

Diversifying Sustainable and Organic Food Systems

Country Report for FOOdIVERSE Deliverable 2.2

Report from focus groups in Italy
7 + 5 = 12 participants

This report presents results from focus groups conducted in Italy as part of WP2 in the FOOdIVERSE-project. Together with national reports from Norway, UK, Poland and Germany, it provides the basis for Deliverable 2.2 in the FOOdIVERSE-project.

The aim of the study **is to better understand the diversity and accessibility of organic and “good food” in the local foodscape of consumers in distinct localities** in five European countries. By conducting focus groups with a **strategic selection of “dedicated” citizens-consumers** belonging to different types of food initiatives and **“ordinary” consumer-citizens** we **aim to compare and explore citizens’ foodscapes and analyze their views and ideas of their surrounding food environments.**

The Country Report Consists of:

Background

Methodology

Results

- Food product story

- Typical food basket/everyday food in the household

- Good Food

- What factors are important when buying apples and chicken?

- The functional food scape

- Local food system: present gaps and desired future situation

Summary/Discussion

Literature

Appendix

Background

(½ page)

Contextual background could be drawn from work in other tasks and WPs (WP3, 4 and 5 for instance some description from the LL case study).

About the local area: Geographical location and living area (urban/rural, type of housing, green spaces etc), about its inhabitants (demographic, socio-economic etc.), land area (what is main food production and consumption in the area - agro-biological and bio-cultural)

About local food distribution and consumption – main categories of provisioning (hyper/supermarkets, other types of markets) local food networks in the area etc.

The Italian focus groups consisted of participants from the **Autonomous Province of Trento**, mainly involving people living in the City of Trento, which is the province's capital and where about 20% of inhabitants live.



The Autonomous Province of Trento is an Italian Alpine Region located in Northeastern Italy, covering about 620'000 hectares with a total number of inhabitants of around 540'000.

The province is made up of valleys, high mountains with high percentages of steep slopes, and the majority of municipalities in the Province of Trento (64%) are located above 600m asl. These topographical characteristics have

always made cultivation activities difficult, and terraces were created to overcome this problem: 20% of Trento's territory is classified as agricultural and 50% as forest or pasture land. About 70% of the territory is covered by silvopastoral-agricultural areas, the remaining 30% is categorised as urban.

In Trentino, about 16,500 farms are involved in the agricultural sector and 63.5% of them occupy a surface of less than 2 hectares. Gross Salable Production (GSP) of the agricultural and forestry sector amounts to 698.4 million Euros, 95% attributable to the agricultural sector and 5% to the forestry sector (Provincia Autonoma di Trento, 2020).

Fruit growing is the main business, with 33% of the GSP of the agricultural sector, followed by zootechnics with 17%, and viticulture with 15%. **Apple production makes up to 82% of the GSP** of fruit growing followed by small fruits (as berries) with 11%. Apple orchards extend over 10,798 hectares and involve 5,864 farms. Regarding the wine sector 91% of the GSP value comes from the wine grape sector and 7% from the sale of rooted cuttings. There are just under 8,000 wine-growing holdings, with an invested area of about 10,389 hectares. The average area is 1.3 hectares, confirming a very small average size even in this segment. It is also very important to consider that 80 per cent of wine production is delivered to 15 social wine cellars, i.e. cooperatives that handle both the processing and sale of the product (Programma di Sviluppo Rurale di Trento, 2022).

The organic sector, although increasing, is still very limited. In 2021, there were only 1153 farms certified organic and the area cultivated adopting organic methods was 23,628 ha corresponding to 3,8% of the entire Province's surface. However, it should also be considered that the trend is steadily increasing: in 2000 there were merely 200 farms and 1000 hectares cultivated organically (Trentino Agricoltura, 2021).

The current almost monocultural agricultural landscape is a relatively recent fact. Until the middle of the XX century, the agricultural system was characterized by mulberry and tobacco growing, with corn being widespread in the valley floors, and barley and rye cultivated in mountain areas. Nonetheless, there has always been the necessity to import vegetables and fruits from outside the Province's boundaries.

If the agricultural landscape of two hundred years ago was characterized by different cultivations, today it is almost made up of **two main monocultures: apple orchards and vineyards**.

With the spread of phytopathologies, pests and insects and the changes in international market conditions, and the entry of new competitors, between the end of the 19th century and the first half of the 20th century, the Trentino agricultural sector experienced a severe crisis, leading to the collapse of the mulberry and tobacco industry and the rise of the apple and grape industry as we see it today (De Bertolini, 2014).

However, the reaction of the local sector only came in the 1950s and 1960s with the spread of specialised viticulture and many other changes in methods, tools and practices: mechanisation, the establishment of new land lease contracts, the diversification of family incomes and the spread of the cooperative system ensured a new prosperity for the agricultural segment (De Bertolini, 2014; Besana et al., 2019).

Indeed, the problem of the weakness of small size with the increasing global competition was overcome in this area through cooperation, and farmers gathered in producer organizations. Today there are five producer organizations: Melinda, Trentina, Sant'Orsola, Paganella and C.I.O. (lit. Trentino Fruit and Vegetable Producers Association). Other reasons for the local tendency to gather in cooperatives are linked to the supply of modern equipment and techniques, the rationalization of production processes and the ability to adapt to a constantly evolving market, characteristics that have made the local agricultural sector economically efficient and competitive while protecting the incomes of its employees.

However, some typical characteristics of cooperatives, such as their capacity to produce economically satisfactory results, showing a higher resilience, can be seen also as an obstacle to the growth and balance of cooperatives in the long term as **well as to the adoption of more sustainable practices**. Indeed, the tendency to focus on short-term profitability is determined by the need to avoid internal tensions among the cooperative's members. This leads to a poor attitude towards crop differentiation, experimental techniques and even well-known methods such as organic farming (Gios and Santuari, 2002). This is all the more confirmed when considering that cooperation, especially in agriculture, has moved towards a merely productivist model which is based on a competitive market paradigm (Fonte and Cucco, 2017). Consequently, in traditional cooperation the mutualist character prevails over general-interest aspects, that is to say the

economic purpose (community of interest) becomes much more important than the territorial one (community of place) (Magnani and Osti, 2016).

The presence of a traditional cooperative system that has lost connections with the original cooperative values, social food movements and local communities, seems to be a weak spot for niche agricultural production and alternative food networks, which have difficulties in finding adequate marketing space (Fonte and Cucco, 2017). Moreover, the Province of Trento is characterized by a high land value, a factor that seems to be a crucial element against the introduction of innovations and the spread of alternative food networks, which in fact appear rather weak in the area (see Andreola et al 2021).

Methodology

(1 page)

A common methodology chapter will be provided in the main report, thus here only the case- and country specific issues.

Where – venue / place of FGs

- When and duration

Recruitment: Who – members from one food initiative and ordinary group of consumers

- How did they get recruited
- Formalities (information letter, consent forms and compensation)

Number of participants, demographic data [gender, age (if available), household size if available, other]

The two focus groups were carried out at the Department of Sociology and Social Research, University of Trento. They were both video recorded and integrally transcribed. The first focus group involved members (eaters) of the *Naturalmente dal Trentino* CSA and the second group involved “ordinary” citizens-consumers from the same area. As the other teams, we wanted to have two distinct groups to compare and contrast their views and practices regarding local food provisioning and consumption.

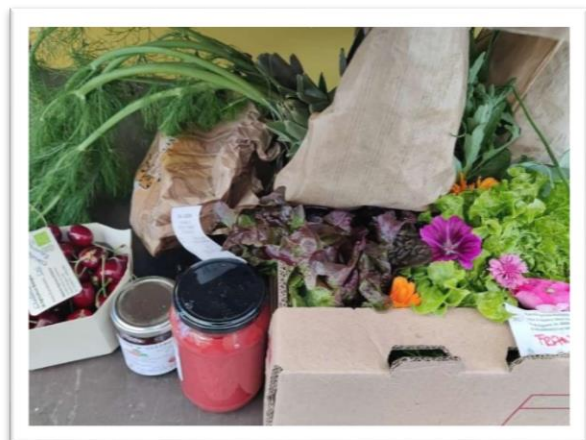
The first focus group with CSA members was held on the **7th of May**. We were able to recruit **7 CSA members**. Members were firstly approached through an email sent by the Italian Team. Since it was quite difficult to get a response via email, a phone call followed in order to make an agreement also with regard to the most suitable time and day of the week.

In total, the focus group lasted **2 hours and 33 minutes**.



The Naturalmente CSA was founded in 2021 within the project Nutrire Trento, which constitutes the Living Lab of the Italian team, and is currently made up of 13 producers and 36 households who started to cooperate together in the summer following the first wave of the COVID pandemic. However only have accurate information and data from consumers and farms that actually participated in the interviews and questionnaires. Most of the farmers are owners of recently founded farms with few employees, often members of their own families, and small dimensions, both in terms of turnover and agricultural area used. Eight out of the total 11 farms (those who answered the questionnaire) were founded in the last 20 years. Almost three-quarters of the farms measure less than 8 hectares, which is the average recorded in Trentino by the Rural Development Programme (Programma di Sviluppo Rurale di Trento, 2022).

The CSA works on a weekly basis. Every Monday eaters and producers meet in a greenhouse provided by a producer to exchange produce. Orders and economic transactions are handled by a very basic online platform. Consumers can order individual products or purchase weekly boxes containing various products. In addition to this, the community life of the CSA is also based on social dinners, farm visits, meetings with authors and scholars from the food industry and, of course, meetings of the board and members' assemblies.



