

Consumer value strategies of products supporting extra-legal animal welfare in Dutch supermarkets: An exploratory study



Due to the emerging of a middle segment between conventional and organic animal products, conventionally produced animal products with extra-legal welfare features (AW products) came into the Dutch supermarkets. Because of the lack of typology on consumer value on these AW products, the aim of this study was to determine whether different strategies of creating consumer value currently exist. After a literature study, the consumer values which the positioning strategies will be based upon are (1) Functional Value; (2) Social Value; (3) Emotional Value; (4) Epistemic Value; (5) Conditional Value and (6) Consequential Value. Subsequently, all the 129 AW products of one Dutch C1000 supermarket were clustered, based upon all the cues present upon the package, which resulted in four consumer value strategies: (1) Animal Welfare, (2) Personal Benefits, (3) Environmental Consequences and (4) Epistemic. In addition, 18 AW products from three other Dutch supermarkets (Jumbo, Lidl and Albert Heijn) were used to verify the strategies which were found.

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1. INTRODUCTION

1.1 BACKGROUND

With a growing social concern for animal welfare, environmental sustainability and our own health, the assortment of animal products (as well as other food products) in the Dutch supermarket is increasing in its variety to satisfy any increase in demand of the customers. For products of animal origin, this increased demand is based on a previous consumer dissatisfaction in terms of animal welfare levels. A dichotomy existed, where the consumer had a choice between conventional animal products or more expensive organic products (De Jonge and Van Trijp, 2013). As a result, many consumers experienced a tension when making purchase decisions, being dissatisfied about animal welfare in conventional production systems and simultaneously not being able or willing to pay the high price-premium for animal welfare enhanced meat products from organic husbandry systems. Consequently, a latent consumer need for “compromise products” was identified, which can be characterized as conventionally produced animal products with extra-legal features, i.e. increased welfare (De Jonge and Van Trijp, 2013). This development resulted in a wider selection of animal products and thus more competition among them. Consequently, to communicate the added value of these new “compromise products” to the consumer and thus creating a market share within a product category, it is very important for marketers to let the product correspond with values which are important to the consumer at the moment of purchase. This consumer value is defined as the perceived satisfaction a consumer receives from a purchase.

Although there is some literature on the consumer interpretation of the certified labels which substantiate the extra-legal animal welfare (such as organic labels and the Dutch ‘Beter Leven’ label) (Hoogland *et al.*, 2007; Janssen and Hamm, 2012), no literature has been found on strategies to communicate consumer value on the extra-legal animal welfare aspect of products. In other words, there is no theoretical abstraction on strategies of creating the optimal value in the mind of the consumer. Thus a theoretical framework in which consumer value is the base for marketing strategies, could have an added value for marketers, who are looking to fit the marketing of their product to the perceived value of their consumer target group. In addition, when a marketer can anticipate more specific to the benefits valued by the consumer, and thus expand the market share of these “compromise products”, welfare of production animals on the whole will improve.

1.2 AIM OF THIS STUDY

Because of the lack of typology in the creating of consumer value on products supporting extra-legal animal welfare, the aim of this study is to determine whether different strategies currently exist to make these products appealing to the consumer. Not only by placing on-package cues related to the increased animal welfare, such as labels and certifications, but also all the other on-package cues which may have a supportive function, such as pictures and nutritional value. Thus, the aim of this study is to identify the different strategies of creating consumer value in the current Dutch assortment of products which support a higher level of animal welfare than conventional products.

1.3 RESEARCH DESIGN

To be able to answer the research question, in chapter 2 a literature study has been done, first to explore consumer value with regard to products supporting animal welfare and which dilemmas

might exist and secondly to research existing typologies of consumer value which could be used as a framework to distinguish on-package cues. Subsequently, chapter 3 describes the selection of the products with extra-legal animal welfare (as of now referred to as AW products) and how their on-package cues are subscribed to the framework of consumer values. In addition, this chapter describes how the products are analyzed by clustering them according to their similar cues. Chapter 4 then describes the results of this analysis and elaborates on which strategies were extracted from the clustering of the products.

These strategies are then validated in chapter 5 by analysing products from other supermarkets than the initial selection of products. Subsequently the overall results are discussed in chapter 6 and a conclusion is given in chapter 7. Finally, in chapter 8 the implications of this study are discussed.

2. LITERATURE STUDY

Designing an AW product package to match consumer values (i.e. the consumer's perception of product satisfaction) is not a straightforward issue. There are many ways the consumer can get value out of a product, for example for the benefits the product offers, the low price of the product, or the relation between the two (Woodall, 2003). In addition, there are many benefits a product can offer which could have value for the consumer, such as increased health, animal welfare or sustainable consequences.

This chapter explains the consumer dilemma of having to choose the product of which the benefits are the most in accordance with the values of the consumer at the time of purchase. To do so, first the consumer consideration of benefits provided by the product is described by the social dilemma theory and subsequently a typology of consumer value will be provided to categorize those possible benefits.

2.1 SOCIAL DILEMMA THEORY

While a product would be ideally positioned when it would convey every benefit a consumer would value, it is often not practically feasible (Sheth *et al.*, 1991). Thus consumers are usually forced to accept less of one value in order to obtain more of another. In the light of the current study (i.e. consumer value strategies to market AW products), this weighing of beneficial values to the consumer is lined out by the *Social Dilemma Theory*. The two axes of figure 1 illustrate two dimension of conflicting interests during the purchasing process of the consumer: the social and the temporal dimension. In other words, this theory describes the dilemma between direct self interest and future social consequences with regard to the purchase process, as shown by figure 1 (Meulenberg *et al.*, working paper).

