

Wild Food Project

Dear respondent, this questionnaire was designed in the project Wild Food funded by the European Union under the program Prima. Your answers are very important for proposing a policy change in EU and the Mediterranean basin in relation to wild nature food products and complementary services.

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Why do we proposed a questionnaire?

The answer is simple: the project aims to improve the efficiency of companies dealing with wild foods via improvement of existing norms, as well as creation of new business opportunities in rural areas. Wild foods are products collected in the wild, such as pine nuts, aromatic plants, mushrooms, truffles and berries. As you are involved in some of these products, we would like to ask you some questions on the factors affecting this business. General info about the project can be found at the following link: <https://wildfood.ctfc.cat/>

The general aim of the WildFood project is to provide new and useful information for the policy makers to co-design better policy for one of the most ancient human activity: the collection of wild food.

All the information you will provide will be kept confidential and will be stored and process according the EU Regulation no. 679/2016. The response time is approximately 25 min and for any information you may need you can contact [ADD CONTACT PERSON HERE]. All the information you will provide will be analyzed and reported in an aggregate form, so it will be impossible to read your response in the report.

1 - General questions on your company



1. 1.1 - Could you report the name of your company?

2. 1.2 - Which year did the company start?

3. 1.3 - What is your role within the company?

Contrassegna solo un ovale.

☐ I am the owner

☐ I am the CEO/manager

☐ Altro:

4. 1.4 - What is the type of the company?

Contrassegna solo un ovale.

- ☐ Private company
- ☐ Private cooperative/consortium
- ☐ Private non-governmental organization
- ☐ Public company
- ☐ Mix public-private company

5. 1.5 - Could you report the number of employees in you company?

6. 1.6 - Could you state how many seasonal employees you have?

2 - Wild species you deal
with in your company

Very shortly, we ask you about the species of wild foods you
deal with in your organization.

[image should change according to the target product]



7. 2.1 - We contact you because you deal with [ADD HERE THE TARGET SPECIE - i.e. *Tuber aestivum*]. Do you deal other wild food product in your organization?

Contrassegna solo un ovale.

☐ Yes

☐ No

8. 2.2 - If yes, could you report here the main species you deal with?

3 - Some info
about your
company

Before asking about problems of the sectors, we would like to know some information about the activity you carry out within your business.

example of wild mushroom supply chain



9. 3.1 - Do you self-produce the wild food product you then sell?

Contrassegna solo un ovale.

☐ Yes, all

☐ Yes, the majority

☐ Yes, just a part

☐ No

10. 3.2 - How do you distribute the time do you spend in your company?

Contrassegna solo un ovale per riga.

	No time	1-20%	21-40%	41-60%	61-80%	81-99%	All
Production in farmed plantation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild gathering production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling to primary wholesaling (commercialization of fresh or raw material to middleman))	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processing (transformation of raw material into final products)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling to secondary wholesaling (commercialization of processed products)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling or distributionto restaurant (commercialization to restaurants, catering and hotels of raw or processed products)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
End user retailing (commercialization to the end user of raw or processed products)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 3.3 - Could you indicate the type of customers you sell [ADD TARGET PRODUCT] and their share in the turnover?

Contrassegna solo un ovale per riga.

	no selling	1-20%	21-40%	41-60%	61-80%	81-99%	All
Private people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels, restaurants, catering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middlemen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. 3.4- Please, could you select the activities you carry out in your company on [ADD TARGET SPECIE].

Seleziona tutte le voci applicabili.

- ☐ Collection in wild (i.e. collection of wild truffle in forest)
- ☐ Cultivation (i.e. cultivation of truffle in truffle plantation)
- ☐ Drying
- ☐ Grinding
- ☐ Freezing
- ☐ Cooking
- ☐ Destiling
- ☐ Canning

Altro: ☐ _____

4 - What business model fit to your company?



13. 4.1 - What types of an agreements do your company use?

Contrassegna solo un ovale per riga.

	for buying	for selling
None	<input type="radio"/>	<input type="radio"/>
Vocal agreement	<input type="radio"/>	<input type="radio"/>
A formal contract	<input type="radio"/>	<input type="radio"/>
Other type (see next question)	<input type="radio"/>	<input type="radio"/>

14. 4.2 - If you selected 'Other type ...' in the previous question (4.1), please describe which agreement you use?

15. 4.3 - Please, indicate how your company approaches new contacts?

