**ESRC SCArFE. Phase 1: Question Bank**

**Desk Search**

Prior to the interview.

Information about the organisation and interviewee where possible. Eg from corporate reports and websites, linked-in etc Use the interview to clarify and probe deeper on what is found

**Consent & Confidentiality:**

Consent and Confidentiality Agreement, covering participation and archive, must be made and securely stored on record separately from any interview recordings, transcripts, translations, filed notes, photographs etc

Anonymisation codes for interview data:

**Phase 1:**

**Case Study code Type code Interviewee**

G.= Guangzhou G&C. = Government & Civil Numbered 1-30 in each case

R. = Rio Cam. = Campaigner/NGO

J. = Johannesburg R&W. = Retailer & Wholesaler

R&H. = Restaurant & Hospitality

C&I. = Celebrity & Influencer

Oth. = Other

**Phase 2:**

**Case Study code Type code Interviewee**

G.= Guangzhou Int. = Interview Numbered 101-130 in each case

R. = Rio S&C. = Shop & Cook Matched to their interview code

J. = Johannesburg

**Questions:**

**Orange**: Interest group

**Bold – Key theme**

Black = general questions that should be asked.

Grey= more specific and follow-up questions, points for support and probing (= could help to answer the general questions).

We have tried to structure the schema to not ask questions that lead the interviewee to certain responses, but there are key themes that need to be covered regardless of how time limited the interviewee is. Use your judgement as to when to shift for example from talking about general food trends, conceptions of ‘good’ food to drilling down on sustainable and ethical products and policies.

We have tried to keep things as simple as possible by keeping the questions generic. But please do use your knowledge of the organisation / local policy landscape / consumer concerns to drill down where appropriate

If you have background information notes, photographs, fieldnotes etc please file these with the interview transcript.

Not all questions will be relevant/appropriate in every interview situation

## A. Government & Civil servant/ civil society

Introduction: Our project compares food consumption trends in South Africa, Brazil, and China.

Consent to record. (CCA, if appropriate at this stage). Establish how much time you have.

Key themes to cover regardless of the length of the interview:

Role of interviewee; understandings of sustainable and ethical food; the middle-classes as consumers; influence of organisation; influences on organisation; next steps, workshop & consent.

**1. Background and role of interviewee in the organisation**

1.1. Can you tell us about your role in [this department/organisation]?

1.2 Can you tell us more about the work of your organisation in relation to good food?

Can you give examples of **product ranges** appropriate to the campaigns and projects being run?

What is the **scale** of these ranges?

What **campaigns, projects and/or programmes** are these ranges are included in?

What kind of campaigns work for **different consumer groups**?

eg how important are relationships to producers for consumers of food?

How do you see the balance between regulating what products get offered (**choice editing**) and informing consumers?

**2. Understandings and criteria of sustainable and ethical food**

2.1 What do you think are the emerging food consumption trends?

2.2 Do you see any **trends** in policy / technology/ public discourse that are driving towards more safe / ethical or sustainable consumption?

What do you understand as ‘safe’ / ‘sustainable’ and ‘ethical’ when it comes to food?

Is this the same as your organisation’s definition?

2.3 Which criteria/knowledge sources do you use in the development of sustainable/ethical food policies/

programmes/projects?

Where do these criteria come from, e.g. laws and regulation, political will, social pressure, civil society, consumer trends, commercial influence?

**3. Relationship of middle classes to consumption of sustainable and ethical food**

3.1 Who are the key target demographics for your policies and programmes? Why?

What are your views about different foods / food networks being accessible or desirable to different groups? Examples?

Some say it is particularly the middle classes who **drive consumption trends**, do you agree?

It has also been argued that it is the middle classes who relate to **ethical/sustainable food**, do you agree?

How committed would you say the so-called middle classes are towards sustainable and / or ethical food?

Is this any different than other socio-economic groups?

3.2 When you say this, how would you define “middle classes” in this sense?

There are discourses that suggest middle-class is a **larger & more diverse** group then it used to be, do you agree?

(If appropriate) How do you see the wider economy / political change here impacting on these groups and their food consumption practices?

**4. Influence:**

**4a. of organisation on sustainable and ethical food consumption: objectives, impacts and media**

4a.1 To what extent are your policies / programmes aimed at influencing consumption patterns and practices?

Which people? To what extent do you differentiate different consumer groups eg within the middle-classes?

Is there a (propaganda) department specifically focussed on good food and / or food health?

How are both public and environmental health promoted through food policy?

4a.2. Are you aware of the ways your campaigns/policies/programmes impact people’s food choices?

Which people? How do you know this (evidence of impact)?

What are the impacts of your department/organisation or other groups on regional food culture differences?

What are the impacts of your department/organisation or other groups on traditional food cultures?

4a.3 What is the influence of your work/actions on safe / sustainable / ethical food consumption patterns?

Which people? How do you know this (evidence of impact)?

(Does your work on food safety link to wider sustainable and ethical food campaigns?)

4a.4 Are you aware of the ways your campaigns/policies/programmes impact companies in food supply chains?

Which companies? How do you know this (evidence of impact)?