The second focus group was held on the **25th of May** and gathered **5 ordinary citizens-consumers from the same area as the CSA members**. As in the case of the Norwegian team, to recruit participants for this second FG we used a snowballing method: we asked CSA members for suggestions on possible participants that they knew off and that had nothing to do with the CSA. Getting enough participants using this recruitment strategy was difficult also for our team and as in the Norwegian case we were able to build a small FG with only five people involved, as we also experienced some drop-out on the same day of the focus group. In total, the focus group lasted 2 hours and 8 minutes.



Demographic Data

	Focus Group 1	Focus Group 2
Men	3	2
Women	4	3
Age 20-40	4	3
40 – 60	2	1
>60	1	1
No. of members in the household	5 households with 2 members 1 household with 4 members (2 kids) 1 household with multiple members (student flat)	1 household with 4 members (2 kids) 3 household with a single member 1 household with 2 members
	AT, M¹ : he is an oenologist	SE, F : Training Business Partner
	GA, F : she is a program manager	TO, M : he is a doctor
	ER, F : she is an employee in a communications firm	FF, F : she is an architect
	RF, M : he is a pensioner, previously he works as an architect	EU, F : she is a student
	ST, M : he is a blue collar worker	NC, M : he is a pensioner, previously worked at the financial police
	MA, F : she is a university student	
	SF, F : she is an architect and university professor	
Type of dwelling Villa (or similar) Flat Farm Other	Family flats, one shared apartment (students)	Flats, one villa, one shared apartment (students)

¹ Name's initials and gender (M or F)

Results

Food Product Story

(ca. 3-4 pages)

- Associations to the food product(s) displayed for the participants
 Use 3-4 citations on the main commented products to illustrate differences
 (might be presented in a table comparing the two FGs)
 - Other information about the product for instance how they typically use/eat the product.
 What is the preferred way to use the product?
 - **If available, add pictures of the different food items that were displayed**
-

Food Products Displayed

A table with a list of the food products that were displayed for the two groups is provided below. As far as possible we made the same selection of products in the two groups. The picture below was taken before the start of the first FG, but the products displayed during the second FG were almost the same. **We chose apples because of the importance of this product in the selected local context.** Apples were also inserted as case-study products for task 3.1 – the market audit.

Focus Group 1



Product (name on label)	Main Characteristics
Apples Different Variety	The apples were purchased from an organic greengrocer who has a stall in a small stable market in the city center
Organic Apple Juice	The apple juice was bought at a supermarket
Strudel Cake	Apple Strudel Cake is the most iconic apple cake, traditionally from the Trentino area. We decided to buy apple pie at an artisan bakery.

Associations to the Apple Products

The participant had a few minutes to have a look at the products that were placed at the center of the table. Then a collective discussion started.

Key issues that were commented and discussed by participants included:

Focus Group 1	Focus Group 2
Territory	Apple, associated with the territory.
Product transformation/How to exploit the product of the territory	Products that I like and I would buy only in Trentino.
Representation of Trentino	Local reality: Modern Bakery. Purchased at this shop, products are “something different”, when compared to the supermarket.
Tasty	Apples look different: some more cured, some less so. Wouldn't take the cured ones.
Process, three different degrees of processing	Products that look healthy at first glance.
Circularity between the product and the various transformations and by-products.	
It's like a supply chain	

Between the two FGs we noticed higher attention towards the food chain rather than to the product only among the participants of the CSA Focus Group. This is maybe the consequence of the educational work done within this “organizing context”.

Associations to the Appearance

Pesticides issue

In Trentino there is a high awareness of the potential adverse health and environmental effects of pesticides used by the apple industry and this despite the fact that since 1991 apple growers in this area have adopted integrated control strategies aimed at reducing and at replacing the most toxic compounds of pesticides.

We noticed a particular attention on the pesticide issue especially in the FG2, as one of the participants illustrates:

“... let's say that the history of Apple is well known ... as consumers we are quite alerted because it has been the subject of so many treatments, but there have been also battles to preserve its naturalness and genuineness, and therefore every product that we eat, especially fruits and vegetables that grow in nature we always ask ourselves “how has it been treated? Will it be good for me? Will it hurt me? What will happen to me? Should I

peel it, should I not peel it? [...] when I eat them.... sometimes I try to get apples from friends. Other times I buy them from supermarkets, sometimes I pay more attention, sometimes less, because I think it is important on the one hand to defend local products, but on the other hand food cannot become an obsession” (TO, M-FG2).

Participants in this second FG refer that they use to read labels before buying their food, and especially regarding apples, they check whether they are organic or not. The way apples are grown also influences the way they are eaten, that is, whether they are peeled or eaten with the skin on:

“... I try to make sure that they are organic, so that I can keep the peel. Actually, you can see it at the supermarket because there are those (organic apples, Ndt)...of course unfortunately they are packaged, there is packaging and everything that maybe one tries to take the products without packaging so that you don't have too much plastic to throw away. That's another thing I pay attention to, which is not to take too many packaged things, even though it would be much more convenient” (FF, F-FG2)

Within participants in the FG1, the issue of pesticides emerged less evidently, but it seems that few of them are actually eating apples regularly. The lower salience of the issue could also be a consequence of the fact that CSA members have access to apples produced by the CSA associated farmers, and therefore to organic apples.

With regard to apple juice, several participants in both FGs signaled to pay special attention to ingredients and that they tend to prefer juice that do not contain additional sugar:

“...if I were to buy it, I'm going to read the labels precisely to see what it's made of ” (NC, M-FG2)

“... unfortunately nowadays juices always start from concentrate, and so the first thing I look at when I see a product like this is to check what's in it, particularly regarding apple juice” (ER, F-FG1)

Baking or even consuming apple strudel cake is not common among the participants in the two focus groups. In some cases, it is reported that apple strudel cake is a processed product that requires a lot of work if one wants to make it at home. In fact, it is usually prepared on special occasions.

Typical Use of the Apples Products

While apple and apple juice are usually eaten/drunk for breakfast or during breaks, apple strudel cake is usually bought or baked in special occasions:

“...if I have to prepare a snack because there is somebody coming over... I usually do simpler things. ... [baking strudel] it's not really super quick ” (ER, F-FG1)

“...maybe you bring strudel when they invite you for a dinner” (SF, F-FG1)

In general, we did not notice strong differences between the two groups. Both members of the CSA and the others did show quite a lot of interest in organic/natural farming.

Those involved in our study say that they are used to check labels before buying. Some people even search companies on the internet to have more information about who produces the food they buy. Regarding this aspect, some do not approve the way ingredients are written on products as they find information too confusing, written in small characters and incomprehensible. Also due to this reasons, some rely on suggestions from friends and people they “trust”: *“it happens to me very often to rely on trust of what people I trust tell me' 'because very often we don't really have the time to do research about what we buy”* (GA, F-FG1).

APPLE

- Is it eaten with peel or without peel? Only one person (ER, F-FG1), of the 12 participants, stated that they eat apples without peel, not explaining why.

Only in FG2 (FF, TO, EU, F-FG2) the habit of eating apples with peel is linked to attention to production methods. They point out that it is important that the apple is grown organically in order to eat it with the peel. In FG1 this clarification is not hypothesized: Is this connection so internalized that it does not come naturally to make it explicit?

- Differences in food diets: There are those who do not like apples very much and therefore hardly ever eat them, there are those who eat them almost every day because they like them, those who hardly ever eat fruit, and those who eat fruit every day as a habit they can no longer give up. No difference was recorded between the two FGs.

- Differences in purchasing: There are those who get apples at the supermarket by checking the origin, those who get them without having information about them, and those who get them at the farmer's market or who eat their own apples.

APPLE JUICE

- Processing product: in both FGs this is something that is noticed and emphasized by participants who pay special attention to ingredients.

- Particular attention to ingredients: (GA, F & SF, F-FG1, and NC, M & FF, F-FG2) explain how it is important for them to know the ingredients of juice and that it has no added sugars or preservatives.

- Single consumption problem: SF, F-FG1 and NC, M-FG2 explain that they limit their consumption of apple juice because they find mainly 1L packages, which are too large to dispose individually in a short time. To avoid waste, they do not buy them. NC, M-FG2 looks for half-liter packages, MA, F-FG1 buys juice on convivial occasions with friends, for example in winter to make apple mulled wine.

STRUDEL

- Strudel ritual: It is prepared or bought on special occasions of celebration and conviviality. ER, F-FG1 makes strudel for her own children when they have a snack with friends; FF, F-FG2 and her family, on the other hand, often have it made by their mother. Strudel, a typical Trentino cake, could be seen as a 'culinary pampering' that is exchanged between affections and for more or less special occasions.

- Modern Bakery: MA, F-FG1 and FF, F-FG2 both point out that the strudel displayed come from a Bakery renewed to use high quality products and ingredients that sell at rather high price.

- Processed product: This is a consideration that comes up with GA, SF, RF, MA & ER, F from FG1. The former prefer not to buy it; the other two, rather than deprive themselves of it, prefer to make it at home.

What is important to know about a product?

- Ingredients
- Method of production

How do you get this information?

