

Appendix A: Interviews

A.1 Codes

EU = EU institutional context

DE = Germany

EN = England

NL = Netherlands

1 = numerical code

S = scientist

G = government/policymaker

NG = non-governmental

QG = quasi-non-governmental organization

CO= consumer organization

ENV = environmental (non-governmental) organization

IND = industry (food and feed industry; retailers)

FA = farmers' association

IA = industry association

J = journalist

AC = academic

A.3 Chapter four: Interviews England

Code	Organization and Function	Place and Date	Language	Topics
EN1-G	FSA (Food Standards Agency) Position: Senior official EU and International Strategy Branch	3 November 2006, London	English	* General practices and 'culture' in FSA (openness etc.) * Involvement in EU/EFSA * Consumer policy * Nutrition (remit of FSA; salt campaign; obesity; school dinners)
EN2-G	FSA Position: Junior official Consumer research branch	3 November 2006, London	English	* Consumer Committee & renewal of institutional structure in this regard * Types of consumer research done at FSA * Local consumer studies and workshops

				<ul style="list-style-type: none"> * Nutrition * Different categories of consumers (e.g. 'hard to reach' groups)
EN3-S	FSA Position: Senior official in charge of science policy	15 November 2006, London	English	<ul style="list-style-type: none"> * Research practices * Science agenda * Social science research at FSA * Openness and transparency
EN4-G	DEFRA Position: Junior official of the sustainability task force (SSFF); affinity with Curry Commission and charged with its implementation	20 November 2006, London	English	<ul style="list-style-type: none"> * Curry Commission * Strategy for Sustainable Farming and Food (SSFF) * Stakeholder involvement * farming culture * Food from Britain & partnerships * Cooperation/consultation with industry
EN5-G	DEFRA Position: Senior official in the Unit Food Chain Competitiveness and Organic Division	28 November 2006, London	English	<ul style="list-style-type: none"> * Food Chain Centre * English Food and Farming Partnerships (EFFP) program * Curry Commission * Institutional rearrangements (establishment of and working practices at DEFRA) * Notion of sustainability * Formal involvement of industry in the policy process * Impact of food safety scares on the food and farming industry
EN6-G	DEFRA Position: Senior official in the Food Chain Competitiveness and Organic Division; organic farming branch	28 November 2006, London	English	<ul style="list-style-type: none"> * Organic food schemes * Link between organic food and health * Biodiversity (and possible contribution of organic farming) * Post-WWII food (safety) and nutrition policy agenda * Regional foods * Farmers' markets
EN7-G	DEFRA Position: Senior official in charge of food	28 November 2006, London	English	<ul style="list-style-type: none"> * Food From Britain (a program to promote English food produce abroad)

	exports and regional food branch			<ul style="list-style-type: none"> * Concept of food miles * Food 'culture' in England * Institutional change from MAFF to DEFRA
EN8-CO	Consumers International Position: Policy officer food and consumer issues	3 October 2006, London	English	<ul style="list-style-type: none"> * Cooperation of consumer advocacy groups on the transnational level * Issues they deal with * Comparative view on consumer movements/historical development of those (UK/US)
EN9-J	BBC Position: editor of the <i>Food Programme</i>	27 November 2006, London	English	<ul style="list-style-type: none"> * History of BBC Food Programme * How BSE was discussed in the programme * Organic food and local food culture
EN10-CO	<i>Food Aware</i> Position: Policy officer/campaigner with senior experience in policy participation as layperson	5 December 2006, London	English	<ul style="list-style-type: none"> * Consumer organizations' involvement in food safety policy * Formal participation of consumer organizations at FSA
EN11-AC	University of Warwick Position: Department of Sociology	7 December 2006 Coventry, University of Warwick	English	<ul style="list-style-type: none"> * History of food movement in UK (especially England) * Connection between food movement of the 1980s in England and other social movements such as Marxist groups * Public health and food access/food poverty in relation to food (safety) policy (from the 1970s onwards in England)
EN12-G	Natural England (formerly Countryside Agency) Position: Senior specialist; project: ' <i>Eat the View</i> '	10 October 2006, Cheltenham	English	<ul style="list-style-type: none"> * Institutional history * Working practices * Farming schemes/conversion to organic production * Farmers' markets * Curry Commission & sustainability * Theme of 'disconnection' in food/farming policy
EN13-NG	<i>Food Commission</i> Position: senior policy advisor	21 November 2006, London	English	<ul style="list-style-type: none"> * Food and health * Food poverty