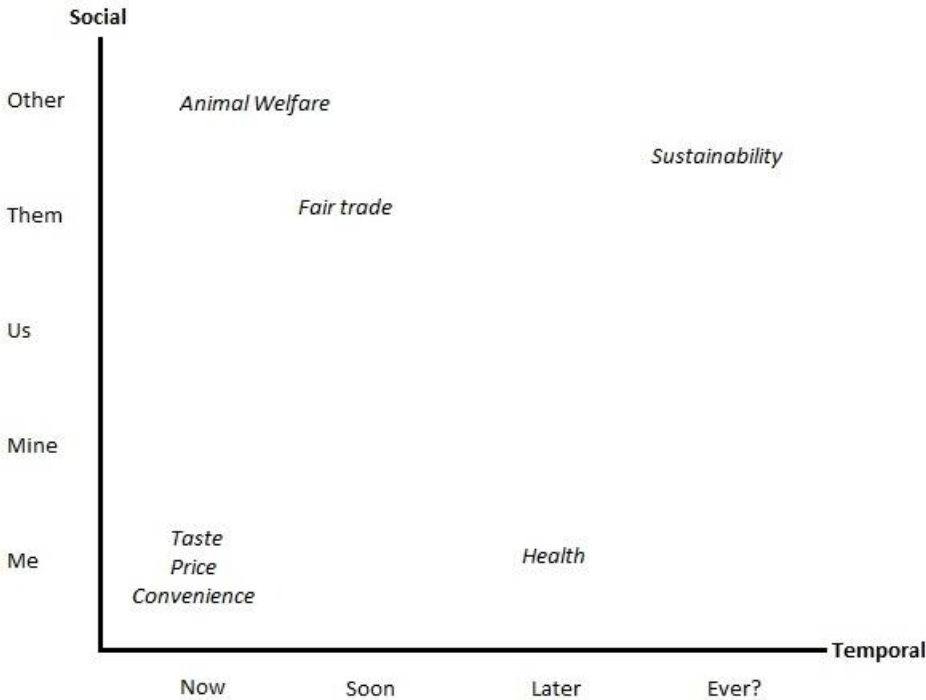


Figure 1. Framework of the Social Dilemma Theory. Consumer benefits are lined out by their social and temporal impact (Meulenberg *et al.*, working paper).

As products are often positioned with limited benefits to appeal to consumer values, the social collective interest is often at odds with private interests. For example, when a consumer values budget products (private interest), this is often in conflict with being able to opt for products which support animal welfare (interest of others). Likewise, conflict often exist with regard to temporal interests. For example, when opting for convenient and tasty (fast) food, a consumer often forfeits the option of selecting an product which increases health on the long-term. Figure 1 shows some of these benefits consumers can value in a product and how they relate to the social and temporal dimension.

Thus, when marketers are challenged to persuade a consumer not to buy the conventional product, but the one supporting animal welfare, a conflict appears on the social dimension. Where conventional products often convey benefits in the me/now dimension (direct self interest), these middle segment products try to create consumer value by conveying the improved welfare of the production animals, which is no direct benefit to the consumer itself at the moment of purchase. Therefore the social dilemma theory will be used in this study to analyse the resulting strategies of creating consumer value. This might give further insight in how marketers are currently trying to create consumer value in AW products and where unutilized marketing possibilities might lie.

2.2 CONSUMER VALUE FRAMEWORK

To answer the question of which consumer values are anticipated upon on AW products, first, the definition of the term consumer value must be defined further. According to a review by Woodall (2003) many authors defined the term customer value, however, they were not consistent in doing so. After his research, Woodall came up with five primary forms of 'value for the customer' (VC). In the current context of assessing merely the packaging of a product and not the consideration of the price or actual quality, Woodall's Derived VC, i.e. the benefits to the customer provided by the product, is the most suited. The definition of perceived consumer value as of now is thus the benefits promised by the outer appearances of the product.

In addition, within the classification of consumer value due to benefits, taxonomies of value can be made to provide a typology according to which the animal products can be categorized. In his review, Woodall (2003) listed other authors who defined a taxonomy of consumer value to categorize the various types of value in the consumption experience within his concept of Derived VC. First of whom was Holbrook (1999) who named the consumer value categories (1) *Efficiency*, in which the product or experience does what it claims it does, (2) *Excellence*, in which the product or experience is admired for its capacity perform outstandingly in comparison to alternatives, (3) *Status*, in which a favourable response from somebody else is desired as a result from the purchased product, (4) *Esteem*, in which possessions shape and/or reflect a persons' identity, (5) *Play*, in which the product or experience involves having fun, (6) *Aesthetics*, in which the product or experience creates a sense of self-assessed beauty, (7) *Ethics*, in which the main benefit is doing something for the sake of others, and (8) *Spirituality*, in which the product or experience creates an intrinsically motivated acceptance or appreciation of a Devine Power.

Secondly, Woodall (2003) named Sheth *et al.* (1991) who identified five consumption values after examining the choice to buy or not buy (or to use or not use) cigarettes. He suggested that consumption value can be classified as (1) *Functional value*, in which the product has capacity for a functional, utilitarian or physical performance, (2) *Social value*, in which the product is associated with one or more specific social groups, (3) *Emotional value*, in which the product has

the capacity to arouse feelings or affective states, (4) *Epistemic value*, in which the product has a capability to arouse curiosity or satisfy a need for knowledge, and (5) *Conditional value* in which the product is more desirable as a result of the specific situation or circumstances.. Woodall also mentions the customer value categorization by De Ruyter *et al.* (1997) who named the categories *emotional, practical* and *logical*, however, these are for the purpose of valuing service quality and are thus not deemed relevant for this study.

In addition to this, Woodall (2003) also contributed with his own categorization of ‘Derived value for the customer’ which he considered an alternative to the taxonomies of Holbrook (1999) and Sheth *et al.* (1991). He named (1) *Strategic VC*, in which value is derived from second order, consumption-influenced outcomes, (2) *Personal VC*, in which value is of a highly intimate, perhaps even spiritual nature, (3) *Social VC*, in which the value is derived from consumption activity that associates the subject with favoured individuals/social groups, (4) *Practical VC*, in which the value is derived from usefulness or fitness-for-purpose, and (5) *VC in kind*, in which value is perceived in financial or commodity terms.

The three taxonomies listed in table 1 could each provide a framework in which on-package strategies creating consumer value on AW products could be categorized. However, the taxonomy by Holbrook (1999) seems more fitted for durable goods, as food products are rarely positioned as fun, aesthetic, spiritual or creating status. In addition, the taxonomies of Sheth *et al.* (1991) and Woodall (2003) are more suited and even relatively similar. Woodall’s practical, social and personal values are comparable to the functional, social and emotional values respectively, as suggested by Sheth *et al.* (1991). Subsequently, an epistemic category could be used for products which position themselves as new, a conditional value could be used for products specifically positioning themselves for a special occasion such as Christmas or a big family diner and Woodall’s (2003) strategic VC could also be used for products positioning themselves as creating better circumstances along the production chain. However there is no use for VC in kind, for this study does not focus on the monetary value of the products.