4a.5 Are you aware of the ways your campaigns/policies/programmes impact food supply chain policies?

Which policies? How do you know this (evidence of impact)?

Government & Civil Society 1 of 2

Do you have thoughts on how civil society organisations could coordinate their relationship with NGO’s so as to maximize their social function in the areas of food safety / ethics / sustainability.

What are the potential areas for improvement in food safety / ethics / sustainability-related policies etc?

4a.6 How do you take into account such influence once you develop your policies/campaigns?

What tools and tactics does [your organisation] engage to elicit change? [e.g. in policy spaces, among communities/publics, via social media; role of assurance schemes, labelling or choice-editing?]

What other tools and tactics have you used in the past? What did you learn? Give examples

4a.7 What forms of engagement do you use? e.g. word of mouth; social media; print media…

Do you use different forms of engagement for different audiences?

What is the relative importance of the different kinds of engagement to your strategy?

4a.8 What is your media strategy?

How do you engage with **traditional media** such as print, television, radio?

How do you engage with **new media** such as websites, blogs, mobile apps or social media?

(Please ask for each – *try to get specific explanation, not just: we have a blog, we are on twitter)*

In an ideal world, how would you like your organisation to use the internet and social media to reach out to the public? [ask for examples, description]

Who in the organisation coordinates and implements the digital strategy.

**Audience:** Who do you think is most likely to engage/ follow your social media account etc?

4a.9 To what extent do you use different programmes and strategies for different demographic groups?

Probe on established and emerging middle-classes specifically

**4b. Influences from public, policy, funders, celebrities etc**

4b.1 How committed would you say the general public are towards sustainable and / or ethical food?

Do you think what people read on **social media** [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **attitudes** to ethical/sustainable consumption?

Do you think what people read on social media [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **behaviour** in regards to ethical/sustainable consumption?

How influential do you think other factors such as print media, TV, podcasts, social networks are here?

4b.2 What is the role of media and celebrities in influencing consumer trends and expectations in ethical/sustainable food consumption? Examples?

4b.3Are there any organisations in the ethical / sustainable consumption / food safety space that are particularly innovative or influential on social media – can you name examples (up to 5)

4b.4 Are there any celebrities that engage with ethical / sustainable / food safety consumption and are particularly influential in the media, including social media – can you name examples (up to 5)

4b.5. What other groups and organisations are engaging in food safety / ethical and sustainability initiatives to influence food consumption (e.g. government agencies, retailers, media, celebrities etc.)?

Do you relate to and/or work with any of these organisations in your own work? Examples?

Can you tell me about how these influences work within and between regions in the country?

Can you tell me about any influences from other countries?

4b.6 Do you see demographic differences in engagement with these organisations and celebrities?

4b.7 Do you see any negative impacts of the different messages coming from these groups and organisations we have been discussing?

4b.8 (If appropriate) How does your organisation’s/department’s structure complement or limit the campaigns you engage in? Dig down into this structure.

4b.9 At a national/regional/international level whathat policies are influential in the areas of:

food consumption (and production)

food safety/ethics/sustainability?

[Country specific probes to be added here eg food pagodas; 19th CPC National Congress]

**5. Next steps and workshop**

5.1 How might research in the area of food safety/ethical/sustainable consumption benefit your work?

5.2 Do you have any thoughts on how research in the area of ethical/sustainable consumption could impact policy?

5.3. We will be holding workshops in late 2019/early 2020 to report on findings that may be useful for government, businesses and NGOs in the food sector. Do you think there is more that we could do to ensure that our work can reach beyond the academy and help create change? And would you be interested in attending the event?

5.4 Is there anything else you would like to tell us?

\*Project debriefing form; consent & confidentiality agreement if not completed at the beginning

Government & Civil Society 2 of 2

**Campaigners/ NGOs & Alternative economic organizations**

Introduction: Our project compares food consumption trends in South Africa, Brazil, and China.

Consent to record. (CCA, if appropriate at this stage). Establish how much time you have.

Key themes to cover regardless of the length of the interview:

Role of interviewee; understandings of sustainable and ethical food; the middle-classes as consumers; influence of organisation; influences on organisation; next steps, workshop & consent.

**1. Background and role of interviewee in the organisation**

1.1. Can you tell us about your role in [this organisation]?

1.2 Can you tell us more about the work of your organisation in relation to good food?

Can you give examples of **product ranges** appropriate to the campaigns and projects being run?

What is the **scale** of these ranges?

What **campaigns, projects and/or programmes** are these ranges are included in?

What kind of campaigns work for **different consumer groups**? eg how important are relationships to producers for consumers of food?

How do you see the balance between regulating what products get offered (**choice editing**) and informing consumers?

**2. Understandings and criteria of sustainable and ethical food**

2.1 What do you think are the emerging food consumption trends?

2.2 Do you see any **trends** in policy / technology/ public discourse that are driving towards more safe / ethical or sustainable consumption?

What do you understand as ‘safe’ / ‘sustainable’ and ‘ethical’ when it comes to food?

Is this the same as your organisation’s definition?

2.3 Which criteria/knowledge sources do you use in the development of sustainable/ethical food policies/

programmes/projects?

