



REPORT FOR CONSUMERS SURVEY

Action B1



Chania -2011



1. Introduction

The aim of this research is to promote sustainable production and consumption with the example of olive oil, in the framework of European project Infoil. 435 consumers are involved in the survey.

2. Statistical Monitoring Process

The table below shows the variables, as well as their interpretation. In particular:

Table 1. Variables:

Variables	Interpretation
Gender	Male or Female
Age	Respondent's age
Nationality	Greek or foreign
Education	Educational Level of Respondent
Occupation	Private - Public Servant - Farmer etc
O. Olive oil	If the respondent knows about Organic Olive oil
IMS	If the respondent knows about IMS (Integrated Management System)
Comparison	Comparison of Organic Olive Oil with Olive oil produced by the IMS and the Convetional.
Pastry-Cooking	Preference for Pastry - Cooking (Olive oil - vegetable oil - Butter-Other)
Salads	Preference for Salads (Extra Virgin Olive Oil - Olive oil - Other)
Products	Use of goods containing olive oil
Categories	Awareness of olive oil types (Extra Virgin Olive Oil - Virgin Olive Oil - Olive oil - Other)
Comparison	Which one of the above categories is considered as the best for the respondent
Package	Packaging Materials for Olive Oil (glass, stainless, etc)
Storage Conditions	Olive oil storage conditions (exposure to light / air / temperature)
Properties	Biological-Nutritional Value of Olive Oil
Cost	Higher costs for Certified Olive Oil
Information	Sufficient Information on Organic Agriculture, IMS, etc
Certification	Certified products - certified production systems
Sufficient Control	Sufficient control in primary production



2.1. Figures

In order to form the profile of our sample, we create figures for some of the variables listed in Table 1.

Figure 1 below shows the gender of participants (56% female and 44% men)

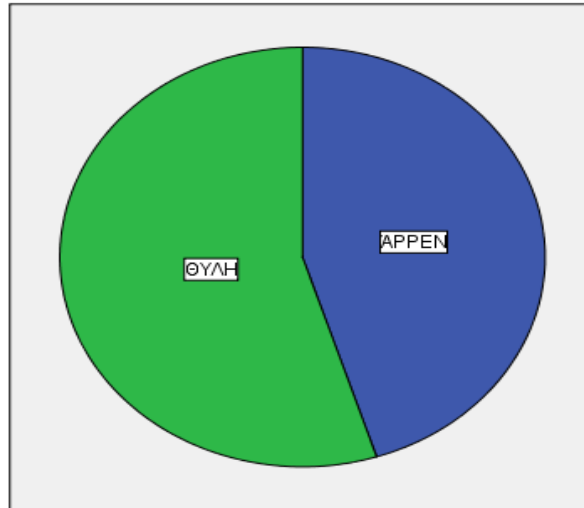


Figure 1: *Gender*

Figure 2 below, shows the ages of respondents in the sample with an average at age to 40 years.

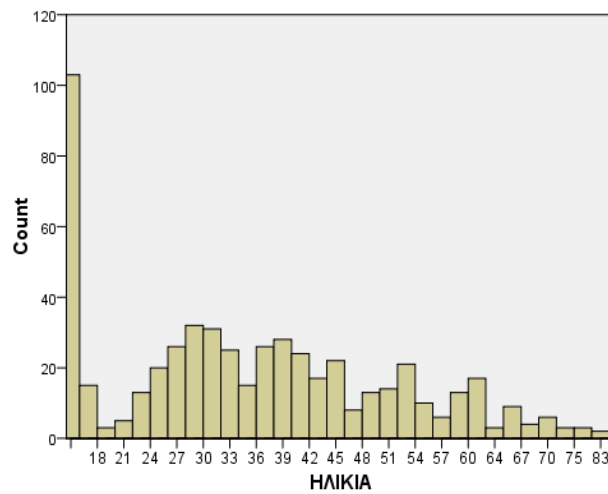


Figure 2: *Age*



Regarding now the educational level, 23% is primary education, 26% is secondary, and 51% is higher education. Regarding occupation, private employees are 19.8%, followed by 21.8% of Public Employees, freelancers 17.7%, 5.5% pensioners, 11.9% appear to be related to farming and finally, the remaining sample (23.2%) has some other occupation like household etc.