Table 1. Typologies of customer valuation of product benefits according to Holbrook (1999), Sheth et al. (1991), Woodall (2003) and the operating typology.

Holbrook (1999)	Sheth <i>et al.</i> (1991)	Woodall (2003)	Framework of beneficial consumer values
1. Efficiency	1. Functional value	1. Strategic VC	1. Functional Value
2. Excellence	2. Social value	2. Personal VC	2. Social Value
3. Status	3. Emotional value	3. Social VC	3. Emotional Value
4. Esteem	4. Epistemic value	4. Practical VC	4. Epistemic Value
5. Play	5. Conditional value	5. VC in kind	5. Conditional Value
6. Aesthetics			6. Consequential Value
7. Ethics			
8. Spirituality			

Thus, the typology used in this study is created by fusing the taxonomies of Sheth *et al.* (1991) and Woodall’s (2003) as shown in the last column of table 1 and will be used according to the following definitions.

Functional Value

The consumer value is derived from the practical use of the product. The primary function of animal products is the nutritional value, so the functional value includes benefits in preparing and consuming the product.

Social Value

The consumer value is derived from the social implications of buying the product. The product is associated with certain social groups, nationalities or even individuals with whom the consumer would like to identify themselves. Thus, by buying the product the consumer will feel closer to a desired belonging to that social group.

Emotional Value

The consumer value is derived from the capacity of the product to arouse feelings or affective states. For example, being happy when an animal is presented as happy on the product will increase the consumer's value of that product because it has the benefit of making one happy.

Epistemic Value

The consumer value is derived from the capacity to arouse curiosity by presenting a product as new or rare, or by satisfying a need for knowledge and novelty by providing additional information on the product which alternatives have not. Getting new experiences or information respectively will be the benefit of that product to the consumer.

Conditional Value

The consumer value is derived from the specific situation or circumstances the product is suitable for. When a product is not presented as an everyday product, customers searching for something special will find a benefit in that product.

Consequential Value

As opposed to the primary consumer-based function of the functional consumer value, the consumer benefit of consequential value derives from consumption-influenced outcomes. The consumer is informed of the consequences of the production process and can have an ethical benefit in supporting better outcomes for others. For instance, the fair trade logo indicates that those products contribute to the fight against the unequal distribution of wealth among producers and trading partners along the production chain (Fair Trade Original, 2012).

These values will be used as a framework to assess the position of the various animal products by. It is hypothesized that most products will carry some kind of practical, emotional and/or consequential cues whereas only few will have an on-package social indicator, as social influences and peer pressure are generally not obtained from the product itself.

3. METHODOLOGY

To determine which strategies exist creating consumer value on AW products, this study analyzed those products on the basis of their on-package cues. Only these packaging cues are considered in this study, because they are most inherent to the product as opposed to cues in the environment of the product. In addition, by looking at factors such as the retailer image, location within the store and price of the product, this study would become too broad.

Before selecting the products, first must be determined where to select the products, and in which product categories. Subsequently, within those categories the products which support extra-legal animal welfare are selected. Of those products, all the cues on the packaging are noted and categorised according to the consumer value typology as described above. Consequently, the products are clustered to reveal corresponding patterns of cues among them. However, the strategies that result from this, are based on one supermarket's selection of AW products only. Thus after identifying the different strategies, a few other supermarkets are also visited to verify the strategies found, with their selection of AW products.

3.1 SELECTING THE RETAILER

To select AW products for analysis, first the location of the products had to be determined. In this study the focus is on products from the supermarket, rather than products from a butcher or other specialized retailers. The main reason for this is the convenience of having all product groups in one location and eliminating the influence of different retailer positioning strategies. In addition, when only packaging features of the product will be analysed, supermarket products tend to be more self explicatory, whereas products from a specialty store do not always have a predesigned package.

Because of connections and convenience, a medium sized local C1000 supermarket of 950m² is chosen. Supermarkets in the Netherlands differ in size between less than 200m² to more than 2400m², but the segment of supermarkets with a size between 600m² and 1200m² makes up for more than 50% of the supermarkets (DTZ Zadelhoff, 2011). The reason a medium sized supermarket has been chosen is because every product in certain product groups has to be checked for cues on animal welfare. It is more practical to do so in a somewhat smaller supermarket.

3.2 SELECTING PRODUCT CATEGORIES

The product categories which were chosen for analysis, are based on a product referent, i.e. products can form a set because they share similar physical characteristics (van Herpen and Liu, 2002). After a first inspection of the store, all products categories were observed and the categories of which the primary source was of animal origin (meat, dairy and eggs) or of which a prominent component was of animal origin (e.g. mayonnaise or yoghurt) were listed (table 2).

3.3 SELECTING THE PRODUCTS

All products in the store which belonged to one of the categories listed in table 2 were searched for on-package cues, meaning that the cue must be visible on the packaging of the product and not in its surroundings. Furthermore, the product needed to meet the following requirements: (1) a main ingredient must be of animal origin; (2) the claim of being animal friendly must be traceable, i.e. the claim must be specified, like the amount of time a cow spend in the field, or verified by an independent certification; and (3) the indicator of animal welfare must be extra-

legal, i.e. the welfare must be better than minimally required by law or set to be required by law in the near future. For example, in the Netherlands it is required by law that all table eggs sold in the supermarket are barn eggs at the least. So they were not be selected, though the mention of 'barn eggs' does imply better welfare for the laying hens than the previous situation (which were battery cages). When a product met these three requirements, it was selected. The second column of table 2 indicates the amount of AW products which were found in each product category. The product was photographed in such a manner that the both the cue, and the rest of the package are clearly visible, if necessary with multiple photographs. When several products carried exactly the same cues, and were of the same subcategory and brand (e. g. different flavours of yoghurt drink) only one product was selected.

Table 2. Product categories and subcategories of supermarket products which have components of animal origin and the amount of products which qualified for analysis per category.