Where do these criteria come from, e.g. laws and regulation, political will, social pressure, civil society, consumer trends, commercial influence?

**3. Relationship of middle classes to consumption of sustainable and ethical food**

3.1 Who are your key consumer demographics? Why?

What are your views about different foods / food networks being accessible or desirable to different groups? Examples?

Some say it is particularly the middle classes who **drive consumption trends**, do you agree?

It has also been argued that it is the middle classes who relate to **ethical/sustainable food**, do you agree?

How committed would you say the so-called middle classes are towards sustainable and / or ethical food?

Is this any different than other socio-economic groups?

3.2 When you say this, how would you define “middle classes” in this sense?

There are discourses that suggest middle-class is a **larger and more diverse** group then a few years ago, do you agree?

(If appropriate) How do you see the wider economy / political change here impacting on these groups and their food consumption practices?

**4. Influence:**

**4a. of organisation on sustainable and ethical food consumption: objectives, impacts and media**

*If relevant to the organisation:*

4a.1 To what extent are your programmes aimed at influencing consumption patterns and practices?

Which people? To what extent do you differentiate different consumer groups eg within the middle-classes?

4a.2. Are you aware of the ways your campaigns/projects/programmes impact people’s food choices?

Which people? How do you know this (evidence of impact)?

What are the impacts of your organisation/NGOs/alternative economic organisations on regional food culture differences.

What are the impacts of your organisation/NGOs/alternative economic organisations on traditional food cultures?

4a.3 What is the influence of your work/actions on safe / sustainable / ethical food consumption patterns?

Which people? How do you know this (evidence of impact)?

(Does your work on food safety link to wider sustainable and ethical food campaigns?)

4a.4 Are you aware of the ways your campaigns/projects/programmes impact companies in food supply chains?

Which companies? How do you know this (evidence of impact)?

Campaigners & NGOs 1 of 2

4a.5 Are you aware of the ways your campaigns/projects/programmes impact food supply chain policies?

Which policies? How do you know this (evidence of impact)?

Do you have thoughts on how NGOs could coordinate their relationship with the government departments so as to maximize their social function in the areas of food safety / ethics / sustainability.

4a.6 What tools and tactics does [your organisation] engage to elicit change?

[e.g. in policy spaces, among communities/publics, via social media, what role do assurance schemes, labelling or choice-editing play here?]

What other tools and tactics have you used in the past? What did you learn? Give examples

4a.7 What forms of engagement do you use?

e.g. word of mouth; social media; print media…

Do you use different forms of engagement for different audiences?

What is the relative importance of the different kinds of engagement to your strategy?

4a.8 What is your media strategy?

How do you engage with **traditional media** such as print, television, radio?

How do you engage with **new media** such as websites, blogs, mobile apps or social media?

(Please ask for each – *try to get specific explanation, not just: we have a blog, we are on twitter)*

In an ideal world, how would you like your organisation to use the internet and social media to reach out to the public? [ask for examples, description]

Who in the organisation coordinates and implements the digital strategy?

**Audience:** Who do you think is most likely to engage/ follow your social media account etc?

**4b. Influences from public, policy, funders, celebrities etc**

4b.1 How committed would you say the general public are towards sustainable and / or ethical food?

Do you think what people read on **social media** [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **attitudes** to ethical/sustainable consumption?

Do you think what people read on social media [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **behaviour** in regards to ethical/sustainable consumption?

How influential do you think other factors such as print media, TV, podcasts, social networks are here?

4b.2 What is the role of media and celebrities in influencing consumer trends and expectations in ethical/sustainable food consumption? Examples?

4b.3Are there any organisations in the ethical / sustainable consumption / food safety space that are particularly innovative or influential on social media – can you name examples (up to 5)

4b.4 Are there any celebrities that engage with ethical / sustainable / food safety consumption and are particularly influential in the media, including social media – can you name examples (up to 5)

4b.5. What other groups and organisations are engaging in food safety / ethical and sustainability initiatives to influence food consumption (e.g. government agencies, retailers, media, celebrities etc.)?

Do you relate to and/or work with any of these organisations in your own work? Examples?

Can you tell me about how these influences work within and between regions in the country?

Can you tell me about any influences from other countries?

4b.6 Do you see demographic differences in engagement with these organisations and celebrities?

4b.7 Do you see any negative impacts of the different messages coming from these groups and organisations we have been discussing?

4b.8 (If appropriate) Does your organisation’s funding structure play a role in the campaigns you choose to engage in?) Dig down into this structure.

4b.9 At a national level what is being done in the areas of food consumption (and production)?

At a national level what is being done in the areas of food safety/ethics/sustainability?

[Country specific probes to be added here]

**5. Next steps and workshop**

5.1 How might research in the area of food safety/ethical/sustainable consumption benefit your work?

5.2 Do you have any thoughts on how research in the area of ethical/sustainable consumption could impact policy?

5.3. We will be holding workshops in late 2019 (or early 2020) to report on findings that may be useful for government, businesses and NGOs in the food sector. Do you think there is more that we could do to ensure that our work can reach beyond the academy and help create change? And would you be interested in attending the event?

