

# 1 Appendix

## List of questions

1. How old are you?
2. Where are you from and where do you currently live?
3. What is your education or major?
4. Do you believe in the „organic“ concept?
5. Define the term „organic food“ in your own words.
6. Do you think that organic food is of a better quality? Explain your opinion.
7. Do you purchase organic food? If yes, how often?
8. How would you describe your main motives for purchasing organic food?

(This question was modified depending on whether participants bought organic products or not)

9. Do you know anything about the organic certification process? Have you ever done your own research on that matter?
10. Do you trust the organic logo when you see it in the store?
11. Which one of these following logos (here, the participants were asked to look at 4 logos: the European Leaf, the USDA Organic Logo, The Czech Bio Logo, BILLA Bio Logo) would you trust more? Explain your opinion.

## Interview example

FG 4, Female

1. I am 23 years old.
2. I am from the USA (Hawaii) but I currently live in Prague, Czech Republic.
3. I am studying Political Science.
4. Honestly, I do not believe in it, I think it is a marketing gimmick for the most part. It is for people who want healthier things for themselves. But I am sure some of the products are real.

5. I would describe it as „produced in a more wholesome manner, without using unnatural ingredients and materials“.

6. If I compare my experience, I do not think it is necessarily a better quality. For the most part, it is the same.

7. Considering my age, plus I am a student and I have a certain budget... I do not buy organic food that often. Honestly, I care more about ingredients in skincare and cosmetics. But it mostly depends on the ingredients. I do not necessarily think that natural ingredients are always good for you.

8. I would buy organic for the sake of my health. But I also have this image of not supporting big markets that abuse regulations. I would buy it to support small businesses.

9. I am aware of the process but I do not know the specifics. I should do more of my own research on that matter.

10. I feel like the logo does not define the fact that the product is actually organic. The reality can be very different.

11. To me, the European Leaf looks trustworthy because I know that the EU is quite strict with its regulations. I am sceptical about the USDA logo because I see it a lot in the US so I would not trust it because I feel like it does not mean much. I would not trust the Czech Bio logo as much, but I would if it went along with the European Leaf. The BILLA Bio logo seems like a cheap attempt to sell something more expensive.