



Empowering women associations as drivers for
agroecological transformation to generate income
for Mountain farming communities

WP6: The “forks”: meeting consumers appreciation
6.1 Digital sensorial testing of traditional foods and malt products
Report on Consumers’ appreciation
Deliverable 6.1.2

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Task description

Digital sensorial panels

Sensorial panels of trained participants are the most adequate method to determine potential consumers' interest toward a product. However, these tend to be expensive and cover only a small set of the potential consumers. The use of digital tool to reach out to a panel of users is a recent evolution of the same principle to connect with more consumers. A service provider will be involved, able to activate specific **CAWI (computer assisted web interviewing)** stratified panels in each of the countries involved in the project. The service provider will receive the questionnaires from the WP6 leader, and will be responsible to obtain the surveys from all six countries using representative panels of potential consumers.

Multiple-choice questions will be used in the surveys and results collected in a database format onto MEL.

1. In the first round, 200 respondents per country will be sought to provide opinions on **a 15 minutes survey. A set of 20 images** showing various products packages will be presented. A total of 5 traditional foods and malt products will be presented, each with 3 different packages and **telling the “story” of their agro-ecological production using different key words**. In addition, 5 “check” foods representing well established commercial brands will be also included. **Two questions** will be asked for each image: what “emotion” the image has generated (1st and 2nd wave) and what is the level of interest in purchasing this product (2nd wave). The **scores** for the “check” product will be used to normalize the data across respondents.
2. The second survey will then be set up, this time involving 100 respondents per country. In this case, only the best 5 voted image and “story” will be shown but for each one, three different nutritional labels will be presented, each giving priority to a different dietary element. Five “checks” will also be included, showing their actual nutrition labels. Again, the digital consumers will be asked to define the “emotion” that the image generates in them from a set list, and how likely are they to purchase that specific product and with which price premium.
3. 10 consumers per country shall receive in their homes a sample of products: they will be asked to follow a simple recipe to cook them and taste them. Questionnaires will be administered to gather their appreciation. The final question will check their willingness to pay, and the conditions (product characteristics, packaging, etc.) that influence this aspect.

Executive summary

- The first wave survey has proven to be very useful, and the possibility to interview, in parallel, a significant set of respondents in all six countries provided very interesting information. The survey, confirmed by smaller – scale surveys performed in Italy, proved that the products **could be usefully brought to the market by associating, on pack and other communication media the value elements of mountain production and female cooperative production, with the elements of connection with nature, happiness and a «healthy» feeling**. Of course, communication on health is strictly ruled and this should be taken into account, by expressing messages according authorised claims and by evocative images (in Europe, claims are ruled by Efsa).
- The second wave survey confirmed the role of **healthy food**, but mostly points out the relevance of **taste** as a purchase driver, as well as **ethical** and **eco-friendly** production methods. Taste can be an element of the appreciation of a visit to the mountains, which is a hedonistic element. And when the product has the preferred characteristics, a price premium is acceptable for most respondents. As far as nutrition is involved, particularly a higher percent of **proteins and fiber** can be preferred and should be evidenced in communication. Price is always a relevant element, but a significant share of respondents was ready to accept some price premium in exchange of the key value elements of the project: nature, tradition and the safeguard of the mountain natural and social environment.
- The third wave survey has been up to now performed only in Italy and Croatia, and revealed a good appreciation of the product, acceptance of its values and of a small price premium.

A summary of results has been written in a dedicated report

1° wave survey (Dec. 2023)



Products, images, emotions

Images 2, 3, 4, 6, 7, 8, 10, 11, 12, 14, 15, 16, 18, 19, 20:
production by mountain female cooperative is clearly stated

Products	1) Pasta	2) Malt drink (beer / non alcoholic)
3) Couscous	4) Barley flour	5) Bread



Immagine1



Immagine2



Immagine3



Immagine4



Immagine5



Immagine6



Immagine7



Immagine8



Immagine9



Immagine10



Immagine11



Immagine12



Immagine13



Immagine14



Immagine15



Immagine16



Immagine17



Immagine18



Immagine19



Immagine20

Emotions

- Disgusted
- Guilty
- Unhealthy
- Displeased
- Frustrated
- Bored
- Doubtful
- Indifferent
- Hungry
- Curious
- Intrigued
- Nostalgic (for the old days)
- Modern
- Connecting with nature
- Pleasantly interested
- Inspired
- Healthy
- Happy

Why these products were chosen

Product	Reason
Pasta	Made with durum wheat only, it's a staple food in Italy, and consumed in all the world. Its unit price can be very low, and its characteristics very basic, although consumers are used to differentiation strategies and to the presence of niche products. It is interesting to observe how claims regarding the pluses brought about by the MountainHER project can affect the preception of a very traditional, common food product.
Malt drink	Malt, made with barley, os a key ingredient, but not the only one, of beer. The chatacteristics of the malt drink consumers segments, especially as regards beer, is different, often including a higher share of men and young persons. The scope in this case is to test the effect – on the perception of consumers for this very specific product - of claims on environment-friendly choices, and on the production on mountains, by a female cooperative.
Couscous	Similarly to pasta, also couscous is a staple food, with elements of vertical differentiation in local markets. Also in thgis case, it is interesting to evaluate the impact of the very specific differentiation elements brought about by the MounainHER project.
Wholemeal barley flour.	The consumers target changes again: barley flour is an ingredient, therefore it affects not only persons who are responsible for the purchase of food for their family, but the subset of them that also cooks, and uses flours. The cooking activity is no longer present in all families, as the diffusion of ready-to-eat products confirms.
Wholemeal bread	Some countries see a decrease of bread consumption in quantity, but an increase of interest in «speciality bread». It is interesting to evaluate how this trend applieas to different ways to communicate a potential MountainHER bread.

Intro of the questionnaire

“INTRO. Thank you for your participation in the MountainHER project's first consumer survey (<https://mel.cgiar.org/projects/mountainher>). The title of the project is "Supporting women's associations as drivers of agroecological transformation to generate income for mountain agricultural communities".

The project, which takes a holistic farm-to-table approach, therefore aims at identifying the best ways to develop locally made traditional, food and malt products that involve different elements of value: value that consumers can appreciate and reward .

This survey, which will be followed by other more in-depth ones, is a first step to determine the interest of potential consumers towards the specific determinants of value that characterize the potential products of the project.

As the first element of evaluation we consider, as per the project methodology, the emotions generated by the product and its specific characteristics.

In this questionnaire **you will be asked to look at extremely simplified images of different packages (or labels) for products** that can be made with durum wheat and barley.

These are not real examples of packaging: they are made very simply so that you can focus your attention on the messages.

You will be shown 5 products (pasta, beer (non alcoholic for some countries), barley flour for home use, couscous and bread), each in 4 versions that differ only in a short description (claim), which could be included in the product packaging.

This description should evoke emotions in customers. You will then be asked to choose, from a list, **the main emotions** you feel when looking at the image but above all reading the message.

Since it is necessary to observe images, the compilation may be easier from the PC than from the smartphone. “

Claims on packs

	Pasta	Malt drink	Couscous	Barley flour	Bread
English	2 "Soil is a delicate ecosystem: we treat it with care and respect"	6 "The eco-friendly drink from soil-respectful practices"	10 "Made with care by mountain female farmers who respect the soil ecosystem"	14 "Give your recipes an eco-friendly touch with soil-respectful barley"	18 "This bread comes from a production system that uses soil respectful techniques"
	3 "We produce our own fertilizers, that are sustainable and environmentally friendly"	7 "With the strength of eco-friendly mountain barley"	11 "From strong, sustainable durum wheat thanks to internally produced fertilizers"	15 "Gentle and fragrant, from barley grown in harmony with nature"	19 "This bread comes from "closed - loop" agriculture: we produce our own fertilizers, that are sustainable and environmentally friendly"
	4 "Produced via agroecology principles, to ensure a sustainable future"	8 "A sip of nature, from agro-ecological malt"	12 "Produced in harmony with nature, thanks to the application of agroecological techniques"	16 "The barley for this flour is grown following agro-ecological principles, for a better future"	20 "We follow agro-ecology principles, to ensure a sustainable future"
Italian	2 "Il suolo è un ecosistema delicato: lo trattiamo con cura e rispetto"	6 "La birra ecologica da coltivazioni rispettose del suolo"	10 "Realizzato con cura da produttrici agricole che rispettano l'ecosistema del suolo"	14 "Date un tocco ecologico alle vostre ricette, con l'orzo coltivato nel rispetto del suolo"	18 "Questo pane deriva da coltivazioni che impiegano tecniche rispettose del suolo"
	3 «Produciamo in azienda i nostri fertilizzanti, che sono sostenibili e amici dell'ambiente»	7 "Con la forza dell'orzo ecologico di montagna"	11 "Da grano duro forte e sostenibile grazie ai fertilizzanti naturali auto-prodotti"	15 "Gentile e aromatica, con orzo coltivato in armonia con la natura"	19 "Questo pane proviene da una produzione agricola «a ciclo chiuso»: produciamo da soli i fertilizzanti che usiamo, in modo sostenibile e amico dell'ambiente"
	4 "Prodotta secondo i principi dell'agroecologia, per assicurare un futuro sostenibile"	8 "Un sorso di natura, da malto prodotto con tecniche agro-ecologiche"	12 "Prodotto in armonia con la natura, grazie all'applicazione di tecniche agroecologiche"	16 "L'orzo con cui è fatta questa farina è stato coltivato secondo i principi dell'agro-ecologia, per un futuro migliore"	20 "Seguiamo i principi dell'agroecologia, per assicurare un futuro sostenibile"

Fieldwork

December 2023

Key questions

D1. Please look at this image for a few seconds, carefully reading what you find written: what emotion do you feel?

Then choose three sensations from those listed here, those closest to your sensations.

THREE selections are compulsory

D2. Do you have any comments/suggestions to make about the image you just saw? (free open comments will be translated, commented, classified)

Variables

Age (only 18-65)

Area in the country

Size of town

Altitude of dwelling place

Education:

90% University, 10% middle-high school, no elementary

Quotas

Hard quota for education, as a proxy of socio-economic level and therefore spending capacity

Soft quotas, but indicated by country on the basis of an analysis of statistics, for gender, age, area

Only persons who are responsible or co-responsible of food purchase for the family



Preliminary activities before data processing

- Data normalisation
- All texts translated from italian into English
- First data processing
- Assignment of a measure to emotions, to obtain the correspondence with a score (sum =0)
- Classification of sentences on packs, by topic

Disgusted	Negative	-2
Guilty	Negative	-2
Unhealthy	Negative	-2
Displeased	Negative	-1
Frustrated	Slightly adverse	-0.5
Bored	Slightly adverse	-0.5
Doubtful	Slightly adverse	-0.5
Indifferent	Indifferent	0
Hungry	Slightly favorable	0.5
Curious	Slightly favorable	0.5
Intrigued	Slightly favorable	0.5
Nostalgic (for the old days)	Positive	1
Modern	Positive	1
Connecting with nature	Positive	1
Pleasantly interested	Positive	1
Inspired	Positive	1
Healthy	Positive	1
Happy	Positive	1
	Sum	0

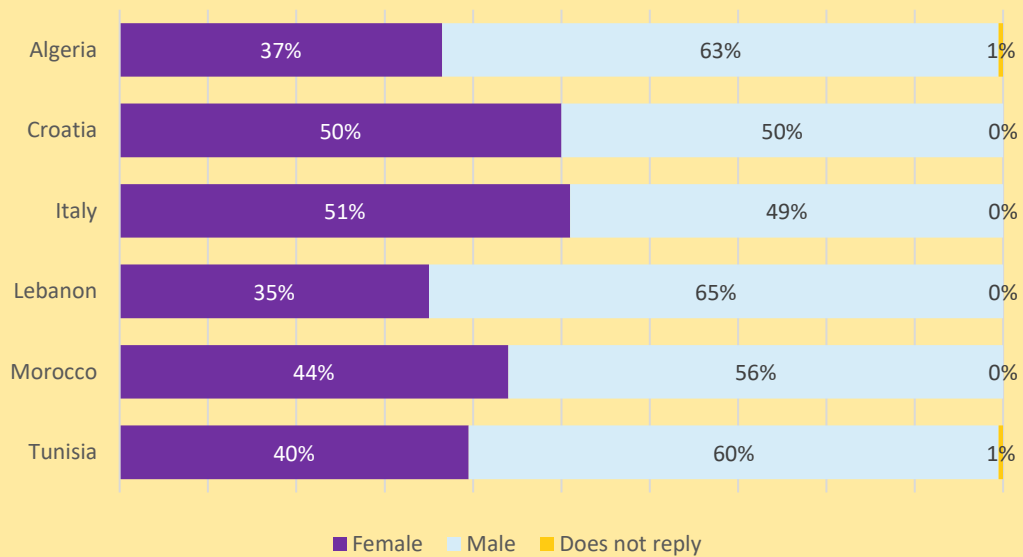
Pasta	Image 1	Basic product
	Image 2	Soil
	Image 3	Fertilisers
	Image 4	Agroecology
Malt drink	Image 5	Basic product
	Image 6	Soil
	Image 7	Soil, mountain
	Image 8	Agroecology
COUSCOUS	Image 9	Basic product
	Image 10	Soil, women
	Image 11	Fertilisers
	Image 12	Agroecology
BARLEY FLOUR	Image 13	Basic product
	Image 14	Soil
	Image 15	Nature
	Image 16	Agroecology
BREAD	Image 17	Basic product
	Image 18	Soil
	Image 19	Fertilisers
	Image 20	Agroecology

Analysis by:

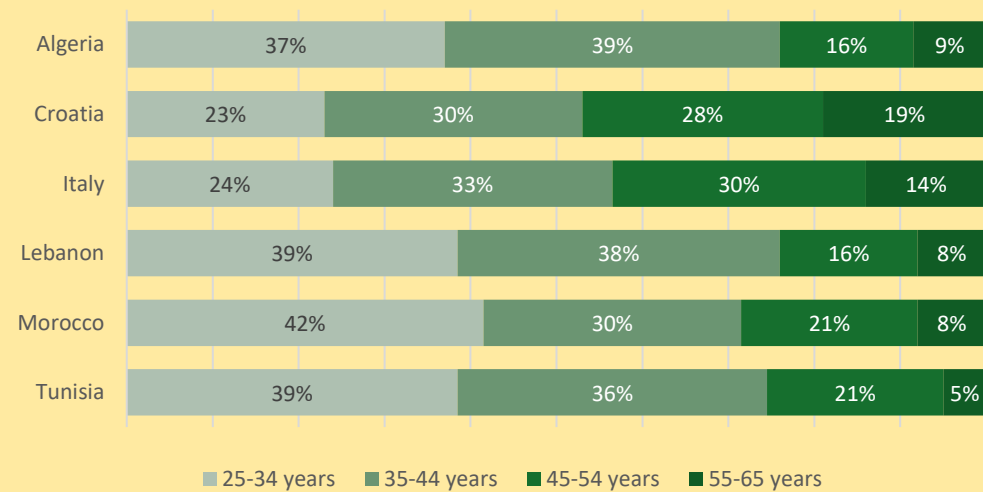
- Product
- Country
- Message
- Emotion

Respondents: features

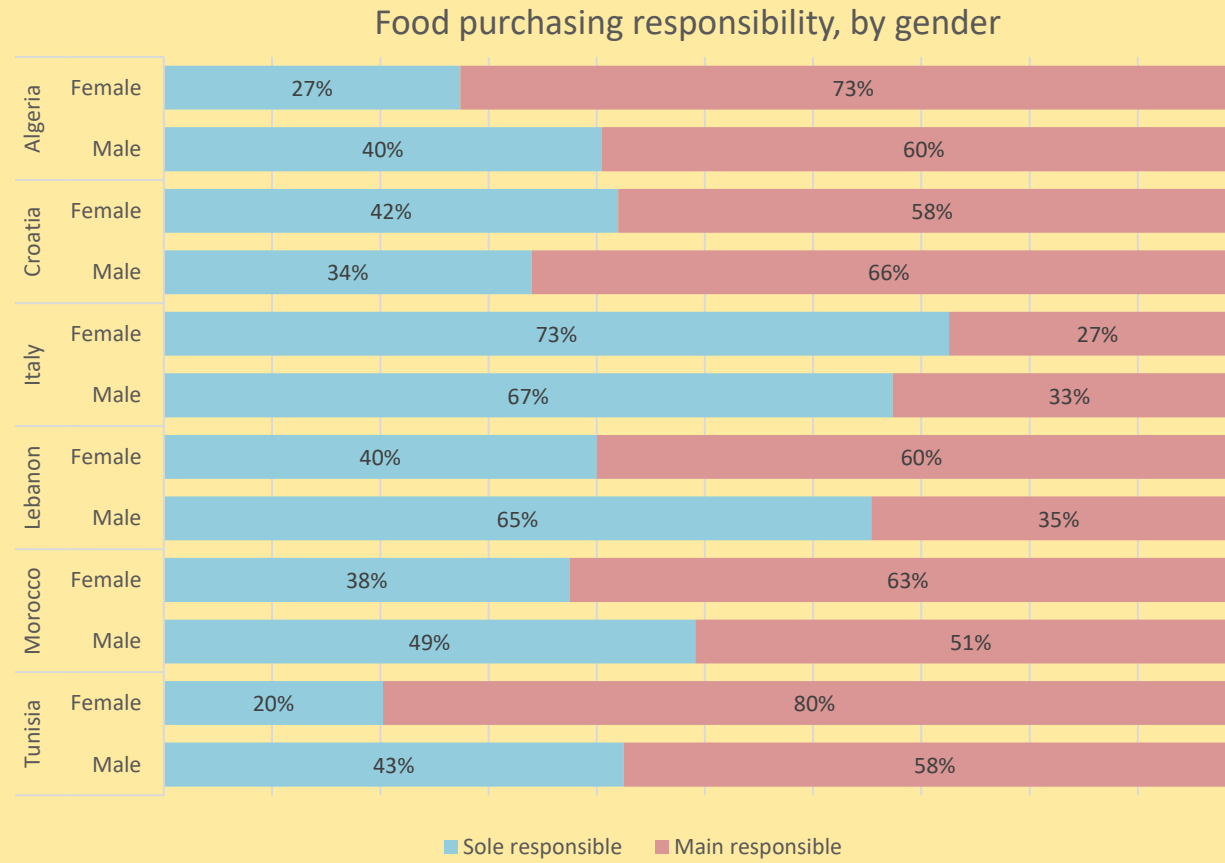
Gender



Age

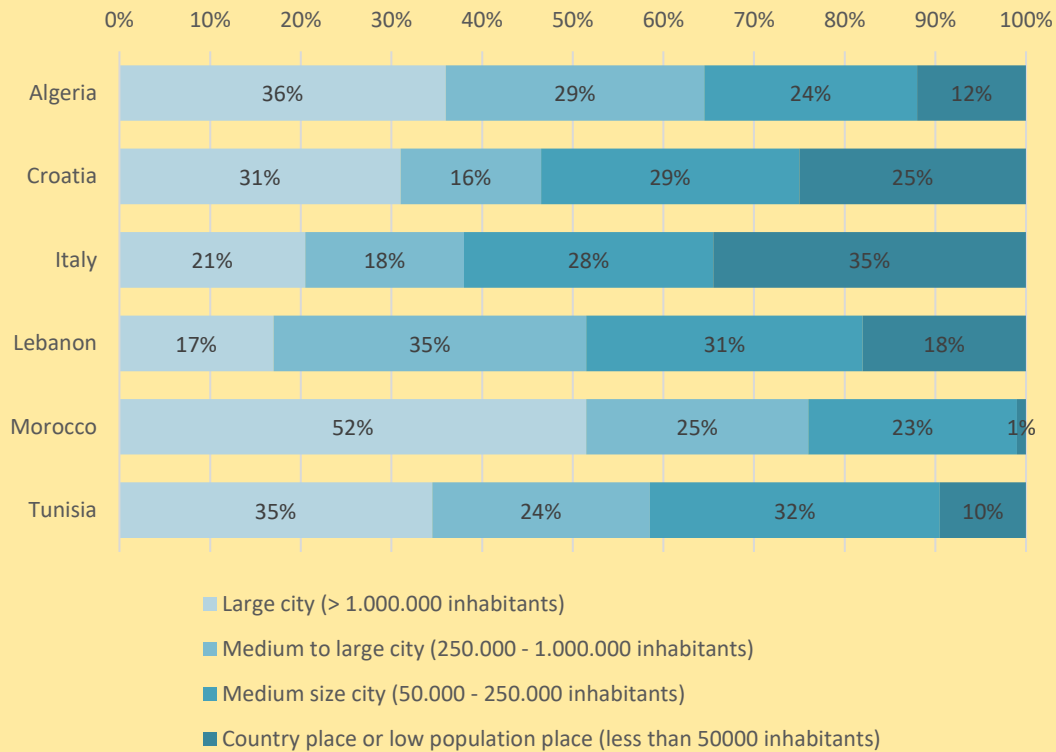


Respondents and responsibility for food purchasing

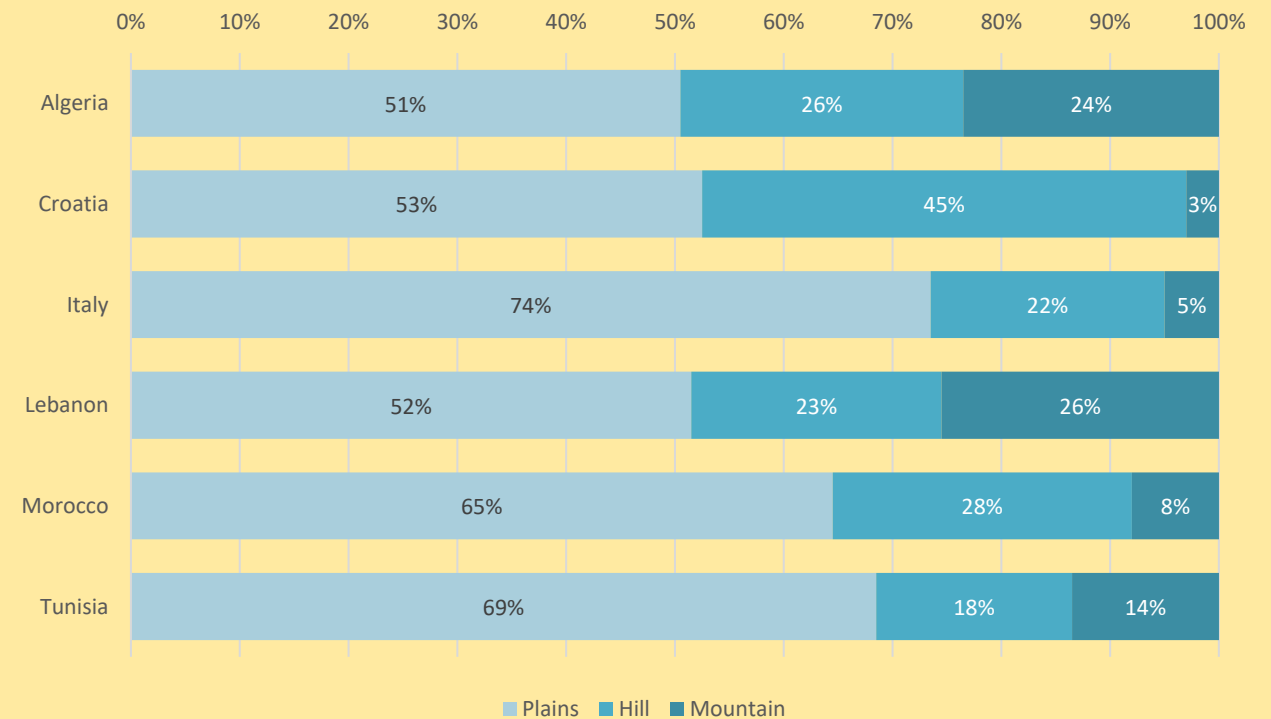


Respondents: where do they live?

Geography - Size of the dwelling place



Geography - Altitude of the dwelling place



Respondents: macroareas

Country	Croatia
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	% of respondents
S3 CROATIA - Area	
Central Croatia and Slavonia	74%
Dalmatia	14%
Istria	4%
Kvarner	9%
Total	100%

Country	Algeria
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	% of respondents
S3 ALGERIA - Area	
Central Algeria	28%
North East Algeria	41%
North West Algeria	24%
Saharian Algeria	7%
Total	100%

Country	Lebanon
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	% of respondents
S3 Lebanon - Area	
Akkar	9%
Baalbek-Hermel	3%
Beirut	25%
Bekaa	10%
Mount Lebanon	26%
Nabatiye	6%
Northern Lebanon	12%
Southern Lebanon	11%
Total	100%

Country	Italy
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	% of respondents
S3 ITALY - Area	
Center (Tuscany, Umbria, Marche, Latium)	23%
Nord Est (Trentino-Alto Adige, Veneto, Friuli-Venezia Giulia, Emilia-Romagna)	22%
North West (Piemonte, Valle d'Aosta, Liguria, Lombardia)	28%
South and Islands (Abruzzo, Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna)	27%
Total	100%

Country	Tunisia
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	% of respondents
S3 TUNISIA - Area	
Center East: Sousse, Monastir, Mahdia, Sfax	15%
Center West: Kairouan, Sidi Bouzid, Kasserine	8%
North East: Bizerte, Manouba, Ariana, Tunisi, Ben Arous, Zaghouan, Nabeul	59%
North West: Jendouba, Bèja, Siliana, Kef	6%
South East: Gabès, Medenine, Tataouine	6%
South West: Gafsa, Tozeur, Kébili	8%
Total	100%

Country	Morocco
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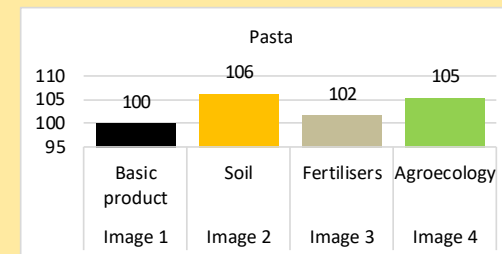
	% of respondents
S3 MOROCCO - Area	
Atlantic Morocco	44%
Mediterranean Morocco	54%
Saharian Morocco	3%
Total	100%

Overall data

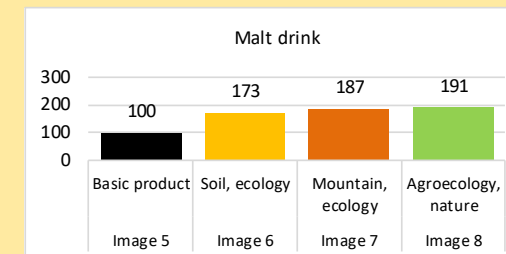


Scores (scores assigned, indexes calculated)

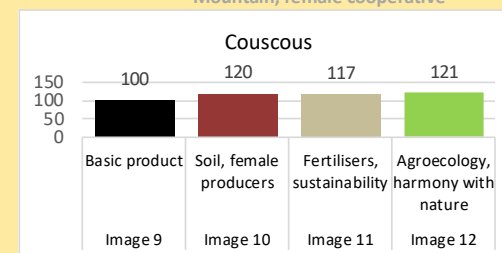
INDEX - BASIC IMAGE = 100				Score	Index
Pasta		Image 1	Basic product	58	100
	Mountain, female cooperative	Image 2	Soil	62	106
		Image 3	Fertilisers	59	102
		Image 4	Agroecology	62	105
Malt drink		Image 5	Basic product	25	100
	Mountain, female cooperative	Image 6	Soil, ecology	44	173
		Image 7	Mountain, ecology	47	187
		Image 8	Agroecology, nature	48	191
Couscous		Image 9	Basic product	53	100
	Mountain, female cooperative	Image 10	Soil, female producers	64	120
		Image 11	Fertilisers, sustainability	62	117
		Image 12	Agroecology, harmony with nature	64	121
Barley Flour (wholemeal)		Image 13	Basic product	60	100
	Mountain, female cooperative	Image 14	Soil, ecology	66	110
		Image 15	Harmony with nature	63	104
		Image 16	Agroecology, better future	65	108
Bread (wholemeal)		Image 17	Basic product	60	100
	Mountain, female cooperative	Image 18	Soil	61	102
		Image 19	Fertilisers, environment friendly	59	100
		Image 20	Agroecology, better future	62	104