5.4 Is there anything else you would like to tell us?

\*Project debriefing form; consent & confidentiality agreement if not completed at the beginning

Campaigners & NGOS 2 of 2

**Retailers & Wholesalers (adapt these for the wholesalers)**

Introduction: Our project compares food consumption trends in South Africa, Brazil, and China.

Consent to record. (CCA, if appropriate at this stage). Establish how much time you have.

Key themes to cover regardless of the length of the interview:

Role of interviewee; understandings of sustainable and ethical food; the middle-classes as consumers; influence of organisation; influences on organisation; next steps, workshop & consent.

**1. Background and role of interviewee in the organisation**

1.1. Can you tell us about your role in the company?

1.2 Can you tell us more about the work of your company in relation to good food?

Can you give examples of **product ranges** that are part of any good food campaigns and promotions?

What is the **scale** of these ranges?

What **campaigns, projects and/or programmes** are these ranges are included in?

What kind of campaigns work for **different consumers**? eg relationships to producers, etc?

How do you see the balance between regulating what products get offered (**choice editing**) and informing consumers?

1.3 Can you tell me more about your company’s position/niche in the national retail/wholesale market?

eg Figures on turnover, profits, national and regional market share, demographic served, ownership structure, sourcing networks. [For wholesalers, provide information of their buyers and markets]

**2. Understandings and criteria of sustainable and ethical food**

2.1 What do you think are the emerging food consumption trends?

Is this reflected in your sales figures and patterns? Examples.

2.2 Do you see any **trends** in policy / technology/ public discourse that are driving towards more safe / ethical or sustainable consumption?

What do you understand as ‘safe’ / ‘sustainable’ and ‘ethical’ when it comes to food?

Is this the same as your organisation’s definition?

How do these discourses relate to overall brand and corporate strategy?

2.3 How do your product ranges relate to ethical and sustainable foods / food safety?

Differences between own brand and other manufacturer’s ranges?

Examples and scale of these ranges?

Examples of where issues of ethics/sustainability/safety are part of mainstream own brand product lines, as well as ‘alternative’ niche lines?

2.4 Which criteria/knowledge sources do you use in the development/promotion of sustainable/ethical / food safety products/lines/programmes?

Where do these criteria come from, e.g. laws and regulation, political will, social pressure, civil society, consumer trends, commercial influence?

Examples of the standards/certification/assurance schemes / other labelling used?

In what ways does regulation determine some aspects of food sustainability, e.g. food health and safety?

How does consumer demand influence your codes & standards for ethical / sustainable / food safety ranges?

How does civil society/NGO pressure influence codes & standards for ethical/ sustainable/food safety ranges?

How important are social and food provenance issues (eg labour rights, animal welfare, local provenance) in comparison with food safety, nutrition and environmental issues?

2.5 How are your own brand food supply chains organised?

What are the requirements for food suppliers in terms of safety/ethical/sustainability criteria?

Do products come from your own farms or have specific selection criteria and suppliers? Examples

How are codes, standards and regulations for different aspects of ethics/sustainability/safety implemented and monitored? Examples

What is the relationship between buyers, product designers etc here?

2.6 Do you see differences in domestic and foreign-owned retailers with respect to ethical/sustainable/food safety?

Examples? Ranges? Management and communication? Marketing?

What are the reasons for these differences?

2.7 How committed would you say the general public and your customers are towards sustainable food?

**3. Relationship of middle classes to consumption of sustainable and ethical food**

3.1 Who are your key consumer demographics? Why? [Wholesalers: Question about buyer companies demographics]

What are your views about different foods / food networks being accessible or desirable to different groups? Examples?

Retailers & Wholesalers 1 of 3

Some say it is particularly the middle classes who **drive consumption trends**, do you agree?

It has also been argued that it is the middle classes who relate to **ethical/sustainable/food safety**, do you agree?

How committed would you say the so-called middle classes are to sustainable &/ethical food &/food safety?

Is this any different than other socio-economic groups?

3.2 When you say this, how would you define “middle classes” in this sense?

There are discourses that suggest middle-class is a **larger and more diverse** group then a few years ago, do you agree?

(If appropriate) How do you see the wider economy / political change here impacting on these groups and their food consumption practices?

**4. Influence:**

**4a. of company on sustainable and ethical food consumption: objectives, impacts and media**

*If relevant to the organisation:*

4a.1 To what extent are your products/lines/promotions aimed at influencing consumption patterns and practices?

Which people? To what extent do you differentiate different consumer groups eg within the middle-classes?

4a.2. Are you aware of the ways your products/lines/programmes impact people’s food choices?

Which people? How do you know this (evidence of impact)?

What are the impacts of your organisation on regional food culture differences?

What are the impacts of your organisation on traditional food cultures?

4a.3 What is the influence of your products & promotions on safe / sustainable / ethical food consumption patterns?

Which people? How do you know this (evidence of impact)?

(Does your work on food safety link to wider sustainable and ethical food campaigns?)

4a.4 Are you aware of the ways your products/lines/promotions impact other companies in food supply chains?

Which companies? How do you know this (evidence of impact)?