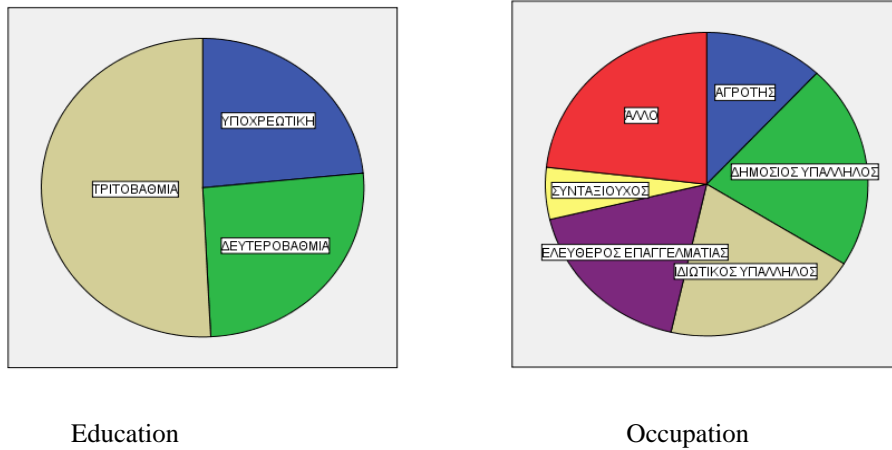


Figure 3: Education- Occupation

The majority of our sample appears to know about Organic Olive Oil (67%), as well as for the Olive oil produced by the Integrated Management System (60%), as presented in the Figure 4.

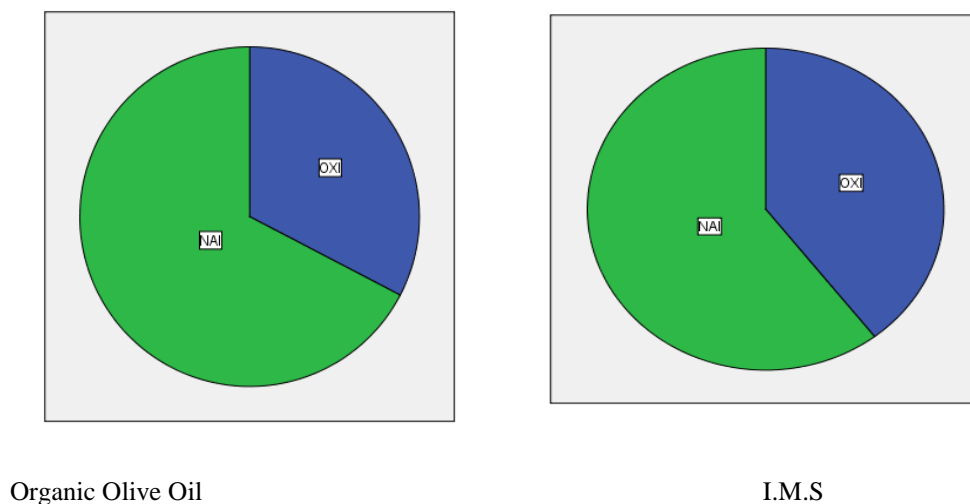


Figure 4. Organic olive oil – Olive oil produced by Integrated Management Systems



Then, consumers were asked whether they are willing to pay more for certified organic olive oil. 66% of consumers are willing to choose products with organic olive oil at higher cost under the condition of certification. Here is Figure 5 which shows the above information.

