to support the local producers.

4. Do you see local production as an important feature for localism? Why?

Localism[1] and local production are seen by the respondents as well-connected. A local product can create a certain proudness with the local citizens of the particular region.

3.3 Results desk research

3.3.1 Premium prices on Geographical Indications: what is the opinion of the Dutch consumer?

Deselnicu and others state that on average a PDO product has a price 21% higher than its counterpart without an regulated label or regional name (Deselnicu, Costanigro, Souza-Monteiro, McFadden, 2013). Some other researches state that the overall willingness to pay (WTP) is higher for PDO products than the other labels. This means that the consumer is willing to pay more for a PDO product than a product with a PGI or another label (Aprile, Caputo, Nayga jr, 2012). The WTP and willingness to buy (WTB) of consumers is affected by the effect of the perceived quality of regional products. Also, the attitude to the region of origin affects and influences the perceived quality of the product and unintended the WTP and WTB of the specific product (van Ittersum, Meulenberg, van Trijp & Candel, 2006).

3.3.2 What is the main target group for Geographical Indications?

Expanded wealth, an increased level of education and consumers' awareness are characteristics which influences the perception of consumers to the quality of their food (Dogan, Gokovali, 2012). Users of GI products and regional products tend to be older and wealthier compared to non-users of regional and GI products. Region is also an important factor towards the WTB GI products, consumer tend to buy GI products from their own region more regular and faster than products of other regions and countries (Van Ittersum, Candel & Torelli, 1997, p. 210-221).

4. Discussion of results

The objectives of this paper are to research the opinion of Dutch consumers towards PDO, PGI and TSG labels and to gain more insight into the motives and preferences regarding PDO,PGI and TSG labels. The focus lies on local food, localism, premium pricing, familiarity of the abovementioned labels and quality.

The chapter "discussion of results" will be displayed in the same orderly fashion per sub-question as the chapter "Results."

4.1.1 Premium prices on geographical indications: what is the opinion of the Dutch consumer?

The questionnaire made clear that people do not really know whether it is worth it for them to spend that little bit of extra money on a product with a GI label. The interviews show a similar response however, personal preference of certain products and the connection of consumers to a specific region can influence their WTP. Existing literature states that premium pricing, the WTB and WTP for products with premium prices and especially GI labels is various per product. Premium prices on PDO products are overall more accepted than premium prices on PGI or TSG products (Aprile et al., 2012). The price of a PDO product is on average 21% higher than its non-regulated and certified counterpart. Consumers of regional and GI products are influenced by localism[1] and regional preference (van Ittersum et al., 2006).

4.1.2 What is the main target group for Geographical Indications

The questionnaire gives a good overview about what sort of people answered the questionnaire. It must be said that the answers could have a tendency to be biased. This is mainly due to the COVID-19 virus and the inability of gathering a diverse group of respondents. Based on these facts it is rather difficult to use this data to get a good overview. However, there is literature which helps to create a foundation to be able to answer this sub-question. Expanded wealth, an increased level of education and consumers awareness are characteristics which influence the perception of consumers to the quality of their food (Dogan, Gokovali, 2012). Important is the relation to expanded wealth of the consumer which directly relates to the premium prices on GI products. Moreover, a high level of education is also a characteristic of a consumer who typically would buy GI products. Region is also an influencing part in whether the consumer is attracted to a product. Consumers are often very interested in products of their own region with a PDO, PGI and TSG label (Van Ittersum, Candel & Torelli, 1997, p. 210-221).

4.1.3 Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially Geographical Indications?

Consumers tend to buy GI products out of their own region more regular than from other regions or abroad (Van Ittersum et al., 1997). This can also be seen in the results of both the questionnaire and the interviews. The overall results show that the respondents have a tendency to buy PDO, PGI or TSG products out of their own region more regularly than from another random region mainly to support local producers. An introduction of more regional GIs could cause the effect Cei and others spoke about (Cei et al., 2018). The increased development of rural areas as an effect of the introduction of GI labels in this specific region. The respondents of the interviews share a similar opinion. They see GI products as an addition to the market as well as a tool to sustain rural areas economically and to support the local producers. However, the price of these products should be fair prices and should be available for everybody despite different household incomes. A regional GI product is, according to the respondents, a good way to increase localism[1] with citizens. Nevertheless, localism, is not a deciding factor for buying GI products according to the respondents. Tradition is not a factor in which the respondents of the interviews are really interested in and is not a deciding factor for them.

