

Annex 4 – Quotes from the interviews

The following quotes from the stakeholder interviews help to better understand the meaning of the phenomena and how the different categories are connected within the phenomena. While some of the quotes are also used in the main article, additional or extended statements can be found in this annex. The quotes are numbered sequentially in their order of appearance.

Phenomenon 1: Landscape-Environment

- Q1. *“The land has only about 10-15 soil points [out of 100] and therefore is only suitable for grazing and the heath ecosystem. And the ‘Heidschnucke’ [local sheep breed] is especially suitable for transferring nutrients from the heathland to the pastures. It is a totally extensive form of grazing, where no fertilization is used. It is good for groundwater and nature. For example, many flowers and plants, birds, and reptiles live here – that means high biodiversity. Further, the ‘Heidschnucke’ is very soil-friendly.”* (R9: producer from Lüneburg)
- Q2. *“The Dehesa is not a natural landscape; it is human-made. Instead of having a closed canopy, the open landscape supports a strong ecological diversity”* (R22: conservation expert from Extremadura)
- Q3. *“The cork oak forest [montado] does not need to be watered, the montado lives well with the climatic conditions that exist and feeds that ecosystem without any disruption. These new agricultural practices that threaten the montado are highly predatory of the water resource.”* (R45: tourism representative from Alentejo).
- Q4. *“The support of biodiversity is very important in combination with the preservation of the aesthetics of the landscape [...]”* (R36: producer from Lemnos)
- Q5. *“For example, the goats are indigenous breeds, and they could have become extinct. Rockrose, heather, thyme, and acorns are part of the flora and are consumed by the goats. They preserve and maintain the vegetation cover.”* (R12: PDO administration from Extremadura)
- Q6. *“The proliferation of plant species is controlled. It reduces the risk of forest fires. It is like an ecosystem service - it is a synergy.”* (R12: PDO administration from Extremadura)
- Q7. *“If there are herds and sheep and goat farming in general, in the wider area where Arnaki and Katsikaki Elassonas PDO are produced, the landscape will be preserved, one is interconnected with the other. When the livestock cease to exist, how can you help the landscape?”* (R30: producer from Elassona)

Phenomenon 2: Landscape-Income

- Q8. *“One would have to communicate that sheep have a high value for landscape maintenance, [...] It needs higher prices but you do something good for climate and biodiversity. [...] but in the background the land care association sponsors it.”* (R10: conservation expert from Diepholz)
- Q9. *“What we do should work in the long term, and for this, there must be a certain economic viability. This includes subsidies and support measures of the agricultural policy, but also income from the products is central. Production is only sustainable over time if there is profitability through production”* (R1: conservationist from the Allgäu)

- Q10. *“Support for the regional economy is needed very much. The island has a very large percentage of people engaged in animal husbandry and agriculture in general, so products like the Kalathaki help the economy a lot.”* (R36: producer from Lemnos)
- Q11. *“It gives more value to our brand and thus other products and allows the development of our region. [...] Most producers are from the municipality of Serpa and use natural and sown pastures and cork oak forest (montado areas).”* (R43: producer from Alentejo)

Phenomenon 3: Landscape-Diversification

- Q12. *“The extensive areas further away from the farms represent the Allgäu in terms of tourism and aesthetics. There are those beautiful alpine areas below the tree line with open meadows that blossom so beautifully.”* (R1: conservation expert from the Allgäu).
- Q13. *“In Extremadura, there are many shops geared towards tourism. We sell our cheese there. [...] Tourists come from Madrid at Easter and buy local products in the shops that they can't buy in a large supermarket. Here they come to eat more traditional and organic products.”* (R19: producer from Extremadura)
- Q14. *“As a hotel professional with restaurants and with the breakfast we provide in both hotels, our relation with kalathaki [local cheese] has absolute relevance because we believe that the local production and the local product should be supported. Regionality in general, as a basis for promotion and the touristic development on the island, has an absolute relation to the primary sector.”* (R34: tourism stakeholder from Lemnos)
- Q15. *“The region benefits a lot from tourism. In southern Allgäu – for example in Füssen or Oberstdorf - 50% of farmers' income is from tourism.”* (R3: tourism representative from the Allgäu)
- Q16. *The Allgäu is often linked to farm vacations and tourism and the vacation homes are excellent. I have the understanding that there is a circular connection between agriculture, tourism, and the regional economy.* (R2: administration representative from the Allgäu)
- Q17. *“In tourism marketing, ‘sustainability’ is an undesirable term. One does not want to instruct people, but to address them emotionally and positively.”* (R6: tourism expert from Lüneburg)

Phenomenon 4: Environment-Governance-Legacy

- Q18. *“Depending on the leasing contract, different agri-environmental measures are counted as double subsidies. Those who don't know correctly make contracts that are unfavorable for shepherds.”* (R10: conservation expert from Diepholz)
- Q19. *“Having animals grazing directly in natural pastures and sown pastures in well-managed cork oak forest improves the milk quality for cheese production.”* (R42: producer from Alentejo)
- Q20. *“People want to buy immersive experiences in nature, that are harmless to nature, they want to fully enjoy it, they want to take with them the products that the cork oak forest (montado) produces.”* (R45: tourism representative from Alentejo)
- Q21. *“Animals can utilize fodder, which nobody else can utilize. The ‘Moorschnucke’ [local breed] produces meat from inferior fodder. Sheep are completely grazing-fed in summer and winter, and pastures from farmers are used.”* (R13: producer from Diepholz)

