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

<table>
<thead>
<tr>
<th>Code</th>
<th>Organization and Function</th>
<th>Place and Date</th>
<th>Language</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN1-G</td>
<td>FSA (Food Standards Agency)</td>
<td></td>
<td></td>
<td>* General practices and ‘culture’ in FSA (openness etc.)</td>
</tr>
<tr>
<td></td>
<td><strong>Position</strong>: Senior official EU and International Strategy Branch</td>
<td>3 November 2006,</td>
<td></td>
<td>* Involvement in EU/EFSA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>London</td>
<td></td>
<td>* Consumer policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Nutrition (remit of FSA; salt campaign; obesity; school dinners)</td>
</tr>
<tr>
<td>EN2-G</td>
<td>FSA</td>
<td></td>
<td></td>
<td>* Consumer Committee &amp; renewal of institutional structure in this regard</td>
</tr>
<tr>
<td></td>
<td><strong>Position</strong>: Junior official Consumer research branch</td>
<td>3 November 2006,</td>
<td></td>
<td>* Types of consumer research done at FSA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>London</td>
<td></td>
<td>* Local consumer studies and workshops</td>
</tr>
</tbody>
</table>
| EN3-S | FSA  
* **Position:** Senior official in charge of science policy | 15 November 2006, London | English | * Nutrition  
* Different categories of consumers (e.g. ‘hard to reach’ groups) |
| 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 | * Research practices  
* Science agenda  
* Social science research at FSA  
* Openness and transparency |
| EN5-G | DEFRA  
* **Position:** Senior official in the Unit Food Chain Competitiveness and Organic Division | 28 November 2006, London | English | * Curry Commission  
* Strategy for Sustainable Farming and Food (SSFF)  
* Stakeholder involvement  
* farming culture  
* Food from Britain & partnerships  
* Cooperation/consultation with industry |
| EN6-G | DEFRA  
* **Position:** Senior official in the Food Chain Competitiveness and Organic Division; organic farming branch | 28 November 2006, London | English | * 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 |
| EN7-G | DEFRA  
* **Position:** Senior official in charge of food | 28 November 2006, London | English | * 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 |

* **EN3-S**  
* **EN4-G**  
* **EN5-G**  
* **EN6-G**  
* **EN7-G**
<table>
<thead>
<tr>
<th>Code</th>
<th>Organization/Position</th>
<th>Date</th>
<th>Language</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN8-CO</td>
<td>Consumers International</td>
<td>3 October 2006,</td>
<td>English</td>
<td>* Concept of food miles</td>
</tr>
<tr>
<td></td>
<td>Policy officer food and consumer issues</td>
<td>London</td>
<td></td>
<td>* Food 'culture' in England</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Institutional change from MAFF to DEFRA</td>
</tr>
<tr>
<td>EN9-J</td>
<td>BBC</td>
<td>27 November 2006,</td>
<td>English</td>
<td>* Cooperation of consumer advocacy groups on the transnational level</td>
</tr>
<tr>
<td></td>
<td>Position: editor of the Food Programme</td>
<td>London</td>
<td></td>
<td>* Issues they deal with</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Comparative view on consumer movements/historical development of</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>those (UK/US)</td>
</tr>
<tr>
<td>EN10-CO</td>
<td>Food Aware</td>
<td>5 December 2006,</td>
<td>English</td>
<td>* History of BBC Food Programme</td>
</tr>
<tr>
<td></td>
<td>Policy officer/campaigner with senior experience in policy participation as layperson</td>
<td>London</td>
<td></td>
<td>* How BSE was discussed in the programme</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Organic food and local food culture</td>
</tr>
<tr>
<td>EN11-AC</td>
<td>University of Warwick</td>
<td>7 December 2006,</td>
<td>English</td>
<td>* Consumer organizations’ involvement in food safety policy</td>
</tr>
<tr>
<td></td>
<td>Position: Department of Sociology</td>
<td>Coventry, University of Warwick</td>
<td></td>
<td>* Formal participation of consumer organizations at FSA</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
<td>Senior specialist; project: ‘Eat the View’</td>
<td>Cheltenham</td>
<td></td>
<td>* Connection between food movement of the 1980s in England and other</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>social movements such as Marxist groups</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Public health and food access/food poverty in relation to food (safety) policy (from the 1970s onwards in England)</td>
</tr>
<tr>
<td>EN13-NG</td>
<td>Food Commission</td>
<td>21 November 2006,</td>
<td>English</td>
<td>* Institutional history</td>
</tr>
<tr>
<td></td>
<td>Position: senior policy advisor</td>
<td>London</td>
<td></td>
<td>* Working practices</td>
</tr>
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<td></td>
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<td>* Farming schemes/conversion to organic production</td>
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<td></td>
<td>* Farmers’ markets</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>* Curry Commission &amp; sustainability</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Theme of ‘disconnection’ in food/farming policy</td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Food and health</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>* Food poverty</td>
</tr>
</tbody>
</table>
### A.4 Chapter five: Interviews Germany