4.1.4 Is a product with a geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?

The questionnaire gives some answers. The following question in the questionnaire gives the first insight towards the perception and appreciation of quality GI products. Concentrating on the following labels PDO (BOB), PGI (BGA) and TSG (GTS). What makes you buy products with one of these labels? As aforementioned in the results sector one can see that there were many answer possibilities on this question. One of these answer possibilities is “enhanced quality” 11,7% of the respondents answered “enhanced quality”. This shows that the consumers do not particularly buy GI products for its enhanced quality. Another question only focused on the comparison between GI and non-GI products and the perception of quality of the products. Here one can see that overall, the respondents do not know and are unaware of the quality differences. However, a small part sees GI products as product with and enhanced quality compared to their counterparts. The respondents of the interviews have a similar opinion concerning quality however, they believe that the regional production is one of the characteristics which creates this superior quality.

4.1.5 What is the familiarity and attitude of Dutch citizens on geographical indication?

The respondents of the questionnaire are unaware of the PDO, PGI and TSG labels only a few know all of the abovementioned labels and the most are unfamiliar with them and never have heard of these labels. This is also shown in the section where they were asked about their knowledge of the meaning of the different labels. Moreover, the people do not know how to recognize a GI product in the supermarket. This trend can also be seen in both aforementioned Eurobarometer’s 473 and 389 (TNS opinion & social, 2018) (TNS opinion & social 2012). Because people are unaware of the labels, they often buy GI products unconsciously. In *Figure 6 Awareness of logos per country* according to Eurobarometer 389 (TNS opinion & Social 2012) one can see that the Dutch community is not familiar with the abovementioned labels. In this research we find the same results.

4.2 Research process

Generally, this research had a smooth start in January and February. However, in March the COVID-19 pandemic influenced the process somewhat. Mainly the way to approach respondents for the questionnaire and the interviews was changed from offline to online. The desk research went according to plan and added a lot of extra information about premium prices and target groups. The data that is collected gives a good overview. However, the amount of data is less than expected and the age distribution under the respondents is less diverse than hoped this could cause a small bias in the results.

Nonetheless, the results show a similar pattern such as the Eurobarometer 389 and 473 (TNS opinion & social, 2018) (TNS opinion & social 2012).

This research might be influenced by the COVID-19 pandemic. Mainly the outcome of the questionnaire and the interviews could be influenced by the pandemic. It was planned to use random respondents found in the periphery of supermarkets, specialty stores and urban areas. But due to the pandemic, social media was the way to go. This had an influence on the results, age and educational level are two characteristics which are heavily influenced by the use of social media due to the restriction which social media have.

5. Conclusion

The objective of this paper is to research the attitude, opinion and motives of the Dutch consumers towards geographical indicated labels and in specific PDO, PGI and TSG labels. Local food, awareness and pricing are a few topics on which an in-depth view is taken this to create a good overview on the current opinion of the Dutch citizens towards geographical indicated food. To answer the main question: "*What is the attitude of Dutch consumers towards PDO, PGI and TSG labels, and what are their motives behind it?"* some sub-question need to be answered.

Higher prices for geographical indicated products are the norm: *Premium prices on geographical indications: what is the opinion of the Dutch consumer?* The Dutch consumers do not have a strong opinion about premium prices they do not really know whether it is worth it or not to spend extra on geographical indicated products. However, it is dependent for each product if consumers want to spend that little bit extra on a geographical indicated product. Moreover, region is another important factor towards buying or not buying. Consumers seem to buy geographical indicated food quicker when it is from the region they life in they also spend more on products from their own region.

