**Supplement 3: Questionnaire**

Dear guests,

please take a moment to complete the survey! We are currently testing the use of regional organic pasture-reared beef in the canteen. Your feedback is important for us so that we can adjust the dishes and the menu according to your wishes. The survey will be evaluated anonymously by the ZTG of the TU Berlin.

Your kitchen team XY

1. **To which group do you belong?**

* employee
* external guest
* others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **At which location did you eat?**

* Canteen XY
* Canteen YZ
* others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **How often do you eat in the canteen?**

* daily
* several times per week
* several times per month
* once per month or less

1. **Did you eat a dish with beef today?**

* Yes (continue with question 6**)**
* No (Continue with question 5**)**

1. **Why didn`t you choose the dish with beef?**

* Another dish appealed to me more. (continue with question 8)
* I am a vegetarian or vegan (continue with question 10)
* The dish was too expensive. (continue with question 8)
* I don't like to eat beef. (continue with question 8)
* The dish was sold out. (continue with question 8)
* I did not notice the dish. (continue with question 8)
* Other reason: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Which dish did you eat?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **How satisfied were you with the following aspects of your last dish with beef in the canteen?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very dissatisfied | Dissatisfied | Satisfied | Very satisfied |
| Taste | ❏ | ❏ | ❏ | ❏ |
| Price | ❏ | ❏ | ❏ | ❏ |
| Portion size | ❏ | ❏ | ❏ | ❏ |

1. **Which aspects are generally important to you regarding the offer of beef in the canteen?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| The beef should be ... | not important at all | Not important | important | Very important |
| come from organic production. | ❏ | ❏ | ❏ | ❏ |
| reasonably priced. | ❏ | ❏ | ❏ | ❏ |
| come from animal friendly farming (not necessarily organic quality). | ❏ | ❏ | ❏ | ❏ |
| from the region. | ❏ | ❏ | ❏ | ❏ |
| certified according to religious guidelines (kosher, halal). | ❏ | ❏ | ❏ | ❏ |
| look appealing. | ❏ | ❏ | ❏ | ❏ |
| be offered with fresh and healthy side dishes. | ❏ | ❏ | ❏ | ❏ |

1. **Which aspects are particularly important to you when it comes to "local beef"?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| It is important to me that ... | not important at all | Not important | important | Very important |
| The cattle are not transported for a long time (max. 4 hours). | ❏ | ❏ | ❏ | ❏ |
| The cattle are kept in a species-appropriate manner (among other things, they have access to pasture). | ❏ | ❏ | ❏ | ❏ |
| Jobs are maintained in the region. | ❏ | ❏ | ❏ | ❏ |
| The grazing preserves the traditional landscape in the region. | ❏ | ❏ | ❏ | ❏ |
| The carbon footprint (during husbandry and transport) is improved. | ❏ | ❏ | ❏ | ❏ |

1. **What is generally important to you about products with "regional origin"?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| It is important to me that products with a "local origin" ... | Not important at all | Not important | important | Very important |
| originate from Brandenburg. | ❏ | ❏ | ❏ | ❏ |
| originate from Brandenburg or the neighboring federal states. | ❏ | ❏ | ❏ | ❏ |
| originate from a surrounding area of max. 200 km (radius). | ❏ | ❏ | ❏ | ❏ |
| originate from a surrounding area of max. 100 km (radius). | ❏ | ❏ | ❏ | ❏ |
| originate from the East German federal states. | ❏ | ❏ | ❏ | ❏ |

1. **Did you notice that the beef in the canteen comes from local organic farms?**

* Yes.
* No.
* I don‘t know.

1. **Where would you like to see information on the origin and the quality of the beef?**

* Menu
* Table display
* At the food counter
* Information (e.g. information stand, posters) on site
* Online, e.g. on the website
* I do not wish to receive any further information.
* Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Do you desire certain dishes with organic beef in the canteen in the future?**

* Yes **(continue with question 14)**
* No **(continue with question 15)**

1. **Which dish would you like?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**15. Are there other products you would like to be of local origin (not necessarily organic quality) in the canteen?**

* Yes (continue with question 16)
* No (continue with question 17)

1. **Which products would you like to be of local origin?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Are there other organic products that you would like to be offered in the canteen?**

* Ja **(weiter mit Frage 18)**
* Nein **(weiter mit Frage 19)**

1. **Which products would you like to be organic?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**18. To which gender do you feel you belong?**

* Female
* Male
* Other
* No answer

1. **How old are you?**

* Younger then 20
* 20-29
* 30-39
* 40-49
* 50-59
* 60 and older
* No answer