

A: Question 1 15min	Introduction	Directions	Hints and stand-by questions for further probing	Objective
	<ul style="list-style-type: none"> • Introduce yourselves and explain your roles. • Describe OMIaRD and it's purpose briefly. • Mention the purpose of the camera, tape recorder as well as protection of privacy. • State that issues concerning food purchase decisions will be discussed. <p>Start by getting each person to introduce themselves (name and what dish describes their personality best).</p>	<p>Very briefly.</p> <p>Don't stress your membership in OMIaRD as the moderator is an independent person.</p> <p>The moderator could decide to introduce him/herself too, in order to give an example of what is expected in the introduction round.</p> <p>When the introduction round has finished, sum it up as if you got a menu: "Now we have a big variety of different and very special food. Altogether it is a complete menu."</p>	<ul style="list-style-type: none"> • Let everybody talk, get in contact with participants by showing interest in what every single person says. Have a very brief conversation with everybody. • Alternatively you could ask for their favourite dish or ask them to give themselves nicknames picturing their eating behaviour. 	<p>To get to know each other, warming up; to create a relaxed and pleasant atmosphere.</p>

A: question 2 30 min	Organic Products and regional origin	Directions	Hints and stand-by questions for further probing	Objective
2.1	What comes to your mind when you think of organic food?	<ul style="list-style-type: none"> • 1st step: don't probe too much as we are interested in top of mind knowledge. • You may want to visualize the answers. As part of the 2nd step you could then ask if somebody wants to comment on it or if somebody wants to add more. • 2nd step: when there are no more top of mind replies to question 2.1 probe further → • keywords: products, people and process (production) 	<ul style="list-style-type: none"> • What does organic mean to you? • What kind of people buy organic food?/Who is a typical buyer? • Who would never buy organic food? • Who would never enter an organic food shop? • How would you describe the organic food offer in one sentence? 	<ul style="list-style-type: none"> • What aspects are mentioned <u>spontaneously</u> when describing the characteristics of organic products? • Information about organics and organic farming, to get an idea about the attitude, the image and knowledge about organics. • (Products, people who buy, related issues, strength and weakness and so on.)
2.2	Assume that you were buying an organic food product, what role does the origin of the product play in your choice?	<ul style="list-style-type: none"> • Keywords for this question are trust, quality and provenience; but wait and see if these topics are mentioned unaided. • In a discussion with occasional/non-consumers: • If they talk about food in general, ask them also if their statements would be different if they thought about organic food. 	<ul style="list-style-type: none"> • Do you look at where the products come from? • What difference does it make to you whether the product is local or whether it comes from other regions, either from your country or from another European country? • With which products do you consider the aspect of origin as important, where is it unimportant? Why? • From which region do you like to buy which region do you avoid? Why? 	<ul style="list-style-type: none"> • To grasp the importance of product origin/regional origin. Interested in all issues concerning the origin of the products. • Regional origin, special provenience inside and outside the home market.
Break (5 min)		<ul style="list-style-type: none"> • You may want to give the participants the possibility to relax and refresh before going on with the main part of the discussion. 		

A: question 3 60 min	What makes an OMI successful? Hints for marketing.	Directions	Hints and additional questions for further probing	Objective
3.1	What strikes you positively, what negatively? Why?	<ul style="list-style-type: none"> • Show them the OMI concepts. Hand out paper prints. • Tell them to underline parts, they think that are noticeable or special. • Tell them that all these organisations are local ones • Show all 4 presentations and rotate the order in each discussion. • Keywords for 3.1 are the headlines of the OMI presentations: size/structure of OMI, objectives and distribution types. If they don't discuss these points unaided, probe on them. 	When there are questions of participants you as the moderator can't answer, give them back to the participants: "How would you like this aspect to be?"	<ul style="list-style-type: none"> • To elicit factors of success out of a consumer's perspective. • To relate general demands and expectations to product groups and organisational structures of the OMIs. • Link to OMIs