				<ul style="list-style-type: none"> * The food (safety) movement of the 1980s in England * Children and food * Policy discussions around obesity
EN14-FA/NG/E NV	Organic farmer; involved in a number of governmental boards/commissions, as well as NGOs in the field of food and farming	10 July 2007, phone interview	English	<ul style="list-style-type: none"> * Curry Commission * The status of organic food market * Certification schemes * Experiences in policymaking
EN15-CO	Which? Position: Chief Policy Advisor	27 October 2006, London	English	<ul style="list-style-type: none"> * History of <i>Which?</i> * Working practices (e.g. research, publications) * Lay participation at FSA UK * Institutional arrangements at FSA * Recent issues: health, obesity * Contact with European Food Safety Authority * Innovative practices at FSA (e.g. Open Board Meetings)

A.4 Chapter five: Interviews Germany

Code	Organization and function	Date and place of interview	Language	Topics discussed
D1-CO	Verbraucherinitiative (Consumer Initiative) Position : policy officer nutrition policy	1 February 2006 (email conversation) 7 February 2006 (phone)	German	<ul style="list-style-type: none"> * Early consumer movement in Germany * Impact of food scares on the consumer movement and policy
D2-CO	VZBV (<i>Verbraucherzentrale Bundesverband</i> , Federal Consumer Association) Position: Policy officer nutrition policy	26 February 2006, Berlin	German	<ul style="list-style-type: none"> * Experiences with food safety crises and scandals since 1980s * BSE * Dioxin contamination
D3-CO	VZBV Position: policy officer Codex Alimentarius (international affairs, health and nutrition)	27 February 2006, Berlin Partial transcription/interview notes available	German	<ul style="list-style-type: none"> * Policy work on transnational level * Working practices at Codex Alimentarius
D4-ENV	BUND (Friends of the Earth Germany)	23 February 2006,	German	<ul style="list-style-type: none"> * Origins of environmental movement

	Position: environmental policy officer; rural land use	Berlin		<ul style="list-style-type: none"> * Experiences of food safety crises, especially BSE * Agrarwende * Cooperation with other organizations * Concept of the food chain * Impact of food scares on the environmental movement * History of organic farming
D5-QG	AID (<i>Auswertungs- und Informationsdienst für Ernährung, Landwirtschaft und Forsten</i>) Information Center for Nutrition, Agriculture, and Forestry Position: Communications officer	15 February 2006, Bonn	German	<ul style="list-style-type: none"> * Communication strategies * Risk communication * Cooperation with governmental bodies * Origins and work of AID * Modes of cooperation with other organizations
D6-G	BVL (<i>Bundesamt für Verbraucherschutz und Lebensmittelsicherheit</i> , Federal Office of Federal Office of Consumer Protection and Food Safety) Position: Senior official, Unit of prevention, rapid alert system, crisis management	13 February 2006, Bonn	German	<ul style="list-style-type: none"> * History of BVL and growth of work area * Organizational practices * New modes of cooperation, especially with BfR * Informal and formal crisis/risk management practices * BSE, acrylamide
D7-G	BVL Position: Senior official, Unit of Rapid Alert Systems and Crisis Management	13 February 2006, Bonn	German	<ul style="list-style-type: none"> * Link with EFSA * EU early warning systems * EU crisis management
D8-CO	ECC (European Consumer Centre) Position: Administrator and nutrition specialist	20 January 2006, Phone (Kiel)	German	<ul style="list-style-type: none"> * Organization and history of ECC * Activities in the area of food (safety)
D9-G	BMVEL ¹⁵⁸ (Bundesministerium für Verbraucherschutz, Ernährung, und Landwirtschaft): Ministry for Consumer Protection, Nutrition, and Agriculture); Position: Official in the Unit Food Safety Controls and Crisis Management	14 February 2006, Berlin	German	<ul style="list-style-type: none"> * BMVEL practices * Cooperation with industry and new 'stakeholder practices' * Institutional (and informal) separation of risk assessment and management

¹⁵⁸ Now *Bundesministeriums für Ernährung, Landwirtschaft und Verbraucherschutz* (BMELV) (see chapter five, section three).