- Difficulty in reading labels (RF, M-FG1 & EU, F, FF, F-FG2)
- Trust/no trust in others' experience (GA, F and RF, M-FG1)

Typical Food Basket / Everyday Food in the Household

[ca. 4 - 6 pages (including pictures)]

- Discussions in the two groups based on **selected pictures**.
 - Selection of pictures to be displayed in the report – rest of the pictures will be part of the photo gallery.
 - How do they describe their typical food basket/what is always available in the house? Why are these foods important? **Add citations from the participants that describe (the content of) the picture(s).**
 - Similarities between participants within the group and between the groups.
 - Did the content of the pictures vary between the groups? In what ways?
-

Typical Food Basket / Basic Food in the Household

Almost all participants have as the basis of their food basket:

- vegetables,
- legumes,
- pasta,
- rice,
- bread.

Focus Group n. 1



RF, M-FG1: *“This is what I usually purchase: oranges because now is the season, there is one yogurt. There is a beer, eggs, a cabbage some asparagus. There are some kiwis that were given to me for free as they would have been thrown away because they are oversized and they are not marketable”.*

ST, M-FG1: *“I am very essential. Here is a picture of a mixed salad, we usually make big salads so we put cherry tomatoes, carrots. What we had put inside is a way to empty the fridge it is a dish that I always buy even out of season: products from the greenhouse at the supermarket. It is a product that I like, that we like, to eat at home”.*



GA, F-FG1: *“I did not include pictures of the fridge because the fridge was empty this week. The pictures relate to the pantry ... below are the preserves that my mom and my aunt make, because my parents live in Abruzzo so when they come to see us they bring me all the things they make. Above are some organic jams from a small producer located above Riva del Garda, my mother-in-law buys them and she usually gives them to me. There are also some olives that my mom prepares and some tomato preserves from an organic producer from Abruzzo. They are all gifts, I*



didn't buy any of this stuff here, but I use it. In the other picture there is pasta, we never lack flour. As our fridge is often empty and often 'crying', there are always ingredients to make pasta with tomato sauce ... We never lack legumes ... such as chickpeas, as I love hummus. I eat hummus even for breakfast on a slice of bread; I would eat it at all hours of the day and night and so let's say the pantry saves my life... ”

AT, M-FG1: *“Basically we try to have a lot of vegetables in the house, usually in season. Supplies mainly from the CSA but not only. There are other products that we routinely consume, especially fair trade products that come from another “working channel” in our family that is my wife who works for a fair trade organization. The meat we consume now comes also from the CSA. We also have cheese and yogurt that are also coming from local producers as we try as much as possible to buy from the local organic producers at the market in Dante’s square. We usually go to Dante’s Square Market or other similar farmers’ markets as the new one at San Martino, which is right above my house, so that one is convenient too”.*





SF, F-FG1: *“Our fridge is always empty, and it is also a micro-fridge. However, yesterday it was magically full, or it seems fuller because it is shown from this side. In short, there are some main things like some vegetables that were coming from the CSA and some things like mozzarella that are always there. One thing I am greedy about are eggs. Mozzarella and eggs are those things I always try to have in the house, more than pasta that I do not care about. Although lately I'm a little inconsistent with orders from the CSA, we use to eat a lot of vegetables either from the CSA or from the Saturday's morning market or the Thursday's market”..*



ER, F-FG1: *“Legumes are always there, so as pasta and vegetables. These are always in the house. I do not eat a lot of meat, usually once a week. The meat you see in the pic is an experiment I did with Anegehe Taneghe meat (a CSA producer). What I always try to do is to have a cooked vegetable along with a raw vegetable. This picture represents our dinner, but the fact that there is meat is a causality, as there are usually legumes or cheese. I try to do more fish, always accompanied by cooked vegetables and raw vegetables. I also try to get the children used, because obviously not both of them like the same stuff. One thing that they really love is raw spinach from Stefania (a CSA producer). For breakfast, we eat a piece of*

cake or bread. I bake bread. I started to bake it at the beginning of the lockdown and I continue to do it. I just bought a new mixer. We do not buy bread anymore. We also always try to have homemade jams. I do it sometimes, or my mother-in-law and my aunt make the jam. We usually also get honey from a producer from Marche. Since my father-in-law is from Marche, when they come to see us they usually bring us honey and, when I manage, I also make cakes for the children”.

MA, F-FG1 (no pics): *“We are ten students living together. We have an oven full of legumes. Usually things that are never lacking in our house are rice, pasta and lentils. We don't buy meat or fish, although not all of us are vegetarians. We simply avoid buying those things as we do our shopping in common and we share everything. So, we buy a lot of legumes as we have to feed ten people per meal. So, a lot of pasta, a lot of rice, other grains so we can vary a little; however, unfortunately the situation is much less varied as we do not have a lot of money at our disposal. This is also why I didn't take pictures, since the refrigerator has been crying for more than a week, we've been eating rice and lentils for a week. The main meal is made from carbohydrates and vegetables. There are two or three of us who like to cook. Then we share a little bit of everything.”*

Focus Group n. 2

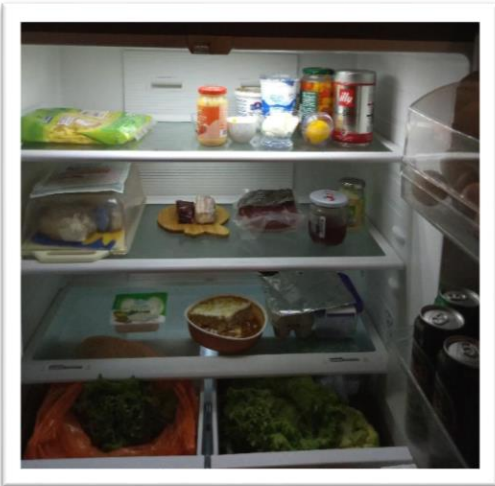


FF, F-FG2: *"Breakfast is quite a fixed thing and it's something that I really like to do and it's maybe the meal that I spend the most time eating. I usually try, because then it depends on who's awake, to have breakfast almost always with a good bread. The one in the picture is a nut bread. Then there is butter and jam. This jam is my favorite, because from what I understand there's only apple juice and there's no sugar. Then, there is coffee, water and fruit, some fruit. More in general, we always tend to try to buy good bread or at least some bread that looks like that... Then we tend to have a pretty full fridge because we have to eat anyway... my partner and I have lunch at home a few times and at dinner there are always the four of us, so there must be a few things for the week. There is usually never a shortage of carrots and potatoes. All basic ingredients that you need to make a soup, if necessary, are always available. There are some dishes that more or less we eat at*

least once a week and so we always have vegetables and meat, for example white meat or fish fillet or so ...eggs are usually there. I should say that with eggs I'm very careful since I was in college. At that time a friend of mine had sensitized me on the subject, she showed me as you can recognize the production code from the eggs".

TO, M-FG2 (no pics): *"When I am away from Trento, I really have days when I don't have a lot of things in the fridge or cupboard. But I am lucky because in the countryside there are many products, then we have chickens, so we get the eggs from the chickens. Now a lot of borage is growing, and salad from the garden. Therefore, we eat these things here. The bread we manage to make it ourselves. and then I really like yogurts, we also try to get Trentino fish, also some meat sometimes. Then, for example, I really like chips, so I also get bagged chips ehehe because I like to eat them"*.

SE, F-FG2 (no pics): *"I if I had sent a picture I would have sent it identical to FF and because for me breakfast is sacred too, and I always have bread, the one from the Modern Bakery. I buy it once a week since I am alone. This is something that I have been doing for years, before at Sosi now at the Modern Bakery, because I live closer. It is already cut into slices, so for those like me who don't feel like doing anything at all it is perfect. I put it in the griddle in the morning, it's warm and I'm happy. Concerning jams, I usually get Rogni or my parents make It, so most of the time it's homemade. I don't have cow's milk butter, animal, but I have vegetable butter, so not margarine but peanut butter or almond's or cashew's. Then coffee. There's never a shortage of good coffee, this is also something I always try to get local where possible. The Bontadi in Rovereto is what I use now. Pasta is another thing that never lacks in my house. I always have pastas with different local or particular flours, kamut or other grains. Of course lots of vegetables and legumes. I sometimes also eat eggs especially when my colleague gives them to me because she has 'happy chickens' as I say. So regarding eggs I'm not one of those extremist vegans who says absolutely not, I eat them gladly also because I used to have chickens, so I always ate them"*.



NC, M-FG2: *"This is my fridge. In my house there is never a lack of bread, pasta possibly whole wheat and then fruits and vegetables possibly in season. Then, as I said already, being southern, although my wife is from Trentino, we often prepare pasta with vegetables of any kind and if by chance I don't have them I go to look for them or buy them maybe hoping to find those ones, those natural ones, I don't say organic. For example, now predominantly we have pasta with arugula, I have arugula in the countryside that is natural, in the sense that I don't do any treatment, nothing, then often we add tomatoes or we add arugula or borage".*



EU, F-FG2: *"I never lack legumes, chickpeas, lentils. I eat a lot of them because I almost never eat meat and so to supplement. Then the cherry tomatoes I like them very much, since you can make a salad with pasta and you can really put them anywhere. I also like couscous very much, since you can put any vegetables in it. And piadinas, because they are very quick and especially in this period that I have to study and I have to make my lunch in the morning, I don't really want to get into making pasta... piadinas are very quick to make, you heat it and fill it and then you close it! Then oat milk, because I prefer not to drink cow milk as oat milk is lighter and for ethical reasons. In general, I prefer to take vegetable milk because you don't really know how it's produced and usually organic milk costs more. So, I prefer to drink vegetable milk".*

Good Food

[ca. 4- 6 pages (including pictures) same as over]

- Discussions in the two groups based on **selected pictures**

-What is it that makes it good? Discussions in the two groups based on selected pictures (social context, special ingredients, origin of food etc....) and with **citations** from the participants how they describe the food.

