sustainability

Supplementary

**Table S1:** Czech labels of origin and quality—producers perspective

| | Entreprise Size | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Micro Entreprises | | Small Entreprises | | Medium Entreprises | | Large Entreprises | | | |
| | Abs. No. | Rel. No. (%) | Abs. No. | Rel. No. (%) | Abs. No. | Rel. No. (%) | Abs. No. | Rel. No. (%) | Abs. No. | Rel. No. (%) |
| Bio*, Haná Regional Product**, PGI* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 0 | 0.0% | 1 | 1.0% |
| Czech Food* | 0 | 0.0% | 2 | 5.6% | 1 | 2.3% | 0 | 0.0% | 3 | 2.9% |
| Czech Food*, Bio* | 3 | 21.4% | 2 | 5.6% | 1 | 2.3% | 0 | 0.0% | 6 | 5.9% |
| Czech Food*, Klasa* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 2 | 25.0% | 3 | 2.9% |
| Czech Food*, Klasa*, Bio* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 0 | 0.0% | 1 | 1.0% |
| Czech Food*, Klasa*, Regional Food* | 0 | 0.0% | 1 | 2.8% | 5 | 11.4% | 0 | 0.0% | 6 | 5.9% |
| Czech Food*, Regional Food* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 0 | 0.0% | 1 | 1.0% |
| PDO*; PGI* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 0 | 0.0% | 1 | 1.0% |
| PGI* | 0 | 0.0% | 3 | 8.3% | 1 | 2.3% | 0 | 0.0% | 4 | 3.9% |
| Klasa* | 0 | 0.0% | 3 | 8.3% | 10 | 22.7% | 3 | 37.5% | 16 | 15.7% |
| Klasa*, Bio* | 0 | 0.0% | 2 | 5.6% | 2 | 4.5% | 0 | 0.0% | 4 | 3.9% |
| Klasa*, Czech Guild Standards***, Czech Product – guaranteed by Federation of the Food and Drink Industries of the Czechia*** | 0 | 0.0% | 1 | 2.8% | 0 | 0.0% | 0 | 0.0% | 1 | 1.0% |
| Klasa*, Haná Regional Product** | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 12.5% | 1 | 1.0% |
| Klasa*, PDO* | 0 | 0.0% | 0 | 0.0% | 1 | 2.3% | 0 | 0.0% | 1 | 1.0% |
| Klasa*, Czech Product – guaranteed by Federation of the Food and Drink Industries of the Czechia*** | 0 | 0.0% | 1 | 2.8% | 0 | 0.0% | 0 | 0.0% | 1 | 1.0% |
| Klasa*, Regional Food* | 0 | 0.0% | 3 | 8.3% | 8 | 18.2% | 0 | 0.0% | 11 | 10.8% |
| Klasa*, Regional Food*, Bio* | 0 | 0.0% | 1 | 2.8% | 2 | 4.5% | 0 | 0.0% | 3 | 2.9% |
| Regional Food* | 8 | 57.1% | 13 | 36.1% | 8 | 18.2% | 2 | 25.0% | 31 | 30.4% |
| Regional Food*, Bio* | 1 | 7.1% | 1 | 2.8% | 0 | 0.0% | 0 | 0.0% | 2 | 2.0% |
| Regional Food*, Poohří Regional Product** | 1 | 7.1% | 1 | 2.8% | 0 | 0.0% | 0 | 0.0% | 2 | 2.0% |
| Regional Food* Šumava Oroginal Product** | 1 | 7.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 1.0% |
| Regional Food*, Kraj blanických rytířů Regional Product**, PGI* | 0 | 0.0% | 2 | 5.6% | 0 | 0.0% | 0 | 0.0% | 2 | 2.0% |
| | 14 | 100.0% | 36 | 100.0% | 44 | 100.0 % | 8 | 100.0% | 102 | 100.0% |

Source: Authors.

Coordinators:

* Ministry of Agriculture of the Czech Republic
** ARB (Assotiation of regional Brands), Asociace regionálních značek, z.s.
*** Federation of the Food and Drink Industries of the Czechia

**Table S2:** SWOT Analysis.

| **Strengths** | **Weaknesses** |
| --- | --- |
| - Funds to support the marketing activities<br>- Strong marketing communication<br>- Overall positive evaluation of the effect the labels have on the producers' businesses | - Insufficient distribution possibilities for the labelled products<br>- Overstatements about the labels' benefits leading to higher (unrealistic) expectations of food producers |
| **Opportunities** | **Threats** |
| - Czech customers show growing interest in the labelled food<br>- Czech customers are willing to pay a premium price for the labelled food | - Strong competition – high number of labelling systems<br>- Willingness of Czech food producers to apply for more labels at the same time |

Source: Authors.