D10-S	BfR (<i>Bundestinstitut fuer Risikobewertung</i>) Position: Senior official in the Department of Risk Communication	14 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * Cooperation and interaction with other government agencies * Institutional identity of BfR * Self-evaluation of BfR
D11-S	BfR Position: Department of Risk Communication; Senior official in charge of Clearing and Internal Coordination	15 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * Legal aspects of food safety * Differences in food safety regulatory infrastructure between EU member states
D12-S	BfR Position: Department of Risk Communication, Social scientist, junior official.	14 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * New organizational practices * Institutional identity of BfR
D13-S	BfR Position: Senior scientist; Risk Assessment and Impact Assessment	16 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * Legal aspects of food safety * Development of new 'risk communication' practices
D14-S	BfR Position: senior scientist (biological safety)	14 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * Health risk evaluations * Institutional rearrangements from BMG (<i>Bundesministerium für Gesundheit</i>, Ministry of Health) to BfR * EFSA expert panels * International cooperation and communication
D15-S	BfR Position: senior scientist (former EFSA panel member on nutrition)	16 August 2006, Berlin	German	<ul style="list-style-type: none"> * Institutional (and informal) separation of risk assessment and management * Evaluation of nutritional benefits or harm * Children's health

				* EFSA scientific panels: modes of interaction at meetings
D16-G	MLV (<i>Ministerium Ländlicher Raum</i>), Ministry of Rural Affairs Baden-Wuerttemberg Position: Senior official in charge of inspection systems, food safety controls, and consumer protection	1 September 2006, Stuttgart	German	* FLEP (Food Law Enforcement Practitioners) * International cooperation between food safety (inspection) agencies * Federal inspection system in Germany
D17-G	BVL Position: Senior official (scientist)	21 March 2006, The Hague	German	* Work of BVL * Acrylamide * Comparing BVL and Dutch food safety authority VWA (<i>Voedsel en waren Autoriteit</i>)

A.5 Chapter six: Interviews Netherlands

Code	Organization and function	Date and place of interview	Language	Topics discussed
NL1-S	VWA (<i>Voedsel en Warenautoriteit</i> , Dutch Food and Product Safety Authority) Position: senior official risk assessment	17 May 2006, The Hague	English	* Institutional rearrangements as a consequence of BSE * Institutional separation between risk assessment and risk management * Interaction and cooperation with Ministry of Agriculture, Nature, and Food Quality
NL2-S	VWA Position: Senior official, Unit for communication and information	30 June 2006, The Hague	English/Dutch	* Institutional rearrangements as a consequence of BSE * Institutional separation between risk assessment and risk management * Interaction and cooperation with Ministry of Agriculture, Nature, and Food Quality * Risk communication practices
NL3-Q	Voedingscentrum (Nutrition Information Centre) Position: Policy officer nutrition	20 July 2006, The Hague	Dutch	* General working practices of <i>Voedingscentrum</i> : * Implementation of EU-wide campaigns * Questions around nutrition and 'new' ways of answering them * Official and perceived role of the center

