

## 1 Appendix 1 Questionnaire for household food buyers

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1. In relation to buying household items, which of the following best describes **organic food**?

- don't know
- hydroponic
- biodynamic
- grown without chemicals

2. Do you **buy organic food products**?

- yes.  no – please go to question 5

3. When you decide to buy organic fresh fruits and vegetables, how important are the following features?

**Not - Fairly - Very important**

0      1      2      3      4

- |                          |                          |                          |                          |                          |                                            |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | protection of the environment              |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | more healthy by being free of chemicals    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | higher quality such as taste and freshness |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | price                                      |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | convenience of buying it                   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | whether certified organic or not           |

4. Are there any other comments that you would like to make in relation to **buying organic food**?

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*Thankyou for taking the time to complete these questions*

5. If organic fresh fruits and vegetables of **comparable price and quality** were available where you shop, would you buy them?

- regularly
- occasionally
- never

6. **How much extra** would you be prepared to pay for these organic products?

- nothing                       up to 20%                       20% to 50%     over 50%

*Thankyou for taking the time to complete these questions*