Product	# products selected for analysis
Meat	
Fresh Meat	22
Sandwich Meats	6
Frozen Meats ^a	
Processed Meat	5
Fresh Fish ^a	
Processed Fish ^a	
Frozen Fish ^a	
Eggs	2
Dairy	
Milk	16
Yoghurt	19
Yoghurt Drink	9
Whipped cream	1
Cooking cream ^a	
Custard	14
Porridge	6
Ice cream	1
Life milk (incl. coffee milk)	6
Milk powder (baby food) ^a	
Cheese	9
Processed Cheese (e.g. cheese spreads) ^a	
Butter ^a	
Others	
Salads	3
Mayonnaise	10
Readymade meals (pizza, microwave meals, etc.) ^a	
Soup ^a	
Cookies/Sweets/Chocolate ^a	
Pet food ^a	
Total	129

^a Categories which were checked for products supporting animal welfare, but in which none were found

3.4 CODING THE PRODUCTS

The resulting photographs were analysed by scoring cues on the product package. The cues which were used in the analysis were determined by studying a subset of products from several product categories and were listed and described in appendix 1. Accordingly, all the products were analysed on having those on-package cues, creating a profile of cues for each product. For example, when a product had a certified 'beter leven' label (a label given to animal products which husbandry conditions have been approved by the Dutch Dierenbescherming (2013)) or a picture of a grassland, those cues were noted for that product. In addition, to strengthen the inter-rater-reliability, a second coder also scored the products for the listed cues. A reliability coefficient of 0,884 was achieved, and points of difference were discussed and adjusted.

The cues were then categorized first according to the different consumer values as described in the previous chapter (last column of table 1). Secondly, within those categories of benefits consumer value, the cues were labelled as either related to animal welfare or not, in which case the cue was labelled as "support". This was done to see which other benefits were presented on the product packages, aside from animal welfare.

Within these subcategories, the cues were clustered into groups of similar meaning as illustrated in table 3. In addition, appendix 2 illustrates which cues end up in which as which variable. Note that the conditional value as described earlier cannot be found in table 3, as there were no cues on the products which could be related to this value. Also, the animal welfare related variables concerning the certified labels and husbandry descriptions are allocated to both the emotional and the consequential value. This because it is assumed that the animal living situation evokes an emotional anthropomorphist reaction in the consumer and acting upon it would have the consequence of improved husbandry.

For each product, it is now determined whether or not they have scored on a variable and thus score on a subcategory of the values. Scoring system is binary, not cumulative. For example, when a product scores on both the "pure ingredients" and a mention of "no additives", it receives a score of 1 for the variable Functional Value-Support-Nutritional/Healthy Ingredients.

3.5 ANALYSIS

To get an idea of which positioning strategies are being used, the products were clustered according to similarities. I.e., products were only clustered for scoring on the same variables and were not clustered for both not scoring on a variable. Thus a Jaccard binary hierarchical analysis (IBM SPSS Statistics, 2013) was run on the dataset. As there this is an explorative study, there is no clear indicator as to how many clusters should be described, there clusters were split, step by step. Starting with creating two clusters, the distinguishing variables between those two clusters were noted. Subsequently, consecutive splits were observed and described according to the variables identifying them. As the desired outcome is not an optimal cluster solution, but to discover relevant strategies of consumer value, not every split was relevant. Some cluster solutions revealed relevant strategies (i.e. a clear prominence of a certain consumer value within a cluster) whereas others merely differentiated a little within those strategies. In addition, different clusters appeared to indicate the same strategy. As a consequence, the consecutive splitting continued until a theoretical saturation had occurred. This occurred at the twelve cluster solution, where five distinct clusters had appeared. Further cluster solutions were observed, but no new strategies had appeared.

Table 3. Variables on which the products are scored. Based on their relevance and beneficial value. The second column gives examples of cues that belong to the variables.

Variable	Relevant cues	Relevance	Beneficial Value
Certified label	"Beter Leven" label	Animal Welfare	Emotional and Consequential Value
Certified label (organic)	"Eko" and "SKAL" label	Animal Welfare	Emotional and Consequential Value
Certified label (outdoor)	free range labels	Animal Welfare	Emotional and Consequential Value
Certified label website reference	"Beter Leven" website	Animal Welfare	Epistemic Value
Husbandry narration	"living space", "animal feed"	Animal Welfare	Emotional and Consequential Value
Nationality	"Dutch", "royal supplier"	Support	Social Value
New package	New packaging feature	Support	Epistemic Value
New product	New product feature	Support	Epistemic Value
Nutritional website reference	"ik kies bewust" website	Support	Epistemic Value
Nutritional/Healthy Ingredients	"low fat", "no additives"	Support	Functional Value
Origin discovery	"discover the origin" website	Support	Epistemic Value
Other	Personal story consumer	Support	Social Value
Picture of people	Picture of happy people	Support	Emotional Value
Product preparation	"made from animal product"	Support	Functional Value
Quality/Taste	"quality", "taste"	Support	Functional Value
Responsible product	"honest", "concerned"	Support	Consequential Value
Rural image	Pictures of grass and animals	Support	Emotional Value
Rural narration	"birds", "butterflies" and "flowers"	Support	Emotional Value
Serving suggestion	Picture of serving suggestion	Support	Functional Value
Sustainable product	"fairtrade" or "FSC" label	Support	Consequential Value
Traditional Preparation	"traditional recipe"	Support	Emotional Value
Website reference	Brand website or Facebook	Support	Epistemic Value

3.6 VALIDATION

Additionally, when strategies of creating consumer value had appeared after the analysis of this selection of AW products, other supermarkets were visited to analyze the products of brands that were not already analyzed. Three other supermarkets of three different chains were visited: a Jumbo, a Lidl and an Albert Heijn. These three were chosen because Albert Heijn and Jumbo are the two largest supermarket chains in the Netherlands and the Lidl was chosen as a representative of the more budget supermarkets.

Table 4. Amount of additional products (per product category) found in supermarket stores of the Jumbo, Lidl and Albert Heijn.

	Jumbo	Lidl	Albert Heijn	Total
Meat				
Fresh Meat	3	2	3	8
Sandwich Meats			1	1
Processed Meat		1		1
Eggs		1	2	3
Dairy				
Milk/Custard/Yoghurt	1	1	1	3
Butter		2		2
Total	4	7	7	18

In these supermarkets, products were selected according to the same criteria as the products in the C1000; they had to be of animal origin and they had to have a traceable claim of extra-legal animal welfare. Naturally, products of the brands which were already analysed were not selected, thus, mostly home branded products were selected. In addition, when several products of the same brand had the identical layout and cues on the package (e.g. milk, custard and yoghurt), only one product was selected. The amount of additional products which were found are listed in table 4 according to their categories. The comparison of the cues and consumer values on this new set of products to the newly defined positioning strategies might confirm the existence of these strategies, or it could provide more insights. Thus these 18 products, were analysed according to the variables that were determinants in the cluster analysis, to see if these products are comparable to the strategies which were found.