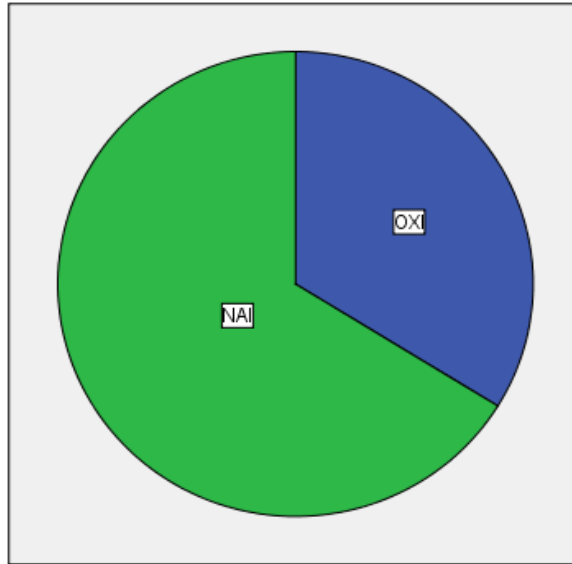
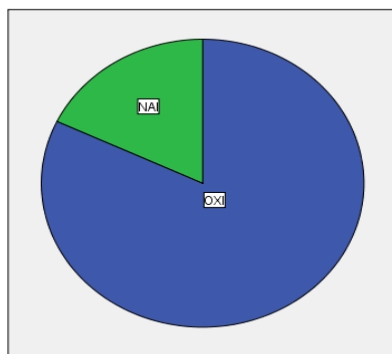
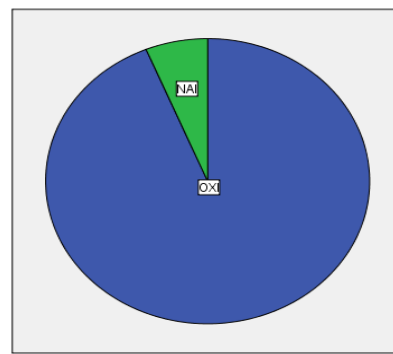


Figure 5: Higher cost for Certified Olive Oil



Sufficient Control



Sufficient Information

Figure 6: Sufficient control in primary production and sufficient information on Organic Agriculture, IMS, etc.

Figure 6 appears dissatisfied consumers by the control of primary production and product quality, and generally with the information on products produced by the Integrated Management System and Organic Agriculture. In particular, 82% of the sample claims that there is sufficient control and 93.5% support that there is sufficient information.

In the figure below, 54.9% of the sample is interested in products from certified production systems, and 48.5% of the sample chooses certified products.