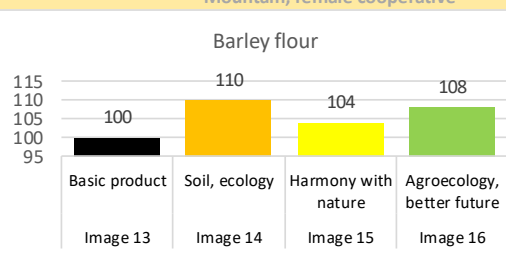
Mountain, female cooperative



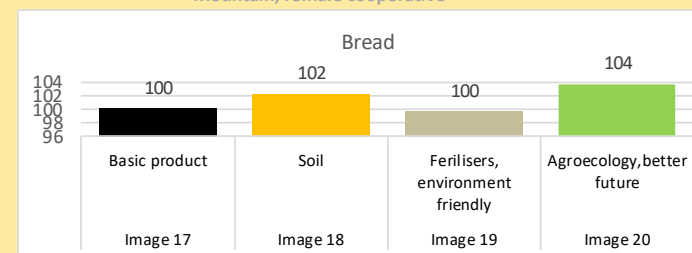
Mountain, female cooperative



Mountain, female cooperative



Mountain, female cooperative



Mountain, female cooperative

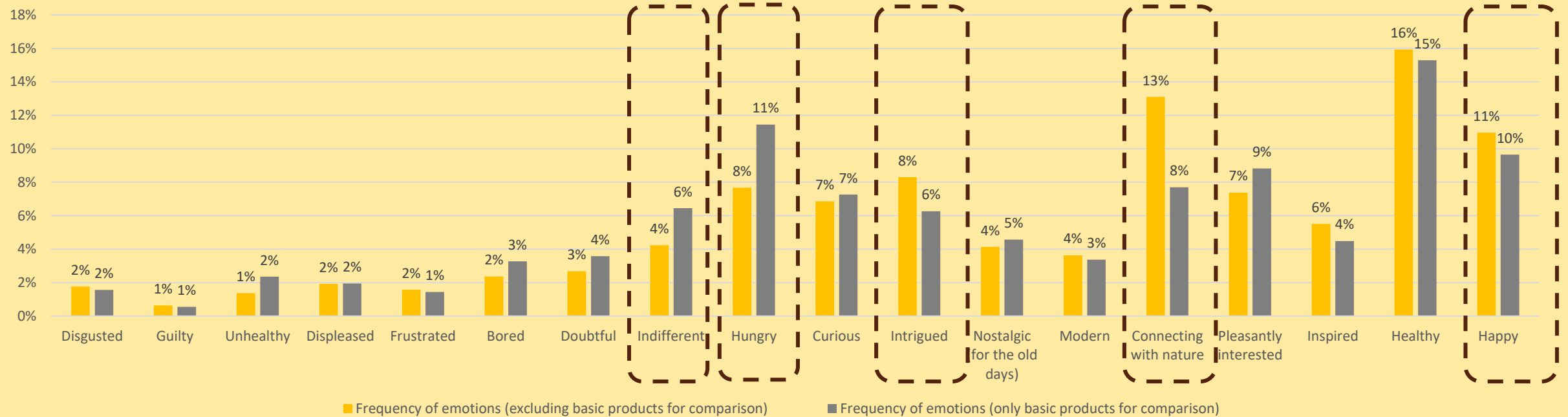
Positive features prevail, especially as regards nature and health

Connotations and scores that were assigned to each emotion

			Negative	Negative	Negative	Negative	Slightly ad	Slightly ad	Slightly ad	Indifferen	Slightly fa	Slightly fa	Slightly fa	Positive	Positive	Positive	Positive	Positive	Positive
			-2	-2	-2	-1	-0.5	-0.5	-0.5	0	0.5	0.5	0.5	1	1	1	1	1	1
			Disgusted	Guilty	Unhealthy	Displeased	Frustrated	Bored	Doubtful	Indifferent	Hungry	Curious	Intrigued	Nostalgic (for the old days)	Modern	Connecting with nature	Pleasantly interested	Inspired	Healthy
Pasta	Image 1	Basic product	1.25%	0.31%	2.69%	0.94%	0.89%	2.72%	1.64%	5.31%	15.42%	6.72%	5.31%	5.97%	2.42%	7.78%	10.89%	4.39%	15.25%
	Image 2	Soil	1.56%	0.36%	1.25%	1.69%	1.28%	2.50%	2.64%	4.06%	7.44%	7.86%	7.28%	6.03%	2.86%	13.86%	8.22%	6.11%	14.64%
	Image 3	Fertilisers	1.94%	0.39%	1.36%	2.08%	1.83%	2.19%	2.78%	4.06%	7.17%	7.58%	7.28%	5.19%	2.86%	14.03%	7.06%	6.00%	15.64%
	Image 4	Agroecology	1.53%	0.44%	1.47%	1.58%	1.53%	2.28%	2.81%	3.64%	6.94%	7.53%	8.11%	4.14%	4.03%	14.00%	7.44%	5.92%	15.11%
Malt drink	Image 5	Basic product	2.47%	1.00%	5.14%	3.50%	2.19%	5.00%	7.56%	11.33%	2.47%	9.08%	5.25%	2.36%	3.58%	4.58%	10.08%	4.31%	11.08%
	Image 6	Soil	2.44%	0.75%	2.97%	3.19%	1.94%	2.92%	4.69%	7.25%	2.25%	9.47%	7.89%	2.94%	4.11%	10.92%	8.03%	5.19%	12.81%
	Image 7	Soil, mountain	2.17%	0.86%	2.78%	2.61%	2.17%	3.08%	4.03%	6.86%	2.92%	8.31%	7.44%	2.75%	3.83%	12.36%	8.31%	5.75%	13.53%
	Image 8	Agroecology	2.14%	0.81%	2.58%	2.58%	1.92%	3.39%	3.81%	6.75%	3.03%	8.31%	7.72%	3.33%	4.61%	12.11%	8.81%	5.58%	12.64%
COUSCOUS	Image 9	Basic product	1.36%	0.56%	1.58%	1.78%	1.31%	3.39%	3.31%	5.47%	16.56%	7.25%	6.86%	5.81%	2.94%	5.64%	9.03%	4.03%	13.86%
	Image 10	Soil, women	1.69%	0.56%	0.78%	1.47%	1.17%	1.89%	1.78%	2.94%	11.64%	6.03%	10.03%	4.08%	3.14%	11.69%	7.44%	5.58%	16.33%
	Image 11	Fertilisers	1.81%	0.61%	0.83%	1.44%	1.44%	2.00%	2.47%	3.19%	11.06%	6.06%	8.92%	4.33%	3.06%	12.92%	7.31%	5.00%	16.31%
	Image 12	Agroecology	1.28%	0.47%	0.97%	1.33%	1.19%	2.25%	2.50%	3.08%	10.14%	6.36%	9.19%	3.67%	4.31%	12.97%	7.22%	5.75%	16.53%
BARLEY FLOUR	Image 13	Basic product	1.33%	0.47%	1.06%	1.92%	1.69%	2.58%	3.03%	5.89%	6.69%	7.08%	7.08%	5.19%	4.03%	11.75%	6.75%	5.31%	18.25%
	Image 14	Soil	1.42%	0.50%	0.89%	1.61%	1.33%	1.69%	2.08%	3.64%	6.69%	5.89%	9.03%	4.81%	3.47%	14.11%	6.72%	5.97%	17.97%
	Image 15	Nature	1.69%	0.78%	0.69%	2.14%	1.42%	2.08%	2.53%	3.75%	6.78%	6.03%	8.61%	4.75%	3.25%	14.39%	6.81%	5.58%	17.08%
	Image 16	Agroecology	1.61%	0.75%	0.83%	1.50%	1.22%	2.36%	2.00%	3.67%	6.31%	5.61%	8.56%	4.81%	4.17%	14.64%	6.64%	5.31%	18.22%
BREAD	Image 17	Basic product	1.39%	0.39%	1.31%	1.58%	1.08%	2.67%	2.39%	4.25%	16.08%	6.17%	6.83%	3.53%	3.89%	8.75%	7.33%	4.39%	18.00%
	Image 18	Soil	1.58%	0.75%	0.97%	1.86%	1.67%	2.22%	2.22%	3.56%	11.28%	6.39%	7.78%	3.78%	4.00%	12.44%	7.19%	4.64%	17.08%
	Image 19	Fertilisers	1.81%	0.89%	1.14%	1.94%	1.83%	2.47%	2.08%	3.44%	10.64%	5.75%	8.06%	3.81%	3.42%	13.19%	6.67%	5.06%	17.22%
	Image 20	Agroecology	1.75%	0.64%	1.00%	1.81%	1.69%	2.14%	1.75%	3.61%	10.78%	5.61%	8.56%	3.53%	3.39%	12.81%	6.83%	5.11%	17.83%

Addition of quality messages gives an advantage to products

Comparison of emotions: basic products vs. products with specifications linked to the MountainHER project



Pasta

Pasta



Image 1
Basic product



Image 2
Soil, mountain female cooperative



Image 3
Fertilisers, mountain female cooperative



Image 4
Agroecology, mountain female cooperative

Image 1 – Basic pasta pack

		D1 - IMAGE 1																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connectin g with nature	Healthy	Happy	Total
Female		0.5%	2.7%	1.0%	0.9%	0.4%	1.8%	2.9%	5.5%	13.5%	2.5%	7.6%	12.0%	4.2%	5.7%	6.3%	8.6%	14.9%	8.8%	100.00%
	25-34 years	0.0%	2.6%	0.6%	0.9%	0.4%	2.8%	5.1%	6.4%	14.9%	1.5%	7.3%	10.4%	4.0%	5.1%	6.2%	8.1%	14.9%	8.9%	100.00%
	35-44 years	0.9%	3.2%	1.1%	1.3%	0.4%	0.8%	2.1%	5.1%	15.0%	3.0%	7.8%	11.2%	3.4%	6.3%	6.4%	7.2%	14.8%	10.0%	100.00%
	45-54 years	0.8%	2.8%	1.7%	0.6%	0.6%	1.4%	2.0%	6.2%	10.7%	2.8%	6.2%	15.5%	4.5%	5.4%	6.8%	11.3%	12.7%	7.9%	100.00%
	55-65 years	0.0%	0.8%	0.0%	0.0%	0.0%	2.4%	0.0%	1.6%	9.8%	4.1%	12.2%	13.0%	8.1%	6.5%	4.9%	8.9%	22.0%	5.7%	100.00%
Male		1.80%	2.62%	0.92%	0.87%	0.24%	1.55%	2.58%	5.15%	16.76%	2.33%	6.07%	10.06%	4.52%	5.05%	5.69%	7.14%	15.50%	11.13%	100.00%
	25-34 years	0.7%	2.9%	0.9%	1.6%	0.3%	1.6%	2.9%	5.9%	18.1%	2.1%	6.3%	9.1%	4.1%	5.3%	2.9%	6.8%	16.5%	11.7%	100.00%
	35-44 years	1.4%	3.3%	0.7%	0.3%	0.1%	1.4%	2.7%	4.3%	18.5%	2.3%	5.4%	10.1%	3.1%	4.0%	7.0%	8.0%	16.8%	10.5%	100.00%
	45-54 years	3.3%	1.6%	1.2%	0.9%	0.5%	1.2%	2.1%	4.9%	14.6%	3.3%	6.6%	10.1%	7.7%	5.2%	6.6%	6.1%	11.5%	12.7%	100.00%
	55-65 years	3.2%	1.6%	1.2%	0.4%	0.0%	2.4%	2.0%	6.0%	11.9%	1.6%	6.3%	12.3%	4.0%	7.1%	7.9%	7.5%	15.9%	8.7%	100.00%
Total		1.25%	2.67%	0.95%	0.89%	0.31%	1.64%	2.73%	5.31%	15.39%	2.42%	6.73%	10.91%	4.40%	5.31%	5.95%	7.76%	15.25%	10.13%	100.00%

Basic pasta is regarded as healthy, mostly by mature women, and makes respondents feel hungry, especially younger men. Overall data cover different results by country.

Image 1 – Basic pasta: disaggregation by country and gender

Even in its basic version, pasta is appreciated in all countries (the «indifferent» sensation data divide «positive» evaluations from «negative» ones). The overall set of neutral 7 negative sensations reaches the maximum level of 27% for male respondents in Lebanon

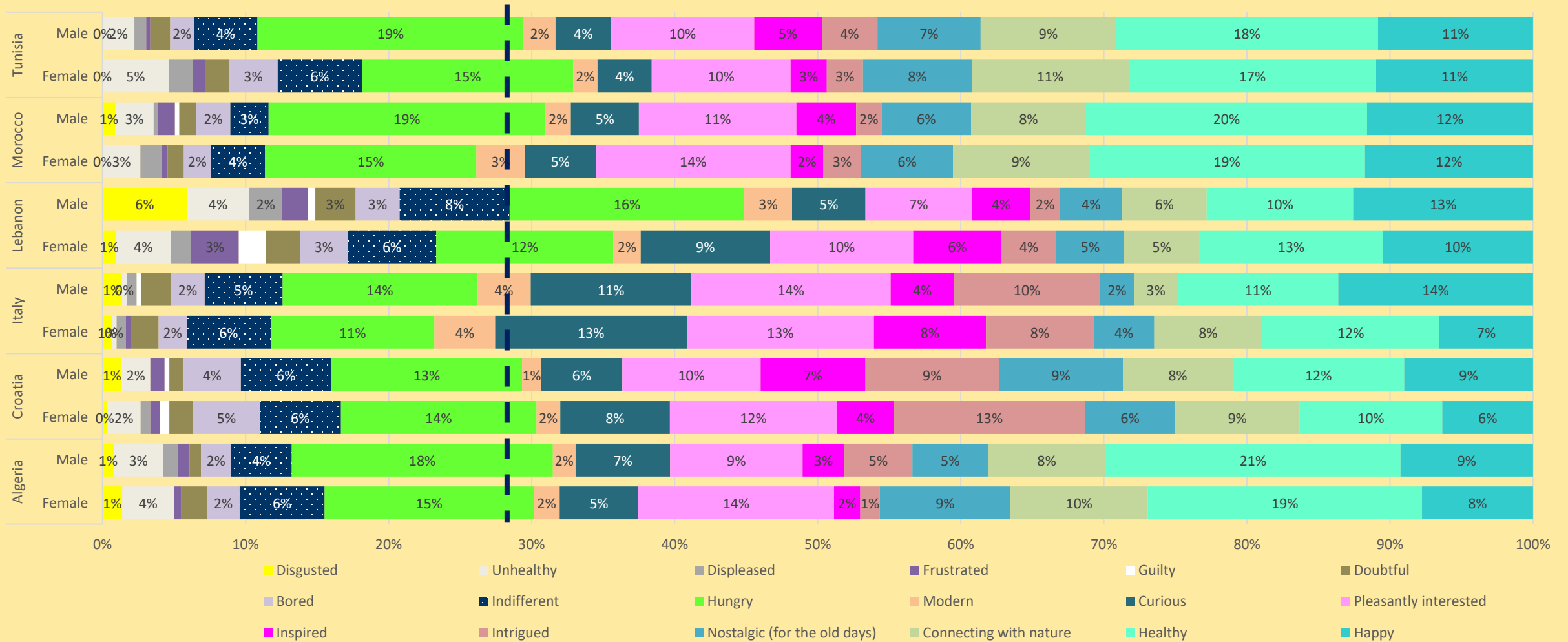


Image 2 – Pasta: a sentence regarding «respect for soil», and one regarding the production by a female cooperative, are added

The introduction of a sentence regarding the local, mountain production by a female cooperative and one on the respect of soil (and, for all tested labels, a sentence explaining that the product is made buy a mountain female coopertive) generates a change, particularly increasing the feeling of «connection with nature», in respondents of all ages. The profile of the product iwht this label makes consumers feeling Healthy, Connected with nature and Happy, increasing the level of interest.

		D1 - IMAGE 2																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		1.2%	1.0%	1.6%	1.3%	0.3%	2.7%	3.2%	4.0%	5.7%	3.1%	8.5%	8.3%	7.0%	8.3%	6.6%	14.8%	14.1%	8.3%	100.0%
	25-34 years	0.6%	1.1%	1.5%	1.3%	0.4%	3.0%	4.0%	4.1%	7.7%	2.8%	8.3%	6.8%	7.0%	6.8%	6.6%	14.5%	15.4%	8.1%	100.0%
	35-44 years	0.9%	1.1%	1.1%	0.8%	0.6%	2.3%	3.0%	3.6%	4.9%	3.6%	9.1%	7.8%	6.6%	9.8%	6.4%	13.6%	14.0%	10.6%	100.0%
	45-54 years	2.0%	0.8%	2.5%	2.0%	0.0%	2.0%	2.8%	4.8%	4.2%	2.3%	7.9%	10.5%	6.5%	8.2%	8.5%	15.5%	13.3%	6.2%	100.0%
	55-65 years	2.4%	0.8%	1.6%	1.6%	0.0%	4.9%	1.6%	2.4%	4.1%	4.1%	8.9%	10.6%	10.6%	8.9%	2.4%	18.7%	10.6%	5.7%	100.0%
Male		1.8%	1.4%	1.7%	1.3%	0.4%	2.6%	2.0%	4.1%	8.7%	2.7%	7.4%	8.2%	5.4%	6.5%	5.5%	13.2%	15.1%	11.9%	100.0%
	25-34 years	1.6%	1.6%	1.5%	1.5%	0.3%	2.4%	2.5%	4.9%	8.1%	2.7%	7.5%	7.7%	6.2%	6.0%	5.5%	14.6%	15.2%	10.3%	100.0%
	35-44 years	1.6%	1.4%	2.0%	1.3%	0.7%	3.6%	2.0%	4.3%	10.4%	2.7%	6.4%	6.8%	4.8%	6.8%	6.4%	11.7%	16.0%	11.1%	100.0%
	45-54 years	2.1%	1.4%	1.9%	1.4%	0.2%	1.6%	1.4%	3.3%	8.0%	3.3%	8.5%	10.1%	7.0%	5.9%	5.4%	12.7%	11.0%	14.8%	100.0%
	55-65 years	2.8%	0.8%	1.6%	0.4%	0.0%	2.4%	1.6%	3.2%	6.7%	2.0%	7.9%	10.3%	2.4%	7.9%	3.6%	14.3%	19.0%	13.1%	100.0%
Total		1.56%	1.25%	1.70%	1.28%	0.36%	2.64%	2.50%	4.06%	7.40%	2.87%	7.87%	8.24%	6.12%	7.29%	6.01%	13.86%	14.64%	10.35%	100.00%

Image 2 – Pasta with «soil» claim: disaggregation by country and gender

Even if with still wide differences by countries, the addition of the soil / female coop/ mountain messages on packs lowers the incidence of indifferent and negative emotions (max 22% overall)

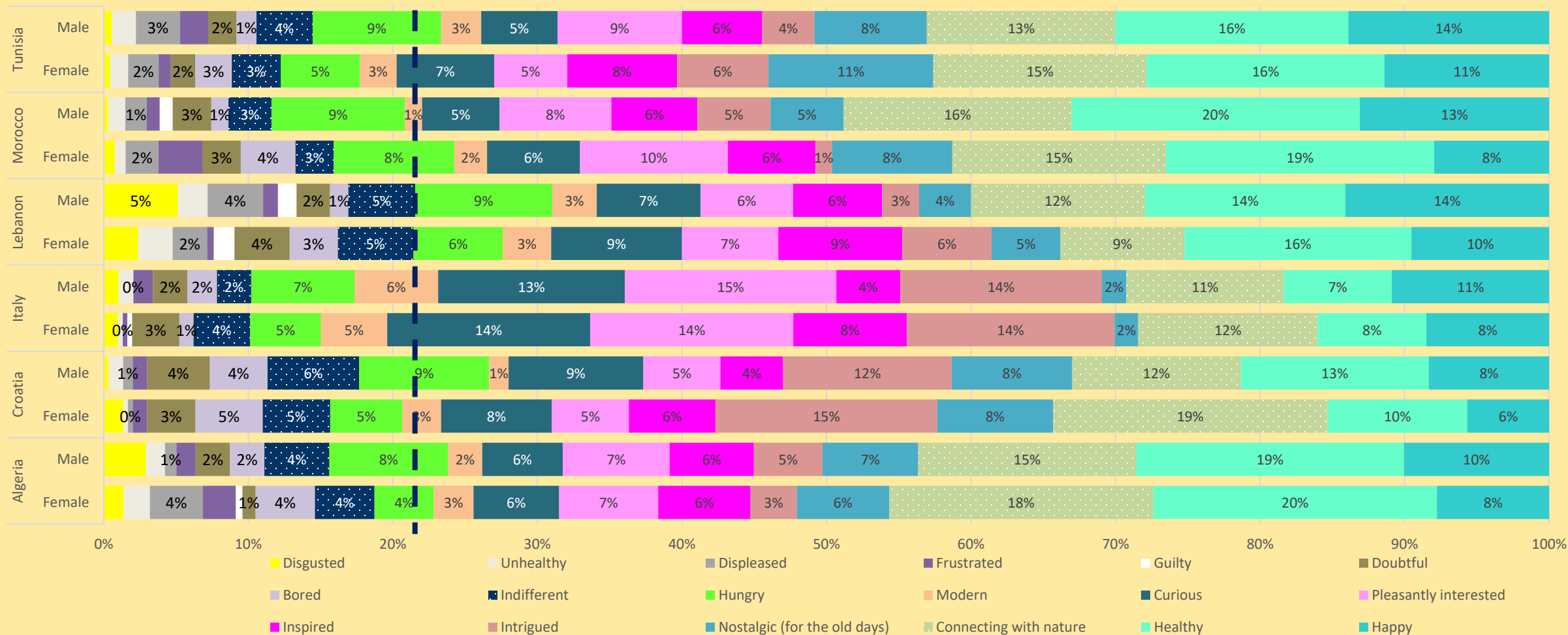


Image 3 – Pasta: a sentence regarding «circular economy: internal production of fertilisers» is added

The claim regarding circular economy, which substitutes the previous one on soil respect, further strengthens the incidence of sensations regarding the connection with nature and a perception of «healthy» food, also for younger respondents.

		D1 - IMAGE 3																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connectin g with nature	Healthy	Happy	Total
Female		1.3%	1.4%	2.0%	1.7%	0.5%	3.0%	2.7%	4.1%	5.0%	3.2%	8.7%	7.0%	6.8%	8.1%	5.4%	14.5%	15.7%	9.0%	100.0%
	25-34 years	0.8%	1.7%	1.5%	0.8%	1.1%	2.4%	3.4%	4.1%	5.6%	3.4%	8.9%	5.5%	7.0%	6.8%	4.0%	15.6%	18.3%	9.2%	100.0%
	35-44 years	0.9%	1.5%	1.9%	2.3%	0.2%	3.8%	2.7%	3.2%	5.5%	3.0%	8.7%	7.0%	5.5%	9.5%	6.4%	13.1%	15.2%	9.7%	100.0%
	45-54 years	2.8%	1.1%	2.8%	2.5%	0.0%	3.1%	2.0%	5.1%	4.0%	3.1%	7.6%	8.8%	7.6%	7.6%	6.2%	14.1%	13.0%	8.5%	100.0%
	55-65 years	0.8%	0.0%	2.4%	0.8%	0.0%	1.6%	1.6%	4.9%	3.3%	3.3%	10.6%	8.9%	9.8%	8.9%	4.9%	16.3%	14.6%	7.3%	100.0%
Male		2.4%	1.4%	2.1%	1.9%	0.3%	2.6%	1.8%	4.0%	8.7%	2.6%	6.8%	7.1%	5.4%	6.7%	5.0%	13.7%	15.6%	11.7%	100.0%
	25-34 years	1.6%	1.2%	1.6%	2.1%	0.4%	3.1%	1.6%	5.3%	9.1%	2.2%	6.8%	6.0%	6.5%	6.3%	4.6%	13.9%	17.7%	9.9%	100.0%
	35-44 years	2.7%	1.6%	1.6%	2.0%	0.3%	2.4%	2.6%	3.6%	10.0%	2.8%	6.3%	6.4%	4.1%	7.0%	4.8%	13.2%	16.1%	12.5%	100.0%
	45-54 years	2.6%	1.4%	3.3%	2.3%	0.5%	2.3%	1.2%	3.5%	8.0%	4.0%	7.5%	8.7%	7.0%	4.9%	6.1%	12.9%	11.5%	12.2%	100.0%
	55-65 years	3.6%	1.2%	3.2%	0.8%	0.0%	2.4%	1.6%	2.8%	5.2%	0.8%	7.1%	9.1%	3.2%	9.9%	4.8%	15.9%	15.5%	13.1%	100.0%
Total		1.9%	1.4%	2.1%	1.8%	0.4%	2.8%	2.2%	4.1%	7.1%	2.9%	7.6%	7.1%	6.0%	7.3%	5.2%	14.0%	15.6%	10.5%	100.0%

Image 3 – Pasta with «fertiliser» claim: disaggregation by country and gender

The claim about fertilisers changes the profile of answers, with Croatian male respondents less interested than average (indifferent and negative sensations: max 25% of answers).

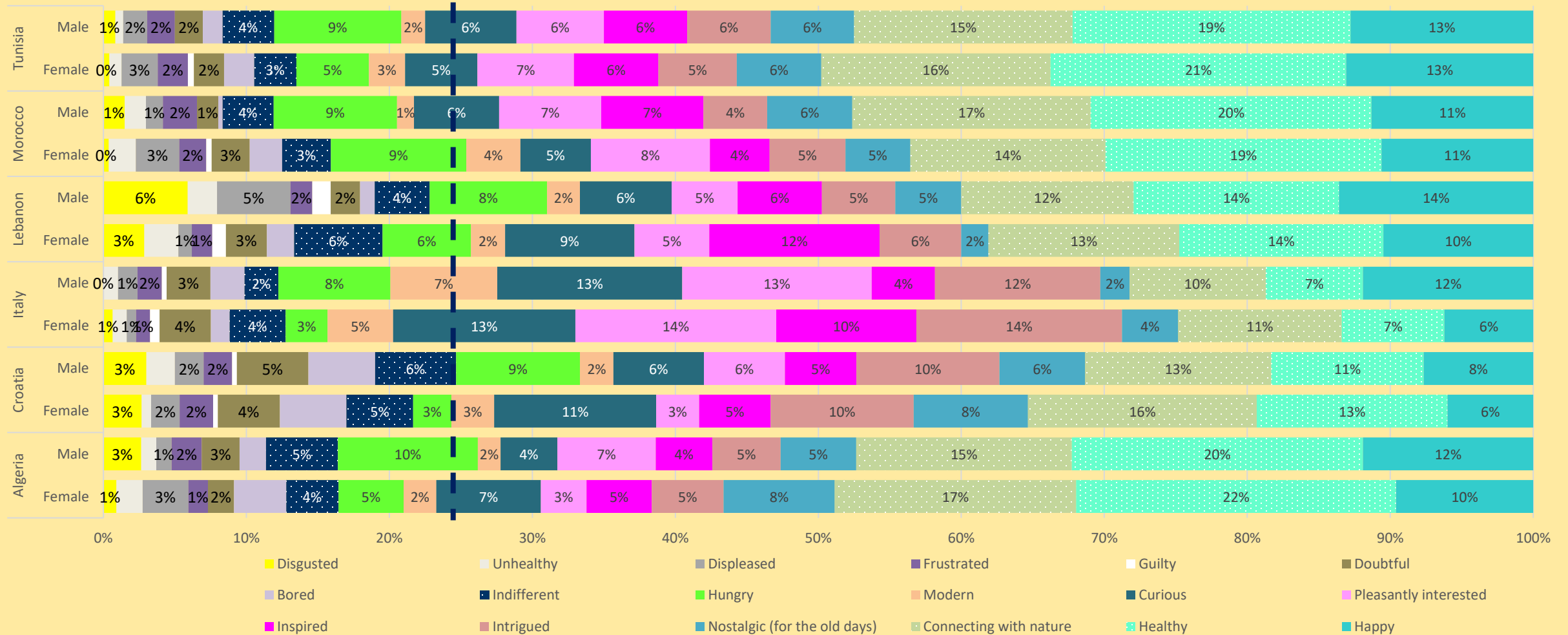


Image 4 – Pasta: claim regarding agroecology and a sustainable future

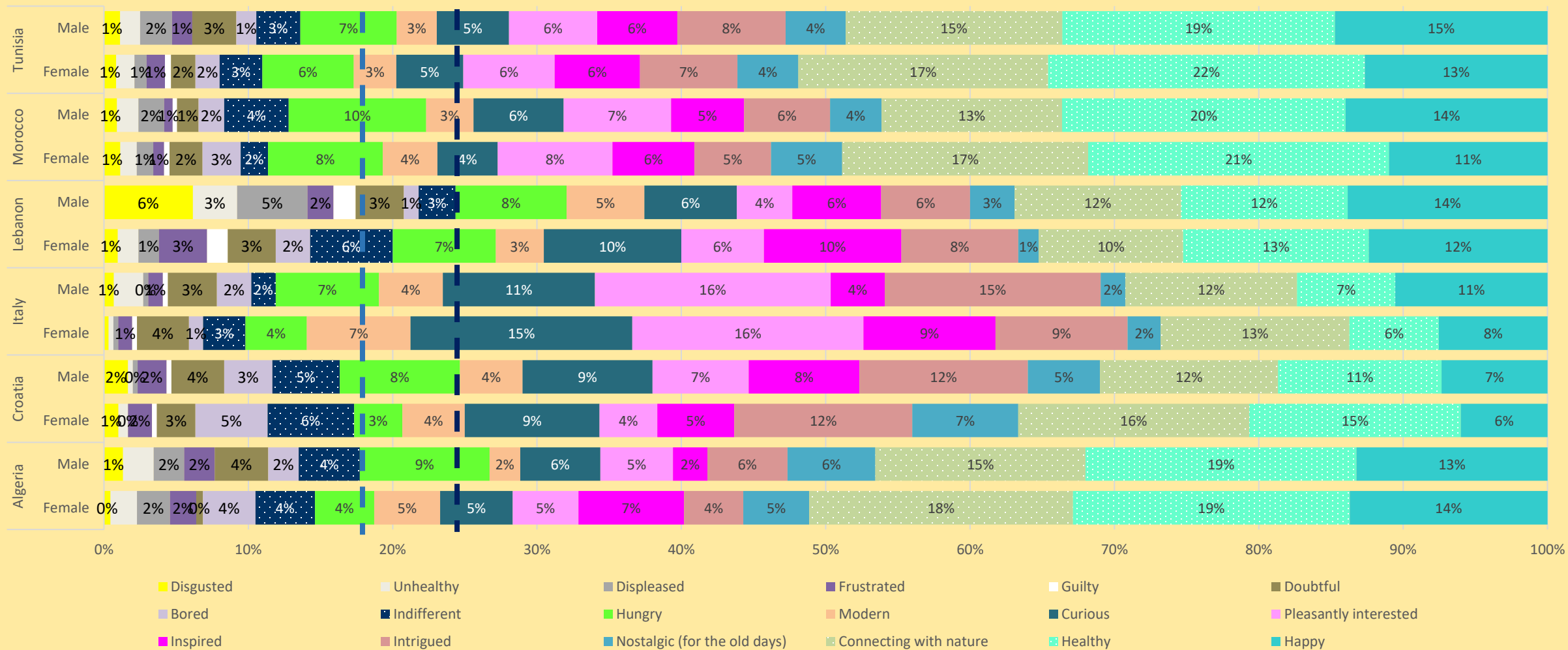
The introduction of the sentence regarding the respect of agroecology principles, they may not be known by all respondents, introduces some curiosity (sensation: «intrigued»), while other perceptions (as regards health and connection with nature...) remain significant.