-If discussed: What is regarded as “not good” or places that they will not go for food?

Aspects which were emphasised as important when thinking of ‘good food’ included:

List of Important Aspects

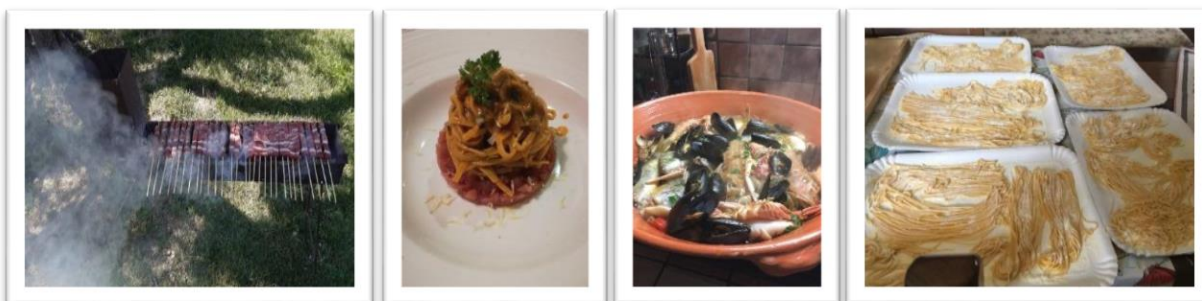
- Food origin
- Healthy food
- Cultural and affective context
- Conviviality
- Products from a producer you know/trust
- Local market
- Memories of good food (especially for people originally from the south of Italy)
- Food eaten in good restaurants/slow food
- Fair food, where labor is rightly compensated
- Vegan food
- Home made
- Simple food
- Natural food/organic
- Experimentation

Focus Group n. 1

ER, F-FG1 (see previous picture): *“Good products are products where you know the producers, as for the meat by Aneghe Taneghe (CSA producer). And then I like to experiment. In this case I have made meat tartare”*

GA, F-FG1: *“I would start here with arrosticini, I don't eat a lot of meat, however arrosticini for an Abruzzese is inevitable. So, when I go down (south) there is always an arrosticini moment... My family, although unconsciously, is very selective about food. My grandparents are also very careful about what they buy, even if they are not so conscious in the “modern” sense. They don't just go to the supermarket, but they go exactly to the producer of a certain type who does breeding in a certain way. Here's the other picture. I took it as we like very much to go to a good restaurant. Both my partner and I are into food and wine. We both believe that money well spent is money on food and so we often indulge in going out and we prefer going out less often but going to good places. The other picture is a fish soup. I put it because it represents me. There are some mussels,*

scampi, there are rockfish, there is a mullet somewhere squid and this is the thing that I miss in Trentino, because unfortunately I can't find quality fish. I'm talking about seafood obviously. Sometimes I buy fish and then I go to cook it and it absolutely never has a taste even approaching that of home. And then this is homemade pasta because my partner and I dabble, we started in the lockdown when we had so much time. Now on Sundays we experiment, we make pasta and we freeze it, we dry it, and put it in bags."



AT, M-FG1: *"I'm a fan of this product that's dry bread called panzanella, dry bread to be stuffed with anything you like. The barbecue unfortunately is something that is done every now and then. We know it is ethically questionable, however it is always a moment of aggregation. The typical winter dish, a sort of hot version of panzanella, is orzotto with vegetables, legumes and whatnot. These are everyday dishes. And then I agree with Gaia about occasionally jumping into particular restaurants where you find things that are a little different. We like Slow Food restaurants. In the pics below there are homemade pasta with spinach and buckwheat with this topping of a crunchy cheese fondue on top. Now I don't really remember what it was but I remember it was very good".*



SF, F-FG1: *"Good food for me is food that is eaten together... before the pandemic for me good food was being together, at the end it is sharing. So, I brought basically a table as it reminds me of a very particular situation. Here we were doing a workshop and the whole community in this small village at one point said 'let's eat together' so we made pasta with local products. To me good food is paying more attention to care, to local products ... so for me good food has an aspect of community and sharing that is inescapable and that also goes beyond eating good things".*

MA, F-FG1 (no pics): *“Good food definitely in my house has a connotation of community, so it can be something that we prepare together such as gnocchi, pizza or things like that. Right now, for me, good food is vegan food: I have to say that because there's always a lot of new flavors to discover and because it makes me feel good from so many points of view, both ethically and in terms of flavors...”*



ST, M-FG1: *“These are taralli and cheese. It is a food that we always have in the house that we like and we can't do without. Taralli, even if they are not local, however it is a food that I eat every day and that it is always in the house. Taralli goes with everything. Taralli is a type of bread... like breadsticks dry bread let's say and then you eat it...it's kind of a yummy thing”.*



RF, M-FG1: *“For me this is representative of good food, it's dough. It's essential without salt. I make on average three kilos of bread per week. I also make pizza. I want to make my own dough. I trust everybody but I want to verify when it suits me. I mean I have worked in restaurants, and even at the highest level within castles I've seen things to make your skin crawl. For me, simple food is the best. Today that is Saturday I make the dough with two leavening and tomorrow that is Sunday I do the baking. Also, regarding the kilometer zero, you need always to verify. For example,*

I had tried to get some flour from some local mills but they had given me chicken grain. That obviously regards trust. However, you can give trust but you have to absolutely do a verification. In short, 'good food' for me it's simple food. When food is simple, it is guaranteed. When things are too complicated...”

Focus Group n. 2

EU, F-FG2: *“The first one was taken during my birthday and so good food in the sense of company with all my friends. It was very nice, we prepared things together. There was couscous, the vegetables which I like very much. It was simple food. The other picture is good food because we were in Palermo and we had taken everything from the market. Therefore, for me it was good because the bread was freshly made... it was very simple: the bread with the sun-dried tomatoes... everything from the market and for me the market means more sustainable, better, more controlled... Then who knows actually if it is really as we think... however that was my idea”.*



NC, M-FG2: *“First of all for me good food is synonymous with natural, in the sense that is food that doesn't have any kind of treatment: it comes as nature creates it! These for example are my apples: they are small because I do not use any kind of external input. When I put them in the refrigerator, they shrink because they lose the texture. Because the sugar comes out. As a family, we are used to eating dairy ricotta and mozzarella, possibly fresh. Here in Trentino (NC is originally from Puglia, South of Italy) I have to adapt to buy the ones I think are closer to ours. I try to avoid buying ricotta here because I find it totally different from how it is produced in Puglia. I am from Ruvo di Puglia. Province of Bari. In my region, there are still dairies where one can go inside and see while they are making ricotta or*

dairy products. I also miss bread. I would have the possibility to bake it at home because we have a kind of electric oven, but it becomes problematic... so we buy it, because we are bread eaters, bread and pasta lovers as all ‘terroni’ ... and like all Italians in general. We are used to at least one, two, three times a week to eat also legumes, either as a replacement or even as a supplement ... lentils, beans, chickpeas”.

SE, F-FG2 (no pics): *“If I had to send a picture of good food I would have definitely sent what I usually cook after I go to the mountains, because I like to pick herbs when I find them so, especially in this season, I always go to the alpine pasture to pick herbs and I cook them. I usually make omelettes with the ‘famous happy eggs’ or I make gnocchi. Perhaps because I have harvested them, because I know where they come from, because it's a satisfaction also... the time taken ... I should say that I never throw them away... In fact, when I harvest, even if I get invited to eat a pizza, I stay home because I have to eat my herbs. So, definitely there's a little bit of your own work and satisfaction behind it, it's not really a job however. In short, you know where it comes from. I love also homemade preserves. I'm half Sicilian. I always get the package from the South full of sun-dried tomatoes, artichokes in oil. Although they are sort of ‘calorie bombs’ they are so good ... also because there are people behind, in this case it's my sister who sends them to me”.*

TO, M-FG2 (no pics): *“This topic of good food is interesting because I think that what we consider ‘good’ is the result of our education, of the culture of a given place. For example, what is good food in Germany? What is in southern Italy? I believe that it depends on how we are educated to distinguish flavors. Maybe, good food is the real food, the one that is more natural... for example the taste of tomato in Trentino is not so good. Yet, sometimes I wonder...is good food also fair food? Maybe there is a very good tomato made by workers who were not fairly compensated. At the end, even if it is not good, in my opinion, food has to nourish, because there are also people who are not hungry and they don't want to eat.” (as a doctor, he refers to eating disorders)*



FF, F-FG2: *“This is my newly planted vegetable garden. For me the good food is this one, because I've been fortunate for a few years now to live in a house where we've been able to do the garden. I like for the children to see it...for example it's always quite magical now that there are tomatoes when you move the plant and you say they are there! And it's so beautiful in the summer to come home for lunch and to harvest the salad you are going to eat: cherry tomato, cucumbers ... and so I make a salad and this thing gives me extreme satisfaction. Just I like to do it, I like to eat it. I understood the good in terms of health. And these things look super healthy to me... although we do not really know exactly about the soil...but anyway: it's my garden and I know how things are cultivated. By listening the others of the group talking during this focus group I have also*

realized that actually ‘good food’ can be understood from many points of view, very nice what you said, Serena, about the fact that for you ‘good food’ is the food you receive from your sister, as it reaches you with affection.”

What Factors are Important When Buying Apples and Chicken?

(ca. 4-5 pages)

- Displaying the voting results
- Discussing the results of the voting. What factors were emphasized and why?
- Use **3-4 citations per product** to illustrate the discussion, if useful
- What factors were little emphasized and why (**citations**)?
- Main differences (and similarities) between the two products regarding emphasis on local, organic and diversity (brands, varieties and breeds)
- Differences between the two FGs?