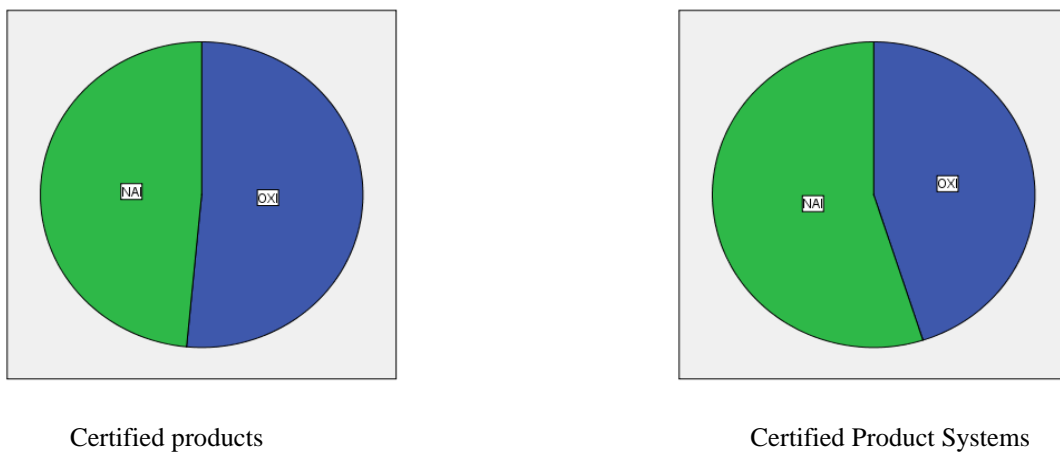


Figure 7: *Certified Products – Certified product systems*

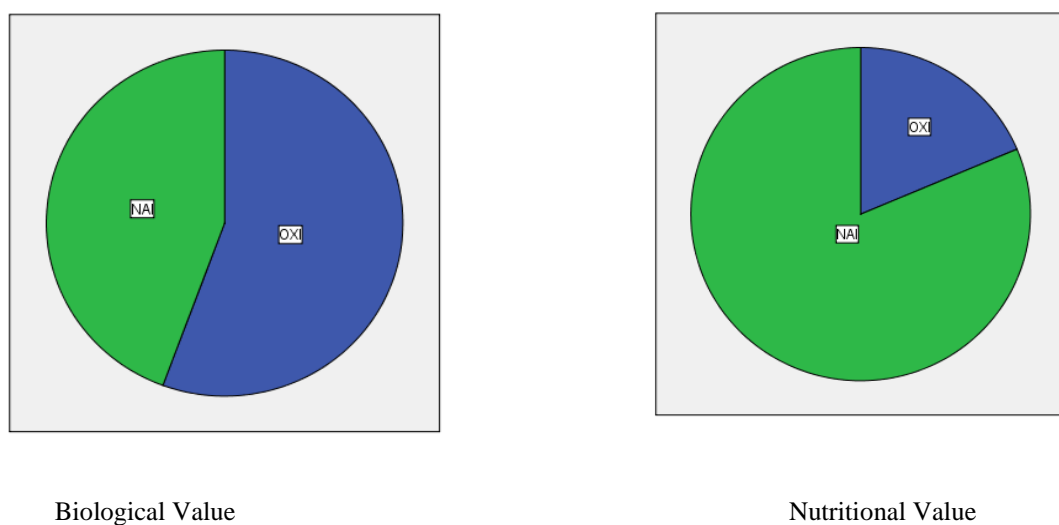


Figure 8: *Biological – Nutritional Value*

Regarding the biological and the nutritional value of olive oil, 44.36% of consumers appear to know about the Biological Value of Olive oil and 81.37% of the Nutritional Value (Figure 8).

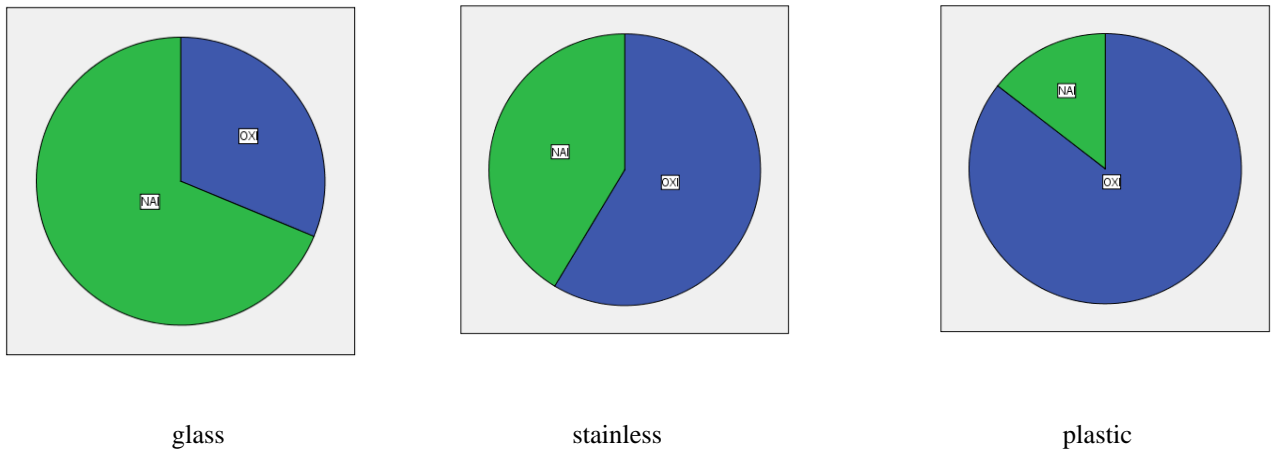


Figure 9: *Materials and olive oil means of storage*

From the above figure it is obvious that 69% of the sample use "Glass", 41.37% "Stainless" and 14.48% "plastic" as a packaging material of olive oil.