4. RESULTS

After observing the cluster splits of the original 129 C1000 AW products, four theoretical relevant strategies of creating consumer value had appeared (table 5). The first that appeared is labelled 'Animal Welfare', because this is the only positioning strategy in which the product actually narrates on the improved animal husbandry in addition to carrying an certified label. A second strategy is labelled 'Personal Benefits', for these products mainly score on variables related to functional value, i.e. the personal benefits to the consumer such as quality and nutrition. The certified label related to animal welfare they carry seem to have a more supportive role as to underline the quality of the product. The third strategy is labelled 'Environmental Consequences'. The products using this strategy support the organic labels and/or narrate on being a sustainable or responsible product, but do not elaborate on animal welfare, despite the enhanced animal welfare in organic husbandry. The welfare of the production animals seems to be a part of broader environmental and social benefits. The last strategy which was found, is labelled 'Epistemic', products with this strategy are defined by having a new feature, adding to the epistemic value of the product. These four strategies of creating value for the consumer will be illustrated more elaborately later on.

Table 5. Theoretical relevant positioning strategies, their characterizing consumer beneficial values and the role of animal welfare.

Positioning strategy	Consumer Values	Role Animal Welfare
Animal Welfare	Consequential, Emotional	Primary
Personal Benefits	Functional	Supportive
Environmental Consequences	Consequential, Emotional	Part of broader environmental & social benefits
Epistemic	Epistemic	Supportive

The origin of these four strategies from the cluster solutions are shown in figure 2. As the first split shows, one product is cast off the large cluster. This was a product with an organic label, but no other cues, which might be the reason for the split. Subsequently, in the second split the appearance of the 'Animal Welfare' strategy can be seen, as many of the 82 products had cues regarding husbandry narration and rural images, more importantly, the 46 other products did not have those cues. This cluster of products with an 'Animal Welfare' strategy stays large during the subsequent cluster solutions, despite casting off products 10 products in the fifth cluster solution which did not narrate on husbandry situations, but did all have cues related to functional and consequential variables, thus indication both a 'Personal Benefits' strategy and the 'Environmental Consequences' strategy. This combination of cues related to both the 'Personal Benefits' strategy and the 'Environmental Consequences' strategy was also apparent in some clusters emanating from the 46 product 'Personal Benefits' cluster. In addition, two other clusters emanated from the 46 product 'Personal Benefits' cluster defined by their epistemic cues, indicating the importance of the epistemic cues as a strategy. This left the 'Personal Benefits' cluster with only a small amount of products defined purely by their functional cues, indicating the 'Personal Benefits' strategy.

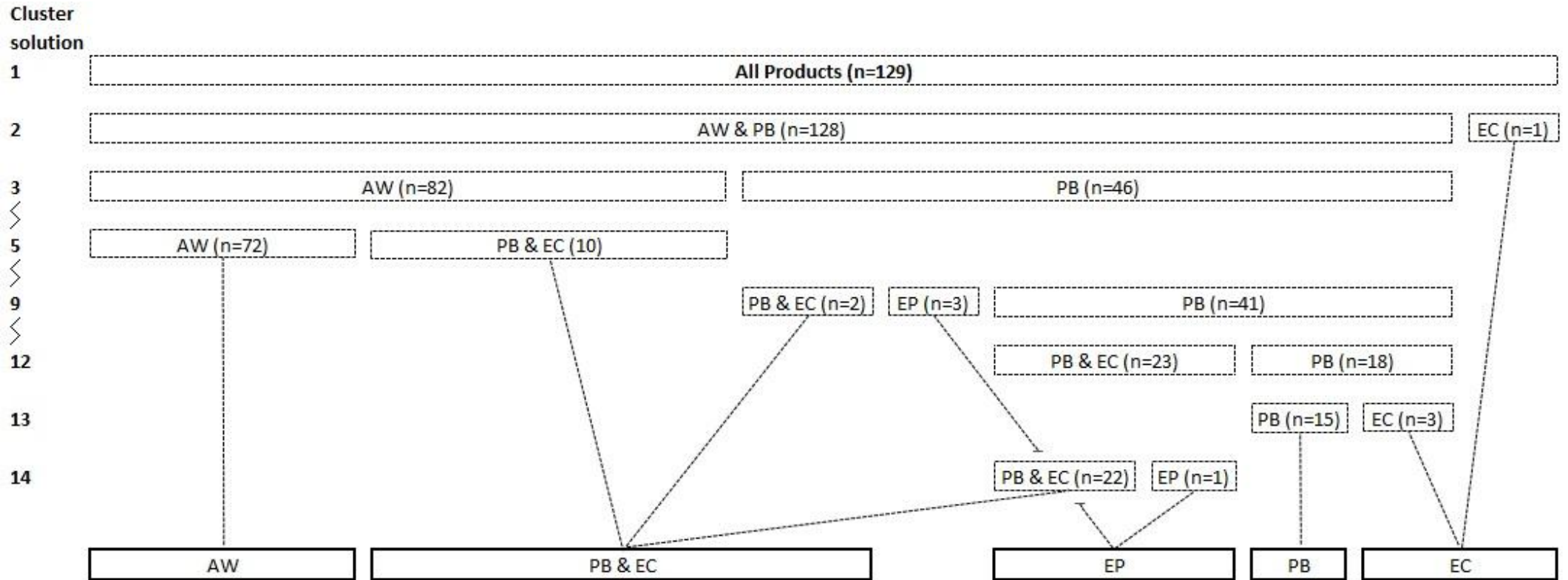


Figure 2. Theoretical relevant cluster solutions. Clusters are defined by positioning strategy they indicate. The vast lining indicates the clusters which eventually defined the positioning strategies. (AW = Animal Welfare; PB = Personal Benefits; EC = Environmental Consequences; EP = Epistemic) (n= amount of products which used that strategy)

Having now described the four positioning strategies and their origin, the strategies will now be elaborated on in turn. The relevance of the 'Personal Benefits' and 'Environmental Consequences' cluster will also be discussed in the following paragraphs.