4a.5 Can you tell us about the role of your corporate market research in discerning and responding to consumer/company trends and preferences for ethical/sustainable food and / or food safety?

What does your market research suggest about the geographies of these trends? Case-study city example?

4a.6 **What tools and tactics does [your organisation] engage to elicit consumer interest / change**?

Examples of advertising (TV, print media, social media, magazines etc.)

Provide examples of in-store marketing and product/shelf positioning

Provide examples of how advertising and marketing use digital platforms/social media

Reasons for, and funding of, the above targeting approaches.

What role do you see for strategies such as assurance schemes or choice-editing?

What other tools and tactics have you used in the past?

What did you learn? Give examples

4a.7 Do you use different forms of engagement for different audiences?

What is the relative importance of the different kinds of engagement to your strategy?

4a.8 What is your media strategy?

How do you engage with **traditional media** such as print, television, radio?

How do you engage with **new media** such as websites, blogs, mobile apps or social media? Probe for specifics

In an ideal world, how would you like your company to use the internet & social media to reach the public?

Who in the organisation coordinates and implements the digital strategy?

**Audience:** Who do you think is most likely to engage/ follow your social media account etc?

Can you tell us more about your company’s strategies for advertising and marketing ethical/sustainable food?

**4b. Influences from public, policy, funders, celebrities etc**

4b.1 How committed would you say the general public are towards sustainable and / or ethical food?

Do you think what people read on **social media** [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **attitudes** to ethical/sustainable consumption?

Do you think what people read on social media [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **behaviour** in regards to ethical/sustainable consumption?

How influential do you think other factors such as print media, TV, podcasts, social networks are here?

4b.2 What is the role of media and celebrities in influencing consumer trends and expectations in ethical/sustainable food consumption? Examples?

4b.3Are there any organisations in the ethical / sustainable consumption / food safety space that are particularly innovative or influential on social media – can you name examples (up to 5)

4b.4 Are there any celebrities that engage with ethical / sustainable / food safety consumption and are particularly influential in the media, including social media – can you name examples (up to 5)

Retailers & Wholesalers 2 of 3

Do you carry any celebrity endorsed lines? Examples and audience for them?

4b.5. What other groups and organisations are engaging in food safety / ethical and sustainability initiatives to influence food consumption (e.g. government agencies, NGOs, media, celebrities etc.)?

Do you relate to and/or work with any of these organisations with your own products? Examples?

Can you tell me about how these influences work within and between regions in the country?

Can you tell me about any influences from other countries?

4b.6 Do you see demographic differences in engagement with these organisations and celebrities?

4b.7 Do you see any negative impacts of the different messages coming from these groups and organisations we have been discussing?

4b.8 Does the demographics of your consumers play a role in the campaigns you engage with?

4b.9 At a national level what is changing in the areas of food consumption (and production)?

At a national level what is changing in the areas of food safety/ethics/sustainability?

[Country specific probes to be added here]

**5. Next steps and workshop**

5.1 How might research in the area of food safety/ethical/sustainable consumption benefit your work?

5.2 Do you have any thoughts on how research in the area of ethical/sustainable consumption could impact policy?

5.3. We will be holding workshops in late 2019 (or early 2020) to report on findings that may be useful for government, businesses and NGOs in the food sector. Do you think there is more that we could do to ensure that our work can reach beyond the academy and help create change? And would you be interested in attending the event?

5.4 Is there anything else you would like to tell us?

\*Project debriefing form; consent & confidentiality agreement if not completed at the beginning

Retailers & Wholesalers 3 of 3

## Prominent restaurateurs/food chains/cafes

Introduction: Our project compares food consumption trends in South Africa, Brazil, and China.

Consent to record. (CCA, if appropriate at this stage). Establish how much time you have.

Key themes to cover regardless of the length of the interview:

Role of interviewee; understandings of sustainable and ethical food; the middle-classes as consumers; influence of organisation; influences on organisation; next steps, workshop & consent.

**1. Background and role of interviewee in the organisation**

1.1. Can you tell us about your role in the company?

1.2 Can you tell us more about the work of your company in relation to good food?

Can you give examples of **product ranges** that are part of any good food campaigns and promotions?

What is the **scale** of these ranges?

What **campaigns, projects and/or programmes** are these ranges are included in?

What kind of campaigns work for **different consumers**? eg relationships to producers, etc?

How do you see the balance between regulating what products get offered (**choice editing**) and informing consumers?

1.3 Can you tell me more about your company’s position/niche in the national/regional/local market?

eg Figures on turnover, profits, national and regional market share, demographic served, ownership structure, sourcing networks (e.g. whether local, domestic or foreign-owned and number of outlets etc)

**2. Understandings and criteria of sustainable and ethical food**

2.1 What do you think are the emerging food consumption trends?

Is this reflected in your sales figures and patterns? Examples.

2.2 Do you see any **trends** in policy / technology/ public discourse that are driving towards more safe / ethical or sustainable consumption?

What do you understand as ‘safe’ / ‘sustainable’ and ‘ethical’ when it comes to food?

Is this the same as your organisation’s definition?

How do these discourses relate to overall brand, corporate strategy and market niche?