NL4-Q	Voedingscentrum Position: Policy officer, communications	26 July 2006, The Hague	Dutch	* Four-year campaign around: animal welfare; nutrition/obesity; environment; and fair trade
NL5-ENV	Milieucentrum Amsterdam (Center for the Environment, NGO) Position: Policy advisor	27 July 2006, Amsterdam	Dutch	* Overlaps between work on environment and work on food (safety) * Animal welfare
NL6-AC	Position: unaffiliated (social scientist)	20 July 2006, Enschede	Dutch	* History of food (safety) and agricultural policy in the Netherlands * Animal welfare movements * The post-BSE (lack of a) debate
NL7-G	Ministerie LNV (<i>Ministerie van Landbouw, Natuur, en Visserij</i>) Ministry for Agriculture, Nature and Food Quality) Position: policy officer, 'Directorate Knowledge'	1 July 2006, The Hague	Dutch	* General Food Law and White Paper on Food Safety * Research commissioned by LNV * Participation of NGOs in policy processes
NL8-G	LNV Position: senior policy coordinator food quality division; 'Directorate Knowledge'	28 August 2006, The Hague	Dutch	* Swine fever epidemic * Foot and Mouth Disease * Distinction between 'consumer' and 'citizen' * Institutional rearrangements
NL9-G	LNV Position: senior policy officer food quality division ('directorate knowledge'; involved in project on food safety, animal health, and food quality	28 August 2006, The Hague	Dutch	* Institutional rearrangements * swine fever epidemic, BSE * Animal welfare discourses * Organizational practices at LNV * Interaction with Wageningen University as well as European Commission * Shape of the debate on genetically modified organisms (GMOs) in the Netherlands
NL10-G	LNV Position: Senior policy officer, directorate food quality and animal health	29 August 2006, The Hague	Dutch	* Institutional rearrangements * Swine fever epidemic, BSE * Animal welfare discourses * Organizational practices at LNV * Interaction with EU

				* The 'talking food' campaign of 2000/1
NL11-G	LNV Position: Policy officer, directorate food quality and animal health	29 August 2006, The Hague	Dutch	* Institutional rearrangements * Swine fever epidemic, BSE * Animal welfare discourses * Organizational practices at LNV * Interaction with EU * The 'talking food' campaign of 2000/1
NL12-FA	LTO Nederland (<i>Land- en Tuinbouw organisatie</i>) Agricultural and Horticultural Association) Position: Project manager	8 August 2006, Deventer	Dutch	* Effects of swine fever and Foot and Mouth Disease * Farmers as entrepreneurs * Farmers as environmental stewards * Efforts to promote animal welfare (e.g. 'Comfort Class' project)
NL13-ENV	A SEED (Action for Solidarity, Equality, Environment, and Diversity Europe; NGO) Position: Senior campaign manager	11 September 2006, Amsterdam	Dutch	* GMO debate in the Netherlands * The role of food (safety) in A seed's work * International networks * (Resistance to) formal participation in policy processes
NL14-IA	CBL (<i>Centraalbureau Levensmiddelenhandel</i> , Central Retailers' Association) Position: Head of Consumer and Quality Affairs	6 September 2006, Leidschendam	Dutch	* Voluntary agreements among retailers * International cooperation * Cooperation and interaction with NGOs and governmental agencies
NL15-IND	Jumbo Supermarket Position: Product manager (meat)	19 September 2006, Veghel	Dutch	* Cooperation and interaction with NGOs * Efforts to 'reconnect' citizens to food * Structure and role of supermarkets in the Netherlands * Setting and arrangements in supermarket locations
NL16-IND	Jumbo Supermarket Position: Logistic buyer	19 September 2006, Veghel	Dutch	* Cooperation and interaction with NGOs * Efforts to 'reconnect' citizens to food * Structure and role of supermarkets in the Netherlands * Setting and arrangements in supermarket locations