4.1 ANIMAL WELFARE STRATEGY

As stated before, the 'Animal Welfare' strategy describes a strategy in which the product does not only contain the certified label indicating improved animal welfare as opposed to conventional husbandry, but also contains a more extensive description of the animal welfare. The main benefits the consumer gets from this purchase are thus emotional (anthropomorphism) and consequential (improving animal welfare). In addition, the emotional benefits are often enhanced by narrating or illustrating a rural image.

As shown in table 6, this positioning strategy is used by the majority of the products in this research. Also, almost every product category contains at least some brands which position their products upon animal welfare. The only product categories which do not have products which are positioned in this manner, are the mayonnaise, salads and ice cream, which are all secondary animal products. I.e. the animal product is processed in the final product, but is merely an ingredient among many. In contrast, all the product categories which consist of primary animal products (i.e. meat, eggs, milk) and thus have a stronger association with the animal origin, do have products positioned on animal welfare.

Figure 3 shows some of the products which display indicators of the 'Animal Welfare' positioning strategy. Picture A shows the side of an Arla milk carton which describes the grassland the dairy cows can walk, the natural character of the milk and the grass diet of the cows. Picture B shows a sticker which was on all of the C1000 organic fresh meat products. It narrates on the honest and natural character of the product and the improved quality of life for the animals. Picture C shows a stamp which was on the Beemster cheese, which indicates the minimum amount of days the cows are able to be outside.



Figuur 3. Examples of 'Animal Welfare' strategy; A. Arla organic milk; B. C1000 organic minced meat; C. Beemster cheese.

Table 6. Distribution of products (n) among the four positioning strategies and the product categories. Products are indicated by brand.

Product Category	Animal Welfare	Personal Benefits	Environmental Consequences	Epistemic
Fresh Meat	C1000 & C1000 Biologisch (n=20)	C1000 (n=2)		
Processed Meat	C1000 (n=1)	C1000 Biologisch (n=1)		Struik & Unox (n=3)
Sandwich Meat	C1000 & C1000 Biologisch (n=2)	Zwanenberg (n=4)		
Eggs	C1000 & C1000 Biologisch (n=2)			
Mayonnaise		Calvé (n=10)		
Life Milk	Campina (n=1)	Friesche Vlag (n=4)	Biorganic (n=1)	
Ice Cream			Ben & Jerry's (n=1)	
Cheese	Milner & Beemster (n=3)	Bio Hoeve, Milner & C1000 (n=6)		
Milk	Arla & C1000 Biologisch & Campina (n=11)	C1000 (n=4)		Campina (n=1)
Porridge	Campina & Melkunie (n=6)			
Salads		C1000 Biologisch & Johma (n=3)		
Whipped Cream	Melkunie (n=1)			
Custard	Den Eelder, Campina & Melkunie (n=10)	Optimel (n=2)	C1000 (n=2)	
Yoghurt	Arla, C1000 Biologisch, Campina, Den Eelder & Melkunie (n=12)	Optimel & C1000 (n=7)		
Yoghurt Drink	Arla, Melkunie & Campina (n=3)	C1000, Campina, Optimel & Vifit (n=6)		
Total (n)	72	49	4	4

4.2 PERSONAL BENEFITS STRATEGY

The 'Personal Benefits' strategy is, as described earlier, primarily about the functional consumer value. The improved animal welfare is indicated by certified labels, but there are no narrative elaborations on the improved husbandry nor more emotional cues such as narrating or illustrating an rural image. The only variables which are represented well on products supporting this strategy concern improved nutritional aspects and the high quality of the product. Thus, the animal welfare aspect on these products seems to have a supportive role in addition to the credibility of the more primary role of the functional values. In other words, these products profile themselves as giving the consumer personal benefits such as a health (by eating a more nutritionally responsible product) or a more qualitative product. The animal welfare aspect only supports this image. Therefore, the products which were indicated in figure

2 as having both the 'Personal Benefits' strategy and the 'Environmental Consequences' strategy (n=34) are not considered as having a separate fifth strategy, but are rather considered as using the organic and sustainable aspects to promote the credibility of the personal benefits.

As table 6 shows, this strategy supports the second largest group of products in this research. And indeed, brands which are known for their low calorie products (such as Optimel and Vifit) can be found to use this 'Personal Benefits' strategy, but also a range of organic products which use the organic aspect to promote the personal benefits (such as C1000 Biologisch, Zwanenberg and Bio Hoeve)

Figure 4 shows captures of products which display 'Personal Benefit' strategy. Picture A shows a text on the side of a Vifit yoghurt drink carton, it narrates on the beneficial nutritional value of dairy. Picture B shows the front of a package Unox rookworst (smoked sausage), which states that it is made from quality meat.



Figure 4. Example of 'Personal Benefits' strategy: Vifit yoghurt drink

4.3 ENVIRONMENTAL CONSEQUENCES STRATEGY

The 'Environmental Consequences' strategy distinguishes itself by having an organic certified label, but no narrative elaboration on the animal husbandry situation. However, the improved animal welfare is implicated by the organic label. In addition, products which narrate on sustainability or on being a responsible product are also defined as using this strategy. The strategy is thus mainly based on consequential consumer value, but is supported by emotional consumer value. The latter because many of the products did score on variables related to emotional value such illustrating an rural image. In addition, because many products used both this strategy and the 'Personal Benefits' strategy, the products left in this category did not score on functional cues. There are few products which support this strategy (table 6) and most of them did not score on many variables. These are small organic specified brands such as Biorganic and Ben & Jerry's.

4.5 EPISTEMIC STRATEGY

The last strategy products used is the 'Epistemic' strategy. Though not directly apparent in the cluster solutions (figure 2), after some splits, two different clusters split off due to their epistemic cues. The processed meat products did so due to website references of the *Beter Leven* label on their packaging and the Campina milk was a new variety product (lactose free milk).

