

ebbitts Food Traceability End-User Survey

Instructions

For the assessment of the product, please fill out the following survey. The survey consists of statements and you express your agreement by circling the number that most closely reflects your impression where 1=strongly disagree with the statement and 7=strongly agree with the statement.

Ex 1	It was easy to use this system
	<i>strongly disagree</i> <i>strongly agree</i> 1 2 3 4 5 6 7

This response would mean that you think that the system was very simple to use.

Ex 2	It was easy to use this system
	<i>strongly disagree</i> <i>strongly agree</i> 1 2 3 4 5 6 7

This response would mean that you think that system was simple to use to an extent.

Please decide spontaneously. Don't think too long about your decision to make sure that you convey your original impression. Please answer all questions.

Food Traceability Scenario

Would you like to know more about the meat products you buy? Do you think that meat products that can be traced from farm to fork are safer to eat?

Whether or not you have strong opinions and concerns about food safety, and whether or not you already know how technology can be used to trace our food products from farm to fork, then we would like to get your input to the ebbts food traceability application. Please take 2 minutes to fill out this 10 question survey.

1	Concerns about food safety influence what I buy and eat
	<div> <div><i>strongly disagree</i></div> <div><i>strongly agree</i></div> </div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> </div>
2	I am interested in a mobile app that gives me access to information about the meat I buy and about the animal's life from farm to fork
	<div> <div><i>strongly disagree</i></div> <div><i>strongly agree</i></div> </div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> </div>
3	I would like to be able to scan a meat product with my mobile phone and receive the following information (you may choose several options):
	<input type="checkbox"/> Location and name of the farm <input type="checkbox"/> Fodder <input type="checkbox"/> Time on grass <input type="checkbox"/> Medications given to the animal <input type="checkbox"/> Use of genetically modified fodder (GMO) <input type="checkbox"/> Live transportation time and distance <input type="checkbox"/> Cut meat transportation time and distance <input type="checkbox"/> CO ₂ footprint <input type="checkbox"/> Picture of the animal <input type="checkbox"/> Type of cuts <input type="checkbox"/> Other consumers' rating of meat from the same producer <input type="checkbox"/> Other consumers' rating of the supermarket/butcher
4	Pre-packaged minced meat usually consists of meat from 10-20 cows. It would be of great value if I had access to information about each

	animal
	<div> <div><i>strongly disagree</i></div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div><i>strongly agree</i></div> <div>7</div> </div>
5	I would be interested in receiving a notification when a specific piece of meat in my freezer should be eaten to retain quality
	<div> <div><i>strongly disagree</i></div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div><i>strongly agree</i></div> <div>7</div> </div>
6	Receiving a notification on my mobile phone/email within 24 hours when a meat product is being recalled would be of value
	<div> <div><i>strongly disagree</i></div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div><i>strongly agree</i></div> <div>7</div> </div>
7	I would like to use the app to:
	<div> <input type="checkbox"/> Provide feedback on meat quality <input type="checkbox"/> Provide a rating of the supermarket/butcher <input type="checkbox"/> Register my purchase history which could be used to contact me in case of recall of meat. My purchase history would also be provided (anonymously) to the retailer. </div>
8	Access to information about the meat I buy and about the animal's life from farm to fork would be of value
	<div> <div><i>strongly disagree</i></div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div><i>strongly agree</i></div> <div>7</div> </div>
9	I would be willing to pay a higher price per kilo for the information provided by the app
	<div> <input type="radio"/> 0-0.25€ more per kilo <input type="radio"/> 0.25-0.50€ more per kilo <input checked="" type="radio"/> 0.50-0.75€ more per kilo <input type="radio"/> 0.75-1.00€ more per kilo <input type="radio"/> 1.00-1.25€ more per kilo <input type="radio"/> 1.25-1.50€ more per kilo </div>
10a	I am:
	<div> <input type="radio"/> Female <input type="radio"/> Male </div>

10b	I am:
	<div><input type="checkbox"/> 18-30 years</div> <div><input type="checkbox"/> 30-40 years</div> <div><input type="checkbox"/> 40-50 years</div> <div><input type="checkbox"/> 50-60 years</div> <div><input type="checkbox"/> 60-70 years</div> <div><input type="checkbox"/> 70-80 years</div> <div><input type="checkbox"/> 80+ years</div>
	Other Comments: