

1 Appendix

Questionnaire

1. What's your gender?
2. How old are you?
3. Where do you live?
4. What is an organic product in your opinion?
5. Do you buy organic products? (If you yes, what are the reasons for this and how often?)
6. Do you think that organic products are more useful for your health?
7. Do you know the distinctive features of an organic and inorganic product?
8. If you have a choice between an organic product and an inorganic product, what do you choose?
9. How do you think: why organic products began to have demand more than a year ago?
10. Do you trust the label "organic"?
11. What is important to you in choosing a food product?

One of the interviews for an example:

1. Male
2. 24 years
3. Prague
4. Grown without GMO, doping, chemical-toxic technologies.
5. I buy, but not very often, because it is very expensive. More often I take processed foods, example, such as pastas, sweets, smoked foods that already go as a vegan product.

6. These are more useful products due to less toxicity from nitrates, pesticides and so on. Also I think that if organic production means vitamins should be more because of the observance of conditions and maturation terms.

7. Organic products are often defective, not so beautiful, perhaps dirty, but they have more taste and benefit.

8. If I have more financial opportunities, then I will choose organic products.

9. This is marketing, propaganda, a healthy trend.

10. I trust the label "organic", but I know that the label does not always meet all standards. Most foods taste very differently when they are organic. For example, tofu, bananas, cottage cheese, apples.

11. For me it is important that it is a product of non-animal origin, non-toxic, affordable price, local production, beautiful and convenient packaging.