5. VALIDATION

To validate the four strategies of creating value for consumers that were extracted from the C1000 products, a selection of AW products from three Dutch other supermarkets was also scored on the cues they carried. These cues all matched with the ones already listed in appendix 1 and were categorized to variables accordingly. No new cluster analysis was done, but each product was compared to the original cluster analysis (figure 2) by regarding each cluster split and the variables responsible for it. So for each cluster split, the validation products were sorted according to their variables. Table 7 shows the products per product category and which strategy they match with. The first thing that stands out, is that all products could be matched with a previously defined strategy. The products found with an 'Animal Welfare', a 'Personal Benefits' and an 'Environmental Consequences' strategy were very similar to the C1000 products of the same strategies in terms of which cues they carried.

Table 7. Products used to validate the five positioning strategies which were found. Products are listed according to their product category and store they were found in

Product	Store	Positioning Strategy
Fresh Meat		
<i>Bio+</i> Slavinken	Jumbo	Environmental Consequences
<i>Jumbo</i> Iers Rundvlees	Jumbo	Animal Welfare
<i>Jumbo</i> Ribkarbonade	Jumbo	Animal Welfare
<i>Biotrend</i> Biologisch Rundergehakt	Lidl	Environmental Consequences
<i>Oldenlander</i> Gyrosreepjes	Lidl	Epistemic
<i>AH Excellent</i> Scharrel Kip	Albert Heijn	Animal Welfare
<i>AH Excellent</i> Biefstuk	Albert Heijn	Animal Welfare
<i>AH</i> Iers Rundvlees	Albert Heijn	Animal Welfare
Sandwich Meats		
<i>AH</i> Biologische Cervelaat	Albert Heijn	Environmental Consequences
Processed Meat		
<i>Baroni</i> Rookworst	Lidl	Personal Benefits
Eggs		
<i>Biotrend</i> Biologische Eieren	Lidl	Environmental Consequences
<i>Blije Kip</i> Buiteneieren	Albert Heijn	Animal Welfare
<i>Rondeel</i> Eieren	Albert Heijn	Epistemic
Milk		
<i>Jumbo</i> Halfvolle Melk	Jumbo	Animal Welfare
<i>Milbona</i> Halfvolle Melk	Lidl	Animal Welfare
<i>AH</i> Halfvolle Melk	Albert Heijn	Animal Welfare
Butter		
<i>Biotrend</i> Biologische Roomboter	Lidl	Environmental Consequences
<i>Milbona</i> Roomboter	Lidl	Animal Welfare

In addition, the 'Epistemic' strategy was found in two of the products. Both the Lidl gyrosreepjes and the Albert Heijn Rondeel Eggs only carried a cue which induces curiosity on the package. In the case of the gyrosreepjes there was only a 'Beter Leven' label and a QR code which, when scanned would lead to a more detailed explanation of the extra-legal pig husbandry. Likewise,

the Rondeel eggs only carried a 'Beter Leven' label and a little leaflet sticker which can be opened after purchase. Inside that leaflet was a description of the innovative husbandry system (figure 8). So in both cases they confirm the previously defined 'Epistemic' strategy in which the epistemic, curiosity inducing factor is related to the emotional and consequential value of extra-legal welfare in husbandry systems.



Figure 5. Examples of 'Epistemic' strategy; A. Rondeel Eggs; B. Oldenlander Gyrosreepjes.

6. DISCUSSION

Because of the previous lack of theoretical framework, the main objective of this study was to determine whether different strategies currently exist to make products with extra-legal animal welfare appealing to the consumer. After analysing 129 AW products from a C1000 supermarket and validating the analysis with an additional 18 products from three other supermarkets (Jumbo, Lidl and Albert Heijn) four strategies were defined.

6.1 CONSUMER VALUE

As described previously in the literature study chapter, six categories of beneficial consumer value were selected out of the frameworks of Woodall (2003) and Sheth *et al.* (1991), which were (1) Functional Value; (2) Social Value; (3) Emotional Value; (4) Epistemic Value; (5) Conditional Value and (6) Consequential Value. These six different consumer values were subsequently used to categorize the cues which were found on the AW products. However, the Conditional Consumer Value did not match with any of the cues. This may have been a result of the timing of the fieldwork, for it was done in June when there are no special occasions (such as Christmas) which products can be positioned upon.

Table 8. Theoretical relevant positioning strategies, their characterizing consumer beneficial values and the amount of products on which the positioning strategies are based upon.

Positioning strategy	Consumer Values	AW Products (n)
Animal Welfare	Consequential, Emotional	82
Personal Benefits	Functional	50
Environmental Consequences	Consequential, Emotional	9
Epistemic	Epistemic	6

Table 8 illustrates the four strategies which were defined on the basis of the analysed AW products. It becomes apparent that the consumer values which are most anticipated upon are the emotional, consequential and functional values. Each of these three values had a distinctive role in the forming of the clusters which ultimately led to the defining of the consumer value strategies. In addition, the epistemic consumer value had a distinctive role as well in this process, although the resulting strategy is much less commonly used. The only consumer value which was present through cues on the AW products but did not had a distinctive role in the process of forming strategies, was the social consumer value. This might be a possible unused strategy: to anticipate largely on the social values to make an AW product more attractive to the consumer. For instance, by anticipating on social control of the environment of the consumer or the desire of the consumer to belong to a certain social group.

6.2 SOCIAL DILEMMA THEORY

So now the different consumer values of each strategy have been discussed, their function as a strategy will be discussed with the Social Dilemma Theory. The theory which was explained in the literature study chapter, describes the dilemma between direct self interest and future social consequences with regard to the purchase process (Meulenberg *et al.*, in press). The two dimensions (societal and temporal) are conflicting interests in the purchase process of the consumer. I.e., the consumer must prioritize it's values in order to purchase the product which is most suitable to the consumer at the time of purchase.

In the case of AW products, whether they are a "compromise product" or an organic product, the animal welfare or overall sustainable aspect of a product falls in the "others" category of the social dimension and in the "now" and "ever?" categories of the temporal dimension respectively (figure 1). In other words, they are not in the "me/now" dimension which is often the most important to the consumer at the point of purchasing the products. Therefore this study also looked at other benefits were presented on the product packages, aside from animal welfare, to see which tools marketers are using to bring the AW products closer to the "me/now" perception of the consumer. For each strategy, these tools will now be discussed.