Country (Tutto)

		D1 - IMAGE 4																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy d	Displeas	Frustrated	Guilty	Doubtful	Bored	Indifferen t	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connectin g with nature	Healthy	Happy	Total
Female		0.8%	1.0%	0.9%	1.6%	0.5%	2.4%	2.7%	3.9%	5.4%	4.5%	8.3%	7.7%	7.1%	7.9%	4.2%	15.3%	15.6%	10.2%	100.0%
	25-34 years	1.1%	1.9%	0.9%	1.1%	0.8%	1.3%	3.2%	4.3%	7.3%	4.9%	7.5%	7.0%	7.2%	6.2%	3.6%	16.2%	16.0%	9.4%	100.0%
	35-44 years	0.4%	0.6%	0.4%	1.5%	0.6%	3.4%	2.5%	3.4%	5.1%	4.2%	8.7%	7.4%	6.8%	9.3%	5.1%	14.6%	15.3%	10.8%	100.0%
	45-54 years	1.1%	0.6%	1.7%	2.8%	0.0%	2.0%	2.5%	4.2%	4.2%	4.5%	7.6%	7.3%	6.5%	7.6%	5.1%	14.7%	15.8%	11.6%	100.0%
	55-65 years	0.0%	0.8%	0.8%	0.0%	0.0%	4.1%	2.4%	3.3%	1.6%	4.1%	12.2%	13.8%	9.8%	9.8%	0.8%	16.3%	13.8%	6.5%	100.0%
Male		2.1%	1.8%	2.1%	1.5%	0.4%	3.1%	1.9%	3.4%	8.1%	3.7%	6.9%	7.2%	5.1%	8.3%	4.0%	13.0%	14.8%	12.5%	100.0%
	25-34 years	0.9%	2.5%	1.6%	1.8%	1.0%	2.9%	2.5%	4.9%	9.1%	4.1%	6.9%	6.6%	4.7%	7.7%	2.9%	13.0%	14.5%	12.2%	100.0%
	35-44 years	2.1%	1.7%	2.0%	1.6%	0.1%	3.8%	1.6%	2.6%	8.3%	3.3%	5.4%	7.8%	5.1%	8.3%	4.7%	12.8%	16.2%	12.5%	100.0%
	45-54 years	3.5%	1.6%	3.1%	0.9%	0.2%	1.4%	1.4%	3.1%	7.7%	4.2%	9.2%	7.7%	6.6%	8.2%	4.9%	11.7%	11.7%	12.7%	100.0%
	55-65 years	2.8%	0.4%	2.0%	1.6%	0.0%	4.4%	2.4%	2.8%	5.2%	2.8%	7.5%	6.3%	3.2%	10.3%	3.2%	15.9%	16.7%	12.7%	100.0%
Total		1.5%	1.5%	1.6%	1.5%	0.4%	2.8%	2.3%	3.6%	6.9%	4.0%	7.5%	7.5%	5.9%	8.1%	4.1%	14.0%	15.1%	11.5%	100.0%

Image 4 – Pasta with «agroecology» claim: disaggregation by country and gender

If we do not consider Lebanese respondents, who show slightly worse profile, the incidence of indifferent and negative emotions lowers to max 18%.



Malt drink (alcoholic and non-alcoholic)



Image 5
Basic product



Image 6
Ecology, Soil,
mountain
female
cooperative



Image 7
Ecology, mountain,
female cooperative



Image 8
Agroecology,
mountain female
cooperative

Image 5 – Basic malt drink

Beer, malt drinks – as confirmed by pilot concept tests performed on the occasion of the first beer production – are usually more appreciated by men than by women. The product generates some interest in respondents.

Conteggio di D1 - IMAGE 5		D1 - IMAGE 5																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		2.3%	6.9%	3.5%	2.3%	1.0%	8.7%	6.6%	13.8%	1.6%	3.6%	9.5%	8.9%	3.9%	4.6%	2.1%	3.8%	10.2%	6.8%	100.0%
	25-34 years	1.9%	7.9%	4.0%	1.7%	0.6%	9.6%	5.6%	12.2%	2.6%	3.2%	10.4%	10.0%	4.1%	4.1%	1.3%	3.2%	10.2%	7.3%	100.0%
	35-44 years	2.8%	7.8%	2.5%	3.0%	1.7%	9.3%	7.2%	14.2%	0.9%	3.8%	8.5%	6.6%	3.4%	4.4%	2.3%	4.7%	10.4%	6.4%	100.0%
	45-54 years	2.3%	5.4%	3.4%	2.8%	0.8%	7.9%	7.3%	15.0%	1.1%	4.2%	8.5%	8.5%	3.7%	5.4%	2.8%	3.7%	10.5%	6.8%	100.0%
	55-65 years	1.6%	3.3%	5.7%	0.8%	0.8%	4.9%	5.7%	15.4%	0.8%	2.4%	13.0%	14.6%	5.7%	4.9%	3.3%	3.3%	8.1%	5.7%	100.0%
Male		2.6%	3.8%	3.5%	2.1%	1.0%	6.7%	3.8%	9.5%	3.1%	3.6%	8.8%	11.0%	4.6%	5.8%	2.5%	5.1%	11.8%	10.7%	100.0%
	25-34 years	2.4%	4.4%	3.1%	2.2%	0.7%	6.3%	4.0%	9.1%	2.2%	4.4%	7.7%	11.2%	4.4%	6.3%	1.0%	5.9%	13.7%	10.8%	100.0%
	35-44 years	2.3%	3.3%	3.4%	2.6%	1.4%	6.6%	2.8%	9.8%	3.4%	3.4%	9.8%	11.5%	4.0%	5.6%	3.3%	4.0%	13.2%	9.5%	100.0%
	45-54 years	4.0%	4.5%	3.8%	1.6%	0.9%	7.3%	5.2%	10.1%	4.7%	2.6%	9.2%	9.4%	5.6%	5.2%	3.1%	4.0%	7.0%	12.0%	100.0%
	55-65 years	2.0%	2.4%	4.8%	1.2%	0.4%	7.1%	4.0%	8.3%	2.0%	3.6%	8.3%	11.9%	5.2%	6.0%	3.2%	7.9%	10.3%	11.5%	100.0%
Total		2.5%	5.1%	3.5%	2.2%	1.0%	7.6%	5.0%	11.3%	2.4%	3.6%	9.1%	10.1%	4.3%	5.3%	2.3%	4.6%	11.1%	9.0%	100.0%

Image 5 – Basic malt drink

The label in Image 5 is rather plain, and could be applied to a basic, common beer or non-alcoholic malt drink.

Appreciation is generally low, with a rather high degree of indifference in all countries.

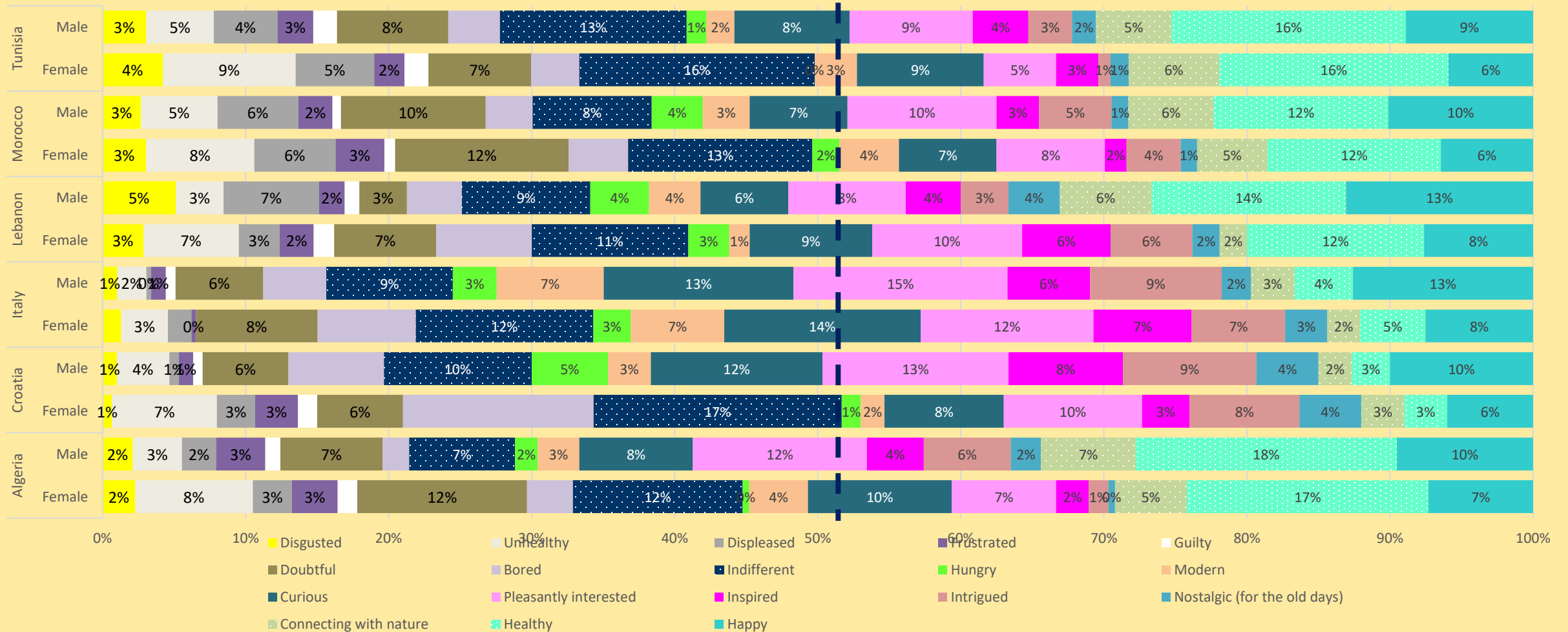


Image 6 – Malt drink: ecology, soil, female cooperative

The addition of new elements to the label (ecology, respect of soil, product made by a mountain female cooperative) drastically reduces the indifference degree and increases interest, through sensations linked to health, happiness, curiosity and connection with nature.

	D1 - IMAGE 6																		
S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
25-34 years	2.1%	3.4%	3.4%	2.1%	0.9%	4.8%	3.6%	8.3%	1.7%	4.3%	10.4%	7.4%	5.1%	8.6%	2.3%	11.9%	11.7%	7.9%	100.0%
	1.5%	4.0%	3.4%	1.7%	0.8%	3.8%	2.8%	6.8%	3.0%	4.9%	9.0%	8.1%	5.8%	7.5%	2.3%	12.6%	13.0%	9.0%	100.0%
35-44 years	2.7%	3.4%	3.2%	2.5%	1.3%	6.4%	3.8%	9.3%	0.6%	3.2%	11.2%	7.2%	3.2%	8.7%	2.8%	11.2%	11.0%	8.3%	100.0%
45-54 years	2.3%	2.8%	3.7%	3.1%	0.8%	4.2%	4.2%	8.5%	1.7%	5.1%	9.6%	5.9%	6.5%	8.8%	2.3%	12.4%	11.3%	6.8%	100.0%
55-65 years	1.6%	2.4%	3.3%	0.0%	0.0%	4.1%	4.9%	10.6%	0.8%	4.1%	15.4%	9.8%	5.7%	12.2%	0.0%	10.6%	10.6%	4.1%	100.0%
	2.7%	2.6%	3.1%	1.8%	0.6%	4.6%	2.4%	6.4%	2.6%	4.0%	8.8%	8.5%	5.3%	7.4%	3.4%	10.2%	13.6%	12.0%	100.0%
25-34 years	2.1%	2.7%	2.8%	1.9%	0.4%	4.6%	2.7%	6.8%	2.4%	4.3%	8.1%	7.7%	7.4%	6.9%	2.5%	9.4%	15.8%	11.7%	100.0%
35-44 years	3.1%	3.3%	3.1%	1.4%	1.0%	5.3%	2.0%	6.3%	2.4%	3.3%	8.5%	8.4%	4.6%	6.8%	3.7%	9.7%	15.8%	11.3%	100.0%
45-54 years	2.8%	2.3%	3.8%	2.3%	0.5%	4.0%	2.8%	6.3%	3.5%	4.5%	9.9%	9.4%	4.7%	7.3%	4.0%	10.3%	8.5%	13.1%	100.0%
55-65 years	3.2%	1.2%	2.4%	1.6%	0.4%	4.0%	2.0%	6.0%	2.4%	4.4%	9.5%	9.5%	2.8%	10.3%	4.0%	13.1%	10.3%	13.1%	100.0%
	2.4%	2.9%	3.2%	1.9%	0.8%	4.7%	2.9%	7.2%	2.2%	4.1%	9.5%	8.0%	5.2%	7.9%	2.9%	10.9%	12.8%	10.2%	100.0%

Image 6 – Malt drink with «soil, ecology, mountain, female cooperative» claim: disaggregation by country and gender

The most interested respondents are in Italy, the least interested are female respondents in Morocco.

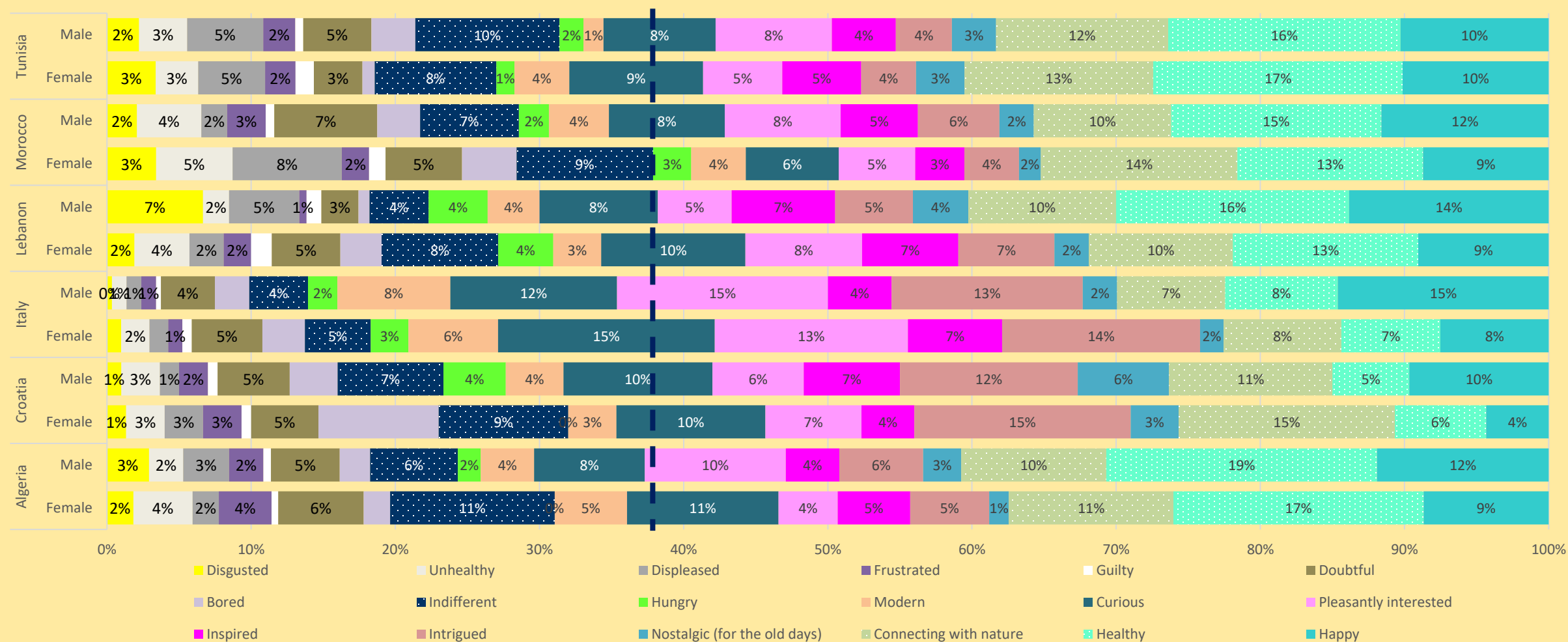


Image 7 – Malt drink with focus on ecology and cultivation on mountains

The focus on mountains strengthens the feeling of connection with nature, especially for female respondents.

Conteggio di D1 - IMAGE 7		D1 - IMAGE 7																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		1.4%	3.3%	2.7%	2.1%	1.0%	4.0%	4.0%	7.9%	1.6%	3.6%	10.1%	7.7%	5.9%	8.2%	2.9%	13.3%	12.4%	7.9%	100.0%
	25-34 years	1.7%	2.8%	2.3%	1.5%	0.9%	4.0%	4.1%	6.4%	1.9%	4.9%	9.6%	7.7%	6.0%	6.4%	2.8%	13.2%	15.1%	8.7%	100.0%
	35-44 years	1.1%	4.2%	2.8%	3.2%	0.9%	4.2%	3.4%	9.5%	1.5%	2.7%	9.8%	7.2%	4.9%	9.7%	3.2%	13.3%	10.8%	7.6%	100.0%
	45-54 years	1.4%	2.8%	3.1%	1.7%	1.4%	3.7%	4.2%	8.2%	1.7%	2.8%	10.5%	6.5%	7.1%	8.2%	2.8%	13.6%	11.6%	8.8%	100.0%
	55-65 years	0.8%	2.4%	3.3%	0.8%	0.0%	4.9%	4.9%	7.3%	0.0%	4.9%	12.2%	13.0%	5.7%	9.8%	2.4%	13.8%	9.8%	4.1%	100.0%
Male		2.7%	2.4%	2.5%	2.2%	0.8%	4.0%	2.4%	6.0%	3.9%	4.0%	7.0%	8.8%	5.7%	6.9%	2.6%	11.7%	14.4%	12.0%	100.0%
	25-34 years	2.2%	2.8%	2.5%	2.5%	0.6%	3.7%	2.5%	6.0%	4.1%	5.0%	5.9%	8.4%	7.8%	6.5%	1.6%	12.1%	14.5%	11.2%	100.0%
	35-44 years	3.1%	3.1%	1.9%	2.3%	1.3%	4.8%	1.9%	6.0%	4.0%	3.3%	7.5%	8.4%	3.4%	6.4%	3.3%	11.0%	16.5%	11.8%	100.0%
	45-54 years	3.1%	1.2%	2.8%	1.6%	0.7%	3.1%	3.8%	6.8%	4.5%	4.0%	7.5%	9.9%	7.5%	7.3%	3.5%	9.9%	10.6%	12.4%	100.0%
	55-65 years	2.4%	1.2%	4.0%	2.4%	0.0%	4.4%	1.6%	4.8%	2.0%	3.2%	7.5%	9.1%	3.2%	8.7%	1.6%	15.5%	14.7%	13.9%	100.0%
Total		2.1%	2.8%	2.6%	2.2%	0.9%	4.0%	3.1%	6.8%	2.9%	3.8%	8.3%	8.3%	5.8%	7.5%	2.7%	12.4%	13.5%	10.3%	100.0%

Image 7 – Focus on mountains

With few exceptions, the labeling of Image 7 generates interest, curiosity and positive feelings

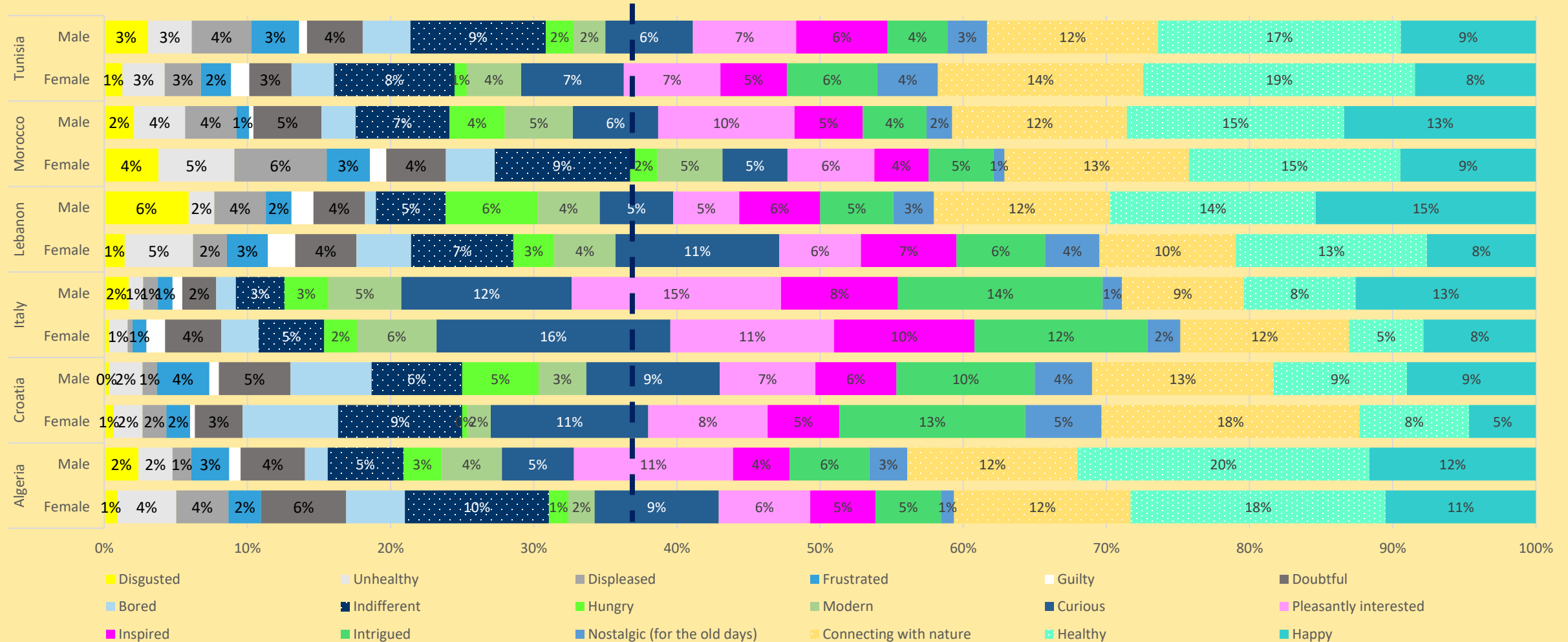


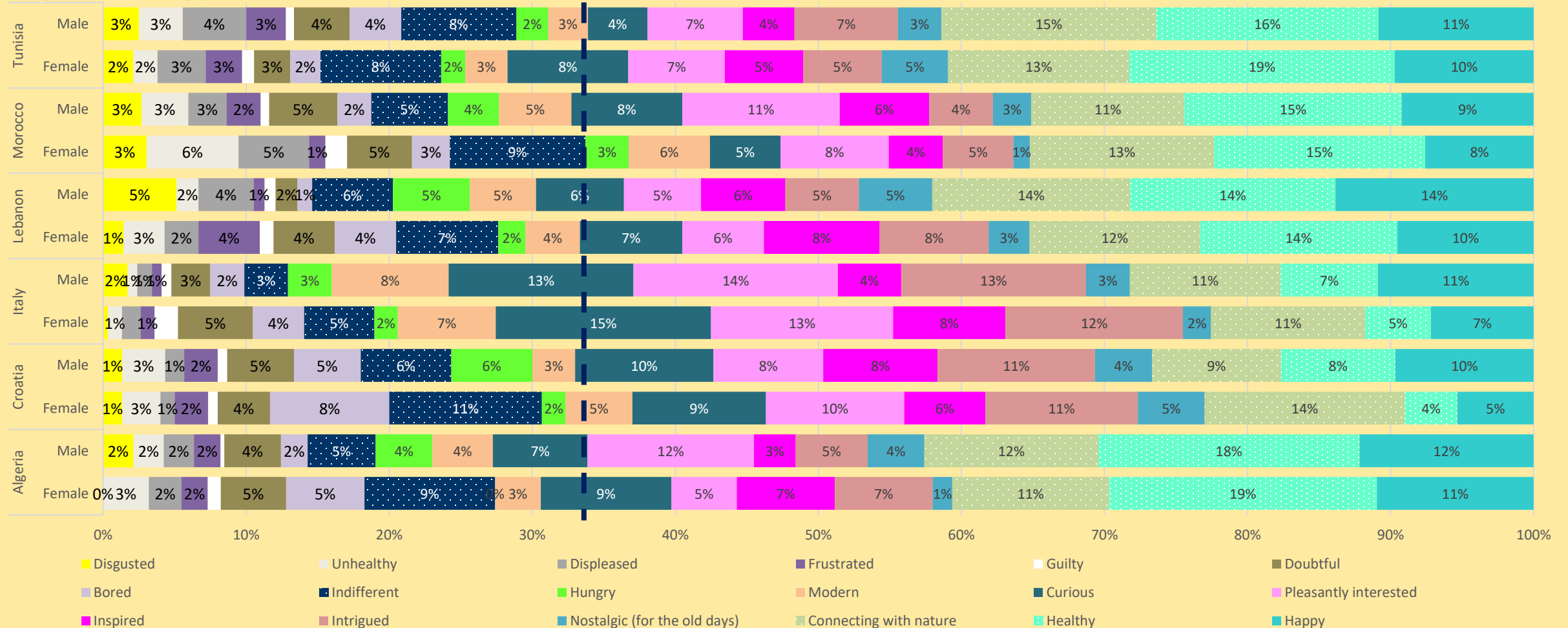
Image 8 – Malt drink, agroecology and nature

The claim on the label links nature and agroecology in the production of malt. Although the relation with agriculture, in the case of drinks, may be less intense, the interest and positive sensations remain widely spread among respondents.

Conteggio di D1 - IMAGE 8		D1 - IMAGE 8																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		1.4%	2.9%	2.5%	2.1%	1.1%	4.2%	4.5%	8.3%	1.7%	4.7%	9.2%	8.2%	6.3%	8.3%	2.8%	12.2%	11.6%	8.1%	100.0%
	25-34 years	1.7%	2.3%	2.4%	0.6%	1.1%	4.1%	4.3%	5.6%	3.2%	6.0%	9.4%	7.9%	7.0%	8.3%	2.1%	10.9%	14.1%	8.9%	100.0%
	35-44 years	1.5%	3.2%	2.3%	3.8%	1.3%	5.5%	3.4%	9.7%	1.3%	3.2%	8.9%	8.0%	4.4%	8.5%	2.8%	12.5%	11.0%	8.7%	100.0%
	45-54 years	0.8%	4.0%	2.5%	2.3%	1.1%	2.5%	6.2%	9.9%	0.6%	4.2%	8.8%	7.6%	6.5%	8.2%	4.2%	12.4%	10.2%	7.9%	100.0%
	55-65 years	0.8%	1.6%	3.3%	0.8%	0.0%	3.3%	4.9%	8.9%	0.0%	6.5%	11.4%	12.2%	10.6%	7.3%	1.6%	16.3%	7.3%	3.3%	100.0%
Male		2.7%	2.3%	2.7%	1.8%	0.6%	3.5%	2.6%	5.6%	4.0%	4.6%	7.6%	9.3%	5.1%	7.3%	3.7%	12.1%	13.4%	11.2%	100.0%
	25-34 years	2.8%	2.9%	1.8%	2.4%	0.3%	3.5%	3.2%	6.2%	3.7%	4.0%	7.1%	8.6%	6.2%	7.4%	2.8%	11.9%	13.7%	11.5%	100.0%
	35-44 years	2.8%	2.1%	3.1%	1.6%	0.9%	3.6%	2.0%	6.0%	4.6%	4.0%	7.5%	9.0%	3.7%	6.7%	3.3%	12.8%	15.8%	10.5%	100.0%
	45-54 years	2.1%	1.9%	3.3%	1.9%	0.9%	3.3%	3.3%	4.7%	4.7%	5.4%	8.9%	11.5%	5.2%	7.5%	5.2%	10.1%	8.7%	11.5%	100.0%
	55-65 years	2.8%	1.6%	2.8%	0.8%	0.0%	4.0%	1.2%	4.4%	2.0%	6.3%	7.1%	8.3%	6.0%	8.7%	4.8%	13.5%	13.9%	11.9%	100.0%
Total		2.1%	2.6%	2.6%	1.9%	0.8%	3.8%	3.4%	6.7%	3.0%	4.6%	8.3%	8.8%	5.6%	7.7%	3.3%	12.1%	12.6%	9.9%	100.0%

Image 8 – Malt drik with claim on agroecology and nature

The link with nature and agroecology increases overall the share of positive sensations



Couscous

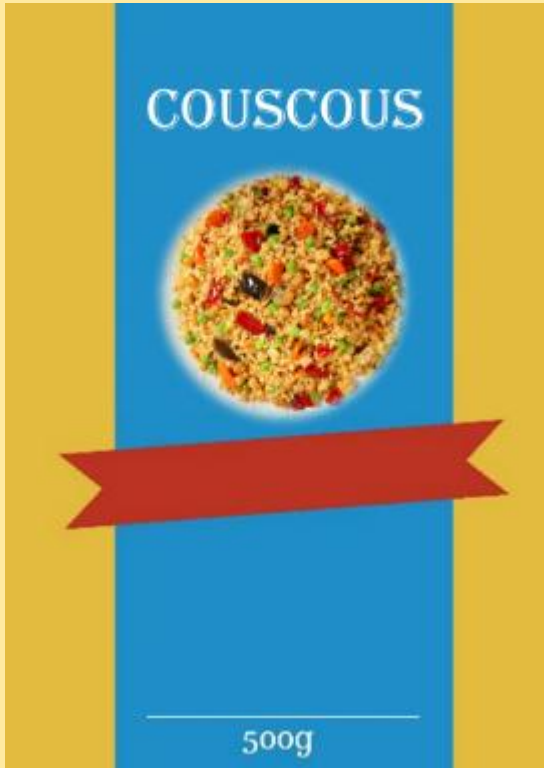


Image 9
Basic product



Image 10
Soil, mountain
female
cooperative



Image 11
Sustainability,
Fertilisers, mountain female cooperative



Image 12
Agroecology,
Mountain female cooperative

Image 9 – Basic couscous pack

The basic couscous pack, without any specifications on its label, tends to substantially polarise sensations around «Hungry» and «Healthy»

		D1 - IMAGE 9																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.7%	1.1%	1.6%	1.4%	0.7%	3.2%	4.3%	5.3%	15.9%	3.5%	7.9%	8.9%	4.3%	7.3%	5.6%	5.7%	14.1%	8.5%	100.0%
	25-34 years	0.9%	1.1%	2.3%	1.9%	0.4%	2.8%	5.1%	5.5%	17.3%	3.4%	7.3%	5.5%	4.1%	7.7%	6.4%	6.6%	13.0%	8.7%	100.0%
	35-44 years	0.8%	0.9%	1.1%	1.5%	0.8%	3.2%	4.4%	6.3%	14.4%	3.6%	8.0%	9.7%	3.4%	7.0%	6.1%	4.2%	16.1%	8.7%	100.0%
	45-54 years	0.6%	1.4%	1.7%	0.8%	0.8%	3.7%	3.4%	4.2%	16.1%	4.0%	6.8%	12.4%	5.4%	6.8%	4.8%	5.6%	13.0%	8.5%	100.0%
	55-65 years	0.0%	0.8%	0.8%	0.0%	0.8%	3.3%	3.3%	4.1%	15.4%	2.4%	13.8%	10.6%	5.7%	8.1%	2.4%	8.1%	13.8%	6.5%	100.0%
Male		1.8%	1.9%	1.9%	1.3%	0.5%	3.4%	2.7%	5.6%	17.1%	2.5%	6.8%	9.1%	3.8%	6.6%	5.9%	5.6%	13.7%	9.9%	100.0%
	25-34 years	1.0%	2.2%	1.3%	1.6%	0.4%	3.7%	2.5%	5.5%	19.5%	1.9%	5.6%	8.7%	4.1%	7.2%	5.0%	5.0%	14.0%	10.6%	100.0%
	35-44 years	2.3%	2.1%	2.0%	1.3%	0.6%	3.0%	2.6%	5.7%	17.8%	2.1%	5.3%	9.7%	2.7%	6.1%	7.5%	6.7%	13.5%	9.0%	100.0%
	45-54 years	2.1%	1.4%	2.6%	1.2%	0.5%	3.8%	3.5%	5.6%	14.3%	3.5%	9.2%	8.9%	4.9%	5.4%	5.6%	4.9%	12.2%	10.3%	100.0%
	55-65 years	2.4%	1.6%	2.0%	0.4%	0.4%	3.2%	2.4%	5.6%	13.1%	3.6%	9.9%	8.7%	4.4%	7.9%	4.0%	5.6%	15.5%	9.5%	100.0%
Total		1.4%	1.6%	1.8%	1.3%	0.6%	3.3%	3.4%	5.5%	16.6%	2.9%	7.3%	9.0%	4.0%	6.9%	5.8%	5.6%	13.9%	9.3%	100.0%

Indifference, and negative sensations have a rather low overall share, in most countries. The results in Italy and Croatia are probably linked to the fact that couscous is not a local staple food.