A specific target group makes it easy for producers to target their marketing skills on. The second sub-question is focused on target groups: *What is the main target group for geographical indications?* Due to the COVID-19 pandemic the results of the questionnaire for this particular sub-question is difficult to use. However, literature is quite clear about certain characteristics which the target group for geographical indicated products should have. Consumers with increased wealth, higher education and awareness of the importance of geographical indicated products are considered targets for geographical indicated marketing.

Local food is becoming more important worldwide. Do the Dutch consumers also follow this trend and is localism[1] an important feature for their daily life? That is the third sub-question: *Does localism[1], tradition and the support for local producers motivates Dutch consumers to buy more local products and especially geographical indications?* Literature says that consumers tend to buy geographical indicated products more regularly if the products are from the same area as the consumer or if the consumer has a specific bond with a certain region or area. The questionnaire and the interviews show a similar answer. Localism is not a big decision maker for buying or not buying geographical indicated products. However, Dutch consumers see Geographical Indications as a change for rural development.

The fourth sub-question is related to quality: *Is a product with a Geographical indicated label in the Netherlands perceived as higher quality and more valuable than its counterpart without label and recognition?* Overall, the perception of quality of geographical indicated products is low. Dutch consumers do not see a connection between region and enhanced quality mostly because they are unaware of the difference in production and the way the environment has influence on the product.

The last sub-question is concerning the awareness of Dutch citizens towards Geographical Indications: *What is the familiarity and attitude of Dutch citizens on geographical indication?* The method taken for this sub-question is similar to the method which is used in the Eurobarometer's 389 and 473 of the European union where they focus on awareness to certain food labels. The answers of this questionnaire are rather similar with the answer of the Eurobarometer's and show that the Dutch consumers are not really aware of the PDO, PGI and TSG labels.

The overall attitude of the Dutch consumers towards PDO, PGI and TSG labels can be characterized as Dutch consumers being unaware of these labels. Generally, the Dutch consumers are not aware of the existence of the aforementioned labels and are uninformed about the purpose, function and objectives of these labels. Despite, unawareness of Dutch consumers, they do value local produced food and see PDO, PGI and TSG labels as a way to help rural development of certain places. It is hard to formulate the different motives behind the unawareness of Dutch consumers. However, with the gathered data one could say that overall, the Dutch consumers are open minded to regional food mostly from their own region. They see regional labelled food like PDO, PGI and TSG as a good way to support local farmers and producers.

The relevance of this study is the knowledge of the unawareness of the Dutch consumers. This could be used by many different companies, institutions, governments and schools.

5.1 Recommendations

The results of this research show the unawareness of the Dutch consumers this can be used in a positive way. For example, by promoting, marketing and educating about geographical indicated labels. The awareness of Dutch consumers of PDO, PGI and TSG products will increase but also the appreciation of local food could increase. The effect of creating awareness with the Dutch consumers could be an increased market share, rural development and higher appreciation for high quality products. Governments should take action to increase awareness with the citizens about the importance of eating local and about the importance of the abovementioned labels. Governmental institutions and schools should create programs and projects about local food labels and rural development and their connection to the local area.

For further studies on this topic, I recommend to focus on a more diverse group of respondents (age, level of education, income, etc.) aforementioned this was not possibly in this research due to the limitations created by the COVID-19 pandemic. Also, more in-depth interviews would be a suggestion to create a more reliable set of data. Further researches behind the motives of the Dutch consumers and the difference which culture could make in the different EU member states would be recommended.

Footnotes

[1] For the purpose of this project, the term "localism" will refer to the support of local citizens of their local production and consumption of goods.

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Appendices

A: Questionnaire

Geographical indicated products

This questionnaire is created to get a good overview on the dutch opinion of Geographic indicated products. This Questionnaire is part of a thesis study by Marc Boxen, student European Food business at Aeres university of applied sciences. The questionnaire Will be anonimius and the data will not be available for third parties. Thank you very much for answering the questionnaire will take around 5-10 minutes.