<table>
<thead>
<tr>
<th>Code</th>
<th>Organization and function</th>
<th>Date and place of interview</th>
<th>Language</th>
<th>Topics discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1-CO</td>
<td><strong>Verbraucherinitiative</strong> (Consumer Initiative)</td>
<td>1 February 2006 (email conversation)</td>
<td>German</td>
<td>* Early consumer movement in Germany * Impact of food scares on the consumer movement and policy</td>
</tr>
<tr>
<td></td>
<td><strong>Position</strong>: policy officer nutrition policy</td>
<td>7 February 2006 (phone)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D2-CO</td>
<td><strong>VZBV</strong> <em>(Verbraucherzentrale Bundesverband, Federal Consumer Association)</em></td>
<td>26 February 2006, Berlin</td>
<td>German</td>
<td>* Experiences with food safety crises and scandals since 1980s * BSE * Dioxin contamination</td>
</tr>
<tr>
<td>D3-CO</td>
<td><strong>VZBV</strong>: policy officer Codex Alimentarius (international affairs, health and nutrition)</td>
<td>27 February 2006, Berlin Partial transcription/interview notes available</td>
<td>German</td>
<td>* Policy work on transnational level * Working practices at Codex Alimentarius</td>
</tr>
<tr>
<td>D4-ENV</td>
<td><strong>BUND</strong> (Friends of the Earth Germany)</td>
<td>23 February 2006,</td>
<td>German</td>
<td>* Origins of environmental movement</td>
</tr>
</tbody>
</table>
| Position: environmental policy officer; rural land use | Berlin | * 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 (Auswertungs- und Informationsdienst für Ernährung, Landwirtschaft und Forsten)**  
Information Center for Nutrition, Agriculture, and Forestry  
**Position: Communications officer** | 15 February 2006, Bonn | German  
* Communication strategies  
* Risk communication  
* Cooperation with governmental bodies  
* Origins and work of AID  
* Modes of cooperation with other organizations |
| **D6-G** | **BVL (Bundesamt für Verbraucherschutz und Lebensmittelsicherheit)**  
Federal Office of Consumer Protection and Food Safety  
**Position: Senior official, Unit of prevention, rapid alert system, crisis management** | 13 February 2006, Bonn | German  
* 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  
* 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  
* Organization and history of ECC  
* Activities in the area of food (safety) |
| **D9-G** | **BMVEL**  
*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  
* BMVEL practices  
* Cooperation with industry and new ‘stakeholder practices’  
* Institutional (and informal) separation of risk assessment and management |

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158 Now Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV) (see chapter five, section three).
| D10-S | **BfR (Bundesinstitut für Risikobewertung)**  
Position: Senior official in the Department of Risk Communication | 14 August 2006, Berlin | German | * 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 | * 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 | * 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 | * 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 | * Institutional (and informal) separation of risk assessment and management  
* Health risk evaluations  
* Institutional rearrangements from BMG (*Bundesministerium für Gesundheit*, 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 | * Institutional (and informal) separation of risk assessment and management  
* Evaluation of nutritional benefits or harm  
* Children’s health |
### A.5 Chapter six: Interviews Netherlands