Seleziona tutte le voci applicabili.

	for buying	for selling
Web search	<input type="checkbox"/>	<input type="checkbox"/>
Direct contact	<input type="checkbox"/>	<input type="checkbox"/>
Chamber of commerce	<input type="checkbox"/>	<input type="checkbox"/>
Online media advertise	<input type="checkbox"/>	<input type="checkbox"/>
Paper media advertise	<input type="checkbox"/>	<input type="checkbox"/>
Person to person	<input type="checkbox"/>	<input type="checkbox"/>
Fairs & exhibitions	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

16. 4.4 - Do you implement any marketing activities? (multiple options possible)

Seleziona tutte le voci applicabili.

- ☐ reaching for a specific market segment
- ☐ selecting products/services that fit customers' needs
- ☐ creating a customer experience (building communication, being unique, creating an emotional connection between your brand and customers)
- ☐ setting the distribution channels
- ☐ promotion & advertising
- ☐ competitive pricing

17. 4.5 - How much of your products do you sell in specific forms?

Contrassegna solo un ovale per riga.

	None	1-20%	21-40%	41-60%	61-80%	81-99%	All
In specific sealed packaging for end user	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In specific sealed packaging for restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In bulk in small quantity (i.e. single bag, box, or jar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In bulk in large quantity (i.e. box in pallet, pallet box, full truck, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5 - Label, brand and certification

Food labels are used to communicate to the customers. Labels may be very different; for instance they can report essential informations (see image below "wild mushroom selling at farmer market") or they can report detailed information about product characteristics or the characteristics of the process required to obtain the product. Anyhow, there are some minimal requirements on what a label can contain, both in EU and other Mediterranean countries. For instance a minimal requirements to report in the label are the ingredients (it might be represented by the species link in the of "porcini") and the origin of the product, or in other terms the place the product was produced. A labels can contain also one or more brands, as well logos of certification schemes they applied.

A brand is usually a name the company apply to a certain product, in the case below "traditional herbal tea medicinals" is a patented brand, on in other terms a recorded name that only the owner of the the brand can use it.

Here below we will asks some information about the labels, brands or certification you use in your products.



18. 5.1 - Could you indicate if your company use any certification for your wild food product/process?

Seleziona tutte le voci applicabili.

- ☐ Yes, process certification (i.e. ISO 9000, ISO 22000, etc.)
- ☐ Yes, product certification (i.e. organic product, vegan, fair wild etc.)
- ☐ No, but I applied for a process certification
- ☐ No, but I applied for a product certification
- ☐ No, but i'm planning to apply for a process certification
- ☐ No, but i'm planning to apply for a product certification
- ☐ No, i do not have any certification

Altro: ☐ _____

19. 5.2 - If you stated "yes" in the previous question (5.1), could you report the name of the certification you have and the year you obtained?

20. 5.3 - Could you report the main difficulties you encounter to get your certification?

Seleziona tutte le voci applicabili.

- ☐ Administrative procedures
- ☐ Too high costs
- ☐ Problems to record the suppliers
- ☐ We slightly lack on knowledge and skills
- ☐ I'm not aware of the importance and the value of getting certified
- ☐ I'm not aware of the possibility to get certified
- ☐ No difficulties

Altro: ☐ _____

21. 5.4 - If you state yes to the previous question (5.1), why did you applied for a certification?

Seleziona tutte le voci applicabili.

- ☐ Certification was required by my customers
- ☐ Certification allows me to improve the quality of work in my company
- ☐ Certification allows to improve the quality of my products
- ☐ Certification allows to improve my sales revenue

Altro: ☐ _____

22. 5.5 - Could you indicate if your company owns a brands for any wild food?

Contrassegna solo un ovale.

- ☐ Yes, patented
- ☐ Yes, not patented
- ☐ No, I don't have brand
- ☐ I don't know
- ☐ Altro: _____

23. 5.6 - If yes to the previous question (5.5), could you report here the name of the brand you use and the year you get it?

24. 5.7 - If yes to the previous question (5.5), could you report the main difficulties you encounter to get your brand?

Seleziona tutte le voci applicabili.

- ☐ Administrative procedure
☐ Too high costs
☐ Low market power
☐ I'm not aware that branding is important for the consumer

Altro: ☐ _____

25. 5.8 - Could you indicate if your company indicate in the label that [ADD HERE THE TARGET SPECIE - i.e. *Tuber aestivum*] is a wild product?