2.3 How do your dishes and menus relate to ethical and sustainable foods / food safety?

Examples and scale of this?

How are ethical/sustainable food ingredients part of your product ranges/menus? Examples

2.4 Which criteria/knowledge sources do you use in the development/promotion of sustainable/ethical / food safety dishes and menus?

Where do these criteria come from, e.g. laws and regulation, political will, social pressure, civil society, consumer trends, commercial influence?

Examples of the standards/certification/assurance schemes / other labelling used? Importance of these?

In what ways does regulation determine some aspects of food sustainability, e.g. food health and safety?

How does consumer demand influence your codes & standards for ethical / sustainable / food safety ranges?

How does civil society/NGO pressure influence codes & standards for ethical/ sustainable/food safety ranges?

How important are social and food provenance issues (eg labour rights, animal welfare, local provenance) in comparison with food safety, nutrition and environmental issues?

2.5 How does the restaurant/cafe (chain) ensure the food safety and quality of each restaurant?

How are your food supply chains organised?

How do you ensure food safety and quality in ingredients storage, food processing, and food production?

What are the requirements for food suppliers in terms of safety/ethical/sustainability criteria?

Do the ingredients come from your own farms or have specific selection criteria and suppliers?

How do you coordinate the relationship between food authenticity and food safety and health? [This question may be specific to China]

How are codes, standards and regulations for different aspects of ethics/sustainability/safety implemented and monitored? Examples

What is the relationship between store managers, buyers, menu designers, marketing etc here?

2.6 Do you see differences in domestic & foreign-owned restaurants in ethical/sustainable/food safety attitudes?

Examples? Management and communication? Marketing?

What are the reasons for these differences?

[locally specific questions eg HongKong dietary standards]

2.7 How committed would you say the general public and your customers are towards sustainable food?

Restaurateurs 1 of 3

**3. Relationship of middle classes to consumption of sustainable and ethical food**

3.1 Who are your key consumer demographics? Why?

What are your views about different foods / food networks being accessible or desirable to different groups? Examples?

Some say it is particularly the middle classes who **drive consumption trends**, do you agree?

It has also been argued that it is the middle classes who relate to **ethical/sustainable/food safety**, do you agree?

How committed would you say the so-called middle classes are to sustainable &/ethical food &/food safety?

Is this any different than other socio-economic groups?

3.2 When you say this, how would you define “middle classes” in this sense?

There are discourses that suggest middle-class is a **larger and more diverse** group then a few years ago, do you agree?

(If appropriate) How do you see the wider economy / political change here impacting on these groups and their food consumption practices? Examples

**4. Influence:**

**4a. of company on sustainable and ethical food consumption: objectives, impacts and media**

*If relevant to the organisation:*

4a.1 To what extent are your dishes and menus aimed at influencing consumption patterns and practices?

Which people? To what extent do you differentiate different consumer groups eg within the middle-classes?

4a.2. Are you aware of the ways your brand and marketing impact people’s food choices?

Which people? How do you know this (evidence of impact)?

What are the impacts of your company on regional food culture differences?

What are the impacts of your company on traditional food cultures?

4a.3 What is the influence of your brand on safe / sustainable / ethical food consumption patterns?

Which people? How do you know this (evidence of impact)?

(Does your work on food safety link to wider sustainable and ethical food campaigns?)

4a.4 Are you aware of the ways your dishes and menus impact other companies in food supply chains?

Which companies? How do you know this (evidence of impact)?

4a.5 Can you tell us about the role of your corporate market research in discerning and responding to consumer/company trends and preferences for ethical/sustainable food and / or food safety?

What does your market research suggest about the geographies of these trends? Case-study city example?

4a.6 **What tools and tactics does [your organisation] engage to elicit consumer interest / change**?

Examples of advertising (TV, print media, social media, magazines etc.)

Provide examples of in-restaurant marketing

Provide examples of how advertising and marketing use digital platforms/social media

Reasons for, and funding of, the above targeting approaches.

What role do you see for strategies such as assurance schemes or choice-editing?

What other tools and tactics have you used in the past?

What did you learn? Give examples

4a.7 Do you use different forms of engagement for different audiences?

What is the relative importance of the different kinds of engagement to your strategy?

4a.8 What is your media strategy?

How do you engage with **traditional media** such as print, television, radio?

How do you engage with **new media** such as websites, blogs, mobile apps or social media? Probe for specifics

In an ideal world, how would you like your company to use the internet & social media to reach the public?

Who in the organisation coordinates and implements the digital strategy?

**Audience:** Who do you think is most likely to engage/ follow your social media account etc?

Can you tell us more about your company’s strategies for advertising and marketing ethical/sustainable food?

**4b. Influences from public, policy, funders, celebrities etc**

4b.1 How committed would you say the general public are towards sustainable and / or ethical food?

Do you think what people read on **social media** [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **attitudes** to ethical/sustainable consumption?

Do you think what people read on social media [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **behaviour** in regards to ethical/sustainable consumption?

How influential do you think other factors such as print media, TV, podcasts, social networks are here?

4b.2 What is the role of media and celebrities in influencing consumer trends and expectations in ethical/sustainable food consumption? Examples?