A: question 3 60 min	What makes an OMI successful? Hints for marketing.	Directions	Hints and additional questions for further probing	Objective
3.2	Imagine a friend of yours is manager of (see directions). What would you advise your friend to make better?	<p>Choose the OMI concept which was discussed most considering points that were perceived as bad/impeding for success.</p> <ul style="list-style-type: none"> • Tell them that consumers are experts and practitioners. Consumers know what goes down well. • Visualize the 5 areas* of marketing – in words that are graspable for your participants – as visual aids. • Also visualise the answers. • Ask continually if the ideas and statements they give would have an effect <u>on themselves</u> → be sure to have the consumer link! 	<p>When discussing this topic please think of issues like product quality (what quality is about, how to convince people about the quality, what makes an organic product different from a conventional one), how to build trust, how and what to communicate about your offer and where and how to sell your products.</p> <ul style="list-style-type: none"> • Why do you think your idea of xy would match organic food well? • With what kind of organic product would they be successful? • Do organic products automatically have a superior quality? What should they pay attention to regarding quality aspects if their products shall be successful? • Where should they offer their products? • When doing sales promotion for organic products, how should the point be made? How should the promotion be? And how should it not be at all? • Do people want more information about the topic organic food at all? Do people find the topic interesting? • A crucial point is the price. Which price do you consider as reasonable in relation to conventional products? Where should it orientate to? 	<ul style="list-style-type: none"> • To elicit factors of success out of a consumer's perspective. • To relate general demands and expectations to product groups and organisational structures of the OMIs. • To have them express their ideas about factors of success for organic companies, consumer needs as well as prejudice against organic food market. • To elicit projections. What wish the participants for marketing activities/products? (consumer needs, consumer closeness, convenience, costs, communication) • To elicit expectations and demands regarding organic marketing as well as the personal relevance and influence of actions. • Link to OMIs

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3.3	We have seen 3 other examples: would it make a difference if your friend was manager of one of these?	<ul style="list-style-type: none"> • Discuss the other product categories whether there are any consequences. • Then tell them the OMIs are not local: OMI A is in GB, OMI B is in Austria... • Ask them whether it makes any difference for their advices. 	<ul style="list-style-type: none"> • Please imagine that these organisations actually exist. But they are situated in [actual country of origin] and you want to market the products here. In what respect would you act differently? 	<ul style="list-style-type: none"> • To elicit which products can easily be marketed nationwide, respectively internationally. • Are there preferences regarding the origin with certain products? • Are there barriers/prejudice/attitudes concerning foreign products/product groups/foreign regions and if so of which quality are they? • Link to OMIs

* 5 Cs instead of the 4 Ps: consumer needs, consumer closeness, convenience, communication and costs.

A: Question 4 30 min	OMI_{ABCD}-products - Motives and barriers for purchase	Directions	Hints and additional questions for further probing	Objective
Introduction	Imagine we are going on a time trip. There is a time machine which carries us 20 years into the future. On arrival we notice that now <u>half of any sold food is organic</u>. Especially (product groups offered by OMI_{ABCD}) are very successful!	<ul style="list-style-type: none"> Tell the time trip story how it suits your participants best. Take them with you by developing the story with pictorial descriptions. You may have them imagine that they have been living in Australia for 20 years. When they arrive home newspaper headlines at the kiosks announce that 50% of the food is organic. 		
4.1	Why do so many people buy organic food?	Ask for various reasons, don't accept only food scares.	What happened in society, economy, policy, technology, environment?	<ul style="list-style-type: none"> To elicit motives for purchase/usage and benefits of buying/using organic products. To grasp expectations for future actions, future consumer demand trends. To elicit needs and wants.
4.2	Why don't they buy 100% organic food in 20 years time?	If the price issue is mentioned again, then let assume that the price for organic food equals that for conventional products.	Despite of the success of organic food – what can still prevent people from buying almost everything in organic quality?	<ul style="list-style-type: none"> To elicit barriers for purchase. To grasp future consumer demand trends.
The finish	Thank them for participating and ask if there is something left they would like to contribute or if there is something important they feel they would have liked to discuss.		A final question is helpful in agreeing on final positions or overall statements of participants and may illustrate the general attitude participants have towards the subject.	