A.2 Chapter Seven: Interviews EU

Code	Organization and function	Date and place of interview	Language	Topics discussed
EU1-CO	BEUC (<i>Bureau Européen des Union Consommateurs</i>), umbrella organisation for European consumer groups). Position: Senior Food Policy Advisor	11 October 2005 Brussels.	English	<ul style="list-style-type: none"> * Development and status of EU consumer policy * Collaborative practices with other organizations and European Parliament * Experiences with EFSA stakeholder involvement * UK FSA
EU2-IA	CIAA (Confederation of the Food and Drink Industries in Europe) Position: Senior Policy Officer for Scientific and Regulatory Affairs.	2 December 2005, Brussels, and 14 December 2005 (phone) Partial transcription/ notes available.	German	<ul style="list-style-type: none"> * Development and role of food and consumer policy * German food (safety) policy * Collaborative practices within industry in EU context * Voluntary industry agreements * Experience during BSE crisis * Institutional reform and EFSA
EU3-G	DG SANCO (<i>Santé et Protection Consommateurs</i>) Directorate-General for Health and Consumer Affairs, European Commission Position: Legal advisor (administrator) General Food Law	14 October 2005 Brussels	English	<ul style="list-style-type: none"> * Legal aspects of EU food (safety) policy * Role of scientific evidence * Member state differences * Relations with EFSA * Relations with NGOs
EU4-G	DG SANCO Position: Principal Administrator	7 December 2005 Brussels.	English	<ul style="list-style-type: none"> * Particular food safety issues (BSE, salmonella, food-related bacterial infections) * BSE crisis * Role of scientific evidence in EU food (safety) policy
EU5-S	EFSA (European Food Safety Authority) Position: Senior official in charge of international and inter-institutional relations	4 October 2005 Brussels. Partial transcription/notes	English	<ul style="list-style-type: none"> * BSE and evolution of EFSA * Institutional relations with DG SANCO

		available.		<ul style="list-style-type: none"> * EFSA's relocation to Parma * Stakeholder involvement
EU6-S	EFSA Position: Senior official in Communications Department	4 October 2005, Brussels. Partial transcription/notes available.	English	<ul style="list-style-type: none"> * BSE and evolution of EFSA * Institutional relations with DG SANCO * EFSA move to Parma * Stakeholder involvement * Risk communication and role of member states
EU7-NG	EPHA (European Public Health Alliance; umbrella group for European health advocacy groups). Position: Food policy advisor	10 October 2005, Brussels.	English	<ul style="list-style-type: none"> * Cooperation with other organizations, especially consumer organizations. * EU-wide networks, structure of EPHA. * Practices of collaboration in EU institutional contexts. * Development and status of health policy in EU
EU8-IA	EUROCOMMERCE (represents the retail, wholesale and international trade sectors in Europe). Position: Policy officer on Food Policy and Consumer Issues	25 August 2006, Brussels.	English	<ul style="list-style-type: none"> * Food safety as a shared concern for the food industry * Voluntary agreements among retailers (codes of practice) * Cooperation in the food chain
EU9-CO	EUROCOOP (European Community of Consumer Cooperatives) Position: Brussels Senior Policy Advisor.	20 March 2006, Brussels	English	<ul style="list-style-type: none"> * Working areas of organization (environment, fair trade, food, corporate social responsibility, consumer issues) * International network and organizational structure * Collaboration with other organizations (NGOs) in EU context * Interaction with and at EFSA through Stakeholder Consultative Platform * Distinction between 'science' and 'politics' and changing working practices at EU level

EU10-G	European Commission DG Research Position: Senior official in Biotechnology Unit.	7 August 2006, Brussels.	English	<ul style="list-style-type: none"> * Early biotechnology regulation * Shifting of scientific committees during institutional rearrangement * Emergence of consumer policy at EU level
EU11-FA	COPA - COGECA (General Confederation of Agricultural Co-operatives in the European Union; General Confederation of Agricultural Co-operatives in the European Union) Position: General Affairs Policy Advisor.	10 November 2006, Brussels	English	<ul style="list-style-type: none"> * Dioxins contamination and BSE crisis * Institutional arrangements, establishment of DG SANCO * Copa responses to Commission consultations (such as regarding the White Paper on Food Safety 1999/2000) * Origins of General Food Law * Hygiene regulation * Language and style of policy documents * Common Agricultural Policy (CAP) and cross-compliance * Environmental stewardship * Cooperation with other organizations (such as BEUC) as members of the 'food chain'
EU12-G	European Commission, DG SANCO Position: Senior official in the Novel Foods Unit.	7 November 2006, Brussels.	German	<ul style="list-style-type: none"> * Scientific disputes such as <i>Nomi</i> juice * Work of scientific committees within COMM
EU13-G	EFSA (European Food Safety Authority), Position: Official in the secretariat Advisory Forum.	26 October 2005, The Hague. Partial transcription/notes available.	English/Dutch	<ul style="list-style-type: none"> * EFSA working practices * Institutional structures * (Formal) interaction between national food safety agencies and EFSA/European Commission * Dutch administrative system