

Annex 2 – Summary of interview responses of each code – separated by study regions

	Allgaeu region (GER)	Lueneburger Heide / Diepholzer Moor (GER)	Elassona municipality (GR)	Lemnos Island (GR)	Alentejo (PT)	Extremadura (ES)
Animal welfare	Respondents pro-actively defend tethering of cattle, as a part of the cultural animal keeping. The animal welfare issue is simultaneously seen as a threat and marketing opportunity via certification.	There is an opportunity for lamb products because animal welfare is naturally very high. The consumers want to know about the topic, but the topic is not covered in the PDO legislation yet.	Animal welfare is, very generally, important for the quality of the product.	Animal welfare is necessary for high-quality products and the longevity of animals. It is seen as a natural standard related to the traditional profession of herders.	There is an existing animal welfare certification for cheese and one upcoming for meat products. It is perceived as a lack that PDO does not entail animal welfare aspects.	Animal welfare is only connected with the slaughtering process of pigs.
Culture	Traditional small-scale farms are key for maintaining cultural landscapes related to "alpine farming". A touristically attractive landscape combined with culinary heritage is extremely important for the Allgaeu. Thus, regionality and regional identity are used for marketing intensively.	Traditional management is important for the landscape but not particularly related to PDOs. Local identity is more related to horned sheep in general, and to the use of herding dogs. Regional branding for several products works better than labels for single products.	Local identity emerged from the traditional livestock management, which maintains the landscape, and supports biodiversity as well as tourism. The product has not changed due to the PDO registration, neither the quality, nor the product itself. The PDO was only important for marketing.	Traditional extensive production accounts for the quality of the product, but also limits the production capacities. Certification alone would be worthless but helps to strengthen the local identity, and selling the product as a traditional specialty. Some traditional methods are threatened by sanitary regulations.	PDOs co-created local identity and represent the distinctive landscape and certification is the reason for maintaining them. "[...] recovering traditions from 30 years ago was economically advantageous [...] the missing link in a chain that existed and was lost and is now recovering."	PDO products are central to the local (rural) identity and for maintaining cultural landscapes. While most consumers are not interested in traditional practices, tourism combined with certification can transmit those values. The profession of cheese-making is also part of the cultural identity as well.
Diversification	Tourism and direct marketing yield a substantial additional income. The regional brand "Allgaeu" profits from the PDO cheese. Many milk producers work in non-agricultural jobs, or offer agri-tourism besides milk production. "Circular connection between agriculture, tourism, and regional economy".	Almost no diversification among meat producers - wool has almost no value. Tourism mostly as day-tourism with an educational aspect. In Lueneburg heath is more tourism and gastronomy but not run by producers. Contractual nature conservation replaces large shares of market income.	Without tourism, the products would not be viable, but in general, diversification is seen as unused potential. "Olympus is a brand name, we must take advantage of it in every way"	Tourism benefits from local culinary specialties, but has little benefits for producers. Tourism is directly related to the traditional landscapes that are preserved by the animals but when herders cannot profit from tourism, they may intensify their production and simplify the attractive landscape.	Tourism has a central role in disseminating information about the product's high quality. The diversification of the income on farm level is mainly done through different agricultural products. Income through tourism is important but less for producers themselves.	Producers benefit from tourism but rarely provide touristic infrastructure themselves. PDOs have a strong marketing potential for the whole region. "Regulatory Councils" of each PDO are active in product advertisement, tourism marketing, and networking.
Environment	Limited livestock numbers, corresponding to the area lead to closed nutrient cycles. Short distances are a key argument for sustainable production. Management practices have a rather low contribution to biodiversity. Broad overlaps with organic labeling exist.	Areas relevant for nature conservation are grazed through the full vegetation period. Sheep can utilize low-quantity fodder and transfer nutrients. Thus, there is an extremely efficient use of local resources. Animal herding supports biodiversity and peatland is important for climate change mitigation.	The grazing of free-ranging herds improves the biodiversity, helps to prevent wildfires, and maintains the overall environment. Goat meat can be advertised as a climate-friendly alternative to beef. The risk of over-exploitation for economic reasons is seen.	Most production is done with respect for the environmental resources, but the risk of overgrazing has to be tackled. The local value chain on an island makes the producers aware of sustainability issues. An initiative for an add-on biodiversity label exists	The production of PDOs helps to maintain an extensive mosaic system and avoids land abandonment, thus supporting biodiversity. The limitation to local resources makes producers think sustainably, also in terms of undemanding breeds and water consumption.	The maintenance of environmental values is closely linked to the production of PDOs. The open forest (Dehesa) is a feeding source and biodiversity hotspot in parallel. There are issues with the oak regeneration, because a system based on trees needs to be managed with foresight.
