Research on consumers’ preferences for food traceability information

Province City District

Place: (1) farmer’s market
      (2) supermarket
      (3) butcher shop
      (4) else

Investigator Name: 

Investigator Phone No.: 

Survey date: 

China Agricultural University
June 2016

This questionnaire is for academic research only. Your participation is entirely up to you. You may choose not to participate and you are free to withdraw from participation at any time. The data were collected anonymously; all respondents were assigned an ID number prior to data analyses.
A. The preference of traceable information

Food traceable information refers to the safety information related throughout the supply chain, such as the stage of production, processing, circulation, and consumption.

Please choose the “most appealing information” and the “least appealing information” form each Choice set, and fill in the blank with the code of each item.

<table>
<thead>
<tr>
<th>Choice set 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>6=packaging information</td>
</tr>
<tr>
<td>5=processing information</td>
</tr>
<tr>
<td>8=retail information</td>
</tr>
<tr>
<td>1=picking/slaughtering date</td>
</tr>
<tr>
<td>10=producers' information</td>
</tr>
</tbody>
</table>

When purchasing pork, the most information you concern______, the least information you concern______;

When purchasing vegetable, the most information you concern______, the least information you concern______;

When purchasing dairy products, the most information you concern______, the least information you concern______;

<table>
<thead>
<tr>
<th>Choice set 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>9=environmental information of the origin</td>
</tr>
<tr>
<td>7=transportation information</td>
</tr>
<tr>
<td>6=packaging information</td>
</tr>
<tr>
<td>8=retail information</td>
</tr>
<tr>
<td>4=history of illness and taking protective measures</td>
</tr>
</tbody>
</table>

When purchasing pork, the most information you concern______, the least information you concern______;

When purchasing vegetable, the most information you concern______, the least information you concern______;

When purchasing dairy products, the most information you concern______, the least information you concern______;
Choice set 3

4=history of illness and taking protective measures
10=producers' information
9=environmental information of the origin
2=pesticide/veterinary use
5=processing information

When purchasing pork, the most information you concern____, the least information you concern____;

When purchasing vegetable, the most information you concern____, the least information you concern____;

When purchasing dairy products, the most information you concern____, the least information you concern____;

Choice set 4

5=processing information
3=fertilizer/feed use
7=transportation information
6=packaging information
2=pesticide/veterinary use

When purchasing pork, the most information you concern____, the least information you concern____;

When purchasing vegetable, the most information you concern____, the least information you concern____;

When purchasing dairy products, the most information you concern____, the least information you concern____;

Choice set 5

10=producers' information
6=packaging information
4=history of illness and taking protective measures
11=traceable tag certification information
3=fertilizer/feed use

When purchasing pork, the most information you concern____, the least information you concern____;

When purchasing vegetable, the most information you concern____, the least information you concern____;

When purchasing dairy products, the most information you concern____, the least information you concern____;
### Choice set 6

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>pesticide/veterinary use</td>
</tr>
<tr>
<td>1</td>
<td>picking/slaughtering date</td>
</tr>
<tr>
<td>11</td>
<td>traceable tag certification information</td>
</tr>
<tr>
<td>9</td>
<td>environmental information of the origin</td>
</tr>
<tr>
<td>6</td>
<td>packaging information</td>
</tr>
</tbody>
</table>

When purchasing **pork**, the **most** information you concern____, the **least** information you concern____;

When purchasing **vegetable**, the **most** information you concern____, the **least** information you concern____;

When purchasing **dairy products**, the **most** information you concern____, the **least** information you concern____;

### Choice set 7

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>fertilizer/feed use</td>
</tr>
<tr>
<td>2</td>
<td>pesticide/veterinary use</td>
</tr>
<tr>
<td>1</td>
<td>picking/slaughtering date</td>
</tr>
<tr>
<td>4</td>
<td>history of illness and taking protective measures</td>
</tr>
<tr>
<td>8</td>
<td>retail information</td>
</tr>
</tbody>
</table>

When purchasing **pork**, the **most** information you concern____, the **least** information you concern____;

When purchasing **vegetable**, the **most** information you concern____, the **least** information you concern____;

When purchasing **dairy products**, the **most** information you concern____, the **least** information you concern____;

### Choice set 8

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>transportation information</td>
</tr>
<tr>
<td>9</td>
<td>environmental information of the origin</td>
</tr>
<tr>
<td>10</td>
<td>producers' information</td>
</tr>
<tr>
<td>3</td>
<td>fertilizer/feed use</td>
</tr>
<tr>
<td>1</td>
<td>picking/slaughtering date</td>
</tr>
</tbody>
</table>

When purchasing **pork**, the **most** information you concern____, the **least** information you concern____;

When purchasing **vegetable**, the **most** information you concern____, the **least** information you concern____;

When purchasing **dairy products**, the **most** information you concern____, the **least** information you concern____;
Choice set 9

8=retail information  
11=traceable tag certification information  
2=pesticide/veterinary use  
10=producers' information  
7=transportation information

When purchasing **pork**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **vegetable**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **dairy products**, the **most** information you concern______, the **least** information you concern______;

Choice set 10

1=picking/slaughtering date  
4=history of illness and taking protective measures  
5=processing information  
7=transportation information  
11=traceable tag certification information

When purchasing **pork**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **vegetable**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **dairy products**, the **most** information you concern______, the **least** information you concern______;

Choice set 11

11=traceable tag certification information  
8=retail information  
3=fertilizer/feed use  
5=processing information  
9=environmental information of the origin

When purchasing **pork**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **vegetable**, the **most** information you concern______, the **least** information you concern______;  
When purchasing **dairy products**, the **most** information you concern______, the **least** information you concern______;
B. Information About You

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age (years)</th>
<th>Education (Code 1)</th>
<th>Marital status (Code2)</th>
<th>Family size</th>
<th>Household income (month)</th>
<th>Personal income (month)</th>
<th>Occupation status (Code3)</th>
<th>Occupation related to food industry or not?</th>
<th>Always the buyer of the family food purchase or not?</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>B2</td>
<td>B3</td>
<td>B4</td>
<td>B5</td>
<td>B6</td>
<td>B7</td>
<td>B8</td>
<td>B9</td>
<td>B10</td>
</tr>
</tbody>
</table>

Gender: 1=male 0=female

Education: 1=Primary or below; 2= Junior high school; 3=High school; 4=Tertiary

Marital status: 1=Married; 2=Never married; 3=Widowed; 4=Divorced

Occupation status: 1=employed; 2=self-employed; 3=unemployed; 4=retired; 5=migrant workers; 6=students; ?=other

C. Attitude toward food safety

1. Please comment on the present situation of the food safety. _______
   1=Very unsafe; 2=Unsafe; 3=So-so; 4=Good; 5=Excellent

2. Please comment on the present situation of the Agri-food safety. _______
   1=Poor; 2=Unsafe; 3=So-so; 4=Good; 5=Excellent

3. Your concerning degree about the food safety.
   1=care for very much; 2=care for much; 3=care for; 4=less care for; 5=never care for

4. Do you know food traceable system?
   1=Yes; 2=Just heard about; 3=Not clear; 4=Never heard

5. Which approach do you prefer to get food traceable information?
   1 = Machine in supermarkets or farmer markets, etc; 2= Website; 3= Mobile phone Apps; 4= Text message; 5= Call; 6= Other ways (please specify): _______