Introduction to the Session

Table 1. Factors emphasized by participants when buying *apples*.

When buying apples , which of the following factors are important? Mark (x) only five of the factors listed you think are most important?	Focus Group 1	Focus Group 2	Focus Group 1+2
Country of origin	2	2	4
Visual appearance	0	1	1
Specific brand	0	1	1
Specific variety	5	1	6
Freshness	1	2	3
Price	2	1	2
Organic production methods	6	3	9
Taste	3	4	7
In season	3	3	6
My knowledge of the producer	6	2	8
Produced in [... Italy]	0	1	1
Produced in my local area	6	4	10

Table 2. Factors emphasized by participants when buying chicken.

When buying beef (in any form), which of the following factors are important to you? Mark (x) only five of the factors listed you think are most important?	Focus Group 1	Focus Group 2	Focus Group 1+2
Specific brand	0	0	0
Specific breeds of beef	2	0	2
Price	1	1	2
Animal welfare / free range production	5	3	8
Organic production	4	2	6
Taste	3	1	4
My knowledge of the producer	5	2	7
Produced in [...Italy]	2	3	5
Produced in my local area	4	4	8
Best before date	3	4	7

Discussion

General Comments

Apples

The most selected factors (more than half out of our 14 participants) were: **Organic** (9/14), **taste** (7/14), **knowledge of the producer** (8/14), **produce in my local area** (10/14). Since the second FG was smaller, we cannot really see real differences between the two focus groups.

Meat

The most selected factors (more than half out of our 14 participants) were: **Animal welfare** (8/14), **knowledge of the producer** (7/14), **produce in my local area** (8/14) and **best before date** (7/14). In this case also, since the second FG was smaller, we cannot really see real differences between the two focus groups perhaps with the exception of the “best before date” option.

Citations from Participants

Focus group n. 1

	Apple	Meat
SF, F	<p>What I am looking for is local production and then, consequently, the provenance. I am interested in knowing where a product is from because I am interested in reducing the distance between production and consumption: proximity. I am also interested in buying seasonal products, therefore produce that ensure quality but also respect the territory of the area. On the top of this, I am also interested in taste. That is in the sense that if all these conditions are met, what I buy needs to taste good.</p>	<p>I eat meat rarely. In addition to provenience, in the case of meat I also look for animal welfare. For this reason, either I buy directly from the producer or I rely on the CSA. Once I used to buy mostly in markets and supermarkets as before I was less aware about certain issues, now I ask more often where the produce I buy comes from and I search for more information.</p>
MA, F	<p>I marked apples as the most important things variety, because between a golden and a fuji the taste is different. Then the price, as we are students. Then the knowledge of the producer. I absolutely excluded the outward appearance, the brand, but also because having worked in the countryside I have seen how they harvest apples and what the marketing criteria are, so it doesn't really make sense.</p> <p>When we do not buy through the CSA, we rely on personal networks. We avoid big producers such as the Melinda giant, as having worked for them we are aware about how much waste they produce, and especially we avoid the beautiful apples because they are clearly full of products that make them turn out in a certain way.</p>	<p>They do not eat meat.</p>
ST, M	<p>For the apples I put the country of origin, because not only in Trentino there are apples. It's not binding for me that they are produced close to home, they can also be produced in other places. Obviously, if it's in Italy it is better because I know there are different regulations than in other countries. I put the specific variety for the question of taste, because I like certain varieties more than others. I also marked organic production methods, because I know that anyway they are abundant in harmful products. So, if they are organic I know they have a little less. So, I look for the lesser evil. I try to buy from producers I know or anyway if I buy them at the supermarket I try to read the label or the tag.</p>	<p>For the meat...I look at the specific breed of cattle. So, I think about what kind of dish I want to have and then I get a specific breed. The knowledge of the producer is related to the question of how it is produced and how the animal is raised. I know that in Italy there are stricter regulations than in other nations, so I prefer to buy Italian meat. I also look for the expiration date which is important.</p> <p>For the meat I didn't put organic production because I know it's complicated with animals. But I try to know the producer or I try to inquire about how they feed their animal, therefore whether they feed them with local products they self-produce, as in the case of Anege Taneghe (CSA producer).</p>
RF, M	<p>When buying apples I clearly look at their variety as first thing. Then, clearly, knowing the producer in my area. The organic method for me</p>	<p>As far as meat, to avoid mistakes, I eat legumes. However, because I still eat meat and I have eaten tons of it, I can say that first of all I much prefer</p>

	<p>is a statement to verify but it's fundamental i.e. if you say you do it using pesticides you understand I'm going somewhere else.</p>	<p>beef, because to become edible it needs to be processed in a certain way. Then the animal welfare, for sure. Organic production, well, it is important but very complicated. There are some big commercial brands of distribution that say that their animals are not given antibiotics but how can you be sure? I buy ham, San Daniele, but who is going to tell me where the meat came from... So, I started to drop meat consumption a lot.</p>
ER, F	<p>For apples I marked the specific variety as for the taste, and also for the durability. For many years now, I have been buying organic apples from a producer who also helps me in the choice. He tells me these last longer, these you have to eat them earlier and so maybe I take a little bit and a little bit to have them for longer. And then the organic production methods and the seasonality. I only buy apples in the time they are harvested and, usually, from a producer I know...this just to have a little bit more certainty about the organic production methods because sometimes even the organic from the supermarket is not certain.</p>	<p>For meat, on the other hand, I marked animal welfare, free-range and free-range animals. And that's really a requirement let's say, whereas organic production yes, I'm careful about that, but I don't necessarily take organic meat. I still try to make sure that it's always from the area and definitely in Italy, I never get it from the supermarket, if it happens for an emergency at least I look that it's Italian. Anyway, if I can get meat knowing the producer I'm happier.</p>
GA,F	<p>I marked for apples taste and variety, because the two go in combination. I also marked knowledge of the producer, produced in my area and organic production methods. I'm not a big fan of organic, I have to tell the truth, however on apples they give me that extra semblance of assurance, that's it. And producer knowledge here both the positive and negative side because who doesn't know an apple producer? But I also know many friends of mine, who however make a production that I would never buy in my life.</p>	<p>For the meat, I put animal welfare, free-range animals, the flavor, again knowledge of the producer and produced in my area, and in addition to maybe the others the expiration date. This is because I eat very little meat I don't like frozen meat, let's say if I have to eat it I eat it at that time and I eat it fresh.</p>
AT, M	<p>For apples I have indicated organic production methods, knowledge of the producer, product of the area. In short, putting in order of importance...price, because either way I buy them, so price always interests me, and freshness. Freshness though is important because even apples, although they are all year round in supermarkets, are seasonal products...I mean it's not like every month apples ripen, it's preserved stuff and preserving them costs money, so I just get it when it's fresh and that's it.</p>	<p>Meat. For me, flavor is key because if it doesn't taste good I don't take it because it's not essential. Knowledge of the producer, animal welfare, organic production if possible, and here the price which for me is a parameter that tells me a lot. I don't have to take out a mortgage to buy a steak, but I also can't pay 5 euros a kilo because such a low price means that someone else is paying the cost for the discount they're giving me...</p>

Focus group n. 2

	Apple	Meat
FF, F	Regarding apples: the variety, because there are some varieties of apples that I do not like. I buy those apples that are organic, as I prefer not to peel the apple. Then I try to buy from producers I know. We try to go to Piazza Dante where there is a guy who sells apples, otherwise in the supermarket I usually check the labels. Anyway, we prefer to look for apples produced in my area.	I try to eat a little beef and when I buy it, I try to buy good quality meat. Sometimes I go to Natura Si (a specialized organic supermarket). There I usually check the price as there you can come out with a 30 euro burger. I try to safeguard myself. But I am very careful about beef because I have vegan friends who have given me books. They did a sort of psychological terrorism to me about beef that however I like and I do not want to give up. So, I look for organic production. I try to know the producer. I look for production in my area. Sometimes I go to via Maccani to the Trentino meats consortium, although the fact that they come from Trentino, you don't know anything else. I look at the expiration date.
TO, M	I look for apples that are produced in Trentino. I buy them in season. I choose them for their taste. I try to buy apples that are organic, fresh, however I also eat bruised apples of course. In short, it depends on what I feel like. If I feel like a juicy apple I also take it according to the freshness, it depends, clearly if they are apples that we take from friends so you take what is there, if not if you go to buy it is clear that it is different.	I have to say that I buy very little meat, once or twice a week. I look at the expiration date, that it is produced in the region. I usually check the label especially when I take the meat already prepared. I prefer organic meat, and, if not, I ask at the counter and I try to be sure that it is produced in Italy, better if closer. I also concern animal welfare. There are some labels that maybe are more explicit than others, but if not let's say one goes on trust.
SE, F	As I said, I do not like apples very much. If I think about those three apples a year that I buy, I prefer to buy them from the farmer's market, as there you are sure they are fresh, as in farmers' markets, the seasonality of produces is more clear. I also check that they are organic because I too like to eat them with their peel. Also, I believe it is important to know the producer. I never really buy them at the supermarket; I always buy them at the market or in South Tyrol from the people who sell them directly as I like the idea to give money to the people who produce them. There if they say that they are organic, I guess they are organic because I don't think they can lie through their teeth... I also look that they are produced at least in Italy, and since they are here, in my area... so I ticked all the last points.	For meat, the few times I bought it, I looked for animal welfare, that is something I would want to know. Likewise, the knowledge of the producer, if it is produced in Italy because it would seem to me a non-sense to import meat from abroad since also in Trentino there are farms... I would therefore check if they are at least produced in my area and certainly the expiration date of the products.
NC, M	I would look for the country of origin, freshness, taste, seasonality and produce in my area.	Regarding meat, I would also look for animal welfare for sure. Then I look where the animal comes from. I sometimes check the label for both red and white meat to know where it is coming from. In supermarkets there is a table put in the counter where one can read and see where they