Governance	Different label types are administered by different ministries. Political support for the cooperation between various labels is needed, not only via retailers. The retailers' job is to transfer the meanings of labels. A regional label for "Allgaeu" in general could probably be more meaningful.	Stable support for biodiversity and landscape measures is needed, as funding periods are too short. Controversial demands between conservation and agriculture chambers lead to conflicts. Thus, a harmonization is necessary. Animal premiums and better compensation of wolf attacks would help.	In the case of meat from slaughtered animals, the inspection of PDO, standards are very important. This way, the quality of the product becomes an inherent characteristic. Subsidies are necessary for the primary producers to maintain their businesses and thus the landscape.	The legal protection through the PDO label is crucial for the product and for maintaining the traditional systems. While biodiversity protection is currently not included in the label, it should be in the future. A strategic plan for developing the product is necessary.	The CAP should be more adaptable to the specificities of each production system. Therefore, geographical proximity and region-specific knowledge of administration would be helpful. Not only subsidies but a strategic plan on how to develop the product and the region would be helpful.	The 'regulatory councils', which are central to administrative issues during PDO registration are financed by the producers and by regional subsidies. Pigs are not subsidized, although they are part of the extensive livestock systems. Producers demand higher subsidies for extensive farming or the production of PDO products.
Income	PDO helped to receive better prices for the milk, but more important is the integration of tourism and traditional landscapes. Thus, agri-tourism is a key element of farm income in Allgaeu. Competition between different labels is seen critically (organic, mountain, hay milk, etc.). Overall, the Allgaeu cheese is profitable through its production.	A lot of income is from nature conservation subsidies or contractual nature conservation. Sheering of sheep costs more than wool can be sold for. In Diepholz, meat is sold, but not labelled as PDO because it lacks a slaughtering facility. In Lueneburg, touristic income is more related to herding than to meat production.	Livestock production was an important source of income since long. Modern production standards (e.g., food safety, or animal welfare) are costly and need to be paid for either by consumers or by subsidies. Otherwise, there is the risk of intensification for income reasons. Most of the price premium for PDOs stays in trading, not with producers.	Traditional products are understood as the wealth of the island. Theoretically, by selling the cheese directly, the producers earn enough to maintain the system. Longer value chains reduce the revenues for the producers. Breeders and milk producers are running businesses that have to be viable and the PDO helps with the price premium.	An ongoing income from traditional agriculture is seen as a form of sustainability. However, the production of Mertolenga is economically barely viable right now. Some farmers switch to more profitable systems like olives, or fruits – at least more profitable in short term.	PDO products are crucial for income in the rural areas - talking about +50% due to PDO label. The consumers cannot pay for the whole system to be maintained, so it needs subsidies. Especially for cheese, consumers do not understand the value of extensive production and manual labor, so they do not want to pay for it accordingly.
Landscape	The Allgaeu would look totally different without the meadow management for milk production. The mountain meadows are essential for landscape aesthetics and attracting tourists. Thus, farming landscapes are touristic landscapes. The PDO label (among others) determines the practices for managing those landscapes. Small-scale farms are necessary for this type of landscape management.	Only the grazing of the sheep makes landscape maintenance possible ("sheep are landscape keepers"), which includes the preservation of landscape aesthetics and wildlife, and the recreational value. The grazing helps to reduce shrub and tree regeneration. Therefore, landscape maintenance is the most important part of having the animals, even before selling the meat.	The animals are part of the mountain landscapes around Olympos, where they maintain the landscape aesthetics of touristic areas. Relatively low numbers of animals are enough to maintain the typical landscape, as well as flora and fauna. Also, grazing reduces the wildfire risk but therefore it needs traditional breeds to forage on the right plants.	The production of the PDO helps to maintain the landscape aesthetics and the producers see themselves as landscape stewards. In the mountains of Lemnos, grazing is not only the traditional but the most sensible land use. Modern production can co-exist with the traditional landscape, but profitability pressure could lead to intensification.	The function and aesthetics of the landscape are connected to animal presence. The mosaic-like landscape was common on large properties, but now many farms are intensified. Balancing three landscape aspects (trees, pastures, animals) leads to conflicts or intensification. The trees are most likely to be lost and replaced by more profitable cultures like olives or fruits.	The extensive land use, which is older than the PDO registration, preserves the landscape. Now, the landscape management is well regulated and controlled. The mosaic landscape also attracts wildlife which attracts tourists. While goats and sheep help to keep the landscape open by grazing, the holm oak system needs manual thinning. Both land use types reduce the risk of wildfires.