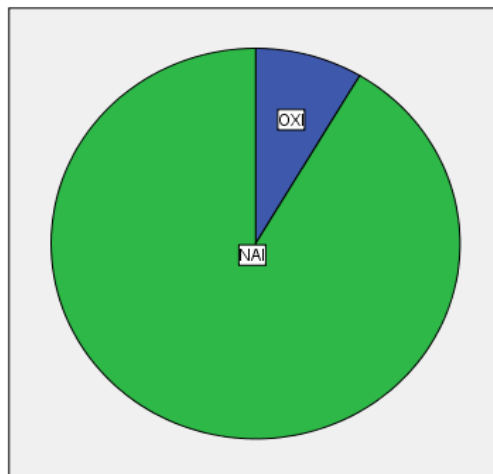


Figure 10: *Olive oil's storage conditions*

To the question whether consumers pay attention to olive oil's storage conditions, 91.5% of the sample said they watch olive oil quality degradation from factors such as light, exposure to air and exposure to high temperature (Figure 10).

This sample uses mostly olive oil in baking - cooking (ie 92%), while 23% uses butter and only 7% uses vegetable oil.

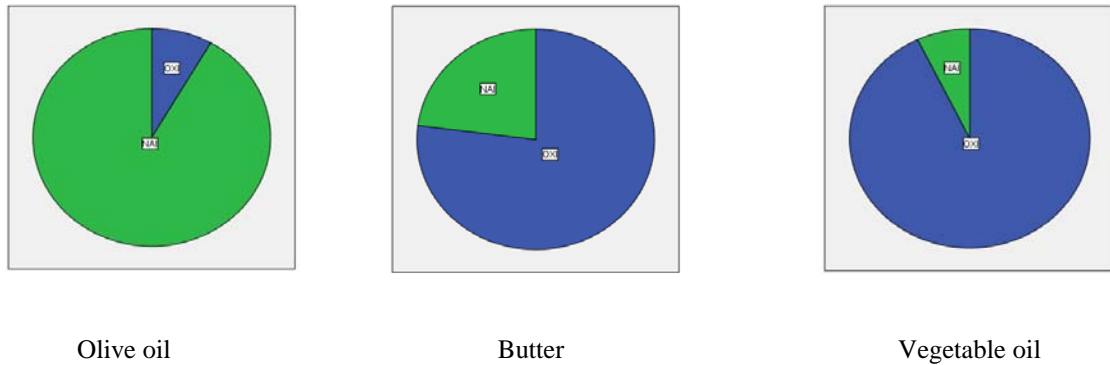


Figure 11 : *Pastry-Cooking* Concerning salads, 60% use olive oil and 40% extra virgin olive oil.



Figure 12: *Salads*

Compared now Organic olive oil and olive oil produced by the Integrated Management System and the conventional, 39% of the sample believe that it has better quality, 35% it is safer, 27% it is healthier and just 8% that it is the same as the conventional one.