Image 9 – Basic couscous pack

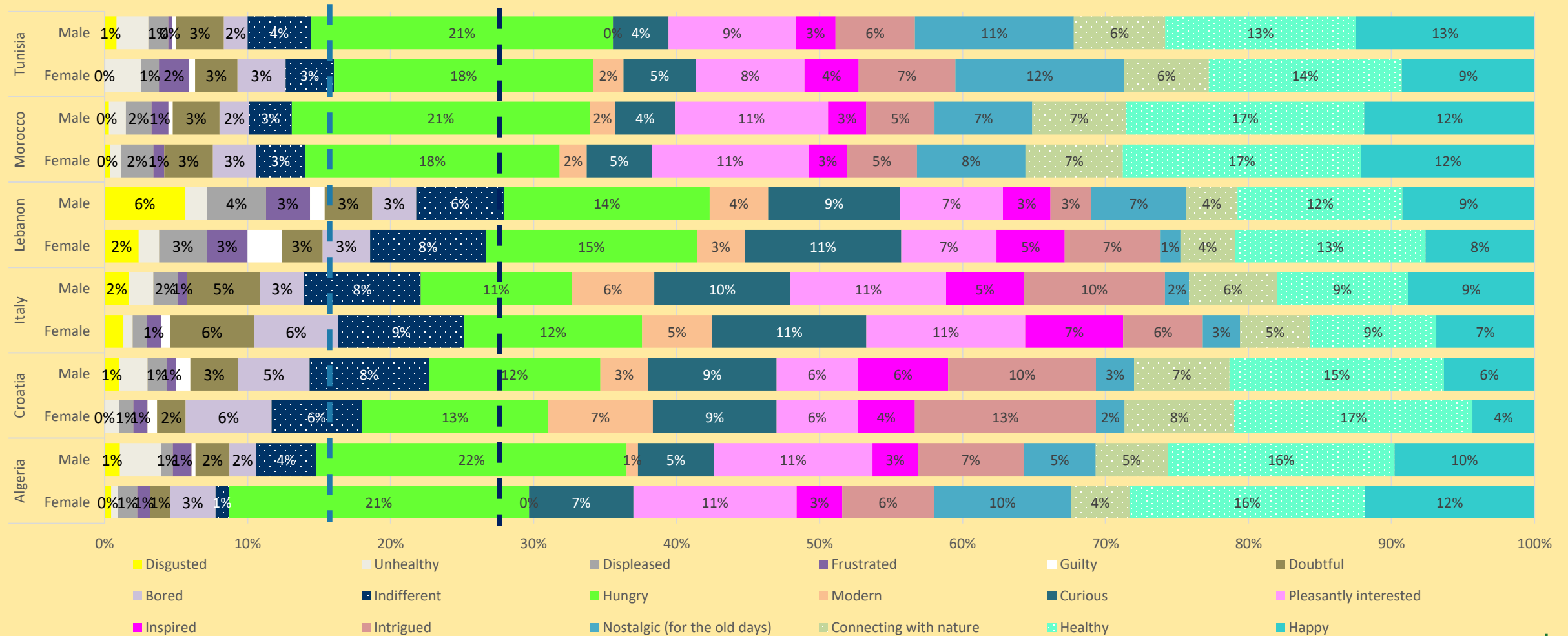


Image 10 – Couscous pack whose label mentions female farmers and the respect of soil

The addition, on the pack, of communication about female mountain producers, and the respect of soil, immediately changes the sensations profile, by generating higher interest and a feeling of connection with nature

		D1 - IMAGE 10																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.8%	0.7%	1.4%	1.2%	0.3%	1.7%	2.0%	2.3%	9.6%	3.0%	7.0%	7.4%	6.4%	11.1%	4.5%	12.8%	16.5%	11.3%	100.0%
	25-34 years	0.9%	0.4%	1.7%	0.9%	0.2%	1.3%	2.1%	2.8%	10.7%	3.2%	5.5%	6.0%	7.0%	9.4%	4.3%	13.4%	17.5%	12.6%	100.0%
	35-44 years	0.8%	0.9%	0.9%	1.3%	0.2%	1.7%	1.5%	1.5%	9.5%	2.7%	7.2%	8.1%	5.5%	13.3%	5.7%	11.9%	16.3%	11.0%	100.0%
	45-54 years	1.1%	1.1%	2.0%	1.7%	0.8%	1.7%	2.5%	3.1%	9.3%	2.5%	7.1%	7.1%	6.8%	10.2%	4.0%	12.1%	16.9%	9.9%	100.0%
	55-65 years	0.0%	0.0%	0.0%	0.8%	0.0%	3.3%	2.4%	1.6%	5.7%	4.9%	12.2%	10.6%	6.5%	12.2%	1.6%	15.4%	12.2%	10.6%	100.0%
Male		2.3%	0.8%	1.6%	1.1%	0.7%	1.8%	1.8%	3.4%	13.2%	3.3%	5.3%	7.5%	5.0%	9.2%	3.7%	10.9%	16.1%	12.1%	100.0%
	25-34 years	1.3%	1.0%	1.8%	1.2%	0.4%	1.6%	1.9%	3.8%	14.9%	3.4%	5.9%	6.6%	4.7%	9.4%	3.2%	10.9%	16.4%	11.4%	100.0%
	35-44 years	3.1%	0.9%	1.9%	1.1%	1.3%	2.3%	1.7%	3.0%	13.5%	2.8%	4.3%	8.1%	4.6%	8.1%	4.0%	11.0%	16.5%	11.8%	100.0%
	45-54 years	2.1%	0.7%	1.4%	0.9%	0.7%	1.4%	2.1%	3.5%	11.5%	3.8%	6.1%	8.2%	6.6%	9.2%	4.7%	9.9%	13.4%	13.8%	100.0%
	55-65 years	3.2%	0.4%	0.4%	1.2%	0.0%	2.0%	1.2%	3.2%	10.3%	3.2%	5.6%	7.1%	4.4%	11.9%	2.4%	12.7%	19.0%	11.9%	100.0%
Total		1.7%	0.8%	1.5%	1.2%	0.6%	1.8%	1.9%	2.9%	11.6%	3.1%	6.0%	7.5%	5.6%	10.0%	4.0%	11.7%	16.3%	11.7%	100.0%

Image 10 – Couscous with «soil» claim: disaggregation by country and gender

In all countries, the overall share of indifference/ negative sensations decreases significantly, and a full range of positive sensations becomes evident

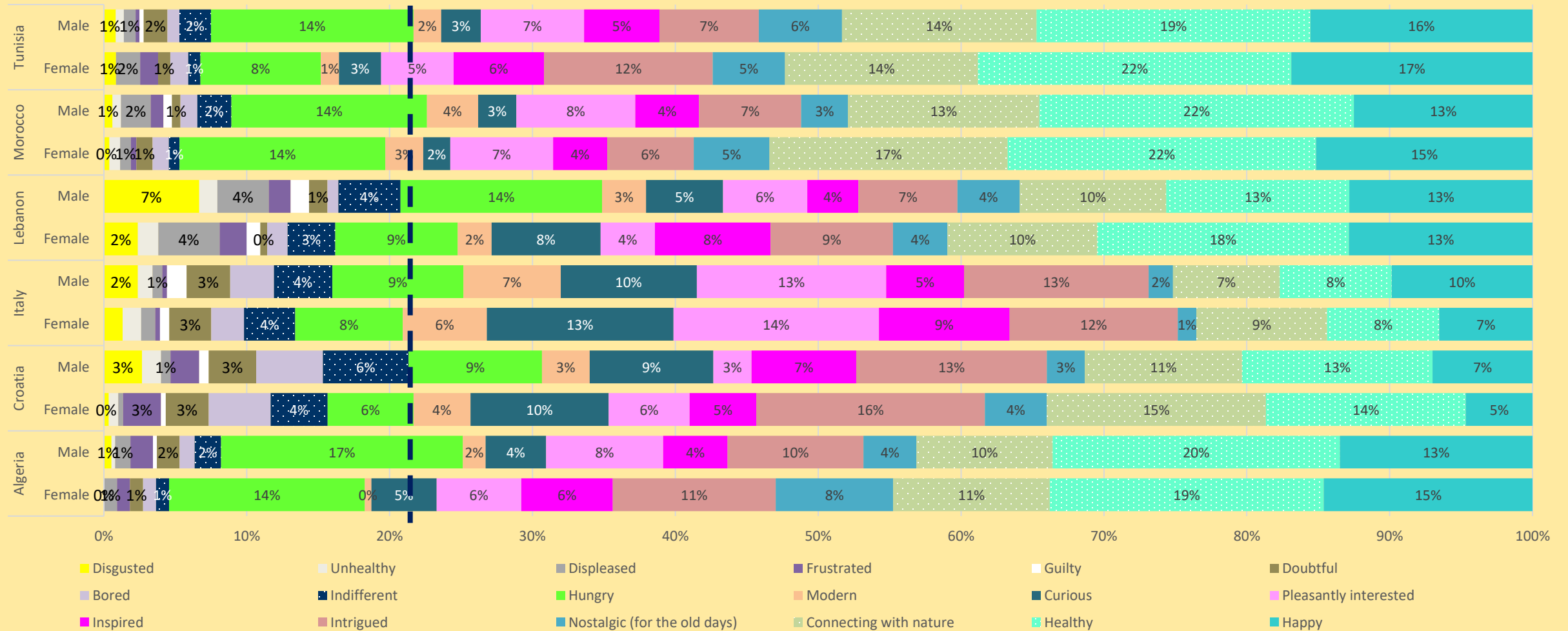


Image 11 – Couscous pack with claims regarding self produced fertilisers

Also in this case, appreciation is relevant, with a focus on health

		D1 - IMAGE 11																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connectin g with nature	Healthy	Happy	Total
Female		1.2%	1.0%	1.4%	1.6%	0.7%	2.7%	2.1%	3.0%	9.5%	2.7%	7.0%	7.6%	5.2%	10.0%	4.4%	13.3%	16.1%	10.5%	100.0%
	25-34 years	1.3%	0.8%	1.7%	1.1%	0.6%	1.9%	2.1%	2.6%	9.4%	2.6%	5.5%	7.7%	5.6%	9.8%	3.8%	13.6%	18.6%	11.3%	100.0%
	35-44 years	1.1%	1.1%	0.8%	1.7%	0.9%	3.2%	1.7%	2.8%	10.2%	2.5%	7.8%	7.2%	4.7%	9.8%	4.2%	13.1%	15.0%	12.1%	100.0%
	45-54 years	1.4%	1.4%	2.3%	2.0%	0.6%	2.5%	2.5%	4.0%	9.3%	3.1%	7.1%	6.8%	4.5%	10.7%	5.6%	12.1%	15.8%	8.2%	100.0%
	55-65 years	0.8%	0.0%	0.8%	1.6%	0.0%	4.1%	2.4%	2.4%	7.3%	3.3%	10.6%	10.6%	7.3%	8.9%	4.1%	17.1%	11.4%	7.3%	100.0%
Male		2.2%	0.7%	1.5%	1.4%	0.6%	2.3%	1.9%	3.4%	12.2%	3.3%	5.3%	7.1%	4.9%	8.2%	4.2%	12.6%	16.4%	11.8%	100.0%
	25-34 years	0.9%	0.7%	1.3%	1.0%	1.0%	1.3%	2.1%	3.7%	14.0%	3.4%	5.0%	7.2%	4.3%	8.8%	3.1%	12.8%	17.3%	11.9%	100.0%
	35-44 years	3.1%	0.9%	1.9%	1.3%	0.6%	3.3%	1.7%	3.1%	12.7%	3.3%	4.6%	5.6%	4.1%	7.3%	4.3%	13.1%	17.5%	11.8%	100.0%
	45-54 years	2.8%	0.7%	1.2%	1.4%	0.2%	2.1%	2.6%	3.8%	11.0%	3.1%	6.6%	8.2%	7.3%	7.7%	5.4%	11.5%	12.0%	12.4%	100.0%
	55-65 years	2.4%	0.4%	1.2%	2.4%	0.0%	2.8%	1.2%	2.4%	7.9%	3.6%	6.3%	9.5%	4.4%	9.5%	5.2%	12.7%	18.3%	9.9%	100.0%
Total		1.8%	0.8%	1.4%	1.4%	0.6%	2.5%	2.0%	3.2%	11.0%	3.1%	6.1%	7.3%	5.0%	8.9%	4.3%	12.9%	16.3%	11.2%	100.0%

Image 11 – Coouscous with «fertilisers» claim: disaggregation by country and gender

In this case, the main outliers are respondents from Croatia, with a rather low but higher-than-average share of negative and indifferent sensations

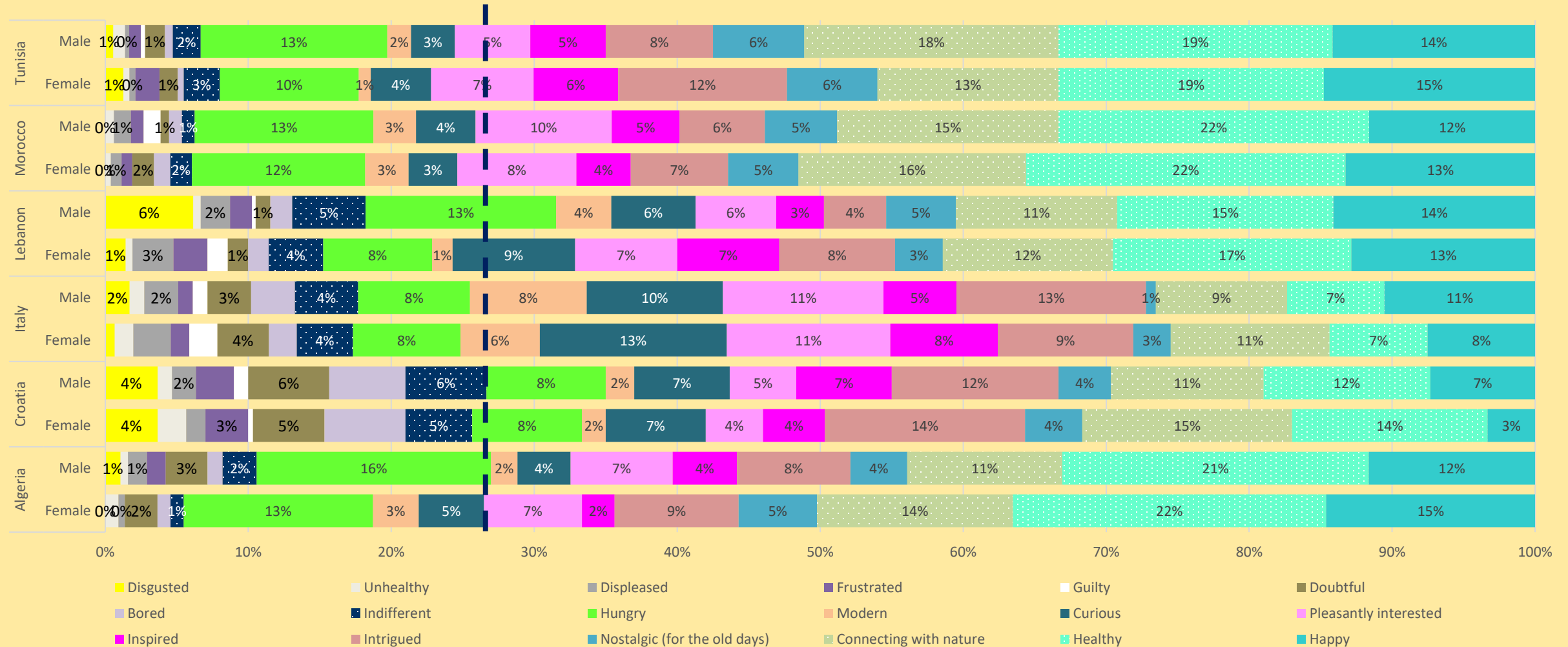


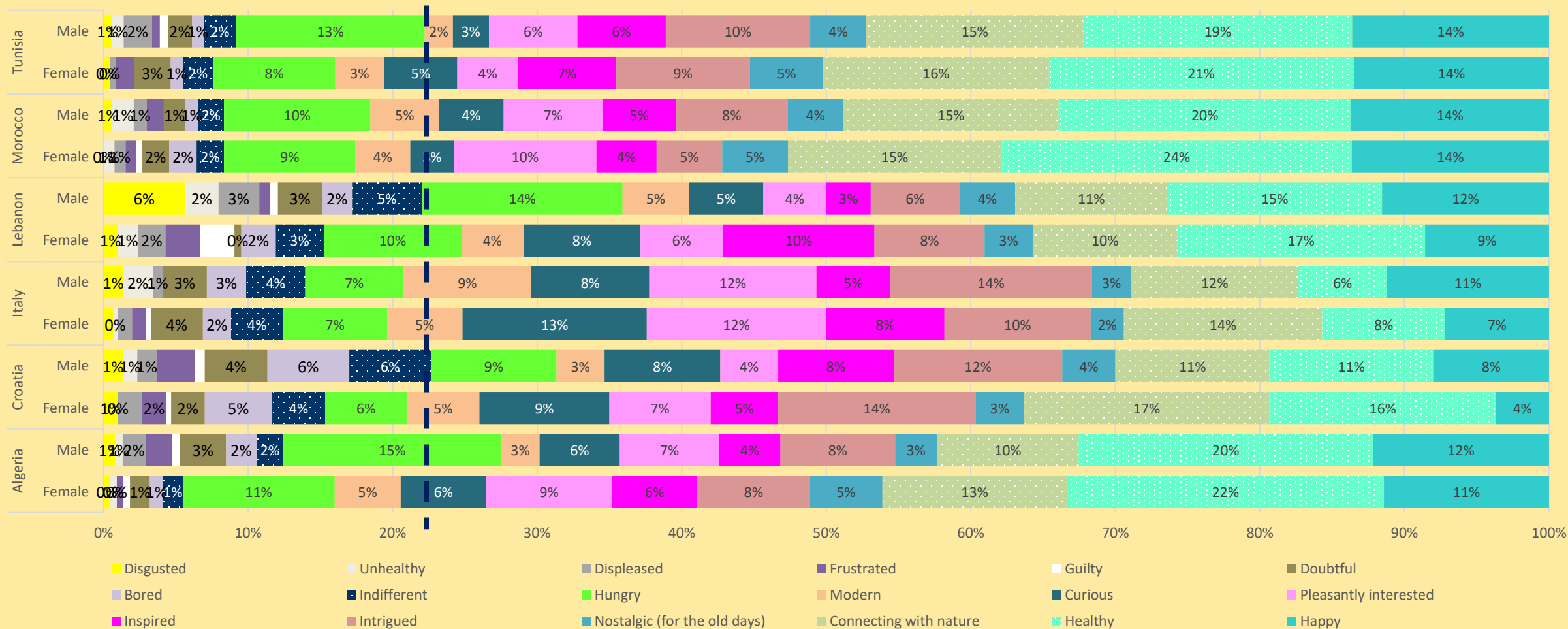
Image 12 – Couscous pack with label referring to nature and agroecology

The mention of agroecology slightly strengthens the feeling of a deeper link with nature, with a significant level of curiosity

		D1 - IMAGE 12																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.6%	0.5%	1.0%	1.2%	0.6%	2.1%	2.2%	2.7%	8.2%	4.4%	7.6%	8.2%	6.6%	9.0%	3.8%	14.2%	17.6%	9.4%	100.0%
	25-34 years	0.4%	0.4%	0.6%	0.9%	0.9%	1.7%	2.6%	2.8%	7.9%	5.3%	5.8%	8.1%	6.6%	7.9%	3.8%	15.3%	19.2%	9.8%	100.0%
	35-44 years	0.9%	0.4%	1.1%	1.5%	0.4%	2.5%	2.1%	2.1%	9.1%	4.4%	8.1%	6.8%	6.8%	9.8%	4.2%	13.6%	17.0%	9.1%	100.0%
	45-54 years	0.6%	0.8%	1.4%	1.7%	0.6%	2.0%	1.7%	3.7%	7.6%	4.5%	8.2%	8.2%	5.6%	9.0%	4.0%	13.8%	16.9%	9.6%	100.0%
	55-65 years	0.0%	0.0%	0.8%	0.0%	0.0%	3.3%	2.4%	2.4%	7.3%	0.8%	10.6%	14.6%	8.1%	10.6%	2.4%	13.0%	15.4%	8.1%	100.0%
Male		1.8%	1.4%	1.6%	1.2%	0.4%	2.8%	2.3%	3.4%	11.6%	4.2%	5.5%	6.5%	5.2%	9.3%	3.5%	12.1%	15.6%	11.8%	100.0%
	25-34 years	0.7%	1.6%	1.8%	1.3%	0.4%	2.1%	2.4%	4.0%	12.4%	5.0%	5.8%	5.3%	4.1%	10.0%	2.9%	11.5%	17.8%	10.8%	100.0%
	35-44 years	2.1%	1.4%	1.6%	1.1%	0.4%	3.1%	2.1%	3.1%	12.4%	3.0%	4.4%	6.3%	5.0%	9.0%	3.8%	12.0%	16.5%	12.5%	100.0%
	45-54 years	2.1%	1.2%	1.4%	0.5%	0.5%	2.8%	2.8%	2.8%	11.5%	4.9%	6.3%	8.5%	6.8%	7.5%	4.2%	12.9%	10.3%	12.9%	100.0%
	55-65 years	3.2%	0.8%	1.6%	2.0%	0.0%	3.6%	1.6%	3.2%	7.1%	4.4%	6.3%	7.1%	5.6%	11.5%	2.8%	12.3%	16.3%	10.7%	100.0%
Total		1.3%	1.0%	1.3%	1.2%	0.5%	2.5%	2.3%	3.1%	10.1%	4.3%	6.4%	7.2%	5.8%	9.2%	3.6%	13.0%	16.5%	10.8%	100.0%

Image 12 – Couscous with «agroecology» claim: disaggregation by country and gender

Also in this case, the profile is similar, as regards the generated emotions and the low incidence of negative sensations.



Barley flour



Image 13
Basic product (wholemeal
Barley flour)



Image 14
Ecology, soil,
mountain
female
cooperative



Image 15
Harmony with nature, a hint about
taste (since it has to be used for
recipes at home),
mountain female cooperative



Image 16
Agroecology, better future
Mountain female cooperative

Image 13 – Basic pack of barley flour

Wholemeal barley flour, also in its «basic» version, tends to generate sensations linked to a healthy product, in connection with nature. Younger persons appear, on average, a little more aware of the «health element».

		D1 - IMAGE 13																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.5%	0.6%	1.6%	1.8%	0.5%	3.3%	3.3%	6.5%	4.8%	4.2%	8.1%	7.6%	5.3%	7.2%	5.4%	13.0%	19.0%	7.6%	100.0%
	25-34 years	0.8%	0.4%	1.3%	1.5%	0.4%	3.0%	2.8%	6.4%	6.4%	3.2%	8.5%	6.4%	4.9%	7.9%	5.6%	12.6%	20.9%	7.0%	100.0%
	35-44 years	0.4%	0.8%	2.3%	2.1%	0.4%	3.8%	3.2%	6.1%	4.2%	5.5%	7.0%	6.8%	4.9%	6.8%	5.1%	13.4%	18.6%	8.7%	100.0%
	45-54 years	0.6%	0.8%	1.1%	1.7%	0.8%	2.8%	3.1%	7.1%	3.1%	3.7%	7.3%	9.9%	6.2%	7.6%	5.6%	12.4%	18.1%	7.9%	100.0%
	55-65 years	0.0%	0.0%	0.8%	1.6%	0.0%	4.1%	5.7%	7.3%	5.7%	4.1%	13.0%	8.9%	5.7%	4.9%	4.9%	13.8%	15.4%	4.1%	100.0%
Male		1.9%	1.4%	2.2%	1.7%	0.5%	2.8%	2.1%	5.4%	8.1%	3.9%	6.4%	6.2%	5.3%	7.0%	5.0%	10.8%	17.6%	11.6%	100.0%
	25-34 years	0.9%	1.8%	1.8%	2.1%	0.6%	2.1%	1.8%	6.2%	7.7%	4.7%	4.7%	6.3%	5.2%	8.6%	3.8%	10.9%	18.7%	12.2%	100.0%
	35-44 years	2.0%	1.0%	2.1%	1.6%	0.6%	3.4%	2.6%	5.1%	9.8%	3.6%	6.8%	5.6%	5.0%	5.8%	5.1%	11.0%	17.9%	11.0%	100.0%
	45-54 years	3.1%	1.9%	1.9%	1.4%	0.5%	3.3%	2.3%	5.2%	7.5%	4.0%	7.3%	5.9%	7.5%	5.4%	6.3%	10.6%	14.3%	11.7%	100.0%
	55-65 years	2.8%	0.8%	4.0%	1.2%	0.0%	2.4%	1.2%	4.8%	5.2%	2.8%	7.9%	7.9%	3.2%	8.7%	5.6%	10.7%	19.4%	11.5%	100.0%
Total		1.3%	1.1%	1.9%	1.7%	0.5%	3.0%	2.6%	5.9%	6.7%	4.0%	7.1%	6.8%	5.3%	7.1%	5.2%	11.7%	18.2%	9.9%	100.0%

Image 13 – Basic pack of wholemeal barley flour: disaggregation by country and gender

This ingredient is regarded as inspiring, healthy, natural, and generates interest in respondents

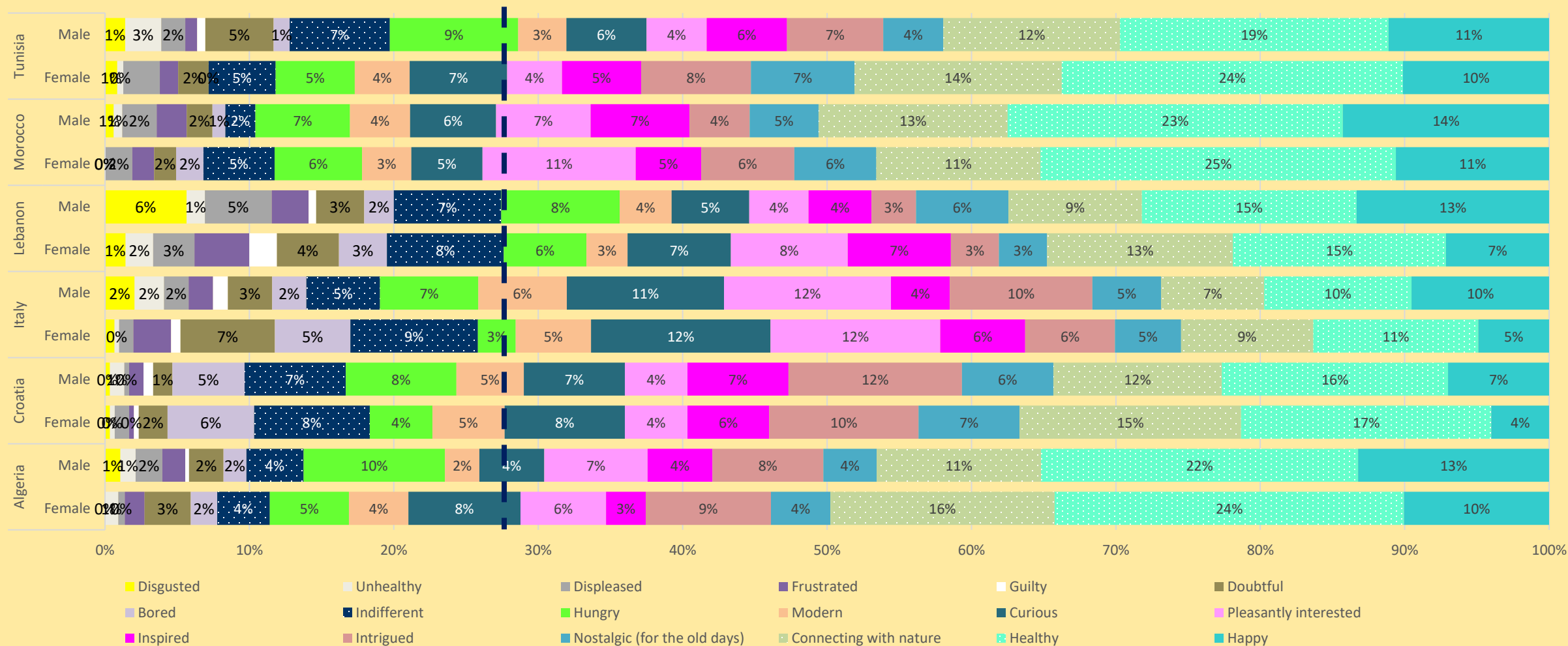


Image 14 – Wholemeal barley flour, claim on the respect of soil

As with previous products, the introduction of the sentences regarding the local production on mountains by female cooperatives, and the respect of soil, generate a change, particularly increasing the feeling of «connection with nature», but also a feeling of happiness, in respondents of all ages. The profile of the product with this label makes consumers feeling Healthy, Connected with nature and Happy, increasing the level of interest.