Contrassegna solo un ovale.

- ☐ Yes
☐ No
☐ I don't know

26. 5.9 - If yes to the previous question (5.8), could you report an example of the product you add that the product is sourced from the wild?

27. 5.10 - If yes to the previous question (5.8), did you find useful in terms of market selling?

Contrassegna solo un ovale.

- ☐ Yes
☐ No
☐ Altro: _____

6 - Value of products and market

Questions refer to yourself or the company you represent.

28. 6.1 - How is the price of your product different from competition?

29. 6.2 - How are delivery channels for your product different from competition?

30. 6.3 - How are methods of production and/or packaging for your product different from competition?

31. 6.4 - Which market segments do you reach?

Contrassegna solo un ovale.

- ☐ Local (municipal & regional) market
- ☐ National-level mass market
- ☐ International-level mass market
- ☐ Multi-sided market (a mix of previous types)

32. 6.5 - Could you report the turnover in the last year? [EUR]

33. 6.6 - Do you export your products?

Contrassegna solo un ovale.

- ☐ Yes
- ☐ No
- ☐ Altro:

34. 6.7 - What is the share of total turnover you generate by exports? [%]

35. 6.8 - Do you have barriers in your export activities?

Contrassegna solo un ovale.

- ☐ No
- ☐ Yes, issues are quality standards
- ☐ Yes, issues are inter-state trade agreements
- ☐ Yes, issues are custom fees
- ☐ Altro:

36. 6.9 - Apart from products, do you also sell services?

Contrassegna solo un ovale.

☐ No

☐ Yes

37. 6.10 - If yes to question 6.9, could you report which services (e.g. truffle tour & tasting)?

7 - Environmental aspect of wild food production

38. 7.1 - How strongly you (dis-)agree that current level of collection of [TARGET SPECIES] in wild impairs its future potential production?

Seleziona tutte le voci applicabili.

☐ I strongly agree

☐ I agree

☐ neutral

☐ I disagree

☐ I strongly disagree

39. 7.2 - If you selected either of the first two options in the question 7.1, could you tell us possible solutions for preserving sustainability of [TARGET SPECIES] production.

40. 7.3 - EU want to push the use of recycled packaging. Could you state who is the packaging you use in your product?

Contrassegna solo un ovale.

- ☐ recycled
- ☐ repurposed
- ☐ remanufactured
- ☐ safely disposed in a designated location (landfill)
- ☐ non of the above

8 - Social aspect of wild food production

41. 8.1 - Indicate which of your partners come from local communities (e.g. municipality, regions)?

Seleziona tutte le voci applicabili.

- ☐ Producers (collection & cultivation)
- ☐ Middlemen
- ☐ Processors
- ☐ Retailers to end-users
- ☐ Retailers to hotels, restaurants and catering services
- ☐ End-users (final consumers)

42. 8.2 - Which aspects you think your products bring to customers mostly?

Contrassegna solo un ovale.

- ☐ Having locally produced goods
- ☐ Enjoying environmentally sustainable products
- ☐ Providing a healthy product
- ☐ Promoting local identity
- ☐ Involving local stakeholders (sense of community)
- ☐ Multiplying local employment possibilities

43. 8.3 - Which social values do you think your business can be related to?

Seleziona tutte le voci applicabili.

- ☐ Tradition
- ☐ Fairness
- ☐ Environmental sustainability
- ☐ Local production
- ☐ Cooperation and societal resilience

9 - Thanks! Just two more question and we are done!

44. 9.1 - Could you report the main three problems you have in your company regarding production of wild food?

45. 9.2 - Do you have any suggestion on the issue/topics that can improve the production of wild foods?

46. 9.3 - Could you report the name of other companies like yours, or companies belonging to the same supply chain?

10. Prices along supply chain

47. 10.1 Could you indicate the minimum price of fresh summer truffle sold by pickers/farmers to traders (year 2021)?

48. 10.2 Could you indicate the minimum price of fresh summer truffle sold by farmers to local restaurants (year 2021)?

49. 10.3 Could you indicate the minimum price of fresh summer truffle sold by traders to local restaurants (year 2021)?

50. 10.4 Could you indicate the minimum price of fresh summer truffle sold by traders to restaurant abroad (year 2021)?

51. 10.5 Could you indicate the minimum price of fresh summer truffle sold to final consumers (year 2021)?

Thank you very much for your collaboration

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