

Annex 1 – Interview guideline on the joint potential of HNV-F practices and Geographic Indications for sustainable landscape management

A qualitative assessment of links between Geographical Indications and sustainable land management practices to explain how traditional food production and sustainability targets can be connected by identifying barriers and entry points.

Interview format

- Interviews with actors of PDO production in HNVF-areas
- “Individually Focused Interviews” (IFI) to answer narrowly defined questions in a problem-oriented way
- For IFI, the answer (or problem solution) is worked out together with the interview guest
- IFI is conducted by two persons (moderator + minute keeper)
- IFI is also recorded for later in-depth analysis but mainly based on the written records
- Audio recordings are used as back-up and to extract original quotes

Interview Introduction

Thank you very much for taking the time to meet with us. First of all, are you okay with us **recording the audio of the interview**? We will not publish any information that can be traced back to individuals and guarantee your **anonymity**. Should we later want to use direct quotes from this interview that could allow specific conclusions to be drawn about you, then we would definitely obtain your consent to do so beforehand.

... personal introduction!

As announced, we are interested in the relationship between the production of **PDO products and the landscapes** in which they are produced. In particular, we are interested in the extent to which PDO production contributes to sustainable **landscape management** and, if applicable, to the preservation of a **cultural landscape**.

We conduct the interviews with representatives and experts for around 10 different PDO products in Germany, Greece, Portugal, and Spain. In all cases, the PDOs are produced from **animals in open, rather less intensively managed systems** and where the presence of the animals is part of the management of the cultural landscape.

Feel free to interrupt us at any time if you feel there is a misunderstanding. Do you have any other questions before we start the interview?

→ transition to question 1

Interview guideline (*italics = interviewer talks*)

To start with, we would like to know something about your connection to XYZ...

1. Introduction

- a. What is your relationship with the PDO product XYZ and what role does the production of the product play for you professionally and privately?
- b. ... and which landscape features do you personally associate with the production of XYZ?

The next questions will now focus on sustainable management practices that could possibly play a role in the production of Allgäu mountain cheese...

2. Sustainable management practices

- a. Which sustainable management practices currently play a role in the production of XYZ?

Based on previous research on the labelling of landscape products, we have compiled a list of sustainable management practices and their results [show list]:

- *Efficient use of local resources*
 - *Supporting biodiversity*
 - *Adaption to and mitigation of climate change*
 - *Diversification of agricultural businesses*
 - *Maintenance of landscape aesthetics*
 - *Supporting the regional economy and/or tourism*
 - *Maintaining traditional methods*
 - *Creating local identity*
- b. Which of these aspects would you consider particularly relevant for the labelling of XYZ as PDO - and why? *[present list to interviewee]*
 - c. Which of these aspects could be better communicated to consumers - what management practices does this include?
 - d. Which aspects should be supported by policies such as the CAP, rather than through private-sector labels?

Now that we have talked about various aspects of landscape management, we would like to talk about the additional potentials of PDO products...

3. Further potentials of PDO production

- a. How could the production of XYZ contribute to even higher ecological landscape values and biodiversity protection?
- b. Could the PDO product contribute even more to regional development - given structural change and the lack of generational renewal among farm owners?

4. Closing the Interview

- a. What do you think of the idea of a "PDO+" quality label that combines regionality and sustainability and thus supplements the legal requirements for a PDO product with specific sustainability criteria - e.g., specifically for XYZ?

Thank you for taking the time to interview us and for your detailed answers to our questions. Do you have any further comments or questions for us [Q5]? Would you like to be contacted about the results of this study [Q6]?