Restauranteurs 2 of 3

4b.3Are there any organisations in the ethical / sustainable consumption / food safety space that are particularly innovative or influential on social media – can you name examples (up to 5)

4b.4 Are there any celebrities that engage with ethical / sustainable / food safety consumption and are particularly influential in the media, including social media – can you name examples (up to 5)

Do you carry any celebrity endorsed lines or dishes? Examples and audience for them?

4b.5. What other groups and organisations are engaging in food safety / ethical and sustainability initiatives to influence food consumption (e.g. government agencies, NGOs, media, celebrities etc.)?

Do you relate to and/or work with any of these organisations with your own menus? Examples?

Can you tell me about how these influences work within and between regions in the country?

Can you tell me about any influences from other countries?

4b.6 Do you see demographic differences in engagement with these organisations and celebrities?

4b.7 Do you see any negative impacts of the different messages coming from these groups and organisations we have been discussing?

4b.8 Does the demographics of your consumers play a role in the campaigns you engage with?

4b.9 At a national level what is changing in the areas of food consumption (and production)?

At a national level what is changing in the areas of food safety/ethics/sustainability?

[Country specific probes to be added here]

**5. Next steps and workshop**

5.1 How might research in the area of food safety/ethical/sustainable consumption benefit your work?

5.2 Do you have any thoughts on how research in the area of ethical/sustainable consumption could impact policy?

5.3. We will be holding workshops in late 2019 (or early 2020) to report on findings that may be useful for government, businesses and NGOs in the food sector. Do you think there is more that we could do to ensure that our work can reach beyond the academy and help create change? And would you be interested in attending the event?

5.4 Is there anything else you would like to tell us?

\*Project debriefing form; consent & confidentiality agreement if not completed at the beginning

Restauranteurs 3 of 3

## Media & Celebrities/ Influencers

Introduction: Our project compares food consumption trends in South Africa, Brazil, and China.

Consent to record. (CCA, if appropriate at this stage). Establish how much time you have.

Key themes to cover regardless of the length of the interview:

Role of interviewee; understandings of sustainable and ethical food; the middle-classes as consumers; influence of organisation; influences on organisation; next steps, workshop & consent.

**1. Background and role of interviewee**

1.1. Can you tell us about how you see your role (in this organisation)?

1.2 Can you tell us more about your work (and of your organisation) in relation to good food?

Can you give examples of **product ranges** appropriate to your campaigns and projects?

What is the **scale** of these ranges?

What **campaigns, projects and/or programmes** are these ranges are included in?

What kind of campaigns work for **different purchasers**? eg relationships to producers, etc?

How do you see the balance between regulating what products get offered (**choice editing**) and informing consumers?

1.3 Can you tell me more about your background and how you got involved in this work?

**2. Understandings and criteria of sustainable and ethical food**

2.1 What do you think are the emerging food consumption trends?

(If relevant) Is this reflected in your sales figures and patterns? Examples.

2.2 Do you see any **trends** in policy / technology/ public discourse that are driving towards more safe / ethical or sustainable consumption?

What do you understand as ‘safe’ / ‘sustainable’ and ‘ethical’ when it comes to food?

Is this the same as your organisation’s definition?

(As relevant) How do these discourses relate to your overall brand, corporate strategy and market niche?

2.3 How do your campaigns relate to ethical and sustainable foods / food safety?

Examples of product ranges and scale of this?

2.4 Which criteria/knowledge sources do you use in the development/promotion of sustainable/ethical / food campaigns?

Where do these criteria come from, e.g. laws and regulation, political will, social pressure, civil society, consumer trends, commercial influence?

What role do you see for standards/certification/assurance schemes / other labelling? Examples?

In what ways does regulation determine some aspects of food sustainability, e.g. food health and safety?

How does consumer demand and feedback influence your work for ethical / sustainable / food safety?

How does civil society/NGO pressure influence codes & standards for ethical/ sustainable/food safety ranges?

How important are social and food provenance issues (eg labour rights, animal welfare, local provenance) in comparison with food safety, nutrition and environmental issues?

2.5 (If relevant) How are your food supply chains organised?

How do you ensure food safety and quality in ingredients storage, food processing, and food production?

2.6 Do you see differences in domestic & foreign-owned companies ethical/sustainable/food safety attitudes?

Examples?

What are the reasons for these differences?

2.7 How committed would you say the general public and your customers are towards sustainable food?

**3. Relationship of middle classes to consumption of sustainable and ethical food**

3.1 Who are your key consumer demographics? Why?

What are your views about different foods / food networks being accessible or desirable to different groups? Examples?

Some say it is particularly the middle classes who **drive consumption trends**, do you agree?

It has also been argued that it is the middle classes who relate to **ethical/sustainable/food safety**, do you agree?

How committed would you say the so-called middle classes are to sustainable &/ethical food &/food safety?

Is this any different than other socio-economic groups?

3.2 When you say this, how would you define “middle classes” in this sense?

There are discourses that suggest middle-class is a **larger and more diverse** group then a few years ago, do you agree?