		<p>come from. Then what is important is also the taste. So, maybe, if I know I am going to grill in the countryside, I would take capocollo, which even if there's more fat it is definitely better than a steak meat that would dries out if it's done on the fire; then I look that is produced in Italy, produced in my area and especially the expiration date.</p>
EU, F	<p>For apples, the first thing I look at is the price. I prefer if they are produced in Italy, generally; then I choose them concerning their taste, sometimes I look for a specific brand, as I know that the pinkies are a little bit sweeter. I also choose them by looking at the outward appearance but more for a psychological thing. I generally buy red apples as I like them most.</p>	<p>Regarding meat, I would also think about animal welfare; however, I would not know where to look for this information... I would also choose looking at the price and if the product is from my area, as I am concerned about the costs of transportation. And, of course, I would look for the expiration date.</p>

The Functional Food Scape

[ca. 4 – 6 pages including maps (may also be attached in an appendix)]

Where do the participants acquire their food? **Describe the pattern based on the individual mapping.** What is the share of food provided from different sources (supermarkets, direct purchase, grow own etc) in the two groups?

Do the general map differ between the FGs in any way?

How does the provisioning differ regarding type of food?

- **Displays of the individual maps** [or general map from the two FGs (may also be attached in an appendix, but could be useful here to illustrate different foodscape orientations)]

Introduction

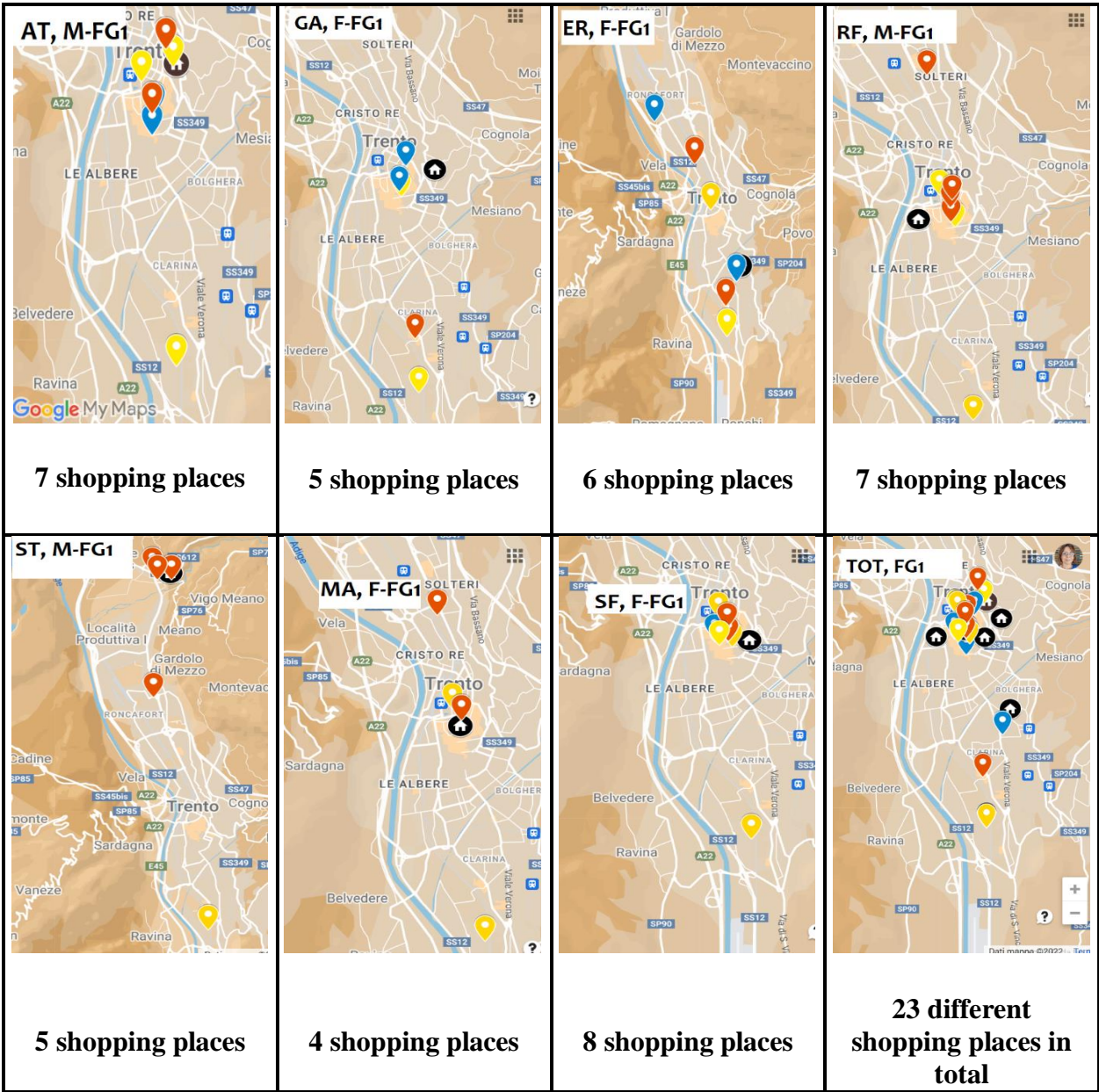


For this session, we used physical maps we collected from the tourist office in Trento. Once distributed, we asked participants to mark different localities (stores, markets etc.) from where they usually provide food. Colored post-it were distributed. Afterwards, we input the data collected in two google-maps, one for each FG [\[HERE and HERE\]](#), where we used different colors to indicate the different types of provisioning.

Table 3. Overview of types of food provisioning used by participants (FG1)

Colour codes	Types of provisioning	Descriptions
Black	Place of residence	Home
Red	Food stores/supermarket	Poli, Coop, Eurospar, Conad, Eurospin, Lidl,
Blue	Specialty store	Panificio Moderno, Panificio Pulin, Latteria del Sole, Carni Trentine
Yellow	Directly from producer	CSA, Piazza Dante Market, Piazza Vittoria Market, Piazza Duomo Market, Mercato contadino

FG1 Maps



Describe the pattern of food provisioning based on the individual mapping (where, what and share)

	Favorite Place to Get Good Food	Place That You Avoid and Never Would Go
AT, M	<p>Since I have joined the CSA, this is where I buy most of our food. Besides the CSA, I buy bread at the Modern Bakery and other stuff at the Coop in Lodron square which is the supermarket downtown. I also go to St. Martino's market on Thursday night and to the Saturday market at Piazza Dante. These places are supplement as I buy things there what I cannot find at the CSA. I also buy stuff from Mandacarù (fair trade store), which in part is also replaced by products coming directly from Altromercato in Verona: rice, cereals, dried legumes. My wife works there and it is convenient for us. Then, for emergencies, I go to a Despar supermarket that is right under my house, but I do not like to go there because they have products that I do not like. Once I found a cabbage coming from Belgium. Kale is the only stuff that originates in Trentino I think, which is the symbol, that was total nonsense....</p>	<p>I avoid big supermarkets, so I very rarely, almost never, go there... Going to the supermarket takes a lot of time and usually I don't find what I'm looking for. Usually in the city I don't even drive the car, so I'm walking or biking. Basically what I need I can find in the places I mentioned.</p>
GA, F	<p>I should make a premise, we only dine in, on weekends we are never at home, and so with the CSA I have drastically reduced buying in other places. So I put the CSA at first. I live downtown and work in Trento South, which makes it convenient for me to stop at the CSA. I still stop for convenience at the Poli Supermarket because anyway I'm near to work, and sometime at my lunch break I go there and purchase what I need. As well as sometime I stop at the Poli of Via Maccani. I also go to the city center at Square Lodron to buy bread from the Modern Bakery, and at Piazza Vittoria where I go to buy cheese. Every now and then, maybe Saturday or Sunday, I can also shop at the supermarket and in Via del Suffragio at the Latteria del Sole I buy mozzarella and other products. I do this regularly, let's say once a week.</p>	<p>I am not a 'Taliban' with food a part for bread. In town there are some bakeries I would never enter, because they are obviously industrial. The product just tastes bad as it is of poor quality and it even costs a lot.</p>
ER, F	<p>I live behind Santa Chiara hospital. The reference supermarket is the one in via Fermi. Then of course I buy at the CSA. For the dairy products I go to the Latteria del Sole in Viale Verona. Let's say every couple of weeks and maybe sometimes it happens that I go to buy cheese at the supermarket. I buy meat, the few times I eat it, from the Trentino meat consortium, as I work at Trento Nord, so I can just stop and buy meat there. And then for vegetables when I don't take them from the</p>	<p>But I honestly don't have a place where I say I wouldn't buy, I mean at least right now I can't think of it. In general, I don't go to convenience stores, because it is not clear to me where the products come from. The fact that you pay so little makes me think that someone else is paying the low-cost.</p>

