

WP8 expectations towards WP9

- Worth measuring spontaneous vs deliberate attitudes and behaviours with respect to food
- Mix of Lickert scale Qs and closed ones
 - Qs should focus on concrete food items
- Quantitative questionnaire not a patchwork
 - Q /4 types prod. must be similar or comparable
 - Replication kept under control (organic landrace apple)
 - Food-related lifestyle long complex measurement
- We intend to produce cross-culturally valid questionnaire on food choices, WBC oriented