	D1 - IMAGE 14																		
S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
	0.8%	0.5%	1.2%	1.4%	0.4%	1.6%	1.8%	3.7%	5.3%	3.1%	6.2%	7.0%	7.3%	10.2%	5.2%	14.8%	18.6%	10.9%	100.0%
25-34 years	1.1%	0.4%	1.5%	0.9%	0.4%	1.1%	2.1%	4.3%	7.2%	3.2%	6.4%	6.6%	6.2%	9.2%	4.5%	14.9%	17.9%	12.1%	100.0%
35-44 years	0.8%	0.8%	0.8%	1.3%	0.0%	1.5%	1.9%	3.2%	4.5%	2.5%	6.8%	6.3%	7.8%	11.9%	5.3%	14.2%	19.7%	10.8%	100.0%
45-54 years	0.6%	0.6%	1.4%	2.0%	1.1%	2.0%	0.6%	3.4%	3.4%	3.4%	4.5%	8.2%	7.9%	9.3%	7.1%	15.3%	18.9%	10.5%	100.0%
55-65 years	0.8%	0.0%	0.8%	1.6%	0.0%	3.3%	4.1%	4.1%	5.7%	4.1%	7.3%	8.9%	8.1%	9.8%	2.4%	16.3%	15.4%	7.3%	100.0%
	1.8%	1.2%	1.9%	1.3%	0.6%	2.4%	1.6%	3.6%	7.7%	3.8%	5.7%	6.5%	5.0%	8.2%	4.5%	13.6%	17.5%	13.1%	100.0%
25-34 years	1.5%	1.5%	1.9%	1.0%	0.4%	2.5%	2.2%	5.0%	8.7%	3.7%	4.9%	6.3%	4.6%	7.8%	3.2%	13.1%	18.7%	12.8%	100.0%
35-44 years	1.9%	1.1%	1.4%	1.1%	0.9%	2.0%	1.6%	3.0%	8.4%	3.7%	5.6%	5.1%	5.1%	7.3%	4.3%	13.8%	19.8%	14.0%	100.0%
45-54 years	1.9%	0.9%	2.6%	1.9%	0.5%	2.3%	1.2%	2.8%	6.1%	4.2%	6.8%	7.3%	6.6%	8.7%	5.6%	14.8%	12.2%	13.6%	100.0%
55-65 years	2.8%	0.8%	2.4%	1.6%	0.4%	3.6%	0.8%	2.8%	6.0%	3.6%	6.3%	9.5%	3.2%	10.7%	6.3%	11.9%	16.7%	10.7%	100.0%
	1.4%	0.9%	1.6%	1.3%	0.5%	2.1%	1.7%	3.6%	6.7%	3.5%	5.9%	6.7%	6.0%	9.0%	4.8%	14.1%	17.9%	12.2%	100.0%

Image 3 – Barley flour, claim on soil respect: disaggregation by country and gender

The introduction of the usual set of «poitive messages» lowers the «indifference / negative» threshold, and generates a range of positive emotions, with feelings of curiosity and happiness, too

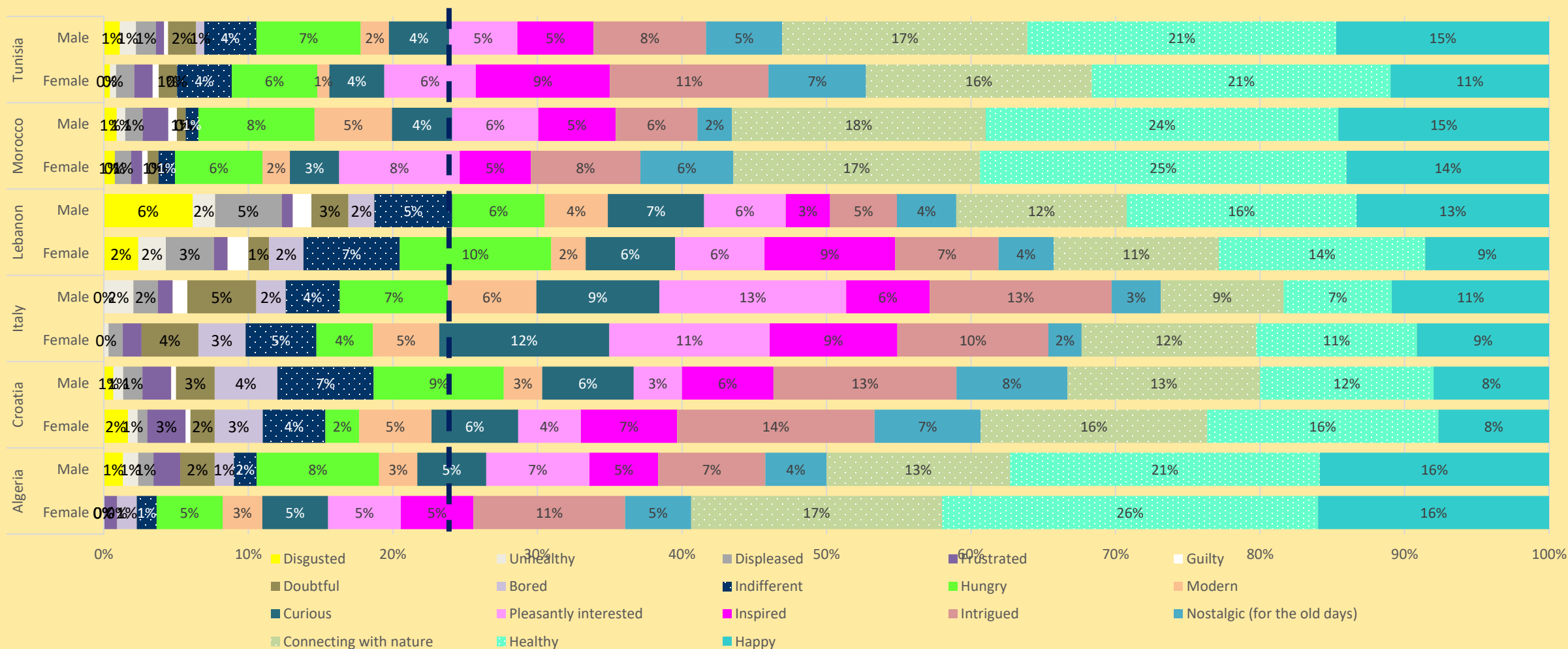


Image 15 – Wholemeal barley flour, «harmony with nature»

In this case, the chosen claim is a little more generic: it states that the barley has been cultivated «in harmony with nature». It shows a slightly weaker impact, which might, perhaps, be attributed to the fact that consumers are more used to reading generic claims.

Conteggio di D1 - IMAGE 15		D1 - IMAGE 15																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.9%	0.7%	1.7%	1.6%	1.1%	2.5%	2.6%	3.8%	5.3%	2.9%	7.2%	6.4%	6.8%	9.8%	5.1%	15.4%	16.9%	9.3%	100.0%
	25-34 years	1.7%	0.4%	2.1%	1.5%	1.9%	2.1%	2.8%	3.8%	6.0%	3.0%	7.7%	6.2%	5.8%	8.9%	5.3%	14.5%	17.5%	8.9%	100.0%
	35-44 years	0.4%	0.8%	1.5%	1.9%	0.9%	3.0%	2.5%	3.4%	4.9%	2.5%	7.2%	5.3%	6.3%	11.7%	5.3%	15.0%	16.7%	10.8%	100.0%
	45-54 years	0.8%	1.4%	1.7%	1.1%	0.6%	2.0%	1.4%	4.0%	5.6%	3.1%	5.6%	7.9%	7.6%	9.0%	5.1%	16.7%	17.8%	8.5%	100.0%
	55-65 years	0.0%	0.0%	0.8%	1.6%	0.0%	4.1%	5.7%	4.9%	3.3%	3.3%	8.9%	8.1%	10.6%	7.3%	3.3%	17.9%	13.0%	7.3%	100.0%
Male		2.3%	0.7%	2.5%	1.3%	0.5%	2.5%	1.7%	3.7%	7.8%	3.5%	5.2%	7.1%	4.7%	7.8%	4.5%	13.6%	17.2%	13.4%	100.0%
	25-34 years	1.8%	0.4%	2.5%	1.3%	0.9%	2.1%	1.9%	5.0%	8.3%	3.4%	4.4%	7.7%	4.4%	7.5%	3.2%	13.3%	18.1%	13.7%	100.0%
	35-44 years	2.1%	0.7%	2.0%	1.0%	0.4%	2.8%	1.6%	3.3%	8.5%	4.0%	5.7%	6.4%	4.0%	7.0%	5.6%	13.1%	19.2%	12.5%	100.0%
	45-54 years	3.5%	0.9%	2.6%	1.9%	0.5%	2.3%	2.1%	3.5%	8.0%	3.1%	5.9%	7.0%	6.6%	7.7%	4.9%	13.6%	11.7%	14.1%	100.0%
	55-65 years	2.0%	0.8%	3.6%	1.2%	0.0%	3.2%	0.8%	2.0%	4.4%	3.6%	4.8%	7.5%	4.4%	10.7%	4.0%	15.9%	17.9%	13.5%	100.0%
Total		1.7%	0.7%	2.1%	1.4%	0.8%	2.5%	2.1%	3.8%	6.8%	3.3%	6.0%	6.8%	5.6%	8.6%	4.7%	14.4%	17.1%	11.6%	100.0%

Image 15 – Wholemeal barley flour, «harmony with nature»

If we do not consider an «outlier group» (Lebanese female respondents), even in this case the overall reaction of respondents is positive, also involving interest and curiosity

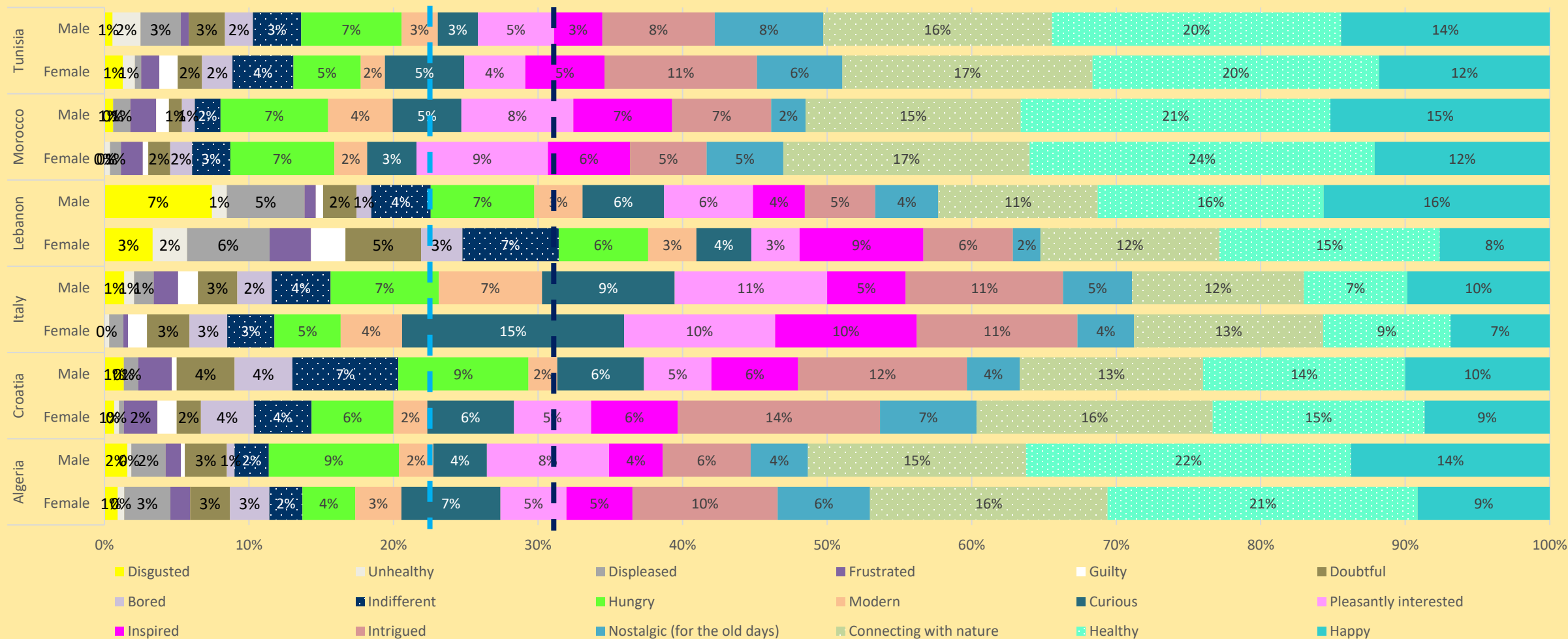


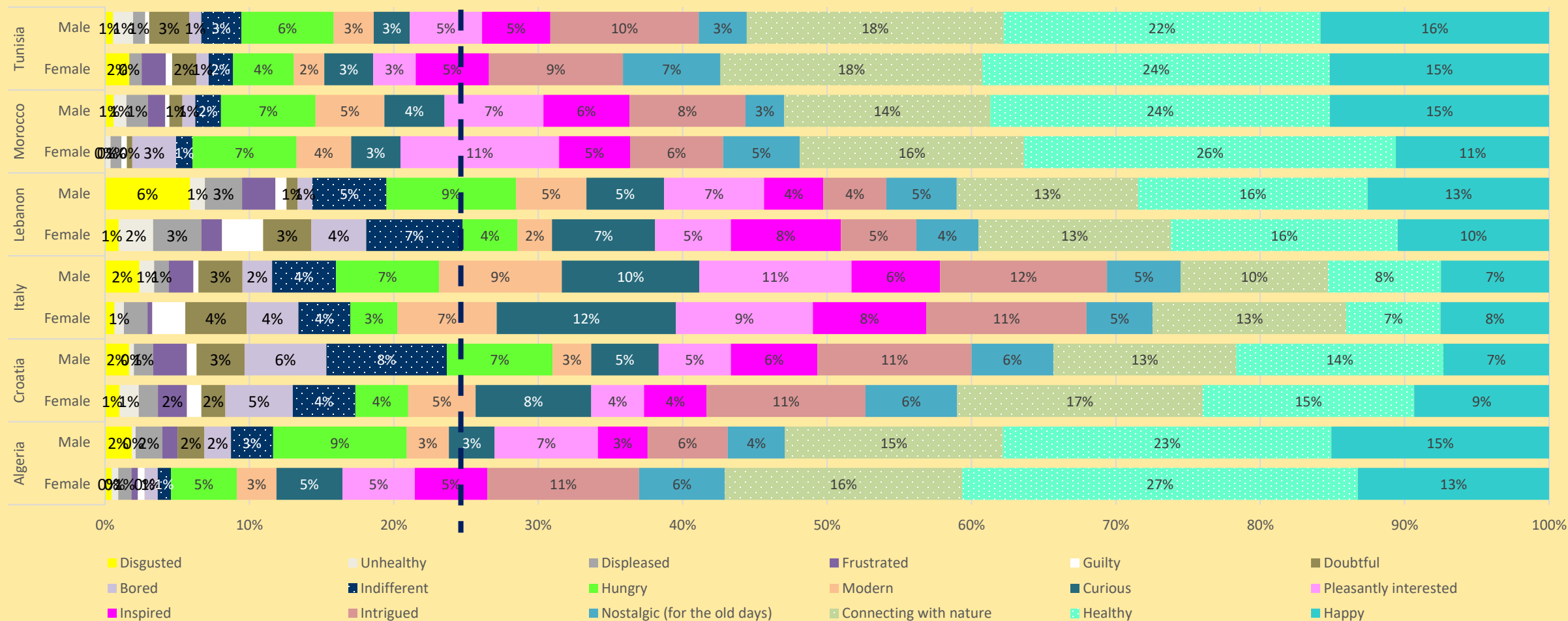
Image 16 – Wholemeal barley made with agroecology techniques

Also the focus on agroecology gives strength to the product profile: this product could be usefully promoted by means of statements regarding the addition, to recipes, of flavour and healthy nutritional elements.

Conteggio di D1 - IMAGE 16		D1 - IMAGE 16																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.8%	0.8%	1.4%	1.0%	1.2%	2.0%	2.9%	3.1%	4.4%	4.0%	6.8%	6.4%	5.8%	9.1%	5.5%	15.6%	18.4%	10.8%	100.0%
	25-34 years	0.8%	0.8%	1.3%	0.8%	1.7%	1.1%	2.4%	3.4%	4.5%	4.9%	6.2%	5.5%	5.1%	8.1%	5.1%	15.8%	19.8%	12.8%	100.0%
	35-44 years	0.9%	0.9%	1.9%	1.5%	1.1%	3.2%	2.8%	3.0%	4.9%	3.8%	7.0%	5.1%	4.7%	9.8%	6.3%	15.5%	16.7%	10.6%	100.0%
	45-54 years	0.6%	1.1%	1.4%	0.8%	1.1%	0.8%	3.1%	2.5%	4.0%	2.5%	6.8%	8.2%	7.1%	9.9%	5.9%	14.7%	19.5%	9.9%	100.0%
	55-65 years	0.8%	0.0%	0.0%	0.0%	0.0%	3.3%	4.9%	3.3%	3.3%	4.9%	8.1%	10.6%	9.8%	8.1%	3.3%	17.9%	16.3%	5.7%	100.0%
Male		2.2%	0.8%	1.6%	1.4%	0.4%	2.0%	1.9%	4.1%	7.7%	4.3%	4.8%	6.9%	5.0%	8.2%	4.2%	13.9%	18.1%	12.5%	100.0%
	25-34 years	1.5%	0.9%	1.9%	1.3%	0.4%	1.8%	2.7%	5.8%	8.7%	5.0%	4.6%	6.3%	4.9%	7.5%	2.7%	13.1%	18.6%	12.4%	100.0%
	35-44 years	2.0%	0.7%	1.3%	1.3%	0.6%	1.3%	1.4%	3.0%	7.3%	4.3%	4.7%	6.6%	4.3%	8.1%	4.3%	15.2%	20.9%	12.8%	100.0%
	45-54 years	3.1%	0.9%	1.6%	1.4%	0.2%	3.1%	2.1%	4.2%	8.0%	3.8%	5.2%	7.5%	6.3%	8.0%	5.4%	12.7%	12.4%	14.1%	100.0%
	55-65 years	3.6%	0.8%	1.2%	2.0%	0.0%	3.2%	1.2%	2.8%	5.6%	3.6%	4.8%	7.9%	4.8%	10.3%	6.3%	14.3%	18.3%	9.5%	100.0%
Total		1.6%	0.8%	1.5%	1.2%	0.8%	2.0%	2.4%	3.7%	6.3%	4.2%	5.6%	6.6%	5.3%	8.6%	4.8%	14.6%	18.2%	11.8%	100.0%

Image 15 – Wholemeal barley flour, «agroecology»

Large differences can be observed among respondents of different countries and gender. In Lebanon, Italy and Croatia the set of positive responses appears more segmented, divided between the various possible choices.



Wholemeal bread



Image 17
Basic product



Image 18
Soil, mountain
female
cooperative



Image 19
Self-produced fertilisers
mountain female cooperative



Image 20
Agroecology, sustainable future
Mountain female cooperative

Image 19 – Wholemeal bread, basic

As in the case of pasta, a basic, wholemeal bread is regarded as healthy, but is also associated with the «hunger» sensation.

Conteggio di D1 - IMAGE 17		D1 - IMAGE 17																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.7%	1.7%	1.2%	1.1%	0.5%	2.0%	2.9%	4.6%	15.9%	3.2%	6.8%	7.6%	5.3%	7.7%	3.7%	9.0%	18.2%	8.2%	100.0%
	25-34 years	0.6%	2.3%	1.1%	1.3%	0.4%	0.9%	2.3%	3.4%	15.3%	3.4%	8.1%	8.1%	4.7%	7.3%	3.8%	9.0%	19.4%	8.7%	100.0%
	35-44 years	0.8%	1.3%	0.9%	1.3%	0.4%	2.7%	3.6%	5.7%	15.9%	2.7%	6.3%	5.7%	5.3%	8.9%	3.8%	9.5%	17.2%	8.1%	100.0%
	45-54 years	0.6%	1.7%	1.7%	0.6%	0.8%	2.0%	1.7%	4.2%	16.1%	4.0%	6.5%	7.9%	6.2%	6.5%	4.0%	8.5%	18.4%	8.8%	100.0%
	55-65 years	0.8%	0.8%	0.8%	0.8%	0.0%	3.3%	5.7%	5.7%	17.9%	2.4%	4.9%	13.0%	4.9%	7.3%	2.4%	8.1%	16.3%	4.9%	100.0%
Male		1.9%	1.0%	1.9%	1.1%	0.3%	2.7%	2.5%	4.0%	16.2%	4.4%	5.7%	7.1%	3.7%	6.2%	3.4%	8.6%	17.8%	11.3%	100.0%
	25-34 years	1.3%	1.0%	1.5%	1.0%	0.3%	1.9%	1.8%	4.1%	17.4%	4.1%	5.8%	6.5%	3.2%	7.7%	2.9%	8.1%	19.2%	12.1%	100.0%
	35-44 years	2.6%	0.9%	2.1%	1.0%	0.6%	3.1%	2.6%	3.8%	16.0%	4.1%	5.1%	7.5%	3.0%	5.6%	3.6%	8.8%	18.7%	11.0%	100.0%
	45-54 years	1.4%	1.4%	1.9%	1.2%	0.2%	3.8%	3.8%	4.5%	16.4%	5.2%	6.6%	7.3%	5.2%	4.2%	3.8%	9.2%	14.8%	9.4%	100.0%
	55-65 years	2.8%	0.8%	2.4%	1.2%	0.0%	2.0%	2.4%	3.6%	13.5%	4.8%	5.6%	7.5%	4.8%	7.5%	3.2%	7.9%	17.1%	13.1%	100.0%
Total		1.4%	1.3%	1.6%	1.1%	0.4%	2.4%	2.7%	4.3%	16.1%	3.9%	6.2%	7.3%	4.4%	6.8%	3.5%	8.7%	18.0%	10.0%	100.0%

Even if it's a basic product, this bread generates a differentiated set of emotions

Image 17 – Basic wholemeal bread

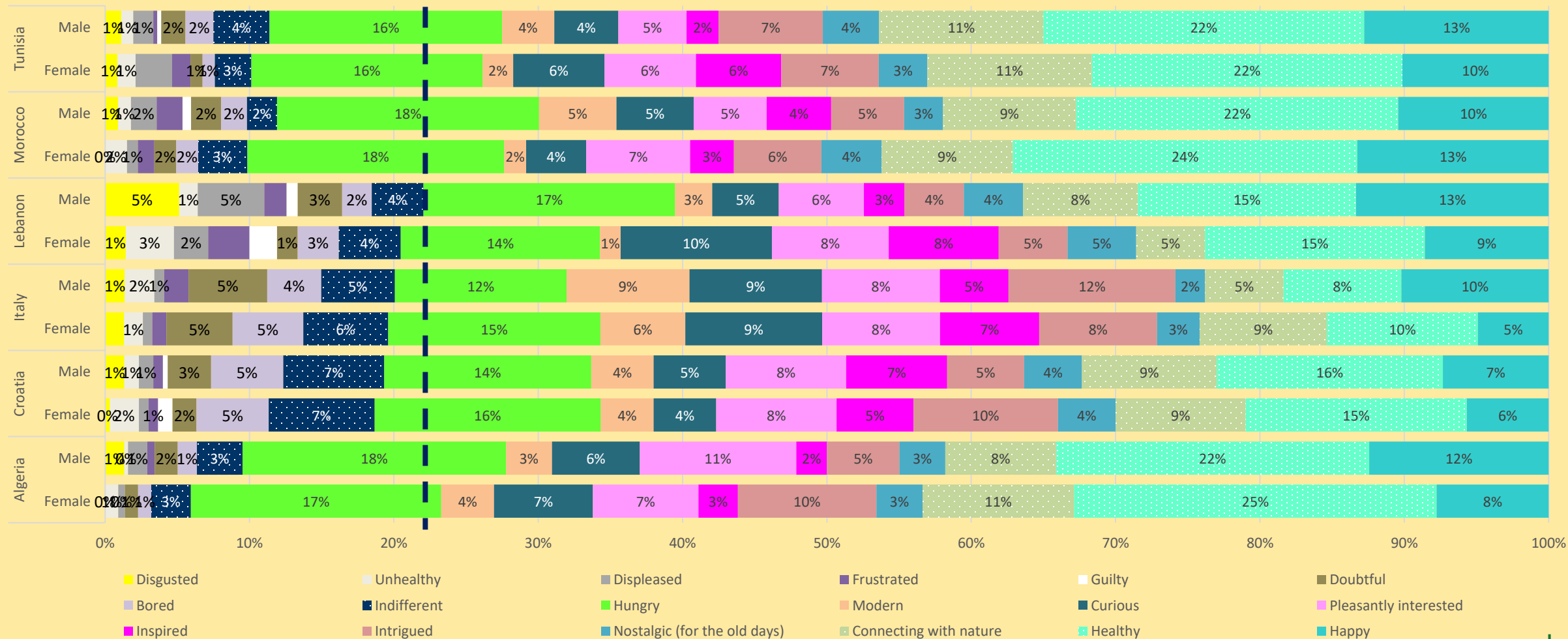


Image 18 – Bread, made from grains cultivated in the respect of soil

The introduction of claims (mountain, women cooperative, respect of soil) animates the profile of «sensations» perceived by respondents. Sensations of «appetite» remain significant, but are completed by manifestations of interest, curiosity, connection with nature.

	D1 - IMAGE 18																		
S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
	1.0%	1.2%	1.2%	1.8%	0.8%	2.0%	2.0%	3.1%	9.9%	3.8%	7.4%	7.0%	5.9%	9.2%	3.5%	12.7%	17.5%	10.0%	100.0%
25-34 years	1.5%	1.9%	1.3%	1.1%	0.8%	1.5%	1.1%	2.3%	9.2%	4.3%	6.2%	7.5%	5.1%	9.2%	4.7%	12.8%	18.6%	10.7%	100.0%
35-44 years	1.1%	0.8%	1.3%	2.1%	1.1%	1.5%	2.1%	3.4%	10.4%	3.0%	8.5%	6.3%	5.9%	10.0%	3.4%	11.7%	17.2%	10.0%	100.0%
45-54 years	0.6%	1.1%	1.4%	1.7%	0.6%	2.8%	2.8%	3.1%	10.2%	4.0%	7.1%	6.2%	7.1%	8.8%	2.5%	13.0%	17.2%	9.9%	100.0%
55-65 years	0.0%	0.0%	0.0%	3.3%	0.0%	3.3%	3.3%	5.7%	9.8%	4.1%	8.9%	10.6%	5.7%	7.3%	1.6%	15.4%	14.6%	6.5%	100.0%
	2.0%	0.8%	2.3%	1.6%	0.7%	2.4%	2.4%	3.9%	12.3%	4.2%	5.6%	7.3%	3.7%	6.7%	3.9%	12.2%	16.7%	11.0%	100.0%
25-34 years	1.0%	0.9%	2.4%	2.1%	0.6%	1.8%	2.4%	4.0%	13.4%	5.3%	5.6%	6.6%	3.8%	6.6%	3.2%	10.9%	18.0%	11.4%	100.0%
35-44 years	1.4%	0.9%	2.1%	1.0%	0.9%	3.0%	2.3%	3.6%	14.0%	3.8%	5.4%	7.3%	3.4%	6.4%	4.1%	12.3%	17.7%	10.5%	100.0%
45-54 years	3.5%	0.9%	2.8%	2.3%	1.2%	3.3%	3.1%	4.5%	11.0%	3.1%	5.2%	6.1%	4.9%	6.1%	4.5%	13.4%	13.4%	10.8%	100.0%
55-65 years	3.6%	0.4%	2.0%	0.8%	0.0%	1.2%	1.6%	3.6%	6.7%	4.0%	7.1%	11.5%	2.4%	8.7%	4.4%	13.9%	16.3%	11.9%	100.0%
	1.6%	1.0%	1.9%	1.7%	0.8%	2.2%	2.2%	3.6%	11.3%	4.0%	6.4%	7.2%	4.6%	7.8%	3.8%	12.4%	17.1%	10.6%	100.0%



Image 18 – Bread, made from grains cultivated in the respect of soil

With the introduction of claims regarding the production on mountains, by a female cooperative, in the full respect of soil, in this case generates a very low share of the feelings of indifference and negative feelings, and widens the differences in the appreciation profile among countries.