*Vereist

1. What is your age range? *

   Markeer slechts één ovaal.

   - 20-30
   - 31-40
   - 41-50
   - 51-60
   - 61-70
   - 71-80
   - >80
   - Prefer not to say

2. What is your gender? *

   Markeer slechts één ovaal.

   - Male
   - Female
   - Prefer not to say
   - Anders: ______________

3. What is the highest level of education you completed or are completing?

Vink alle toepasselijke opties aan.

- [ ] Primary school
- [ ] Vmbo
- [ ] Havo
- [ ] Vwo/Gymnasium
- [ ] MBO
- [ ] HBO Bachelor
- [ ] WO Bachelor
- [ ] Master degree
- [ ] Ph.D. or Higher
- [ ] Prefer not to say

Anders: [ ] ____________________

4. What is your average household income per year?

Markeer slechts één ovaal.

- ( ) < €10.000
- ( ) €10.000 - €20.000
- ( ) €20.000 - €30.000
- ( ) €30.000 - €40.000
- ( ) €40.000 - €50.000
- ( ) €50.000 - €60.000
- ( ) €60.000 - €80.000
- ( ) €80.000 - €100.000
- ( ) > € 100.000
- ( ) Prefer not to say
- ( ) Anders: ____________________

Awareness

In this section the focus lies on the awareness of specific food lables will be tested. You will answer some questions about different food labels.

5. Do you know one of these labels? *

Vink alle toepasselijke opties aan.

- [ ] PDO (Protected Designation of Origin) BOB (Beschermde Oorsprongsbenaming)
- [ ] PGI (Protected Geographical Indication) BGA (Beschermde Geografische Aanduiding)
- [ ] TSG (Traditional Speciality guranteed) GTS (Gegarandeerde Traditionele Specialiteit)
- [ ] I know all three of the lables
- [ ] I do not know any of these Lables

6. What is the right discription of this label? (PDO)(BOB) *

Markeer slechts één ovaal.

- ( ) Every part of the production, processing and preparation process must take place in the specific region.
- ( ) For most products, at least one of the stages of production, processing or preparation takes place in the region.
- ( ) A way of buying and selling products that makes certain that the people who produce the goods receive a fair price
- ( ) I do not know

7. What is the right discription of this label? (PGI)(BGA) *

Markeer slechts één ovaal.

- All products are protected of the use of non natural pesticides and fertilizers
- The name of a specific region can be used for the product
- For most products, at least one of the stages of production, processing or preparation takes place in the region.
- I do not know

8. What is the right discription of this label? (TSG)(GTS) *

Markeer slechts één ovaal.

- Highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area
- Products produced in a specific geographical culturual area
- All products are allergen free
- I do not know

Preference and behavior

In the previous section the following labels where discussed: PDO, PGI and TSG. To be able to answer the upcoming questions, it is important to know what these labels mean.

PDO: Every part of the production, processing and preparation process must take place in the specific region.

PGI: For most products, at least one of the stages of production, processing or preparation takes place in the region.

TSG: Highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area.

The following section of questions will be based on preference and behavior.

9. Do you ever buy products containing one of these labels?

Vink alle toepasselijke opties aan.

- [ ] Fairtrade
- [ ] PDO (BOB)
- [ ] PGI (BGA)
- [ ] TSG (GTS)
- [ ] Organic Farming
- [ ] None of the above

- [ ] Not that I am aware of
- [ ] All of the above

Anders: [ ] ____________

10. Concentrating on the following labels PDO (BOB), PGI (BGA) and TSG (GTS). What makes you buy products with one of these labels?

Markeer slechts één ovaal.

- ( ) Premium price
- ( ) Geographical area is guaranteed
- ( ) Transparency of the production
- ( ) Enhanced quality
- ( ) To support local producers
- ( ) I would never buy a product with these labels conciously
- ( ) Anders: ____________

11. Would you buy products with PDO (BOB), PGI (BGA) and TSG (GTS) if they are from you own region? *

Markeer slechts één ovaal.