Legacy	There is no rural exodus in Allgaeu in general. The region has a relatively high living standard, so fewer small-scale farmers run their farms as full-time jobs. Thus, farm abandonment and structural change are still a threat but have slowed down in Allgaeu.	Being a shepherd is not attractive for young people because of low wages, almost no vacation, and the hard work. The loss of shepherds is a real threat to the current landscape management system.	Rural life needs to be attractive for young people, also for the ones not working in food production. Otherwise, abandonment will become a problem. The legacy of the landscape is tied to the products and the people behind them. PDO products help decentralizing the food market. Agri-tourism should be promoted.	Generational turnover is not a problem as most enterprises are economically viable and prices for the PDOs are quite good. However, the income is rather low and the profession of a breeder is not attractive. Knowledge transfer about breeding and cheesemaking is needed. PDOs can be a lever to keep Lemnos attractive.	Traditional products, methods, and practices are threatened by more profitable opportunities. However, PDO products can be used to strengthen rural communities. But for the local economy, the survival of local value chains with local breeds is crucial, or the profit is leaving the region.	Generally, PDOs helped with the job market situation. In herding, the lack of young people hits hardest, because of the hard work. Rural exodus is a real problem, that needs to be tackled through regional support and modern infrastructure. Quality of life is not sufficient for people to stay, when the income is not sufficient.
Quality	The quality of the cheese product is based on the cows' feed. Therefore, the hay milk label [German: "Heumilch"] already transmits the quality aspect of the PDO. The PDO label is more needed for the cultural aspect. The quality labels make the Allgaeu cheese special and delineate it from mass products. For cheese makers, it is convenient to only collect milk of the highest quality.	They try to promote lamb meat as a quality product and delicacy, but currently, the meat is more of a by-product. That comes from the past when sheep and goat meat was not a quality product. As an alternative, they try to promote their meat as organically produced.	The taste of the products is related to the autochthonous breed, the local vegetation of the mountains, and the microclimate. Also here, the EU safety standards regarding slaughtering are perceived as a quality trait. The fact that (almost) no artificial fertilizer is used contributes to high quality of the product. The quality, however, is not directly linked to the PDO standards.	The PDO is seen as a quality label because it guarantees a certain production standard and thus a certain nutritional value and taste. The taste is associated with the microclimate, the local plants, locally grown feed, and taking good care of the animals. Overall, the purity of the product makes it a high-quality product.	The quality is associated with natural feed in general, but as customers need to be supplied all year round some supplements are necessary. Regarding the Mertolenga meat, the special quality and taste come from the breed itself. Also, the health checks are seen as a kind of quality standard.	The producers claim, that free ranging animals and natural feed gives quality to the products (milk and meat). The health checks and sanitary standards are important for producing high-quality products as well. The quality of any product is the key characteristic in Spain, not the PDO label. However, not everyone can afford the highest quality products all year round.
PDO+	The already existing hay milk label (German: "Heumilch") explains the idea of a PDO+ already. Too many new labels could become a problem, also technically for collecting the milk.	PDO+ is perceived as a good idea as it could transmit the biodiversity and landscape maintenance aspects. However, the PDO is not important currently, because of the limited sales volume. It would only become important, when the product is sold at least nationally. Now, the costs for a new label would be too high.	The respondents are generally open to the PDO+ label because they are convinced that their product would stand out. However, the price for such a product would need to be critically high. Also here, too many labels are seen as counter-productive.	Most respondents like the idea of PDO+ because it would open a chance to pay farmers adequately for the already existing practices, which are perceived as sustainable and biodiversity-friendly. A regional initiative for an additional environmental label is already existing.	The PDO+ idea is partly seen as redundant because the producers claim high sustainability standards already. It is unclear whether consumers would be willing to pay even more for this label. There is a general need for better promotion of the products before introducing a new label, and too many labels could become problematic too.	Mostly, a PDO+ label is seen pragmatic. If it can bring additional income or lead to a unique market position it is welcome. Most producers are convinced that the production is already very sustainable. Conservationists welcome the idea because it is necessary to include sustainability aspects into PDOs.