- Q22. *“Livestock breeding must be kept alive; the role of the state is very significant. The state should take measures and focus on the problems of the livestock world.”* (R30: producer from Ellassona)
- Q23. *“The goats take advantage of the pastures and the natural resources of the countryside and what they transfer to the milk, by eating a natural product.”* (R19: producer from Extremadura)

Phenomenon 5: Income-Governance

- Q24. *“Lower Saxony guideline demands annual grazing, which then qualifies for grazing premium. Nature conservation administration demands however three times grazing per year. [...] there are contradictions between nature conservation administration and commercial management.”* (R13: producer from Diepholz)
- Q25. *“Five years is a short period [for contractual nature conservation] and a loss of the funding afterwards would threaten the existence of shepherds. Longer funding periods would be needed for such livestock projects.”* (R11: producer from Diepholz)
- Q26. *“The offices promoting the labels and certified products do an incredible job. We are doing just fine in this regard. [...] Political investments into structures and marketing are essential to maintain the production system.”* (R25: producer from Extremadura)
- Q27. *“The most important thing here is that they have to make a policy in such a way that it attracts young people to come and live in these places. If they don't provide good communication, good Wi-Fi, and so on, people don't want to come.”* (R17: tourism actor from Extremadura)
- Q28. *“That the subsidy should be higher for extensive livestock than for intensive livestock, let's start there. [...] The maintenance of the environment also generates a lot of paperwork and conflicts because you have to apply for everything.”* (R20: producer from Extremadura)
- Q29. *“Additional costs stem from the guarding dogs, so the nature protection support becomes less effective. They pay for the dog acquisition and for killed animals, but the main expenditure – the management of the herd protection dogs – is not paid extra. It costs around 40,000 € a year only because of the wolves. Politics should pay extra for this complication.”* (R11: producer from Diepholz)

Phenomenon 6: Income-Culture

- Q30. *The breeder is a Businessman, [...] so the first thing we need to see is whether traditional techniques can be financially viable. Also, [...] traditional techniques must keep pace with modern food hygiene requirements.* (R37: conservationist from Lemnos)
- Q31. *“The name of the ham is directed towards marketing – an egoistic motivation – because certification makes the production more visible. [...] It creates a joint image of local identity, traditional landscapes, biodiversity, and local resources.”* (R14: producer from Ellassona)
- Q32. *“Allgäu lives from tourism, cheese dairies live from tourism [...] tourism needs the traditional production process and the cheese dairies need tourism.”* (R8: producer from the Allgäu)
- Q33. *People here now have other jobs, but before the work was the animals, it was making cheese from your own sheep, [...] the pigs were slaughtered, the product gave you enough to eat all year round and you also sold the surplus. [...] Then the cows were for milking*

rather than for meat. In principle, people here have lived off their lands all their lives. We are very identified with this. (R17: tourism actor from Extremadura)

- Q34. *“The primary sector is on the verge of extinction. The reason I stay here, in the primary sector is that except that I am a third, or fourth generation, I do not consider it a profession. I consider it a function.”* (R38: producer from Ellassona)

Phenomenon-independent codes

The codes ‘Animal welfare’ and ‘Quality’ were not part of any phenomenon. Thus, the interview content coded with both codes is described separately.

Animal welfare

Animal welfare was brought up by several stakeholders but with different intentions. It was either mentioned as a justification for more traditional systems or to highlight how well free-ranging animals do when compared to stabled livestock:

- Q35. *“I imagine that animals live well and producers take care of them to produce quality products. All this is sustainable. Those who take good care of their animals certainly have a much better result than those who do not.”* (R36: producer from Lemnos)
- Q36. *“The biggest danger [economically] is the new type of husbandry, with prevention of combination husbandry [mix of tethered and free husbandry]. To only use tethered husbandry is wrong, but combination husbandry complies with animal welfare.”* (R8: producer from the Allgäu)

In Germany, where animal welfare was described as a particularly controversial topic, it was perceived as both an economic threat but also as an opportunity for up-to-date marketing approaches. In the Mediterranean regions, animal welfare was mostly related to keeping livestock outside all year round and was also considered as a specific reason for the high quality of products. Thus, some respondents suggested certifying this feature for extra income:

- Q37. *“The way animals are treated and raised should be further promoted. In general, PDO products should be better promoted.”* (R41: producer from Alentejo)

Quality

Uniformly, the quality of the products was associated with the local feed. In the case of autochthonous breeds, such as the pigs in Spain, Mertolenga cattle in Portugal, and the sheep or goats in Greece, the quality and special taste of products were related to the breeds:

- Q38. *“[...] where we should stand in for more, are the pastures and the extensive breeding of sheep. Because the organoleptic characteristics that make the kalathaki different from the other cheeses from sheep and goat milk are their taste which comes from the microflora of the area.”* (R37: conservation expert from Lemnos)
- Q39. *“That’s why today there are slaughterhouses that have an EU code. Slaughterhouses without an EU code do not work. You are not allowed to slaughter outside. You deter the quality and you don’t know what it is, they may have died of. There must be a guarantee and the guarantee is the seal of the veterinary service.”* (R32: producer from Ellassona)

The relation of the PDO label to the product quality was however perceived inconsistently. In regions with better-functioning markets for PDO products, the label was rather seen as a carrier of cultural

values (Allgaeu, Extremadura, Lemnos). In other regions, the PDO label was seen as an opportunity to improve marketing, sales volumes, and revenues based on their quality:

Q40. *“We try to sell the lamb meat as a delicacy – which it is – but actually meat is rather a by-product.”* (R13: producer from Diepholz)