	1	2	3	4	5	
I do not agree at all	( )	( )	( )	( )	( )	I totally agree

How often do you buy products with the following labels conciously? PDO (BOB), PGI (BGA) and TSG (GTS).

- Never
- Monthly
- Weekly
- More than once a week
- Daily
- I do not know
- Anders: ____________

13. Do you perceive products with a label PDO (BOB), PGI (BGA) and TSG (GTS) as higher quality compared to their uncertified counterparts?

Markeer slechts één ovaal.

	1	2	3	4	5	
I do not agree at all	◯	◯	◯	◯	◯	I do totally agree

14. Is the increased premium price of PDO (BOB), PGI (BGA) and TSG (GTS) products a deciding factor of not buying the products?

Markeer slechts één ovaal.

	1	2	3	4	5	
I do not agree at all	◯	◯	◯	◯	◯	I totally agree

15. What is your overal opinion on geographical indications* overall? *PDO (BOB), PGI (BGA) and TSG (GTS)

B: Interview customers

Interview with consumers

An interview with different consumers in different age ranges

This interview is intended to be used for a Bachelor Thesis the main goal will be the gathering of useful data around buying behavior on Geographical Indicated labelling. The gathered information will not be available for third parties.

The interview will be a semi-structured interview (set question with free answers possibilities)

Location:

Name:

Age:

1. What do you know about GIs?

2. Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?

3. Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?

4. Do you see local production as an important feature for localism? Why?

5. What is your opinion on supporting local farmers through buying local products?

6. Is localism a deciding factor towards buying or not buying GI products? Why?

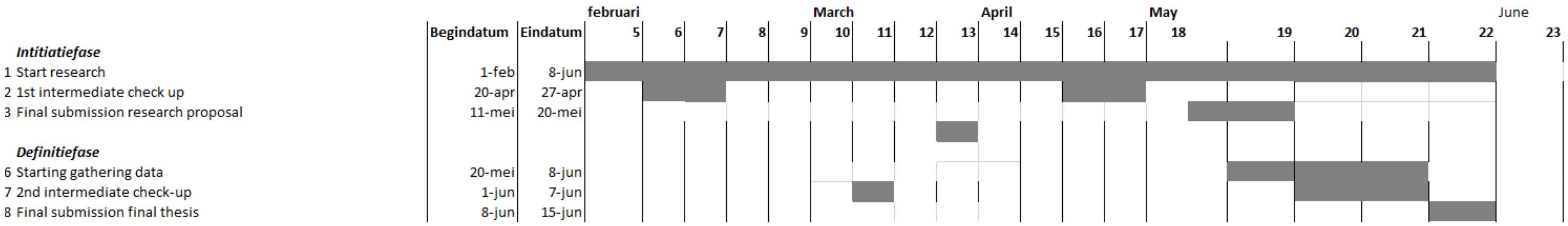
7. Is a premium price a reason for you to buy or not buy a GI product? Why?

8. Would you buy more locally if certain products have GI labels? Why?

9. Is tradition in food processing an important factor towards the buying or not buying of products?

10. Do you ever buy Dutch GIs? Why?

C: Planning.



D: Quality matrix

Table 5 Quality matrix

Key words	APA Reference	Useable information	Journal	SJR score	Quartile
Premium prices on geographical indication in the food sector	Deselnicu, O.C., Costanigro, M., Souza-Monteiro, D.M., & McFadden, D.T. (2013) A meta-analysis of geographical indication food valuation studies: what drives the premium for origin-based labels? *Journal of Agricultural and Resource Economics, 38(2)*, 204–219. Retrieved July 14, 2020, from https://doaj.org/article/2024d9acd24448899ae60685f06422ef	Information on premium prices	*Journal of Agriculture and Resource Economics*	0,56	Q2