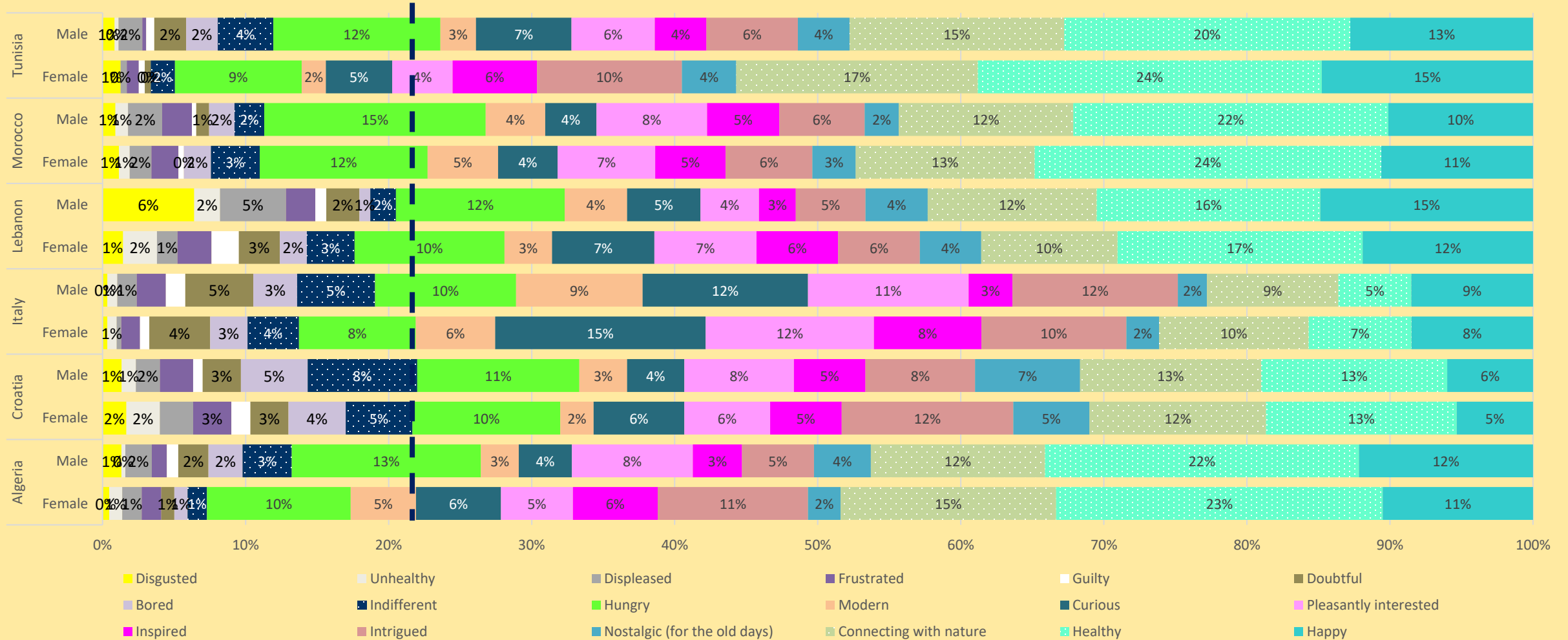


Image 19 – Wholemeal bread, claim about self production of fertilisers

The feeling of connection with nature is increased by the claim about the self production of fertilisers...

Conteggio di D1 - IMAGE 19		D1 - IMAGE 19																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		0.9%	1.3%	1.4%	1.7%	0.8%	1.9%	2.7%	3.5%	9.2%	2.9%	5.9%	7.0%	6.4%	9.2%	3.9%	14.0%	17.5%	9.6%	100.0%
	25-34 years	0.9%	1.1%	1.3%	1.1%	1.1%	0.8%	2.4%	2.4%	9.6%	3.8%	5.6%	7.5%	5.3%	8.3%	3.8%	15.6%	17.7%	11.5%	100.0%
	35-44 years	1.1%	1.7%	1.1%	1.7%	0.4%	1.9%	2.5%	4.2%	10.0%	2.5%	5.7%	5.5%	6.6%	10.0%	4.2%	13.3%	18.0%	9.7%	100.0%
	45-54 years	0.6%	1.4%	2.0%	2.0%	1.4%	2.8%	3.1%	3.4%	7.1%	3.1%	5.4%	7.1%	7.6%	10.2%	4.2%	12.4%	17.5%	8.8%	100.0%
	55-65 years	0.8%	0.0%	0.8%	3.3%	0.0%	4.1%	4.1%	4.9%	10.6%	0.8%	9.8%	11.4%	6.5%	7.3%	2.4%	14.6%	14.6%	4.1%	100.0%
Male		2.5%	1.0%	2.4%	1.9%	0.9%	2.2%	2.3%	3.4%	11.7%	3.8%	5.6%	6.4%	4.1%	7.2%	3.7%	12.6%	17.0%	11.3%	100.0%
	25-34 years	1.5%	0.9%	2.2%	1.9%	0.9%	1.5%	1.6%	3.7%	12.4%	4.0%	6.6%	6.3%	3.8%	7.1%	4.1%	11.4%	18.3%	11.8%	100.0%
	35-44 years	2.7%	1.6%	1.9%	1.6%	1.0%	2.8%	2.4%	2.7%	12.0%	4.6%	4.7%	6.1%	3.6%	6.8%	3.7%	13.0%	18.2%	10.7%	100.0%
	45-54 years	2.8%	0.5%	3.8%	3.1%	1.4%	3.1%	3.3%	4.0%	10.8%	2.8%	5.9%	5.9%	5.2%	7.0%	3.5%	12.7%	13.1%	11.3%	100.0%
	55-65 years	4.0%	0.8%	2.0%	1.2%	0.0%	1.2%	2.0%	4.0%	10.3%	2.8%	5.2%	8.3%	4.4%	8.7%	2.8%	14.7%	16.3%	11.5%	100.0%
Total		1.8%	1.1%	1.9%	1.8%	0.9%	2.1%	2.5%	3.5%	10.6%	3.4%	5.8%	6.7%	5.1%	8.1%	3.8%	13.2%	17.2%	10.6%	100.0%

Image 19 – Wholemeal bread, claim about self production of fertilisers

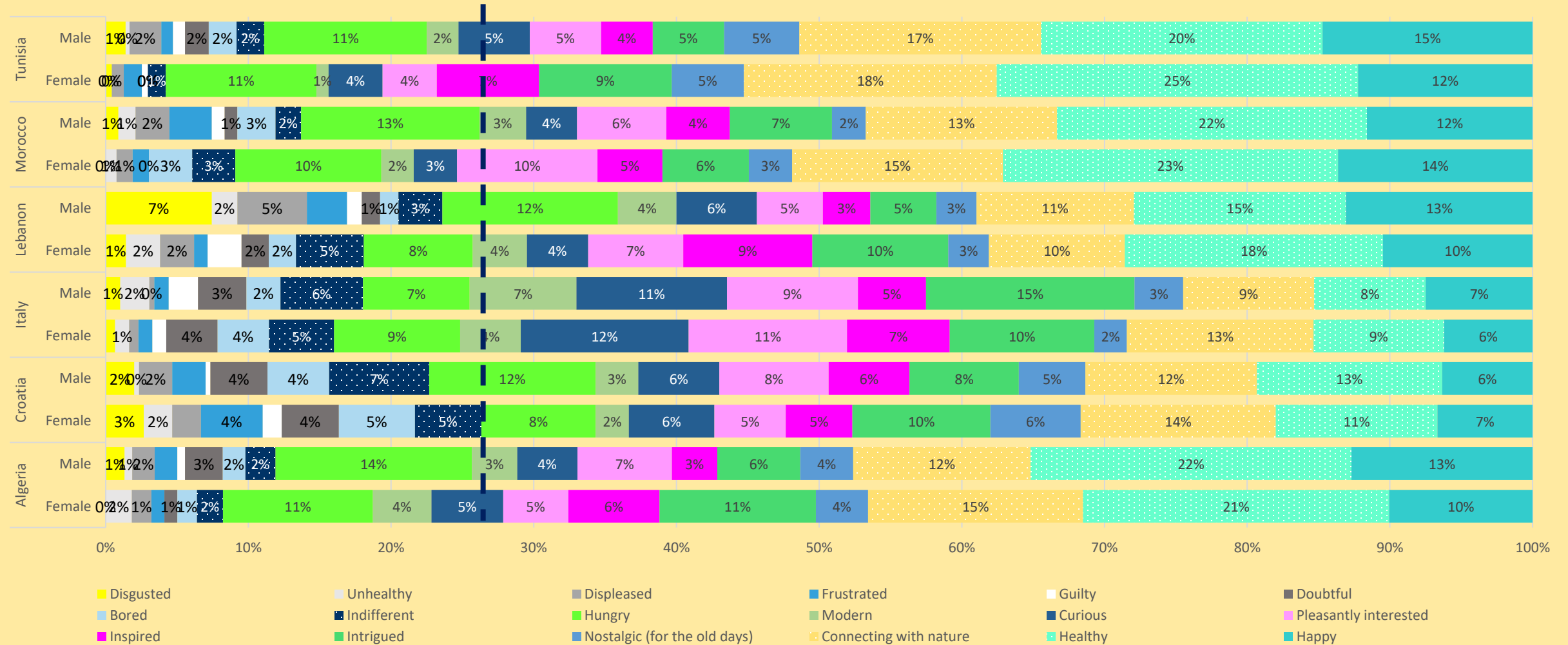
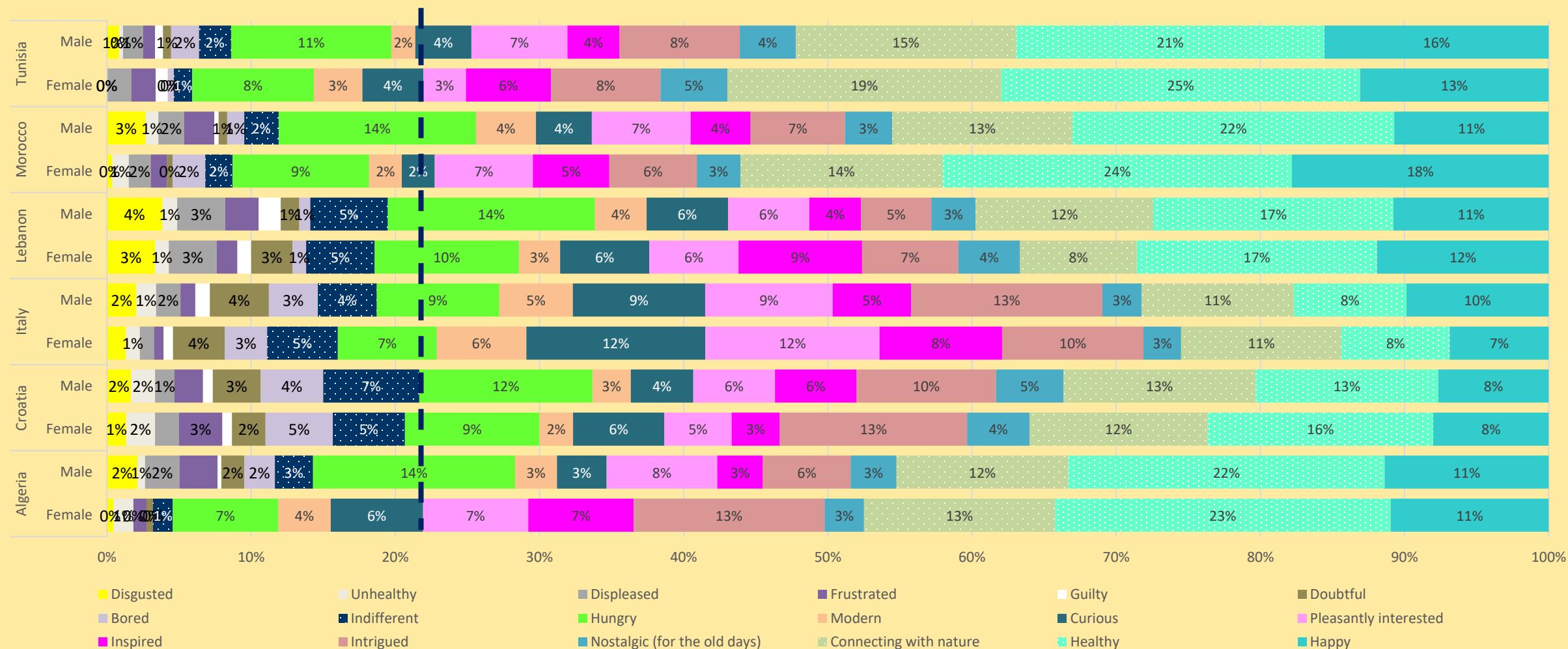


Image 20 – Wholemeal bread, claim about agroecology production techniques for grains

... whereas «agroecology» also makes a higher share of respondents feel «intrigued» ...

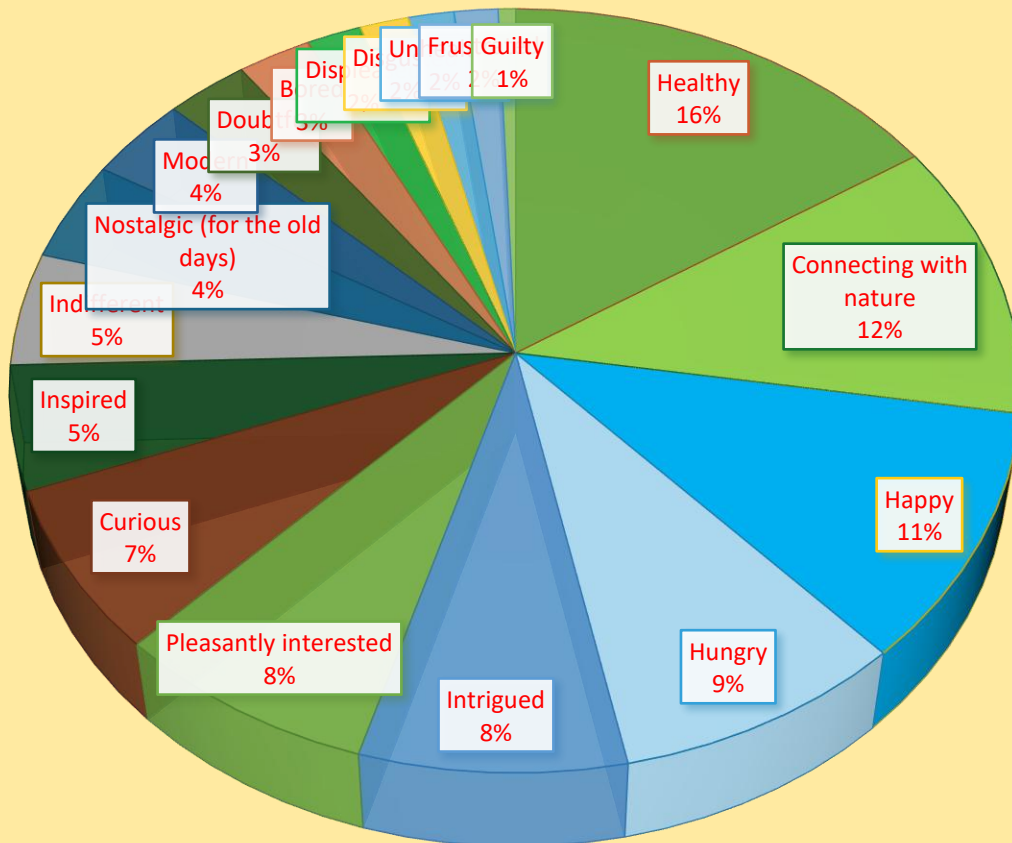
Conteggio di D1 - IMAGE 20		D1 - IMAGE 20																		
S1 - Gender	S2 - Age	Disgusted	Unhealthy	Displeased	Frustrated	Guilty	Doubtful	Bored	Indifferent	Hungry	Modern	Curious	Pleasantly interested	Inspired	Intrigued	Nostalgic (for the old days)	Connecting with nature	Healthy	Happy	Total
Female		1.1%	1.1%	1.5%	1.5%	0.5%	1.7%	2.1%	3.3%	8.5%	3.5%	6.5%	6.8%	6.4%	9.5%	3.6%	13.0%	18.2%	11.2%	100.0%
	25-34 years	1.5%	0.9%	1.1%	1.7%	0.8%	1.1%	1.9%	3.8%	8.3%	3.2%	6.0%	7.7%	5.6%	9.8%	4.1%	12.4%	17.9%	12.1%	100.0%
	35-44 years	1.1%	1.5%	1.9%	1.9%	0.2%	1.9%	1.9%	3.0%	8.9%	2.7%	6.4%	5.5%	5.5%	10.2%	3.8%	13.6%	18.9%	11.0%	100.0%
	45-54 years	0.8%	1.1%	2.0%	0.6%	0.8%	2.0%	2.3%	2.8%	7.3%	5.1%	6.2%	6.5%	7.9%	8.8%	2.8%	13.3%	18.6%	11.0%	100.0%
	55-65 years	0.0%	0.0%	0.0%	1.6%	0.0%	2.4%	3.3%	4.1%	11.4%	4.1%	9.8%	9.8%	8.9%	7.3%	2.4%	11.4%	14.6%	8.9%	100.0%
Male		2.2%	0.9%	2.0%	1.8%	0.7%	1.8%	2.2%	3.8%	12.4%	3.3%	5.0%	6.9%	4.2%	7.9%	3.4%	12.7%	17.5%	11.1%	100.0%
	25-34 years	2.4%	0.7%	2.5%	1.9%	0.4%	0.9%	1.6%	3.7%	13.7%	4.1%	5.5%	6.6%	3.5%	6.9%	2.9%	11.5%	18.7%	12.2%	100.0%
	35-44 years	1.7%	0.7%	2.0%	1.7%	1.3%	2.4%	2.6%	2.8%	12.7%	4.0%	4.7%	6.0%	3.1%	7.7%	4.1%	12.8%	19.1%	10.5%	100.0%
	45-54 years	3.1%	1.4%	2.1%	2.6%	0.5%	2.3%	2.8%	5.6%	10.8%	2.6%	4.9%	7.0%	7.3%	6.8%	3.1%	13.8%	12.2%	11.0%	100.0%
	55-65 years	2.0%	1.2%	0.8%	0.8%	0.4%	1.6%	1.6%	4.0%	11.1%	0.4%	4.4%	9.5%	3.6%	12.7%	3.6%	13.5%	19.0%	9.9%	100.0%
Total		1.8%	1.0%	1.8%	1.7%	0.6%	1.8%	2.1%	3.6%	10.8%	3.4%	5.6%	6.8%	5.1%	8.6%	3.5%	12.8%	17.8%	11.2%	100.0%

... significantly lowering the degree of «indifference» and, overall, negative sensations.



Ranking of the most chosen «sensations»

THE MOST CHOSEN SENSATIONS



Generally speaking, besides underlining the production on mountains, by a female cooperative, we should focus our communication on products on the following themes:

- Health
- Nature
- A happy mood

Ranking of the most chosen feelings, by country

	The most chosen emotions, excluding benchmark products						
	All countries	Algeria	Croatia	Italy	Lebanon	Morocco	Tunisia
Healthy	15.6%	20.8%	11.3%	7.1%	14.9%	20.1%	19.5%
Connecting with nature	12.6%	12.8%	13.0%	10.2%	10.9%	13.7%	14.8%
Happy	10.8%	11.9%	7.0%	9.0%	12.3%	11.9%	12.9%
Hungry	7.3%	8.3%	6.4%	5.7%	8.3%	8.3%	7.0%
Intrigued	8.1%	6.7%	11.7%	11.9%	5.6%	5.7%	7.1%
Pleasantly interested	7.5%	7.2%	5.9%	12.5%	5.7%	8.0%	5.9%
Curious	7.0%	5.5%	7.9%	12.3%	6.6%	4.7%	5.0%
Inspired	5.4%	4.4%	5.6%	6.7%	5.8%	4.9%	5.2%
Indifferent	4.7%	3.8%	6.5%	4.4%	5.1%	3.7%	4.6%
Nostalgic (for the old days)	4.0%	4.2%	5.3%	2.6%	3.7%	3.5%	4.9%
Modern	3.6%	2.9%	3.0%	6.3%	3.6%	3.6%	2.2%
Doubtful	3.0%	2.9%	3.7%	3.8%	2.5%	2.5%	2.4%
Bored	2.5%	1.9%	5.2%	2.7%	1.8%	1.9%	1.6%
Displeased	2.0%	1.7%	1.3%	1.0%	3.7%	2.3%	2.2%
Disgusted	1.8%	1.4%	1.5%	0.9%	4.6%	1.2%	1.3%
Unhealthy	1.6%	1.5%	1.6%	1.1%	2.0%	1.9%	1.5%
Frustrated	1.6%	1.7%	2.3%	1.0%	1.7%	1.6%	1.4%
Guilty	0.7%	0.3%	0.6%	0.8%	1.2%	0.5%	0.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Profile of respondents who chose the «healthy» and/or «connected with nature» sensations

These sensations are distributed rather transversally between the different segments, even if we can notice:

- a slightly higher percent of consumers living in Algeria, Morocco and Tunisia
- the ripartition according to gender is almost the same as overall respondents (slightly higher percent of females)
- a slightly higher percent of younger consumers
- a slightly higher percent of persons living in large cities
- A slightly higher percent of persons with a University degree

Concept tests in Italy (June-July 2024)

Beer with Rigoso water and bakery products with similar flours to those that were under experimental production



Concept tests and product test in Italy

On June 29th and 30th , 2024, a **MountainHER Open Day** was held in Rigoso (within the traditional yearly traditional event named “*Feria Grossa d’Rigoso*”), with the possibility for persons to take parte in a concept test with tasting, regarding:

- the first **beer of the project (named “Brigosa”)**, made (while waiting for the first production of barley and malt within the project) with Rigoso’s cooperative own spring water (with submission of a paper questionnaire);
- the first **bakery products of the project**, made (while waiting for a sufficient harvest of durum and barley within the project) with the same recipe as the one which had been chosen by a panel of Rigoso women (concept test by means of a product test). For bakery products, a sale trial was held: person who tasted the products could also buy them at launch prices.

Three other “parallel” events were organised with the (one in Parma at Azienda Stuard on July 3rd , one in Modena (July 2nd), at the Al Goblet pub; and one in Bologna (July 1st), at the Birrificio Emiliano pub) for the presentation of the project, and the presentation and tasting of the beer made with Rigoso spring water, with a label message strongly linked with the MountainHER project.



The events were communicated on Facebook and Linkedin

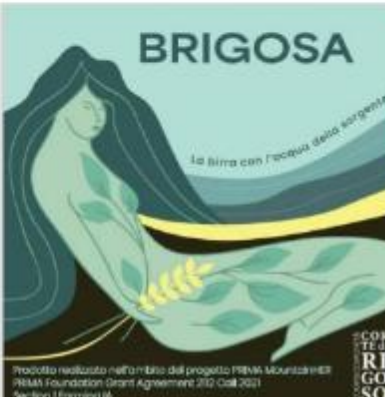

Corte di Rigoso
27 giugno · 🌐

Ricapitolando questo weekend a Rigoso avremo:

- 📅 **Sabato 29 Giugno:**
- 🌿 Dalle 10.30 - Visita ai campi del progetto PRIMA - MountainHer
- 🍷 Dalle 12.00 - Degustazione birra e presentazione della nostra Birra BRIGOSA (sempre nell'ambito del progetto PRIMA - MountainHer)
- 🎵 Musica e cena in piazza
- 📅 **Domenica 30 Giugno:**
- 🍷 Dalle 9.00 - La FIERA. Potrete fare incetta di prodotti locali, d'artigianato, sport e non solo.
- 🍷 Spine di birra sempre attive

#prodottikm0 #degustazioni #montagnachepassione #appenninotoscoemilano #mountainher #cooperativadicomunità #cortedirigoso #birraartigianale #progetti #fiera #estate


FERIA GROS D'


BRIGOSA
la birra con l'acqua della sorgente di

Per l'intera giornata un'esposizione mirata di
analisti e produttori locali che trasformeranno la
giornata in un tuffo nel passato, quando ancora
questo territorio era tappa essenziale tra parmaense
e sansepolcresi.

**DOMENICA 30 GIUGNO
DALLE 9.00 ALLE 19.00**

Prodotto realizzato nell'ambito del progetto PRIMA MountainHER
PRIMA Foundation Grant Agreement 2112 Call 2021
Section 1 Farming IA


Open Fields Srl ha creato un evento.
13 giugno · 🌐


PRIMA
Visita al campo sperimentale
del progetto MountainHER


BRIGOSA

Sabato 29 giugno 2024 ore 10:00
Visita al campo sperimentale del progetto MountainHER
presso il campo sperimentale di
Rigoso, nel comune di Corti (PR).

Programma

- Ore 10:00 - Visita al campo sperimentale del progetto MountainHER
- Ore 10:30 - Degustazione birra e presentazione della nostra Birra BRIGOSA (sempre nell'ambito del progetto PRIMA - MountainHer)
- Ore 12:00 - Musica e cena in piazza

Partecipanti: 4 - Persone interessate: 10



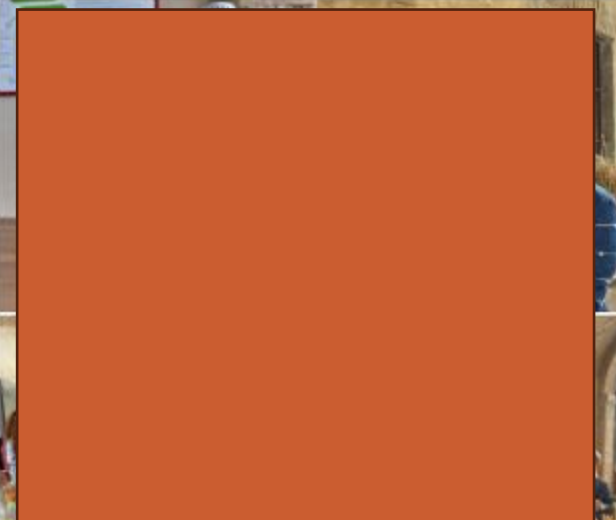

Podere Stuard Parma
8 luglio alle ore 17:52 · 🌐

🍷 Prove di assaggio per la nuova Brigosa, la birra di montagna realizzata con l'acqua di sorgente di Rigoso a Monchio della Corti.

🍷 Una birra nata dal territorio grazie al progetto europeo PRIMAProgram MountainHER che parla della nostra montagna e della volontà di valorizzarla e conoscerla anche attraverso il lavoro delle donne che la vivono. E ora non resta che degustarla!

