**Supplement 1: Interview guideline: canteen management & procurement**

**Part A: Menu planning**

1. What are the **new developments** since the last interview?
   1. Beef: new dishes and recipies
   2. Frequency of beef in the menu
   3. Pricing (meal prices)
   4. Use of other organic products (+ certification) and local products
   5. General changes in the menu
2. What are the plans for **future developments** of the food service in your institution?

**Part B: Procurement**

1. How do you evaluate the cooperation with the supplier in the project so far?

What is going well, where are improvements necessary?

* 1. Communication/ordering process
  2. Availability of requested goods
  3. Price developments
  4. Delivery/delivery times
  5. Quality of products

1. Is the purchasing process more time intensive than before introducing the organic pasture-reared beef? (e.g. compatibility with the inventory control system).
2. What opportunities and challenges do you see with regard to a future **public tender** for beef?
3. Are there **other aspects** that have become more difficult/time-consuming after the change to local organic beef?

**Part C: Satisfaction of the employees**

1. What positive/negative **feedback** do you receive from kitchen staff on the use of organic beef?
2. Were there any changes in the work processes in the kitchen due to the use of organic pasture-reared beef?
3. Do you think the employees feel **well informed** and are able to **respond to questions** from guests? Is there any need for further support?

**Part D: Satisfaction of the guests**

1. How do you **communicate** the offer of organic beef to your guests?
2. What positive/negative **feedback** do you receive from guests regarding the new offer?
3. How satisfied are you with the **sales** of the organic beef dishes? (Are they comparable to the sales of dishes with conventional beef before?)
4. In your opinion, what influences the **sales and satisfaction with the offer** among the guests? (e.g. competitive offer of other attractive meat dishes, price).

**Part E: Learning process and optimisation**

1. What would you say: at what points have you learned / tried something new or made **adjustments** during the last months? What has proven to be successful / what has not?
2. What would you like to **optimise** in the near future? In which areas can we support you even better?
3. What do you think is the (greatest) **added value** of using organic pasture-reared beef?
4. In your opinion, what are the **factors of success** for the long-term use of organic beef?