Premium prices on geographical indication in the food sector	Aprile, M.C., Caputo, V., & Nayga jr, R.M. (2012) Consumers' valuation of food quality labels: the case of the European geographic indication and organic farming labels. *international Journal of Consumer Studies, 36,* 158-165. doi: 10.1111/j.1470-6431.2011.01092.x	Information on premium prices	*International Journal of Consumer Studies*	0,68	Q2
Geographical indication in the food sector	Van Ittersum, K., Meulenberg, M.T.G., van Trijp, H.C.M., Candel, M.J.J.M. (2006) Consumers' Appreciation of Regional Certification Labels: A Pan-European Study. *Journal of Agricultural Economics, 58(1),* 1–23. https://doi.org/10.1111/j.1477-9552.2007.00080.x	Premium prices and regional preference	*Journal of Agricultural Economics*	1.35	Q1
Target groups for geographical indication	Dogan, B., Gokovali, U. (2012) Geographical indications: the aspects of rural development and marketing through the traditional products. *Procedia - Social and Behavioral Sciences, 62,* 761 – 765. doi: 10.1016/j.sbspro.2012.09.128	Target groups	*Procedia - Social and Behavioral Sciences*	0 (still to be assigned)	0 (still to be assigned)
Geographical indication in the food sector	Van Ittersum, k., Candel, M.J.J.M., Torelli, F. (1997). The market for PDO/PGI protected regional products : consumers' attitudes and behaviour. *EAAE Seminar,* 210-221 Retrieved on June, 12, 2020, from https://econpapers.repec.org/paper/agseaae67/241121.htm	Target groups	*Not published in a journal*	-	-

E: Interviews

Interview with consumers

An interview with different consumers in different age ranges

This interview is intended to be used for a Bachelor Thesis the main goal will be the gathering of useful data around buying behavior on Geographical Indicated labelling. the gathered information will not be available for third parties.

The interview will be a semi-structured interview (set question with free answers possibilities).

Location: Eeserveen

Name: Bart Boxen (melkveehouder)

Age: 54

1. **What do you know about GIs?**

   Waar komt iets weg, en hoe het wordt gemaakt.

2. **Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?**

   Je kunt een bepaalde regio meer op de kaart zetten, Bijvoorbeeld wat achtergestelde gebieden.

3. **Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?**

   Ja, regionaal producenten verdienen meer aandacht alhoewel, dit vaak moet komen van de rijkere consumenten groep. Om dat de prijzen vaak duurder zijn en niet toegankelijk zijn voor ieders portemonnee

4. **Do you see local production as an important feature for localism? Why?**

Ja misschien wel, sommige mensen zouden er trots op kunnen zijn.

5. **What is your opinion on supporting local farmers through buying local products?**

De boeren moeten hier niet alleen maar afhankelijk van zijn, vooral voor boeren die in een specifieke gebieden wonen. Zo’n speciaal gebied geeft meer beleving dan een standaard boerderij in de Flevopolder.

6. **Is localism a deciding factor towards buying or not buying GI products? Why?**

Niet echt ik vindt trots zijn op je gebied belangrijk maar ik koop niet specifiek producten om dit gevoel te versterken.

7. **Is a premium price a reason for you to buy or not buy a GI product? Why?**

Voor de producenten zeker, soms koop ik wel eens een GI maar alleen als ik weet waar het vandaan komt en vooral in de weekenden. Ik koop graag producten waar maar weinig schakels tussen zitten.

8. **Would you buy more locally if certain products have GI labels? Why?**

Als het regionaal is vind ik dit wel belangrijk en zijn genoeg voorbeelden van frauduleus gebruik van gebiedsnamen.

9. **Is tradition in food processing an important factor towards the buying or not buying of products?**

Gewoon door de dag heen niet, maar voor de weekenden zou ik dat wel willen.

10. **Do you ever buy Dutch GIs? Why?**

Vooral in de weekenden.

Interview with consumers

An interview with different consumers in different age ranges

This interview is intended to be used for a Bachelor Thesis the main goal will be the gathering of useful data around buying behavior on Geographical Indicated labelling. The gathered information will not be available for third parties.

The interview will be a semi-structured interview (set question with free answers possibilities)

Location: Borger

Name: Marion Mennega

Age: 49

1. **What do you know about GIs?**

   Waar het oorspronkelijk wegkomt. Niet echt bekent mee.