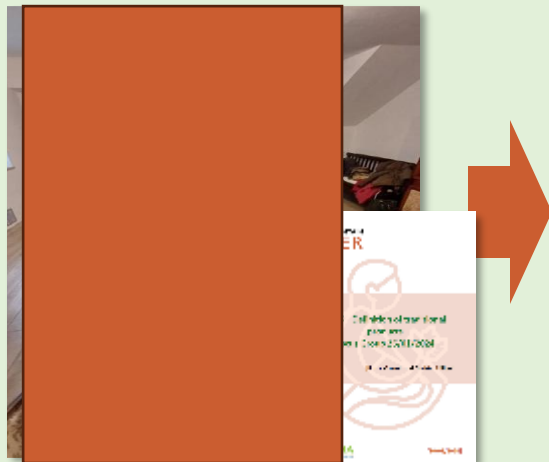
PARMA City of Gastronomy Parma Food Valley Visit Emilia
Corte di Rigoso Birificio Emiliano
Open Fields Srl

#poderestuard #parma #parmafoodvalley #mountainher #birraartigianale #degustazioni #montagna #appenninotoscoemilano

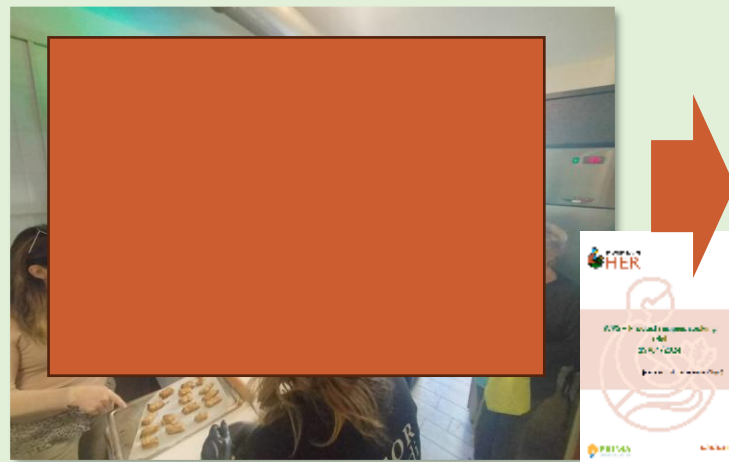


Vigna Cunial, PARMA City of Gastronomy e altri 21

Condivisori: 15



The focus group with Rigoso women to select recipes



The cooking trial and calibration of the selected recipes



The labels of the beer and bakery products

Beer and bakery products ready



Activities

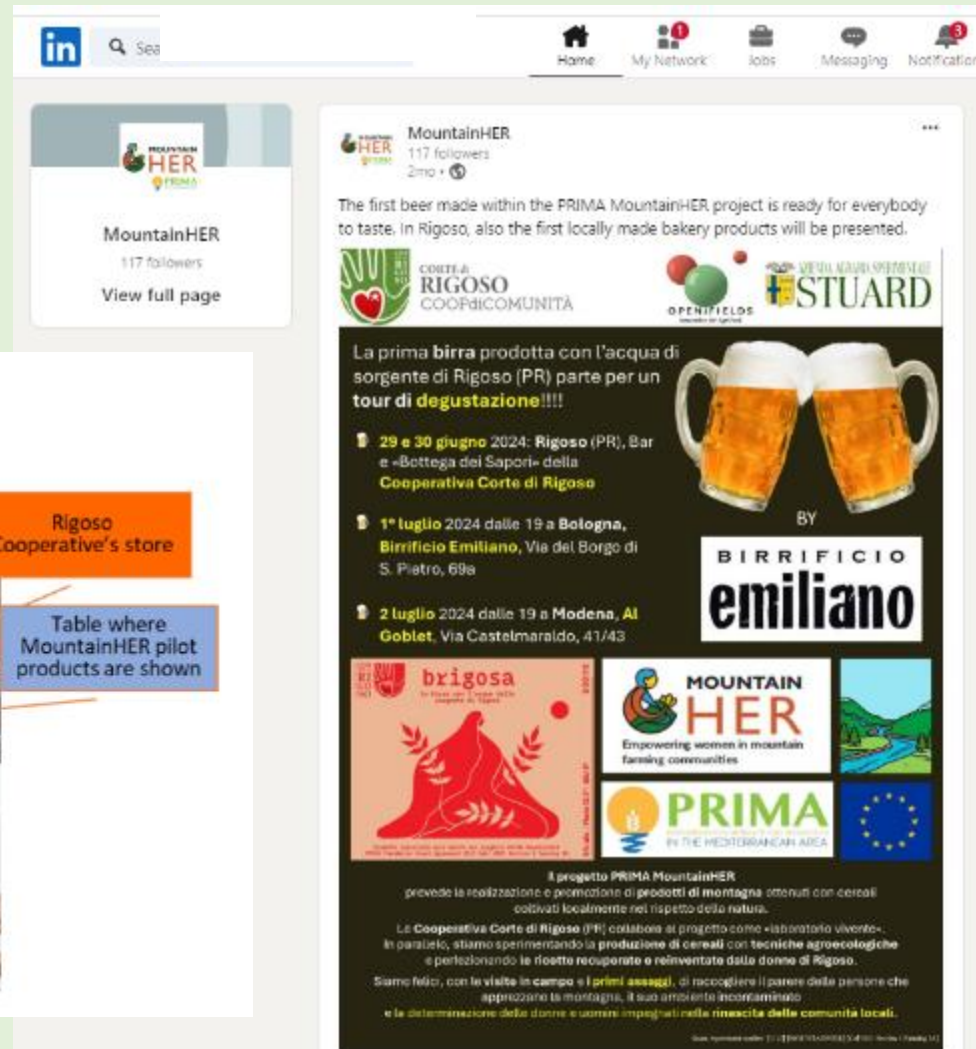
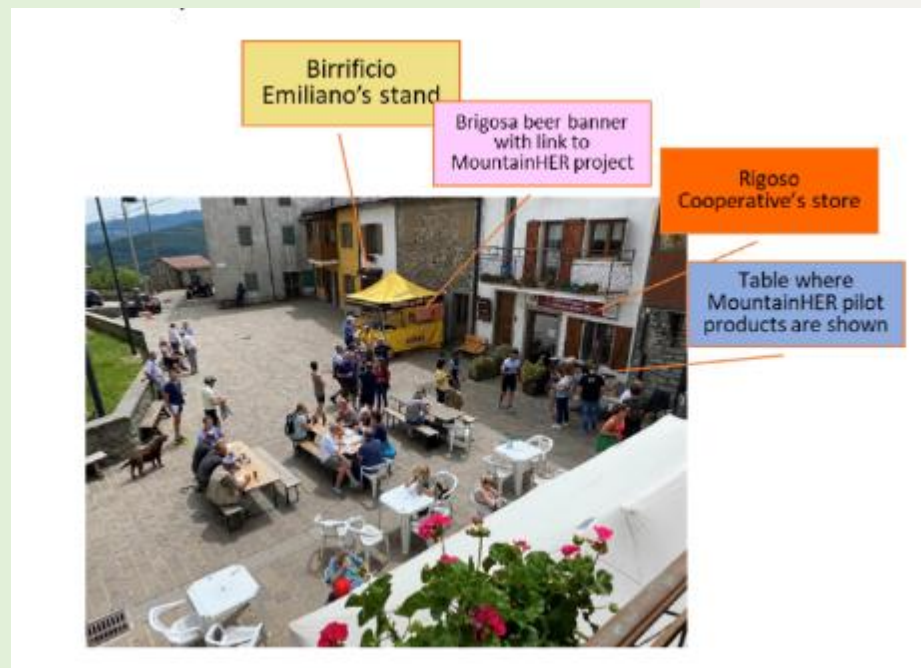
Tasting of the beer	A paper questionnaire (with questions both about the MountainHER project and about the beer, its concept, its positioning), was prepared and submitted to participants.
Tasting of the bakery products	A “launch price” for the bakery products was decided, and tasting samples were prepared and proposed together with the packs “on sale”.
Event in Rigoso	Birrificio Emiliano Stand was present during the event offering beer, whereas the Rigoso Cooperative bar was offering bakery products.
Promotion	The event has been accurately promoted: - on Open Fields’, Azienda Stuard’s and Cooperativa Corte di Rigoso’s social networks; - posters and leaflets have been prepared and distributed; - a banner resembling one of the beer labels has been made and shown during events.



Translation of the poster shown in the poster/ leaflet: “The PRIMA MountainHER project involves the creation and promotion of mountain products obtained with cereals grown locally in respect of nature. The Cooperativa Corte di Rigoso (PR) collaborates on the project as a living laboratory. In parallel, we are experimenting with the production of cereals with agroecological techniques and perfecting the recipes recovered and reinvented by the women of Rigoso. We are happy, with field visits and first tastings, to gather the opinions of people who appreciate the mountains, their pristine environment and the determination of the women and men involved in the rebirth of local communities. MOUNTAINHER's objective is: “Strengthening women's associations as a driving force for agroecological transformation, with the aim of generating income for mountain farming communities””.

Poster / leaflet / Facebook and LinkedIn post

The presentation of the first products made by the Corte di Rigoso Cooperative, within the MountainHER Project, with a member of the Cooperative board (Federico Bellegoni, M, to the left) and the vice president of the Cooperative (Manuela Gaiani, F, to the right)



Potato cake, packed, and presented for free tasting



Products sold in the 2 tasting days (launch prices for testing)

Product	Type	Indicative weight in the pack, grams	Number of sold packs in 2 days (29-30 June, 2024)	Launch price per pack	Launch price per kg
Barley biscuits	Biscuits with some barley flour	200	20	3.00 €	15.00 €
Potato cake	Cake with a base of pasta and a filling of onion, potato, leeks and Parmigiano-Reggiano, sold in slices	150	48	3.00 €	20.00 €
Focaccia	A sort of bread	125	60	1.00 €	8.00 €
Spongata	A traditional local sweet cake, with a complex recipe involving dried fruits	75	24	2.00 €	26.67 €



Beer concept test with tasting

70 respondents

Beer concept test with tasting: questionnaire - 1

Translation of the questionnaire

MountainHER Beer and Project Evaluation Sheet

Please read the following introduction.

The PRIMA Programme (Partnership for Research and Innovation in the Mediterranean Area) is a Euro-Mediterranean action approved by the European Parliament and the European Council, aiming to consolidate a structured long-term partnership in research and innovation in the Mediterranean area on 3 main thematic areas: 1) Water Management, 2) Sustainable Farm Management under the constraints of Mediterranean environments; 3) Sustainable Agri-food Value Chains for Regional and Local Development. The Programme is supported by the Horizon 2020 system of the European Union.

The PRIMA MountainHER project, active in 6 countries (Italy, Croatia, Algeria, Lebanon, Morocco and Tunisia) with the title «Strengthening women's associations as a driving force for agroecological transformation, with the aim of generating income for mountain farming communities» includes, among many interrelated activities, the creation and promotion of mountain products obtained with cereals grown locally in respect of nature. The Cooperativa Corte di Rigoso (PR) collaborates on the project as a «living laboratory». In parallel, in the project we are experimenting with the production of cereals with agroecological techniques and developing the first products, such as beer and recipes recovered and reinvented by the women of Rigoso.

What you are about to taste is the first craft beer produced in Italy, by the partner Birrificio Emiliano as part of the MountainHER project, for the moment with the local ingredient consisting of spring water from Rigoso, a village located 1,130 meters above sea level, in the Municipality of Monchio delle Corti (PR).

A) Very little anonymous information to understand who is carrying out the evaluation

Please select only one box, the one that corresponds to your characteristics (closed questions):

Gender

Age bracket

Area where you live (plains, hills, mountains)

What are mountains for you?

Do you work in the HoReCa sector?

Do you work in the retail sector?

Are you a journalist?

B) Your opinion on the project (degree of agreement, Likert scale)

- I appreciate the fact that the project brings mountain products to the city
- I think that mountain food products are not so “special”
- Food produced in the mountains is probably more “natural”
- I know what “agroecology” means and I am curious
- It is important that the project serves to strengthen the role of women through the development of skills and opportunities
- I don't know what “agroecology” means, but I would like to know more
- More than the agro-ecological techniques used to grow barley, I am interested in the beer being good
- I am curious to know what other products are made within the MountainHER project
- The explanation of the project made me want to visit the places where the activities take place
- This initiative leaves me indifferent
- It is important to support mountain cooperatives
- It is important to create jobs for women and young people in the mountains
- It is important to implement initiatives to combat the abandonment of mountain territories by people

Beer concept test with tasting: questionnaire - 2

C) Tasting of the beer

C1 Start the tasting by looking at the beer, then smelling it, and finally sipping it. Please put a cross for each descriptor in the table below (from “I don’t like it” to “I like it very much”).

C2) Give a general evaluation (number of stars from 1 to 5).

- Appearance
- Foam
- Olfactory intensity
- Olfactory finesse
- Effervescence
- Body
- Bitterness
- Retro-olfactory persistence

C3) Now choose an adjective for each variable.

Foam

fine
compact
creamy
adherent
persistent
Body
thin
structured
light
substantial
round

Scent

ordinary
normal
pleasant
attractive
elegant
Bitter
absent
perceptible
moderate
firm
strong

C4) Would you buy this beer?

- I would surely NOT buy it
- I am not sure
- I would probably buy it

C5) Last question, very important! In the hypothesis that a half-liter bottle of “common” beer costs €1.70, how much do you think this beer you have tasted could cost, to have the right value but at the same time be affordable?

It should cost a maximum of _____ euros.

Beer concept test with tasting: respondents

Persons willing to taste the Brigosa beer were invited to answer a questionnaire, both in Rigoso and in Parma. 70 persons took part in the survey. 43 in Rigoso (June 29th) and 27 in Parma (July 3rd).

Among respondents, few journalists and persons working in HoreCa and/ or retail were present: 1 journalist in Parma and 1 in Rigoso, 3 persons working in the catering sector in Parma and 5 in Rigoso, 1 working in the food retail sector in Parma and 4 in Rigoso.

Males, and mature persons, were more interested in the tasting than females and younger persons (21 female respondents against 49 male ones, prevalence of persons in the 56-70 age bracket).

Most respondents live in plains, also among those who took part in the Rigoso event. It should be observed that most of the (now adult) children of Rigoso residents chose to study, work and live in the cities of Parma or La Spezia, although they often visit their relations, in the weekend and/or in summer, and are extremely active members of the Corte di Rigoso Cooperative, very interested in creating opportunities for the area to recover a growth trend.

/Respondents by age and gender

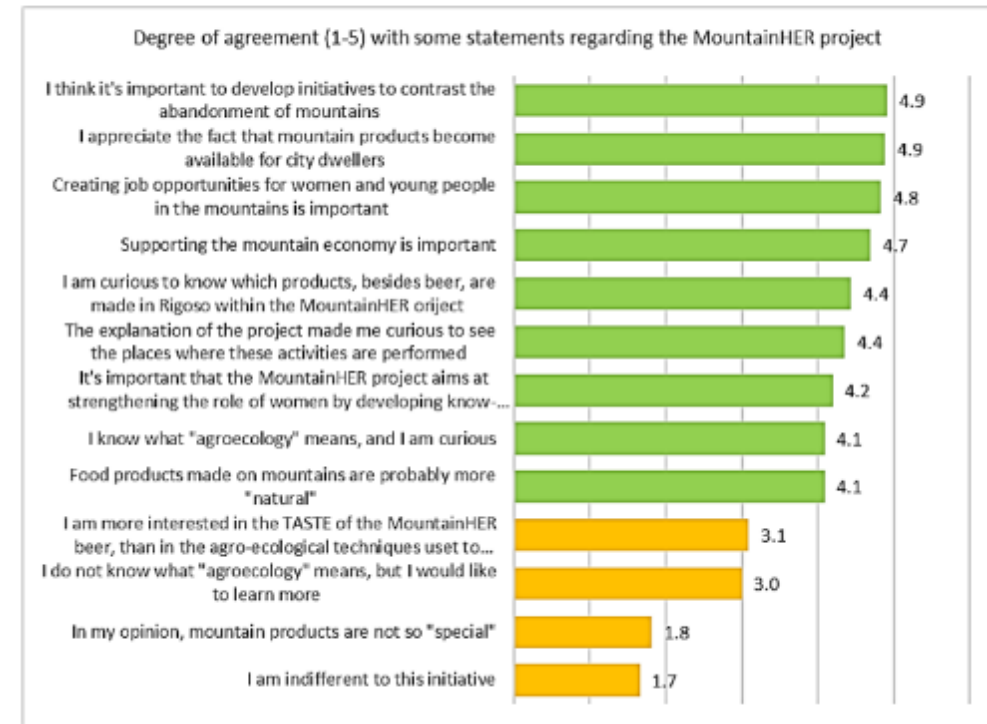
Number of respondents Location and gender	Age brackets						Total
	18-25	26-35	36-45	46-55	56-70	>70	
Parma-Stuard Store	3	9	5	2	8		27
females	1	2	1	1			5
males	2	7	4	1	8		22
Rigoso-Corte di Rigoso Bar	7	7	14	1	13	1	43
females	4	2	5		5		16
males	3	5	9	1	8	1	27
Total	10	16	19	3	21	1	70
% of respondents Location and gender	Age brackets						Total
	18-25	26-35	36-45	46-55	56-70	>70	
Parma-Stuard Store	4%	13%	7%	3%	11%	0%	39%
females	1%	3%	1%	1%	0%	0%	7%
males	3%	10%	6%	1%	11%	0%	31%
Rigoso-Corte di Rigoso Bar	10%	10%	20%	1%	19%	1%	61%
females	6%	3%	7%	0%	7%	0%	23%
males	4%	7%	13%	1%	11%	1%	39%
Total	14%	23%	27%	4%	30%	1%	100%

Answers to the first question: the perception of Mountains and of the MountainHER project

Respondents mostly love mountains because of nature and landscapes, but also good food and sporting opportunities are appreciated. Their perception of the MountainHer project was evaluated by means of Likert scale questions, i.e. by asking the degree of agreement (1 = min, 5 = max) with a few statements. The most appreciated features of the project were: a possible increased availability of mountain products for city dwellers, and the creation of opportunities and know-how to contrast the problem of the abandonment of mountain areas by their population. In the following positions, consistently, we find the creation of job opportunities for women and young people in the mountains, and the support to the mountain economy.

The MountainHER project also generates curiosity and desire of a deeper knowledge of the mountain areas and, to a lesser extent, of the agro-ecological techniques. Negative sentences did not encounter the favour of respondents.

Evaluation of some elements of the MountainHER project



Beer tasting

As regards the **tasting of the beer**, the key evaluation elements obtained, on average, good evaluations, even with the indication to strengthen the elements of olfactory finesse, olfactory intensity and sparklingness.

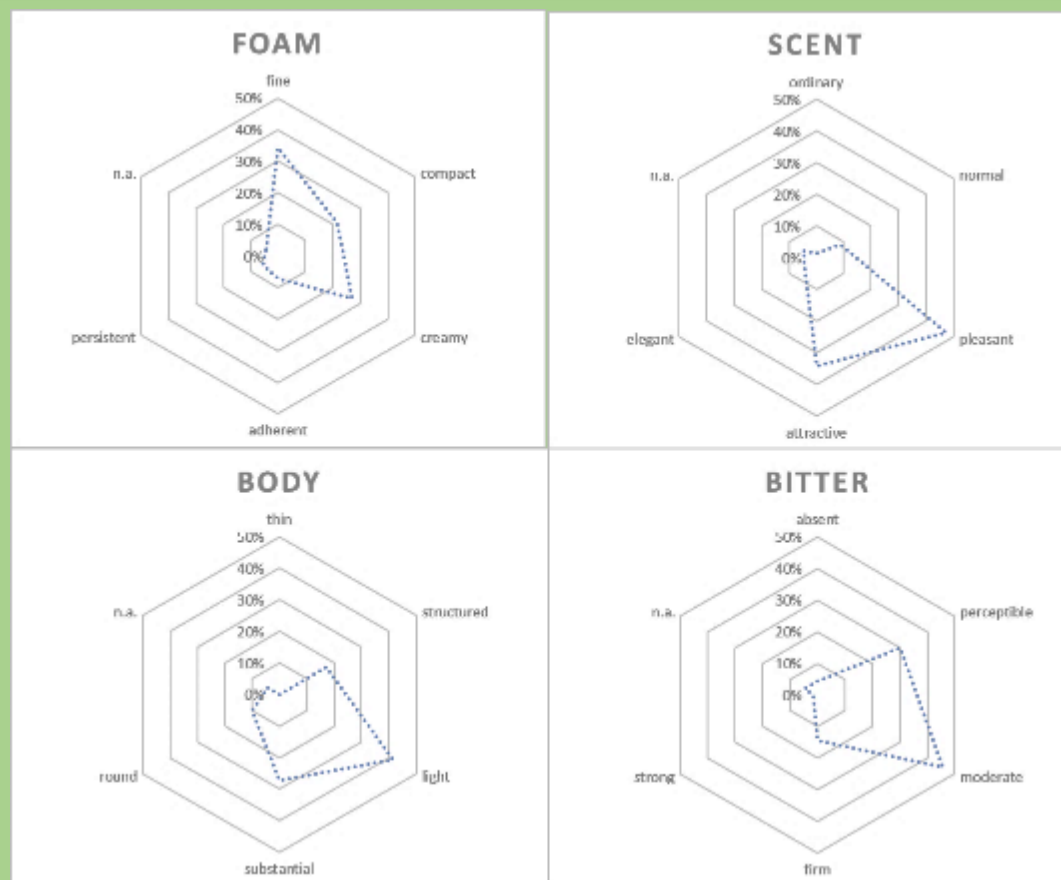
The radar graphs show that the foam is mostly regarded as creamy and fine, the scent as pleasant and attractive, the body as rather light and the bitter moderate / perceptible

General evaluation

Considering 1 as the minimum vote and 5 as the maximum one, Brigosa obtained, by respondents, an average vote of 4.2, higher in Rigoso than in Parma, and **80% respondents stated that they would probably buy it** (13% not sure, 7% did not answer).



	General aspect	Foam	Olfactory intensity	Olfactory finesse	Sparklingness	Body	Bitter	Retro-olfactory persistence
I like it very much	43	25	29	27	28	36	29	34
I rather like it	27	39	29	27	30	26	28	30
Nothing special	0	3	10	14	10	7	9	4
I do not like it very much	0	2	2	2	1	1	3	2
I do not like it at all	0	0	0	0	0	0	1	0



Willingness to pay

Respondents were also asked to consider a benchmark (a common beer sold in the area, at the price that was indicated at 1,70 **euros for the half litre bottle**), and, in according to their evaluation, state a possible price for the Brigosa beer in a similar bottle, so that this beer was correctly valorised while remaining affordable. Proposed prices show a high variability (indicatively from 2 to 6 euros per ½ litre bottle), and the overall average price was € 3.90.

Brigosa's possible price: synthetic evaluation by survey respondents

Location and kind of respondents	Average of the General evaluation (min. 1, max 5), euros per half litre bottle
Parma-Stuard Store	3.8
females	3.8
Plains	3.8
males	3.8
Plains	3.8
Hills	3.3
Rigoso-Corte di Rigoso Bar	4.5
females	4.7
Plains	4.6
Hills	4.7
Mountains	5.0
males	4.4
Plains	4.6
Hills	3.0
Mountains	4.4
Totale complessivo	4.2

Brigosa: price evaluation by survey respondents on the occasion of the beer tasting

Place	Residence	Gender	Age	n° respondents	% of respondents	Average price, €/0.5l bottle, with "benchmark" (opt., (€1.70 for half litr))
Parma-Stuard Store						
	Plains			27	39%	2.97 €
		female		23	33%	2.92 €
			18-25	5	7%	3.20 €
			26-35	1	1%	2.00 €
			36-45	2	3%	3.00 €
			46-55	1	1%	4.50 €
		male		1	1%	3.50 €
			26-35	18	26%	2.84 €
			36-45	6	9%	2.60 €
			56-70	4	6%	3.10 €
			46-55	7	10%	2.67 €
	Hills			1	1%	4.00 €
		male		4	6%	3.23 €
			18-25	4	6%	3.23 €
			26-35	2	3%	4.00 €
			56-70	1	1%	2.40 €
				1	1%	2.50 €
Rigoso-Corte di Rigoso Bar						
	Plains			43	61%	4.46 €
		female		27	39%	4.51 €
			18-25	10	14%	4.57 €
			26-35	2	3%	4.10 €
			36-45	4	6%	4.50 €
			56-70	4	6%	4.88 €
		male		17	24%	4.47 €
			18-25	3	4%	3.57 €
			26-35	2	3%	6.15 €
			36-45	7	10%	4.67 €
			56-70	4	6%	4.50 €
			>70	1	1%	2.50 €
	Hills			7	10%	4.07 €
		female		4	6%	4.50 €
			26-35	2	3%	3.50 €
			36-45	1	1%	5.00 €
			56-70	1	1%	6.00 €
		male		3	4%	3.50 €
			56-70	2	3%	2.75 €
			46-55	1	1%	5.00 €
	Mountains			8	11%	4.50 €
		female		2	3%	5.75 €
			18-25	2	3%	5.75 €
		male		6	9%	4.08 €
			26-35	3	4%	5.00 €
			36-45	2	3%	3.50 €
			56-70	1	1%	2.50 €
	n.a.			1	1%	5.50 €
		male		1	1%	5.50 €
			56-70	1	1%	5.50 €
Totale / media				70	100%	3.90 €

Product test in Italy (September 20th, 2024)

Wheat and barley were harvested in Rigoso, so biscuits and focaccia, made with MountainHER flours, could undergo a product test

22 respondents



The product test

The product test, with tasting of biscuits and focaccia made with MountainHER flours, was held in front of the Azienda Agraria Sperimentale Stuard store in Parma.

Consumers could taste the products, and receive a free sample, if they filled in a questionnaire, regarding: an evaluation of the products, a measure of the willingness to pay, and an evaluation of the elements of the MountainHER project that could justify a higher-than-average price.

The product test: questionnaire - 1

First of all, respondents were asked to read a presentation of the project, to set the context

Product Evaluation Form for Baked Goods and the MountainHER Project

Please read the following introduction.

The PRIMA Program (Partnership for Research and Innovation in the Mediterranean Area) is a Euro-Mediterranean initiative approved by the European Parliament and the European Council. It aims to establish a long-term structured partnership for research and innovation in the Mediterranean region, focusing on three main areas:

1. Water Management,
2. Sustainable Farm Management under Mediterranean environmental constraints,
3. Sustainable agri-food value chains for regional and local development.

The program is supported by the Horizon 2020 system of the European Union.

The PRIMA MountainHER project, active in six countries (Italy, Croatia, Algeria, Lebanon, Morocco, and Tunisia), titled *"Empowering women's associations as a driving force for agroecological transformation, with the aim of generating income for mountain farming communities,"* involves, among many interrelated activities, the production and promotion of mountain products made from locally grown cereals in harmony with nature. The Corte di Rigoso Cooperative (PR) is collaborating on the project as a "living laboratory." Simultaneously, we are experimenting with growing cereals using agroecological techniques and developing the first products, such as beer and recipes recovered and reinvented by the women of Rigoso, a village located at 1,130 meters above sea level in the municipality of Monchio delle Corti (PR).

The baked products you are about to taste (focaccia and cookies) are prototypes made from wheat grown by members of the Corte di Rigoso Cooperative as part of the MountainHER project.

The product test: questionnaire -2

A few elements were asked
for segmentation

A) A few anonymous details to understand who is doing the evaluation

Please select only one box that matches your characteristics:

Gender:

- ☐ M
- ☐ F
- ☐ Other
- ☐ Prefer not to answer

Age group (years):

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-70
- ☐ Over 70

Area where you live:

- ☐ Plain
- ☐ Hill
- ☐ Mountain

What does the mountain mean to you? (SELECT ONE ONLY):

- ☐ Nature
- ☐ Sport
- ☐ Landscapes
- ☐ Relaxation
- ☐ Good food
- ☐ Indifferent
- ☐ Other

Do you work in the restaurant industry?

- ☐ Yes
- ☐ No

Do you work in retail?

- ☐ Yes
- ☐ No

Are you a journalist?

- ☐ Yes
- ☐ No



The product test: questionnaire - 3

A simple tasting evaluation followed, before focusing on the value proposition and the willingness to pay.

B) The Tasting

B1) How much do you like the COOKIES, from 1 to 5?

Please put a checkmark on the number of stars that corresponds to your evaluation (1 star = very little, 5 stars = very much):

B2) How much do you like the FOCACCIA, from 1 to 5?

Please put a checkmark on the number of stars that corresponds to your evaluation (1 star = very little, 5 stars = very much):

B3) Would you regularly purchase these products?

- ☐ None of them
- ☐ Only the cookies
- ☐ Only the focaccia
- ☐ Both
- ☐ I don't know

The product test: questionnaire – 4 (acceptable price, focaccia)

C) The Value

C1) CONSIDERING A PIECE OF FOCACCIA LIKE THE ONE YOU SEE IN THE PACKAGE

In the table below, please mark:

- WITH LETTER A the price that would be so low it would make you doubt the product's quality
- WITH LETTER B the price at which you would consider purchasing the product as a bargain
- WITH LETTER C the price at which the product would start to become too expensive for you

PLEASE SELECT ONLY THREE VALUES: ONE WITH LETTER A, ONE WITH LETTER B, AND ONE WITH LETTER C

A = too low, B = great deal, C = starts to become too expensive

Price	A	B	C
50 cents			
55 cents			
60 cents			
65 cents			
70 cents			
75 cents			
80 cents			
85 cents			
90 cents			
95 cents			
1 euro			
1.25 euros			
1.50 euros			
1.55 euros			
1.60 euros			
1.65 euros			
1.70 euros			
1.80 euros			
1.90 euros			
2 euros			

Price for a focaccia pack



↓

The product test: questionnaire – 5 (acceptable price, biscuits)

C2) CONSIDERING A PACK OF COOKIES LIKE THE ONE PRESENTED HERE

In the table below, please mark:

- WITH LETTER A the price that would be so low it would make you doubt the product's quality
- WITH LETTER B the price at which you would consider purchasing the product as a bargain
- WITH LETTER C the price at which the product would start to become too expensive for you

PLEASE SELECT ONLY THREE VALUES: ONE WITH LETTER A, ONE WITH LETTER B, AND ONE WITH LETTER C

A = too low, B = great deal, C = starts to become too expensive

Price	A	B	C
1 euro			
1.50 euros			
1.75 euros			
1.90 euros			
2 euros			
2.50 euros			
2.75 euros			
2.90 euros			
3 euros			
3.50 euros			
3.75 euros			
3.90 euros			
4 euros			
4.50 euros			
4.75 euros			
4.90 euros			
5 euros			
5.50 euros			
5.75 euros			
6 euros			

Price for a 10 biscuits, 100 grams pack



↓

The product test: questionnaire – 6 («MountainHER» elements that can «justify» higher-than- average prices) – Likert scale

C3) In our opinion, these products should be priced slightly higher than "common" products.

What do you think?

Below are some reasons for our opinion: please indicate how much you agree with each reason for a higher price (1 = strongly disagree; 5 = strongly agree):

Reason	5 (Strongly agree)	4	3	2	1 (Strongly disagree)
They are mountain products made available to city people	☐	☐	☐	☐	☐
Being produced in the mountains, they are probably more "natural"	☐	☐	☐	☐	☐
They are produced with agroecological techniques that respect the environment	☐	☐	☐	☐	☐
The project aims to provide job opportunities in the mountains for women and young people	☐	☐	☐	☐	☐
The project seeks to empower women and young people in the mountains	☐	☐	☐	☐	☐
It is an initiative to counter the abandonment of our mountains	☐	☐	☐	☐	☐
The products are particularly tasty	☐	☐	☐	☐	☐
The products are traditional	☐	☐	☐	☐	☐
The ingredients are genuine	☐	☐	☐	☐	☐

Respondents

n° of respondents	Age				Total
	26-35	46-55	56-70	more than 70	
Gender					
F	3	10	4	1	18
M	1		2	1	4
Total	4	10	6	2	22

n° of respondents	Gender			
	F	M	Total	
Perception of Mountain				
Nature		9	1	10
Landscapes		4	1	5
Relax		2	1	3
Sport		2		2
Indifferent		1		1
Other (lifestyle)			1	1
Total		18	4	22

The characteristics of the 22 respondents reflect those of the main shoppers at Azienda Stuard's store (mature women, living in Parma, therefore in plains).