<table>
<thead>
<tr>
<th>Code</th>
<th>Organization and function</th>
<th>Date and place of interview</th>
<th>Language</th>
<th>Topics discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>* Position: senior official risk assessment</td>
<td></td>
<td></td>
<td>* Institutional separation between risk assessment and risk management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Interaction and cooperation with Ministry of Agriculture, Nature, and Food Quality</td>
</tr>
<tr>
<td>NL2-S</td>
<td>VWA</td>
<td>30 June 2006, The Hague</td>
<td>English/Dutch</td>
<td>* Institutional rearrangements as a consequence of BSE</td>
</tr>
<tr>
<td></td>
<td>* Position: Senior official, Unit for communication and information</td>
<td></td>
<td></td>
<td>* Institutional separation between risk assessment and risk management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Interaction and cooperation with Ministry of Agriculture, Nature, and Food Quality</td>
</tr>
<tr>
<td>NL3-Q</td>
<td>Voedingscentrum (Nutrition Information Centre)</td>
<td>20 July 2006, The Hague</td>
<td>Dutch</td>
<td>* General working practices of <em>Voedingscentrum</em></td>
</tr>
<tr>
<td></td>
<td>* Position: Policy officer nutrition</td>
<td></td>
<td></td>
<td>* Implementation of EU-wide campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Questions around nutrition and 'new' ways of answering them</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>* Official and perceived role of the center</td>
</tr>
<tr>
<td>NL4-Q</td>
<td>Voedingscentrum</td>
<td>Position: Policy officer, communications</td>
<td>26 July 2006, The Hague</td>
<td>Dutch</td>
</tr>
<tr>
<td>NL5-ENV</td>
<td>Milieuecentrum Amsterdam (Center for the Environment, NGO)</td>
<td>Position: Policy advisor</td>
<td>27 July 2006, Amsterdam</td>
<td>Dutch</td>
</tr>
<tr>
<td>NL6-AC</td>
<td>Position: unaffiliated (social scientist)</td>
<td>20 July 2006, Enschede</td>
<td>Dutch</td>
<td>* History of food (safety) and agricultural policy in the Netherlands * Animal welfare movements * The post-BSE (lack of a) debate</td>
</tr>
<tr>
<td>NL9-G</td>
<td>LNV</td>
<td>Position: senior policy officer food quality division ('directorat knowledge'); involved in project on food safety, animal health, and food quality</td>
<td>28 August 2006, The Hague</td>
<td>Dutch</td>
</tr>
<tr>
<td>Code</td>
<td>Organization</td>
<td>Position</td>
<td>Name</td>
<td>Position Details</td>
</tr>
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</tr>
</tbody>
</table>
| NL11-G | LNV | 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 (Land- en Tuinbouw organisatie) Agricultural and Horticultural Association | 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) | 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 (Centraalbureau Levensmiddelhandel, Central Retailers’ Association) | 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 | 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 | 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Organization and function</th>
<th>Date and place of interview</th>
<th>Language</th>
<th>Topics discussed</th>
</tr>
</thead>
</table>
| EU1-CO | BEUC (Bureau Européen des Union Consommateurs), umbrella organisation for European consumer groups). **Position:** Senior Food Policy Advisor | 11 October 2005 Brussels. | English | * 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 | * 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 (Santé et Protection Consommateurs) Directorate-General for Health and Consumer Affairs, European Commission **Position:** Legal advisor (administrator) General Food Law | 14 October 2005 Brussels | English | * 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 | * 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 | *BSE and evolution of EFSA  
* Institutional relations with DG SANCO |
| EU6-S | **EFSA**  
**Position:** Senior official in Communications Department | available. | * EFSA’s relocation to Parma  
* Stakeholder involvement |
|---|---|---|---|
| EU7-NG | **EPHA** (European Public Health Alliance; umbrella group for European health advocacy groups).  
**Position:** Food policy advisor | 10 October 2005, Brussels.  
Partial transcription/notes available. | * BSE and evolution of EFSA  
* Institutional relations with DG SANCO  
* EFSA move to Parma  
* Stakeholder involvement  
* Risk communication and role of member states |
| 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. | * 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 | * 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 | * 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 | * 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 | * Scientific disputes such as *Noni* 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 | * EFSA working practices  
* Institutional structures  
* (Formal) interaction between national food safety agencies and EFSA/European Commission  
* Dutch administrative system |