	<p>CSA I go to Piazza Dante. Now I go there very rarely, for instance if I know that for some reasons on Monday I can't pick up my vegetable box from the CSA then I try to go on Saturday there, or sometimes I see what they propose as I know a couple of producers there and I sometimes see if they offer something different. This is more to try to come up with some things that are a little different</p>	
RF, M	<p>I live on Tommaso Gar Street so let's say I go to the market in Piazza Dante and Piazza Vittoria. The few times I eat meat I buy it from the Herb Square, from those little kiosks where I also get fish. I think that's the only one that can offer something decent. So I buy vegetables, meat and fish in piazza Vittoria, piazza delle Erbe, piazza Dante for vegetables. As for supermarkets Lodron, Eurospar and Conad for me the difference is that I find at Conad best quality flour than others. I go grocery shopping with one of those FoppaPedretti trolleys, so I don't have problem carrying weights. Hyper Poli I find the same products that I find in the center, with differences in prices. So sometimes I go there to buy in stock. Then it is clear that when you go to the supermarket you come out with more products than the ones you wanted to but this is part of the game...</p>	<p>For example at the LIDL. The question is that when you analyze the product it is impossible that they can sell at that price adhering with labor standards. How could be that a product from, let's say, Bangladesh, that has travelled to arrive here be so cheap? It means that people work for one euro a day. Ergo, I refuse to buy it. I mean, to me these are LIDL. I have to say that even if I pass by it often, I have never had even the desire to go in and see it.</p>
ST, M	<p>I live in Lavis and so in the area I have five supermarkets to which I occasionally go to make those last minute purchases where I spend those 10-15 euros that I need to buffer lunch or dinner. And so there is Prix, Eurospin, Conad and Poli. I choose them based on the product I need to get, for instance I go to Prix if I miss something like detergents or I know they have prices on industrial things a little bit lower, to Eurospin on Sundays because it's the only one open in the area, or to Conad or Poli if I want something a little better quality. Then if I want to do a bigger grocery shopping I go to the Iperpoli in Gardolo, where there is a little bit more choice but maintaining the proximity. Then there is the CSA. I also buy stuff every two-three months when I go home towards Venice as there I find a lot of products almost half price. So I often get a lot of grocery shopping when I go to see my parents.</p>	<p>I never go to COOP because they have very little choice at high prices. Apart from that, I do not have some places I would not go... I've lived so much abroad and even in Third World countries and so I've eaten everything and I'm still alive... Industrial things seem demoniac, but they're much more controlled than some other things... and here in Italy we have a lot of quality compared to other countries, so I'm happy to be here and to be well.</p>
MA, F	<p>I have to say that by doing this map I realized that actually we are very little diversified in our purchases. Obviously the main reason is that we are all students that are also working, so we really live with very little money. We made a lot of attempts also with the CSA but the main problems I would say are two: the price, which</p>	<p>no, the point is this, there is no place I wouldn't go to buy, but there are places where I wouldn't get certain things. For example at the discount store I don't buy dairy, I never buy meat but I buy other things. Let's say I'm more on the safe side when I buy vegetable products because it</p>

	<p>in the CSA case actually is not that high, and the organization. Because being in 8, precisely, it is very difficult to plan also for the medium term, so planning a week ahead is already very difficult. So, since we live in the centre, we have a pretty evil supermarket, which is Despar, next door. I also don't like to shop there, in the sense that it has high prices and many things come from the Netherlands, Belgium... really for no reason. But being next door and due to disorganization, it happens to get things from there often. Then we go to the farmers' market in Piazza Dante on Saturdays as it's easier to pull someone out of the house to go to the market than to place the order at the CSA and get organized to go to the collection point also because we don't have a car... So the market is much easier for us and secondly, then, unfortunately there are the famous budget supermarket (Lidl), where we go on a bicycle expedition now and then with backpacks and we get the supplies for the famous medium term. So we buy legumes that you don't really know where they come from however they cost half than in other places. The point is that it's hard to be able to combine an attempt to eat more sustainably if you have really little money... let's say that's the main issue that we really feel sad actually talking about.</p>	<p>always seems better to me than what could be buying an animal derivative.</p>
SF, F	<p>I live in the historic center. I consider the center, the stores, even the supermarkets as proximity stores. I go to various supermarkets because there I take some products such as cereals. Coop is near to the bakery, at piazza delle Erbe, where there is also the butcher Belli in piazza Vittoria. I work in Mesiano, my partner comes from Pergine, so the supermarket we use more is the small Poli you find coming back from Pergine. And then the CSA pickup. Poli and the CSA are the two points where my partner usually goes when he comes back from work. He does this as I don't have a car and so that's the only trip that was discussed, and that was also for me quite an important issue to discuss the pickup, everything else instead is done in the neighborhood. I also go to the Thursday market in Piazza Duomo and in Via Verdi and also on Saturday mornings I go to Piazza Dante Farmers' Market as it is just a nice walk to go there to buy some vegetables. We also go sometimes to EuroSpar and to the bakery Pulin on Cavour Street.</p>	<p>Brenner Street is somewhere I avoid going, as I really feel uncomfortable. For me, it is also an ethical and moral issue as I consider that sequence of discount stores a sort of urban devastation.</p>

What Does a Local Product Mean for You?

AT, M-FG1: It means proximity/neighborhood product, usually within the limits of the province

MA, F-FG1: Depends on the product: regional or national

ER, F-FG1 : The area of production of a product

Table 4. Overview of types of food provisioning used by participants (FG2)

Colour codes	Types of provisioning	Descriptions
Black	Place of residence	Home
Red	Food stores/supermarket	Aldi, Coop, Conad, Despar, iperpoli, Lidl, Prix,
Blue	Specialty store	Biocesta del Gusto, Hassan Mini Market, Natura Sì, Chicco di Grano, Enovalsugana, Sosi, Bread stall piazza Fiera
Yellow	Directly from producer	Piazza Dante Market, GAS, Bookique market,
Green	Self provision	Home gardens, chickens, orchards

FG 2 Maps



FF, F (9 shopping places)



SE, F (10 shopping places)



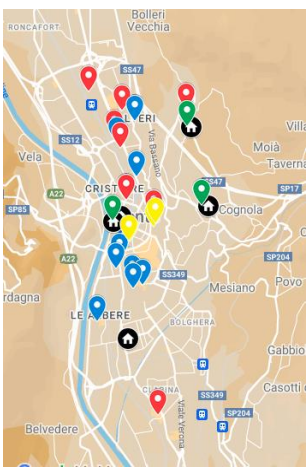
TO, M (3 shopping places)



EU, F (1 shopping place)



NC, M (5 shopping places)



Total FG2 (24 different shopping places in total)

Describe the Pattern of Food Provisioning Based on the Individual Mapping (where, what and share)

	Favorite Place to Get Good Food	Place That You Avoid and Never Would Go
SE, F	<p>I have many places, because to me providing food is like a job. I used to go to Coop for essential stuff, since I had to spend my lunch tickets. Since I worked in Trento North, I used to go to Natura Sì and Aldi to buy those vegan products that were difficult to find in other places, like tofu or other specific products. At Aldi you can find many vegan products that are very good. I used to go to Biocesta, because everything was really in the same street, and when I didn't manage to go to the Saturday market of Piazza Dante, I went to Biocesta. There is also a store called Chicco di Grano that sells fresh pasta, I liked it even if it was not vegan, because I liked the idea that there was no plastic, no packaging. To EnoValsugana to buy wine and beer, because I like it a lot. I also like going to Indian shops in via Prepositura, because I eat a lot of dried fruits and Asian sauces and I find them only there. And I also put Sosi, since I used to buy bread only there.</p>	<p>Apart from butcher's, I would buy in any places, even though it's hard for me to get used to big supermarkets, where there is everything but it makes me anxious, when I see all these shelves full of plastic I feel bad because I avoid plastic completely and it's not that I would never buy there, but if I can I avoid them, I really prefer to go to the Indian shop, which maybe doesn't seem hygienically the best option, but in some cases, not in others, it's just an impression because products are just piled. But there I find all the products that I also buy when I go to Asia, I go there twice a year, so I think I have a different view on this, to me it is much more normal.</p>
TO, M	<p>I live close to Monte Calisio, where we have chickens and a garden, then we go to the grocery shop at Conad in Martignano and at Biocesta. At Biocesta we buy especially when we don't have products from the garden during the year, they have all vegetables and fruits. At Conad we buy other products. Then we have cousins who have friends in Emilia-Romagna and sometimes they bring us flour made from ancient grains, it depends, every 2-3 months. We try to make the least possible kms and to keep these points of reference.</p>	<p>Not really, it's clear that there are places that are less ethical... at least according to some rumors, like mcDonald's, even though they have changed now, I could go there once or twice a year if I am with friends.</p>

FF, F	<p>I put my garden and the market of piazza Dante. I try to go there when I can and I buy whatever I find according to the season, in winter is a little sad. Then Coop in Piazza Cantore, I have two supermarkets, Coop where they have quite good meat, and Despar in Largo Nazario Sauro because it is conveniently located. I also put via San Martino because there is the place where I go to take olives and trouts from GAS, I am a member of a GAS, even though it's hard for me since I had the second son, but I still buy olives, trouts and avocados, and they are in these two places, where the two contact person for these products live. Then I put the Bookique market that is similar to that of Piazza Dante. There I bought pizza and vegetables. I buy bread at the stall in Piazza Fiera, close to where I work, or at Sosi. Sometimes we go to Iperpoli, when we need to do a big grocery shopping, we go there by car.</p>	<p>I had this idea about LIDL, but then somebody told me that it's not true, I've been there once because they told me avocados were really cheap, but I didn't like it, especially the meat, I don't know if it's only a psychological thing, because maybe it's the same as in other supermarkets. Or, for instance, I don't buy meat at Iperpoli, because I like the butcher of Coop more. And it seems to me that you can interact with him, he explains things to you.</p>
EU, F	<p>I only buy at Conad. I live here, but since I go to study at the library it's convenient for me to go there. Before I used to go to Orvea, and I would like to go to the market on Thursdays, but I never go. The first year I tried to buy a vegetable/fruit box from a fruit seller in via Rosmini, who had this project with a good price for students. But in the end it was expensive and there were too few vegetables, so we dropped it.</p>	<p>McDonald's, I would never go there, but there are no supermarkets where I wouldn't go.</p>
NC, M	<p>I go to Conad in Martignano to buy meat, to Poli to buy fish, and I only buy that, both for quality and for people who work there who are very friendly. It's also because I trust them because I know that I am choosing, I always choose specific pieces of meat, or specific fishes, and I know that I find it there in given days. And I can go to LIDL to buy only bread, or to Prix to buy milk without lactose, because that milk it's the best for me.</p>	<p>I've always avoided McDonald's and all these chains, as well as all my family. I've never been there, but I would go if I was starving.</p>

What Does a Local Product Mean For You?