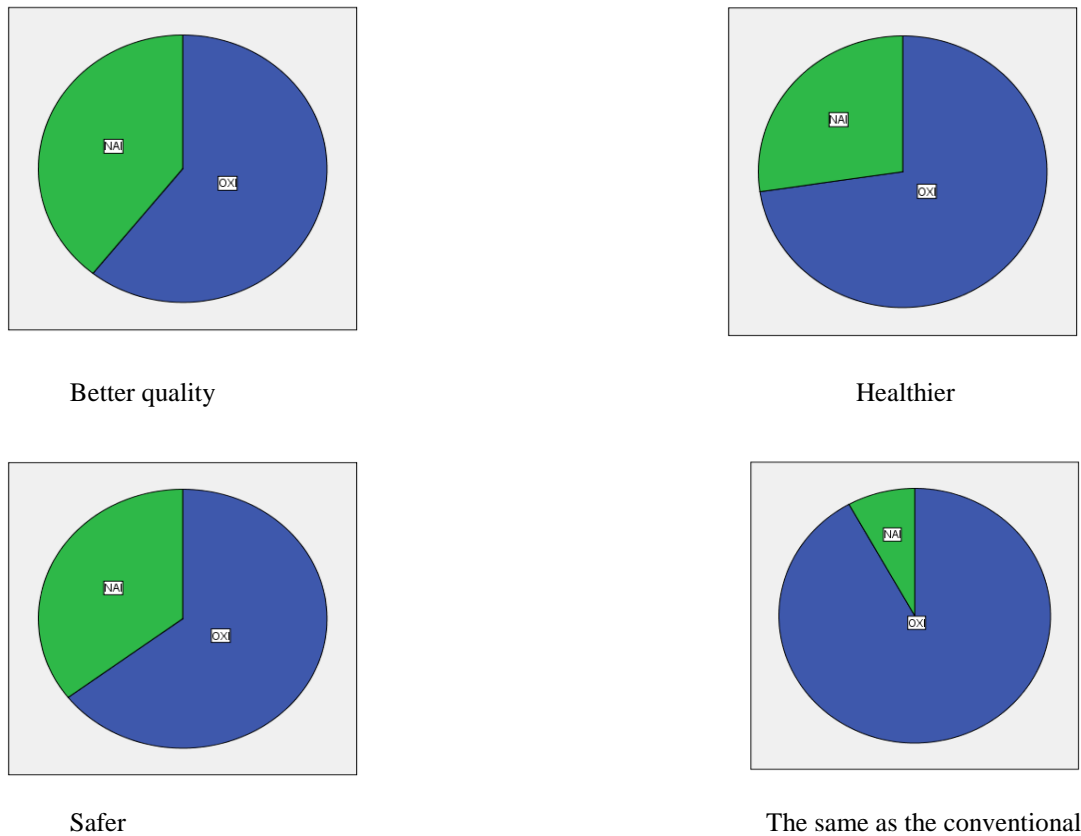


Figure 13: Comparison of organic olive oil and olive oil from IMS with the conventional.

2.2 Correlations

Regarding our sample (number: 435 people), the results obtained are as follows:

Consumers with elevated educational level (eg higher education) appear to be more aware regarding the Organic Olive Oil, Olive Oil produced by the IMS and their comparison with the simple conventional olive oil, and they are willing to pay more for certified organic olive oil. Also, consumers who know about Olive oil, tend to use olive oil in cooking and baking and not some other category such as vegetable oil. They are well aware of the conditions under which they will have to store olive oil without altering its quality. We observe that consumers, who know about olive oil



produced by IMS, they consider that there is sufficient control in primary production and product quality.

Consumers, who want certification to the product or to the production system they are appeared of high level education, they know about olive oil and Integrated Management System, as well as the Biological and Nutritional value of olive oil. They are willing to pay more for certified oil, and they know the storage conditions to prevent quality deterioration.

Consumers who know about olive oil which is produced by IMS, they also know for Organic Olive Oil, they use it in cooking - baking - as well as in salad, they prefer to buy products that contain olive oil (eg cosmetics). They also know the conditions under which they should store olive oil as well as the biological or nutritional value. They are willing to pay more for certified Organic Olive and they are interested in qualified products and in products who come from certified production systems.

It is also observed that people who "appear" aware of the categories of olive oil, they tend to use many "kinds" of it.