(If appropriate) How do you see the wider economy / political change here impacting on these groups and their food consumption practices? Examples

Media & Celebrities / Influencers 1 of 3

**4. Influence:**

**4a. of company on sustainable and ethical food consumption: objectives, impacts and media**

*If relevant to the organisation:*

4a.1 To what extent are your campaigns aimed at influencing consumption patterns and practices?

Which people? To what extent do you differentiate different consumer groups eg within the middle-classes?

4a.2. Are you aware of the ways your brand and marketing impact people’s food choices?

Which people? How do you know this (evidence of impact)?

What are the impacts of your campaigns on regional food culture differences?

What are the impacts of your campaigns on traditional food cultures as well as new tastes and ideas?

4a.3 What is the influence of your campaigns on safe / sustainable / ethical food consumption patterns?

Which people? How do you know this (evidence of impact)?

(Does your work on food safety link to wider sustainable and ethical food campaigns?)

In what ways do you and other celebrities/influencers take on the responsibilities and status of guiding and promoting public food safety, food health and / or food sustainability?

How do food health idea of celebrities translate to consumers? Eg a certain star’s weight loss package? How does this leading role play out in people’s lives through their consumption desires and practices?

4a.4 Are you aware of the ways campaigns impact companies in food supply chains?

Which companies? How do you know this (evidence of impact)?

4a.5 Can you tell us about any market research in discerning and responding to consumer/company trends and preferences for ethical/sustainable food and / or food safety?

What does your market research suggest about the geographies of these trends? Case-study city example?

4a.6 **What tools and tactics does [your organisation] engage to elicit consumer interest / change**?

Examples of advertising (TV, print media, social media, magazines etc.)

Provide examples of how advertising and marketing use digital platforms/social media

Reasons for, and funding of, the above targeting approaches.

What role do you see for strategies such as assurance schemes or choice-editing?

What other tools and tactics have you used in the past?

What did you learn? Give examples

4a.7 Do you use different forms of engagement for different audiences?

What is the relative importance of the different kinds of engagement to your strategy?

4a.8 What is your media strategy?

How do you engage with **traditional media** such as print, television, radio?

How do you engage with **new media** such as websites, blogs, mobile apps or social media? Probe for specifics

In an ideal world, how would you like your organisation to use the internet & social media to reach the public?

Who in the organisation coordinates and implements the digital strategy?

**Audience:** Who do you think is most likely to engage/ follow your social media account etc?

Can you tell us more about your company’s strategies for advertising and marketing ethical/sustainable food?

**4b. Influences from public, policy, funders, celebrities etc**

4b.1 How committed would you say the general public are towards sustainable and / or ethical food?

Do you think what people read on **social media** [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **attitudes** to ethical/sustainable consumption?

Do you think what people read on social media [insert Weibo, Facebook, Twitter, Instagram etc as relevant] influences their **behaviour** in regards to ethical/sustainable consumption?

How influential do you think other factors such as print media, TV, podcasts, social networks are here?

4b.2 What is the role of media and celebrities in influencing consumer trends and expectations in ethical/sustainable food consumption? Examples?

How do professional media guide the public food health and consumption debates and practices?

What role do you think professional media should play in food health, safety, and sustainable food consumption practices?

How do you think celebrity endorsements and promotion of food brands create possibilities for change?

How important do you think celebrities’ own food brands are?

How does the stars’ image influence consumer perceptions of food?

4b.3Are there any organisations in the ethical / sustainable consumption / food safety space that are particularly innovative or influential on social media – can you name examples (up to 5)

4b.4 Are there any celebrities that engage with ethical / sustainable / food safety consumption and are particularly influential in the media, including social media – can you name examples (up to 5)

Media & Celebrities / Influencers 2 of 3

Do you carry any celebrity endorsed lines or dishes? Examples and audience for them?

4b.5. What other groups and organisations are engaging in food safety / ethical and sustainability initiatives to influence food consumption (e.g. government agencies, NGOs, media, celebrities etc.)?

Do you relate to and/or work with any of these organisations with your own menus? Examples?

Can you tell me about how these influences work within and between regions in the country?

Can you tell me about any influences from other countries?

4b.6 Do you see demographic differences in engagement with these organisations and celebrities?

4b.7 Do you see any negative impacts of the different messages coming from these groups and organisations we have been discussing?

4b.8 Does the demographics of your consumers play a role in the campaigns you engage with?

4b.9 At a national level what is changing in the areas of food consumption (and production)?

At a national level what is changing in the areas of food safety/ethics/sustainability?

[Country specific probes to be added here]

**5. Next steps and workshop**

5.1 How might research in the area of food safety/ethical/sustainable consumption benefit your work?

5.2 Do you have any thoughts on how research in the area of ethical/sustainable consumption could impact policy?

5.3. We will be holding workshops in late 2019 (or early 2020) to report on findings that may be useful for government, businesses and NGOs in the food sector. Do you think there is more that we could do to ensure that our work can reach beyond the academy and help create change? And would you be interested in attending the event?

5.4 Is there anything else you would like to tell us?

\*Project debriefing form; consent & confidentiality agreement if not completed at the beginning

Media & Celebrities / Influencers 3 of 3