For these city dwellers, mountains are mostly appreciated because of nature and landscapes.

3 respondents (2 women and 1 man) work in the retail sector, and 1 respondent (female) is a journalist.

Product evaluation

Average evaluation of biscuits (tasting), 1 = very low, 5 = very high)					
	Age				
Gender	26-35	46-55	56-70	more than 70	Average
F	4.7	4.6	4.5	5.0	4.6
M	4.0		3.5	5.0	4.0
Total	4.5	4.6	4.2	5.0	4.5

Average evaluation of focaccia (tasting), 1 = very low, 5 = very high)					
	Age				
Gender	26-35	46-55	56-70	more than 70	Average
F	4.0	4.6	3.3	3.0	4.1
M	4.0		4.5	4.0	4.3
Total	4.0	4.6	3.7	3.5	4.1

After tasting, focaccia and biscuits were much appreciated, with a higher score for biscuits (average mark: 4.5), as confirmed by the intentions to buy (15 respondents would *regularly* buy both in the future, but 4 respondents would buy the biscuits only).

Would you regularly buy these products (biscuits and/ or focaccia)?	N° of respondents
Both	15
Only the biscuits	4
I do not know	2
Only the focaccia	1
Total	22

Prices

According to these evaluations by consumers, the biscuits could be sold at more than 3 euros per pack (30 euros per kg).

	AVERAGE OF SELECTIONS, € per pack	
	Pack with one slice of focaccia	Pack with 10 biscuits
A price so low that would make me doubt the quality of the product	0.70 €	1.35 €
The price at which I would consider the purchase of this product a bargain	1.31 €	2.94 €
The price at which this products start to become too high for me	1.87 €	4.62 €

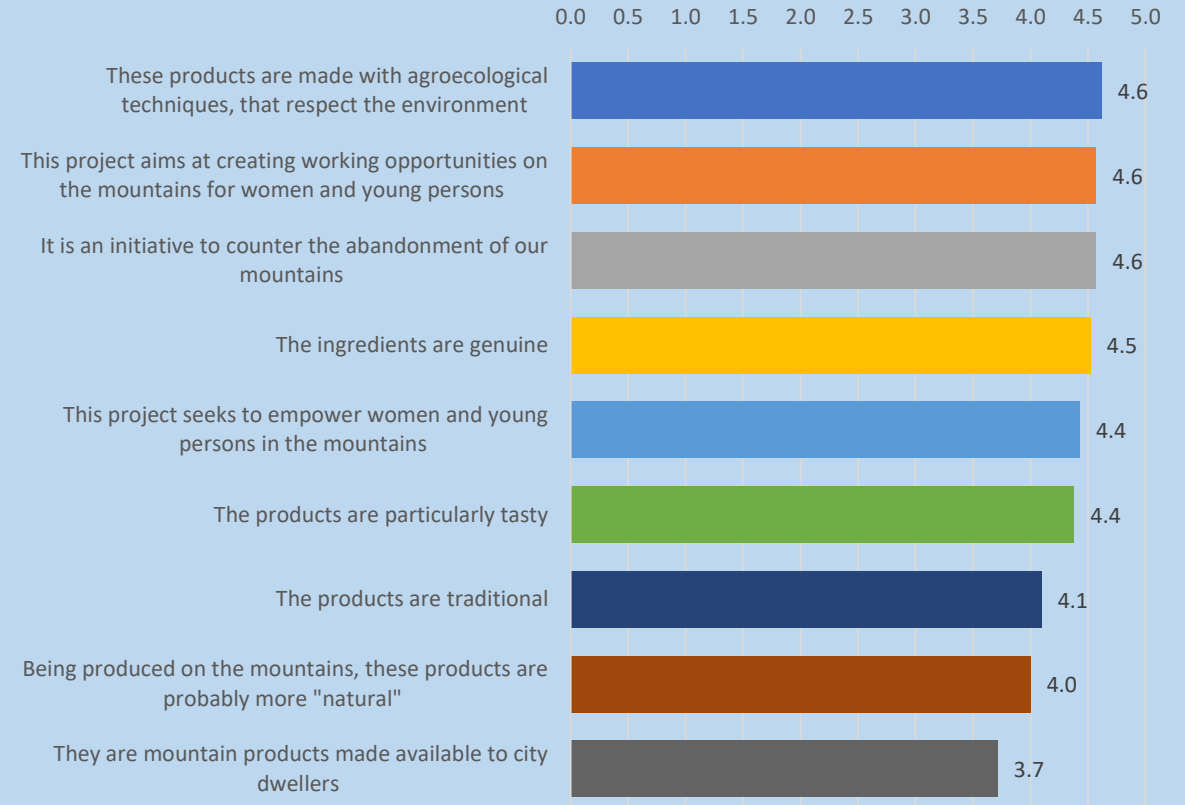
	MINIMUM SELECTED VALUES, € per pack	
	Pack with one slice of focaccia	Pack with 10 biscuits
A price so low that would make me doubt the quality of the product	0.50 €	1.00 €
The price at which I would consider the purchase of this product a bargain	0.90 €	1.50 €
The price at which this products start to become too high for me	1.25 €	1.75 €

	MAXIMUM SELECTED VALUES, € per pack	
	Pack with one slice of focaccia	Pack with 10 biscuits
A price so low that would make me doubt the quality of the product	1.25 €	2.90 €
The price at which I would consider the purchase of this product a bargain	1.90 €	5.50 €
The price at which this products start to become too high for me	2.00 €	6.00 €

Perceived value

Agroecology and working opportunities on mountains for women and young persons, countering the abandonment of these areas, are the value elements, able to justify a higher price, with which respondents mostly agree.

Ranking of "MountainHER" Value propositions (Degree of agreement (1=I do not agree, 5 = I fully agree))



2° wave survey (April 2025)

Further details can be found in the dedicated report

dell
per ass
futuro sos



*Con grano duro, grano
tenero e orzo coltivati*

The questionnaire

Features

- Target: 100 respondents per country (Algeria, Croatia, Italy, Lebanon, Morocco, Tunisia)
- 3 languages: Croatian, Italian, Arabic
- 50% males and 50% females
- 25-65 years old
- University degree or at least high school (to ensure economic possibility to purchase higher value products)
- Responsible or co-responsible for family food purchase

Themes

- Profile of preferences for key food quality features, associated with accepted price premium
- Awareness of agroecology principles and relative interest
- 5 images shown and emotions evaluated
- Choice between 4 different nutritional labels associated with each image / product, probability of purchase and accepted price premium

Images

- The preferred images from 1° survey
- Associated with different nutritional labels

Immagine 1 Empowering women in mountain farming communities

Pasta

IL SUO SOGNO È UN ECOSISTEMA DELICATO. LO TRATTIAMO CON CURA E RISPETTO.

PRODOTTO IN ITALIA DA UNO DEI MIGLIORI PRODUTTORI DI PASTA. È UN PRODOTTO ECCELLENTE, SEMPLICE, SANO E SOSTENIBILE.

PRODOTTI ELEVATI, SOSTENIBILI E LOCALI.

Label	Prodotto	Prezzo	Qualità	Quantità
1	Pasta	1.00	Alta	100 g
2	Pasta	1.00	Alta	100 g
3	Pasta	1.00	Alta	100 g
4	Pasta	1.00	Alta	100 g

Immagine 2 Empowering women in mountain farming communities

Couscous

Un prodotto con la qualità e la tradizione di un'agricoltura sostenibile.

PRODOTTI ELEVATI, SOSTENIBILI E LOCALI.

Label	Prodotto	Prezzo	Qualità	Quantità
1	Couscous	1.00	Alta	100 g
2	Couscous	1.00	Alta	100 g
3	Couscous	1.00	Alta	100 g
4	Couscous	1.00	Alta	100 g

Immagine 3 Empowering women in mountain farming communities

Biscotti

Un prodotto con la qualità e la tradizione di un'agricoltura sostenibile.

PRODOTTI ELEVATI, SOSTENIBILI E LOCALI.

Label	Prodotto	Prezzo	Qualità	Quantità
1	Biscotti	1.00	Alta	100 g
2	Biscotti	1.00	Alta	100 g
3	Biscotti	1.00	Alta	100 g
4	Biscotti	1.00	Alta	100 g

Immagine 4 Empowering women in mountain farming communities

Biscotti

Un prodotto con la qualità e la tradizione di un'agricoltura sostenibile.

PRODOTTI ELEVATI, SOSTENIBILI E LOCALI.

Label	Prodotto	Prezzo	Qualità	Quantità
1	Biscotti	1.00	Alta	100 g
2	Biscotti	1.00	Alta	100 g
3	Biscotti	1.00	Alta	100 g
4	Biscotti	1.00	Alta	100 g

Immagine 5 Empowering women in mountain farming communities

Biscotti

Un prodotto con la qualità e la tradizione di un'agricoltura sostenibile.

PRODOTTI ELEVATI, SOSTENIBILI E LOCALI.

Label	Prodotto	Prezzo	Qualità	Quantità
1	Biscotti	1.00	Alta	100 g
2	Biscotti	1.00	Alta	100 g
3	Biscotti	1.00	Alta	100 g
4	Biscotti	1.00	Alta	100 g

Main questions

S5. How important do you consider the following characteristics of the food products you usually buy?

(1 = not at all important; 5 = very important)

[Rotate items – One response per row required]

Characteristic	1	2	3	4	5
1. Must contain nutrients with positive health effects	☐	☐	☐	☐	☐
2. Must be produced with low environmental impact techniques	☐	☐	☐	☐	☐
3. Must be local products, km 0	☐	☐	☐	☐	☐
4. Must be tasty and flavorful	☐	☐	☐	☐	☐
5. Must be ethically produced	☐	☐	☐	☐	☐
6. Must be organic	☐	☐	☐	☐	☐
7. Must have the lowest possible price	☐	☐	☐	☐	☐
8. Must be traceable	☐	☐	☐	☐	☐

S7. How familiar are you with the principles of agroecology?
(Single Choice – do not rotate items)

1. I don't know them and I'm not interested
2. I don't know them, but I'm interested in learning more
3. I know them well enough, no need for more information
4. I know a little and would like to know more
5. I know them fairly well, but would still like to go deeper
6. I know them very well and I'm interested
7. I know them very well, but I'm not particularly interested

Important Note: DO NOT ask the following question to those who answered "quite important" or "very important" to item 7 (lowest price) in question S5.

S6. Now think of a food product that fully reflects the values you consider important (as discussed above). How much more would you be willing to pay for such a product compared to a similar product without those characteristics?

(Single Choice – do not rotate items)

1. It should cost the same
2. I could accept a price up to 10% higher
3. I could accept a price up to 20% higher
4. I could accept a price up to 30% higher

D1. Please look at this label and read carefully. What emotion/sensation do you feel when viewing this product? Please indicate the intensity of the following emotions (One response per row – rotate items):

Emotion	Not at all	A little	Very much
---------	------------	----------	-----------



D2. Now you'll see four different possible nutritional labels for this product. Please choose the one you prefer based on the information provided.

(Single Choice – A, B, C, or D)

D3. Only regarding the nutritional table you chose:

Based on this product and your preferred nutritional characteristics, how often would you buy it?

(Single Choice)

1. Never
2. Once a week
3. Once or twice a month
4. Three or four times a year
5. I don't know

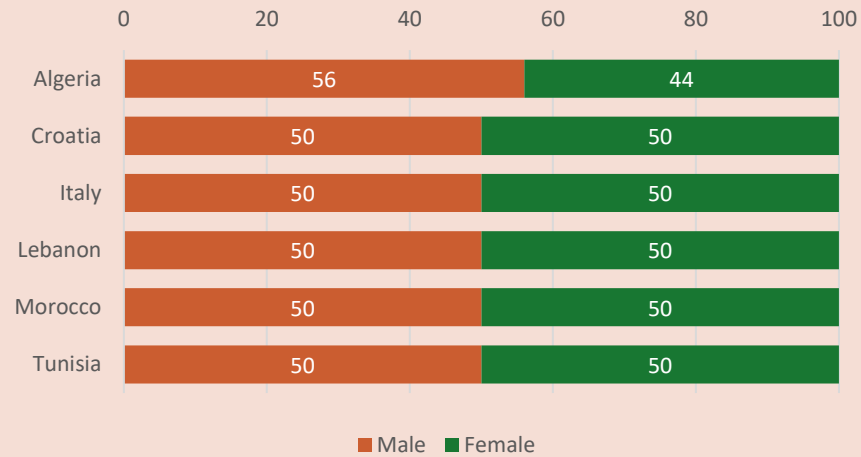


D4. Again referring to your preferred nutritional table:

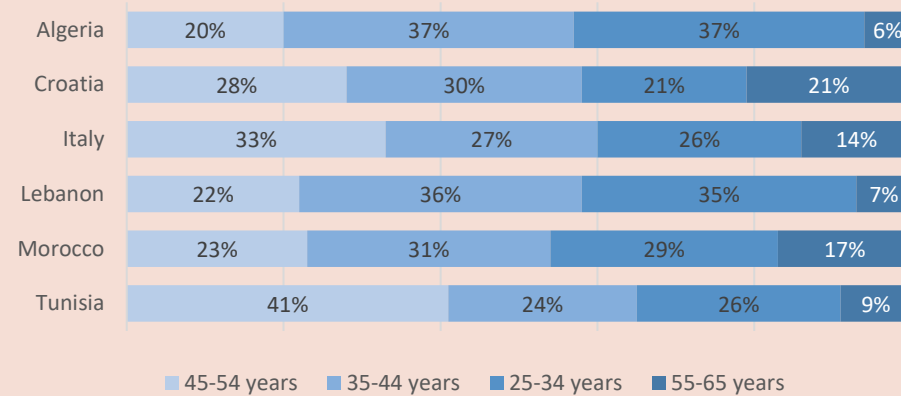
How much more would you be willing to pay for this product compared to a similar one without those characteristics?

Respondents

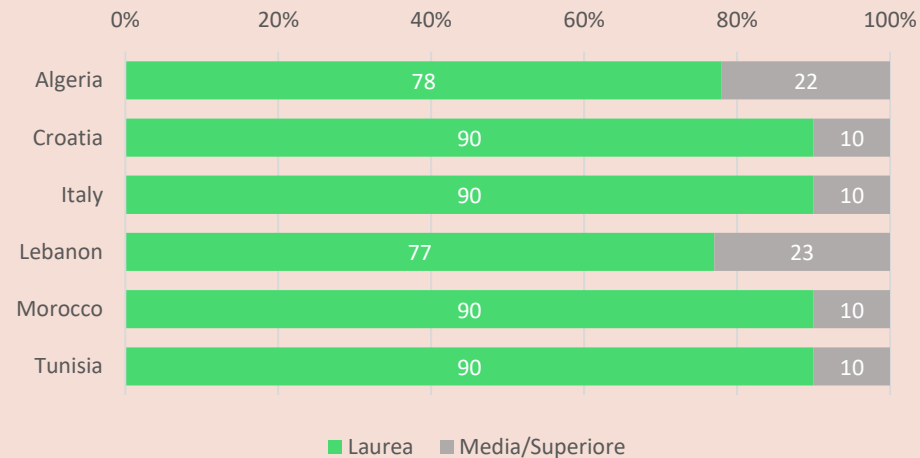
Number of respondents per gender and country (the question was: «in which gender do you mostly identify yourself?»)



Respondents by age brackets and country



Education



Relevance of food characteristics

	Not interested	Indifferent	Not very important	Rather important	Very important	Very important, %	Rather+ very important, %
Healthy nutritional elements	4	7	57	211	321	54%	89%
Produced with eco-friendly techniques	22	38	141	248	151	25%	67%
Local, km0 products	46	115	186	168	85	14%	42%
Tasty	4	12	30	243	311	52%	92%
Produced in an ethics - oriented company	9	22	61	228	280	47%	85%
Organic	32	54	167	214	133	22%	58%
Very affordable price	15	43	189	213	140	23%	59%
Traceable	24	48	141	222	165	28%	65%

1st, taste: 92% (very + rather important)

2nd, health: 89%

3rd, ethics: 85%

4th, eco-friendly production: 67%

PRICE: 59% very+ rather important

Interest in healthy food by country and gender

Importance of the presence of healthy nutritional elements								
Country	Gender	Not interested	Indifferent	Not very important	Rather important	Very important	Total	Rather + Very important
Algeria	Male	0%	0%	11%	28,6%	60,7%	100%	89,3%
	Female	2%	2%	9%	27,3%	59,1%	100%	86,4%
Croatia	Male	2%	0%	28%	36,0%	34,0%	100%	70,0%
	Female	0%	0%	20%	36,0%	44,0%	100%	80,0%
Italy	Male	2%	2%	6%	42,0%	48,0%	100%	90,0%
	Female	2%	4%	10%	46,0%	38,0%	100%	84,0%
Lebanon	Male	0%	4%	4%	44,0%	48,0%	100%	92,0%
	Female	0%	0%	6%	32,0%	62,0%	100%	94,0%
Morocco	Male	0%	0%	8%	18,0%	74,0%	100%	92,0%
	Female	0%	2%	6%	42,0%	50,0%	100%	92,0%
Tunisia	Male	0%	0%	4%	28,0%	68,0%	100%	96,0%
	Female	0%	0%	2%	42,0%	56,0%	100%	98,0%
Total		1%	1%	10%	35,2%	53,5%	100%	88,7%

Interest in ethical food by country and gender

Ethically produced		S1 - In quale genere si riconosce maggiormente?					Rather + Very important	
Country		Not interested	Indifferent	Not very important	Rather important	Very important	Total	
Algeria	Male	2%	2%	7%	30,4%	58,9%	100%	89,3%
	Female	2%	2%	5%	31,8%	59,1%	100%	90,9%
Croatia	Male	8%	8%	24%	46,0%	14,0%	100%	60,0%
	Female	0%	14%	22%	34,0%	30,0%	100%	64,0%
Italy	Male	0%	4%	8%	56,0%	32,0%	100%	88,0%
	Female	2%	6%	18%	46,0%	28,0%	100%	74,0%
Lebanon	Male	2%	0%	8%	24,0%	66,0%	100%	90,0%
	Female	0%	0%	2%	34,0%	64,0%	100%	98,0%
Morocco	Male	0%	2%	12%	40,0%	46,0%	100%	86,0%
	Female	0%	2%	12%	36,0%	50,0%	100%	86,0%
Tunisia	Male	0%	4%	2%	26,0%	68,0%	100%	94,0%
	Female	2%	0%	2%	52%	44%	100%	96,0%
Total		2%	4%	10%	38%	47%	100%	84,7%

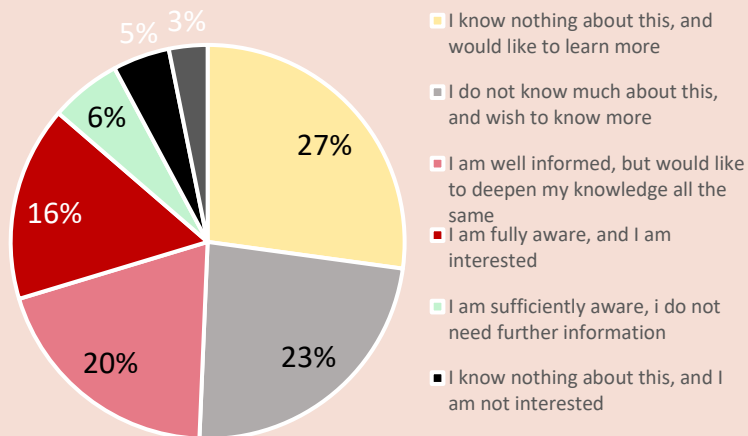
And if the product has the preferred characteristics, what happens to the price consumers accept to pay?

	Algeria		Croatia		Italy		Lebanon		Morocco		Tunisia		Total
	F	M	F	M	F	M	F	M	F	M	F	M	
It should have the same price	19%	16%	14%	43%	17%	14%	6%	6%	0%	9%	9%	14%	15%
I can accept a price 10% higher	29%	37%	76%	39%	39%	52%	33%	71%	61%	50%	36%	46%	47%
I can accept a price 20% higher	33%	37%	10%	18%	35%	29%	56%	18%	28%	32%	45%	25%	29%
I can accept a price 30% higher	19%	11%	0%	0%	9%	5%	6%	6%	11%	9%	9%	14%	8%

If the products feature characteristics deemed as important / rather important, a price premium is mostly accepted (only 15% of respondents would not accept it): 10% higher could be ok for 47% of respondents (not involving those who are focused on very low price as a key choice element), a 20% price premium might be acceptable for 29% of respondents, and a 30% premium for 8% of respondents (none in Croatia).

Healthy, eco-friendly, ethical ... agroecology is all this: do consumers know?

How well do you know agroecology?



- Agroecology is not just about cultivation methods and the environment (FAO definitions are quite rich in ethical and social details).
- 32% of all respondents know nothing about it
- 23% know little and would like to know more (overall, respondents who would appreciate more information are 59%)
- only 8% show no interest
- Differences by country are very wide

	A		C		I		L		M		T		Total
How much are you aware of agroecology principles?	F	M	F	M	F	M	F	M	F	M	F	M	
I am fully aware, and I am interested	9%	2%	2%	2%	20%	24%	8%	10%	34%	14%	46%	22%	16%
I am well informed, but would like to deepen my knowledge all the same	11%	23%	4%	12%	30%	6%	22%	12%	20%	30%	38%	26%	20%
I am sufficiently aware, i do not need further information	5%	2%	8%	14%	4%	14%	6%	8%	2%	4%	2%	2%	6%
I do not know much about this, and wish to know more	41%	30%	26%	16%	24%	28%	28%	22%	12%	34%	8%	14%	23,5%
I know nothing about this, and I am not interested	5%	4%	6%	12%	6%	4%	8%	6%	2%	0%	2%	2%	5%
I know nothing about this, and would like to learn more	27%	39%	54%	44%	14%	22%	22%	24%	26%	18%	2%	32%	27%
I am fully aware, but I am not interested	2%	0%	0%	0%	2%	2%	6%	18%	4%	0%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Images, emotions and nutrition

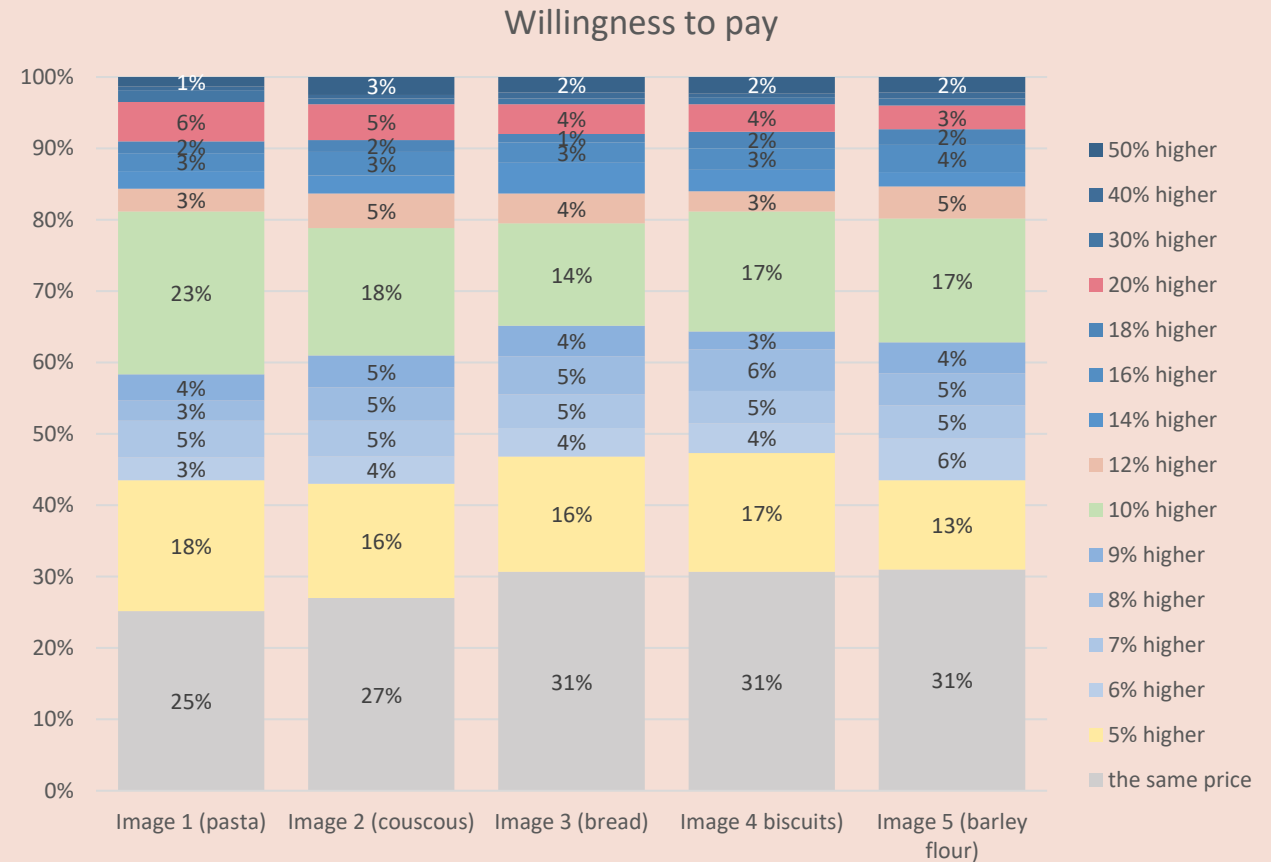
The second survey confirms the most felt emotions that emerged in the first one: **curiosity, interest, feeling of connection with nature, health**. These are associated with a feeling of happiness. This feeling, in communication, should be provoked by simple images with a strong ethical feeling.

When respondents were asked to express a preference for a nutrition table, the distribution of their choices favors labels where **less carbs, more proteins and more fiber** are present. If these aspects are a characteristic of MountainHER cooperative products, these should be pointed out in communication.

Willingness to pay

For each image, respondents were asked **the price difference they would accept for a product with the information they have seen on the simplified pack they have been shown, and their preferred nutritional table.**

If well communicated, the products might reach also a 20% price premium over basic substitutes.



3^o wave survey (May-June 2025)

Italy and Croatia



Main questions

B) The Test

We invite you to use MountainHER re-milled semolina in any way you prefer, as the main ingredient in dishes you regularly prepare.

B1) Please list all the products you made using the semolina:

B3) Would you consider purchasing this semolina regularly?

(Please select only one option.)

- ☐ Probably not
- ☐ Probably yes
- ☐ It depends on the price
- ☐ It depends on availability/ease of purchase
- ☐ I'm not sure

C) Perceived Value

C1) What do you think is a fair price for this product?

Please indicate below the price you consider reasonable for a 1 kg package:

€ _____

B2) How did the test go?

How would you compare MountainHER semolina with the semolina you typically use? Did you like it?

Please provide your detailed feedback below:

Do you agree?

☐ Yes ☐ No

Below are some reasons for this pricing. Please rate how much you agree with each statement on a scale from 1 to 5:

(1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree)

Reason

5 4 3 2 1

These products make mountain-grown grains available to urban consumers.

☐ ☐ ☐ ☐ ☐

Being mountain-grown, they are likely more "natural."

☐ ☐ ☐ ☐ ☐

The grains are cultivated using agroecological techniques that respect the environment.

☐ ☐ ☐ ☐ ☐

The project creates job opportunities for women and young people in mountain areas.

☐ ☐ ☐ ☐ ☐

The initiative empowers women and youth in decision-making and economic roles.

☐ ☐ ☐ ☐ ☐

This is a project to combat depopulation in mountain areas.

☐ ☐ ☐ ☐ ☐

These products have high gastronomic value.

☐ ☐ ☐ ☐ ☐

The products are traditional.

☐ ☐ ☐ ☐ ☐

The products are genuine and authentic.

☐ ☐ ☐ ☐ ☐

Croatia. Product: flour

- Respondents: 10 women, age between 18 and 70, living either in small cities or in rural areas, not working in the food industry, with high school and university education (50% each).
- Products made: pastries in 5 cases, 4 cases pasta, 4 bread, 3 rolls, 2 strudel, 2 cookies
- Feedback: the MountainHER flour was rated very positively in the survey, with the majority of respondents expressing high satisfaction with its qualities. The flour provided a significantly improved texture and taste of the dough, resulting in homemade products achieving a better result compared to those prepared with commercial flour.
- 5 respondents stated that they would probably buy this flour, 5 answered that their decision would depend on the product's price, 1 that it would depend on the product's availability.
- All respondents expect this flour to be sold at a higher price, and 5 of them place their expected price at 1.20-1.40 euros per kg, 3 of them: 1-1,20 €/kg, 2 of them: 0,8-1€/kg
- The main reasons for this pricing are linked to the fact that urban consumers may have access to mountain grains ("strongly" + "somewhat" agree: 90%), that mountain farming is linked to more "natural" products (80%), that the grains production is keen on respecting the environment (100%), and the creation of jobs on mountains for women and young people (70%).

Italy. Product: durum wheat semolina

- Respondents: 6 women and 4 men, age between 26 and 65, 1 living in a rural area, 9 living in a city, 5 with high school education and 5 with an university degree.
- Products made: focaccia, bread, cake, fresh pasta (tagliatelle)
- Feedback: the product is sufficiently good. Since Northern Italian recipes mostly use common wheat, it can be useful to enrich a common wheat recipe, and must be used in mixture with common wheat flour.
- 9 respondents stated tha they would probably buy this flour, 1 answered that their decision would depend on the product's price
- All respondents expect this flour to be sold at a higher price, and 8 of them place their expected price at 3-4 euros per kg, 2 of them at 2,5-3 euros per kg.
- Respondents agree with all the proposed possible reasons for a higher price, and mostly with the link with tradition, and the role in helping fighting mountain abandonment. A comment was that they would prefer to buy ready bakery products, such as biscuits and other products.