2. **Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?**

   Ik denk wel dat dat zijn voordeel heeft. Ik vind het prettig om te weten waar iets wegkomt

3. **Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?**

   Ja dat vind ik wel. Zelf vind ik het belangrijk om de regionale producenten te steunen. Een label helpt daar bij ,het geeft meer duidelijkheid.

4. **Do you see local production as an important feature for localism? Why?**

   Ja, het valt meteen op dat is wel iets om trots op te zijn. Ik zou sneller iets weggeven om cadeau te doen dan koop ik het liefst iets regionaals.

5. **What is your opinion on supporting local farmers through buying local products?**

   Lokale boeren steunen is belangrijk om de leefbaarheid op het platteland te waarborgen.

6. **Is localism a deciding factor towards buying or not buying GI products? Why?**

   Nee niet perse, het is wel leuk om weg te geven .

7. **Is a premium price a reason for you to buy or not buy a GI product? Why?**

   Dat denk ik wel, ik zou het niet alledaags kopen (vakantie of weekendje weg).

8. **Would you buy more locally if certain products have GI labels? Why?**

   Vooral de prijs kwaliteitsverhouding is heel belangrijk om het aantrekkelijk te maken om deze producten met deze labels te kopen.

9. **Is tradition in food processing an important factor towards the buying or not buying of products?**

   Als het eindproduct maar goed is, hoe het gemaakt is maakt me dan niet zoveel uit.

10. **Do you ever buy Dutch GIs? Why?**

    Af en toe, soms ook onbewust.

Interview with consumers

An interview with different consumers in different age ranges

This interview is intended to be used for a Bachelor Thesis the main goal will be the gathering of useful data around buying behavior on Geographical Indicated labelling. The gathered information will not be available for third parties.

The interview will be a semi-structured interview (set question with free answers possibilities)

Location: Groningen

Name: Nina von Pickartz (student North American studies)

Age: 26

1. **What do you know about GIs?**

   I know GIs: I know three GIs, they are concerning the region and tradition

2. **Do you think that a GI label like PDO, PGI and TSG is a positive addition to a regionally produced product? Why?**

   Yes, I think a label is a positive addition to a regional product. A label that is recognized by the EU; has a certain standards. When you travel abroad you know exactly what you could expect. You get the same quality as at home.

3. **Do you think that regional producers deserve more attention? Do you think that GI is a good stimulus for local producers and consumers? Why?**

   Yeah, I think so the label brings a lot of prestige, but also some kind of proof that the products is made fair as intended by the producers. It is important to eat regional when you can. Climate change is a reason of eating regional.

   As a consumer I think it is a stimulus to buy the same for the producers.

4. **Do you see local production as an important feature for localism? Why?**

Yeah, I think so, to have products to be proud of help to enhance the localism in certain areas

5. **What is your opinion on supporting local farmers through buying local products?**

I think if the opportunity is there, it is good. In the Netherlands it might be difficult due to the fact of the big export and import stream of products. Premium pricing is which needs some attention because I often see that local products are way more expensive.

6. **Is localism a deciding factor towards buying or not buying GI products? Why?**

I mean I depends how you look at localism on which scale, I do not feel as much for localism as other might do. So, it is also very personal, and might be linked to your upbringing.

7. **Is a premium price a reason for you to buy or not buy a GI product? Why?**

It is a reason for me to not buy because I am student. When I have more to spend, I would buy these products. A premium price is an sign of quality in my opinion so, when my budget is at a level that I can afford certain products I definitely would buy them.

8. **Would you buy more locally if certain products have GI labels? Why?**

Yeah, I would buy more local, if my budget is sufficient enough. A labels ensures me the quality.

9. **Is tradition in food processing an important factor towards the buying or not buying of products?**

For me not too much I think it is important to have some tradition in processes. Despite, overall quality is more important for me.

10. **Do you ever buy Dutch GIs? Why?**

Sometimes but not too often.