NC, M-FG2: Local product is that which grows and is marketed in the area where one lives, or which is mainly produced in his/her area. Here in Trentino an example of 'local produce' would be apples. The national "local" is grapes, oil, and almonds; the regional local is apples; and the Trento local is polenta.

SE, F-FG2: Anything that is locally produced. A tomato, which for me is Sicilian or Neapolitan, let's say typical of the South, however, if it is produced here for me it is a local product. I have started to prefer locally produced produce even if they are less tasty, that are produced in Trento and that I can buy at a local market, where you can see the family that produced it. I prefer to give the money to the lady that produced that very sad tomato rather than going to the supermarket and buying the beautiful tomato from Sicily that comes up by truck in plastic. I also consider myself lucky, because I grew up with a culture of food and quality.

TO, M-FG2: Local product scale: Trento, Trentino, Triveneto, Italy. Anything that is produced locally.

EU, F-FG2: What your region can offer. Ideally, there should be as little transportation as possible. Example of a nonlocal is the chain that opened downtown that makes fish sandwiches.

Local Food System: Present Gaps and Desired Future Situation

Present the challenges, suggestions and ideas that came up during the discussion



This was a post-it session. We started by inquiring participants' opinions at the individual level and then we moved to their opinions regarding the community level. All participants were invited to write down 3 suggestions for improving access to diverse local food divided according to:

- What do I miss the most (green post-its)
- How I would like it to be (yellow post-its)

Focus Group 1

	Gaps	Suggestions for Improvement
AT, M	Many places/occasions for sourcing local produce already exist, but there is the need to improve their distribution.	Improve distribution of local products with evening hours and home delivery services. Disseminate information about local producers in neighborhoods as well. Price support to make local and sustainable products affordable. Products should be local, ethical, sustainable and good. There should be biodiversity and product protection as in Slow Food's presidia. Changing life times to have time to come home earlier and cook.
GA, F	Access to local produce should be more compatible with the rhythms of life. Distribution times in CSA and farmers' market are usually inaccessible due to office hours. Also, the location is inaccessible for those without a car. There is no easy access to products from specific localities (e.g., Ledro Valley), lack of proper distribution network.	To make access to local products more compatible with our real lives.
ER, F	There is no place where to find Trentino producers with detailed explanations of their production methods. There are not enough food hubs where to buy local produce.	Increase the number of places to distribute local products and increase the opening days and hours.
RF, M	The CSA distribution point is not accessible. There is a lack of stores and small stores selling local products; there are now only large supermarket chains downtown.	Arrangements at the area level to have space within commercial facilities for CSA distributions to be used there. Infrastructure should be made available so that small producers operate properly and can only deal with producing.
ST, M	No access to local organic products for the suburbs: all virtuous initiatives are offered only in the historic center. Those who live outside	Access to local products can be improved with more publicity because people often do not know where local producers are and/or what

	fall back on supermarkets for convenience of hours and access.	they produce. The evening market is an excellent initiative that would be nice to replicate in other Trentino municipalities. There should be more promotion and more occasions to taste local products such as evening markets.
MA, F	Gas or Csa are more suitable models for a family structure. There is no citizen culture of food recovery in grocery stores, no trust.	Create more awareness and more access for retail waste recovery.
SF	Physical, social, cultural and economic accessibility does not work, so there are many social inequalities.	Propose pathways for widespread outreach to support citizens. Expand locations and times of CSA distribution.

Focus Group 2

	Gaps	Suggestions for Improvement
SE, F	The high cost of local producers compared to the supermarket can be a barrier to purchase.	More distributive moments for the farmers' market, maybe by organizing the market not only on Saturdays but also on Friday. Organize some markets in the suburbs too. Where I live there is nothing as a Farmers' Market and on Saturdays I am forced to come to Trento. I also would like to get more information from producers: I imagine a local producer has a story to tell. It would be nice to know more about them, what kind of crops he/she has, why they decided to opt for organic production... because in my opinion communication is key.
TO, M	There is a lack of product variety, there are only monocultures in Trentino.	I also wrote community gardens. Where one gets maybe just the box of seasonal vegetables, encourage local exchange. These city gardens could also help to mitigate the monoculture, which in my opinion is just becoming a massacre. I also hope that food policies will prevent the opening of so many supermarkets and fast food chains.
FF, F	She had to leave before the end of the FG.	
EU, F		What I would like to have is a community garden... in the city maybe it is difficult, however in the countryside it could be easier. Something like a shared space that is self-managed where everyone can produce themselves and plant what they want.
NC, M	There seems to be no lack of anything: there is a good selection of products and stores where you can find local products, just people need to look for them and don't expect everything to be right on your doorstep.	

Summary/Discussion

How is local and/or organic food accessible to different participants in terms of their preferences (meaning) and valuations of these foods?

Do they buy or use these foods on a regular basis? What access in terms of affordability (price) do they have to local and organic food?

How are different resources distributed in the two groups (social networks (if possible to detect), access to markets and spaces for (own) provisioning etc.)?

How is the availability of local, organic food seen from the participants' own perspective?

How does this availability depend on knowledge, skills, networks?

Did descriptions/discussions of culinary practices/food culture touched upon embeddedness (or lack of embeddedness) in the local foodscape emerge?

Did participants discuss any aspects of sustainability related to their own culinary/food practices (meat consumption, food waste, plastic packaging, organic, local food etc)? In what ways (if any) did they relate sustainability of meals/cooking practices to the local foodscape?

Comparison of Results Between the Two FGs.

When comparing the two FGs, the main difference that we can highlight is that the presence of the CSA implies a reduction in the shopping places in FG1. Indeed, with seven participants, there are 23 shopping places vs. 24 shopping places of FG2, which has only five participants. The CSA then becomes the central point, the main grocery shopping around which complementary shopping is done for specific products in other places. Participants in FG2, who are socioeconomically similar to those of FG1, are committed to searching for good food, but have more differentiated places since they do not have the possibility of buying products at the CSA.

Participants in FG1 show an increased consciousness and capacity for planning food consumption (what to buy and when), directly related to the beginning of their involvement in the CSA. They have also learned how to cook seasonal products offered by the CSA that were new to them and they experiment new recipes.

Most of the provisioning spaces overlap between the two groups, and there are some points of reference for purchasing local and organic food, mainly proximity shops. Some participants in the two groups also have access to chickens, family gardens and/or orchards where they collect at least part of the eggs, vegetables and fruits they consume. Self-production of some products, such as bread, pizza, pasta, jams, is also practiced by several participants.

Supermarkets enjoy in general a good reputation, especially concerning some specific products, and all the participants use to buy food at supermarkets, even though in some cases just to complement what they bought through alternative distribution channels, and some participants highlight the risk of buying much more than what is really necessary.

Organic is seldom mentioned as a desired quality of fruits and vegetables, while there are several references to natural and local food, which are apparent also in the debate about what good food is. The majority of participants are indeed sensitive about food quality and origin, including ingredients of processed products. This is reflected in FG1 also in an increased search for local food in relation to eating out experiences, that two participants mention, also stressing the importance of the aesthetic character of good food.

Local and organic food are generally perceived as accessible, even though several participants stress the need of improving distribution and accessibility, increasing the number of distribution points, especially for what concerns the city outskirts. Both groups are aware about the possibilities offered by the territory in terms of local and organic/natural food provisioning and most of them buy food through highly differentiated provisioning channels, employing time and energy to find the most suitable solutions in terms of product quality, without neglecting value for money considerations. Regarding this last aspect, some participants in both groups, especially those who are students, highlight the need of making local food more accessible in terms of price, stating that generally the price difference is not affordable to them, with the exception of the CSA. The issue of trust and the value of direct relationships with producers is also reported as crucial by many participants.

Participants in the two groups discussed aspects of sustainability especially in terms of packaging, i.e. large amounts of plastic employed in traditional supermarkets, and some of them also highlighted the need of buying food produced with fair working conditions and no exploitation of workers. Another issue emerged is that of food recovery, both as a strategy of waste reduction and as a way to improve food accessibility thanks to lower prices. Meat was discussed in the two groups as a source of unsustainability. Two participants are vegan, one belonging to the first and one to the second FG, several other participants have drastically reduced meat consumption and are concerned about animal welfare, organizing their purchases accordingly.

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