'Animal Welfare' strategy

As explained in the results, the characteristics of the 'Animal Welfare' strategy are the more extensive description of animal welfare in addition to the certified label and often a rural image is narrated or illustrated. The main benefits the consumer gets from this purchase are thus emotional (anthropomorphism and a romantic rural image) and consequential (improving animal welfare). In this strategy, the emotions of the consumer are thus used to create value of the product by making the consequences relevant to the consumer at the point of purchase.

'Personal Benefits' strategy

In the results, the 'Personal Benefits' strategy is described as using animal certifications welfare (or other consequential cues) to make the high quality or more healthy nature of the product more credible. In other words, this strategy uses aspects such as health and quality to make the AW product more relevant to the consumer at the point of purchase.

'Environmental Consequences' strategy

The 'Environmental Consequences' strategy was explained in the results as products being mainly based on environmental sustainability (part of which concerns animal welfare), but they also have the characteristic of illustrating a rural image. Thus, the main benefits the consumer gets from this purchase are consequential (improving animal welfare) and emotional (a romantic rural image). So in a similar manner as in the 'Animal Welfare' strategy, the marketer uses the emotions of the consumer to create value of the product.

'Epistemic' strategy

In the results and validation chapters, the 'Epistemic' strategy was described as having one main characteristic in addition to animal welfare: evoking curiosity. The curiosity makes the product more appealing to the consumer at the point of purchase by promising additional information on the extra legal animal husbandry, which can subsequently lead to emotional (anthropomorphism) value for the consumer.

7. CONCLUSION

To summarise, in the products which were analysed in this exploratory study four strategies of creating value for the consumer were found. These strategies were labelled (1) Animal Welfare, (2) Personal Benefits, (3) Environmental, Consequences and (4) Epistemic. Among those different strategies, marketers tools to create value for the consumer are (1) evoking an emotional response with anthropomorphism and painting a romantic rural image; (2) displaying functional benefits such as product quality or improved nutritional value; (3) evoking curiosity and (4) social referencing by displaying the preference of others for that product. All of these characteristics bridge the social and temporal dimensions of the Social Dilemma Theory from the benefits to others (the production animals) to the benefits related "me/now" dimension which, is relatively more important to the consumer at the time of purchase.

8. IMPLICATIONS

Now the consumer value strategies have proven to exist in relation to AW products packages, the implications need to be discussed. For a marketer, this theoretical framework can only be relevant consumers if consumers actually do see the cues as representatives of the same beneficial values. As the defining of the cues and their categorisation under consumer values in this study is mostly done by one person, thus, a bias might exist which affects the outcomes of this study. Therefore an additional consumer study must be done to see whether the cues which were scored in this study, are also relevant to the consumer and to see whether the consumer ascribes those cues to the same values as this study did. Also, it would be interesting to find out whether different consumer groups are more susceptible to different strategies. Furthermore, this study ignored the financial value of the products, which cannot be ignored in real life when consumers weigh the priorities of different values during the purchasing process. So to increase the relevance of this study, additional research is needed concerning the actual valuation of product cues by consumers and in extension, consumer groups, and the relative importance of product price in that valuation. In addition, a study must be done to learn the motives of the marketers as to why they chose and designed these specific cues and how their strategies can be affected by this study and a future consumer study.

This study furthermore shows that the Dutch society is placing increasingly more importance on the welfare of production animals. According to Verbeke (2009), the improvement of husbandry conditions is very important to society, but the responsibility to achieve that, is placed with the national and supranational policymakers. However, by creating this middle segment of "compromise product" the sector itself has created an increase in the availability of AW products and thus increased the overall welfare of production animals in the Netherlands, without stimulation of policymakers, but initiated by the Dutch animal welfare organisation the Dierenbescherming (2013). Thus, these strategies of combining the consequential consumer values on AW products, with the ones more directed to the "me/now" dimension of the Social Dilemma Theory and thus increasing the amount of AW products bought by the consumer, create an increase of welfare in production animals which is desired by society.

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APPENDIX 1

Variable	Description
Beter Leven *	Certified label of the NGO 'de Dierenbescherming' with one star out of three in regard to the husbandry conditions of the production animals.
Beter Leven **	Certified label of the NGO 'de Dierenbescherming' with two stars out of three in regard to the husbandry conditions of the production animals.
Beter Leven ***	Certified label of the NGO 'de Dierenbescherming' with three stars out of three in regard to the husbandry conditions of the production animals.
Beter Leven Website	Website reference of the certified label 'Beter Leven'.
Brand Website	Website reference of the product brand. Must be placed outside of the consumer service context.
"vrije uitloop" logo (nonspecific)	a brand-related logo indicating the production animals had the possibility to go outside in their husbandry conditions.
Caring Dairy Logo	Certified label made by the brands 'Beemster' and 'Ben & Jerry's' in regard to the husbandry conditions of the dairy cow.
Caring Dairy Logo and Website	Certified label made by the brands 'Beemster' and 'Ben & Jerry's' in regard to the husbandry conditions of the dairy cow, with a website reference.
Country of origin	Any mention of the country in which the production animals were reared, kept or slaughtered.
EKO logo	Certified label indicating that the product has been produced in accordance with Dutch organic guidelines.
Fairtrade Logo	Certified label indicating fair transactions within the production chain.
Fairtrade Logo and Explanation	Certified label indicating fair transactions within the production chain accompanied by a small text of explanation of the logo.
Facebook Reference	A Facebook page reference related to the brand or product.
FSC logo	Certified label indicating sustainable production of paper packages.
FSC logo and explanation	Certified label indicating sustainable production of paper packages accompanied by a small text of explanation of the logo.
Hofleverancier Logo	Certified label indicating that the brand provides for the Dutch court.
"Ik Kies Bewust" Logo	Certified label indicating that the product is a healthy choice.
"Ik Kies Bewust" Logo and Website	Certified label indicating that the product is a healthy choice, with a website reference.
New Package Feature	A picture or text indicating a new (non-product related) feature of the package.
New Product	A picture or text indicating the package is containing a new product.
Ontdek de Herkomst logo	Logo by 'Campina' indicating that one can discover the location of husbandry of the production animals of that particular product.
Ontdek de Herkomst explanation	A small text of explanation of the logo by 'Campina' indicating that one can discover the location of husbandry of the production animals of that particular product.
Personal story "landscape and farming"	Written story of an individual, concerning farming or the rural landscape.
Personal story "consumer"	Written story of an individual consumer, concerning the product or brand.

Picture "Animal"	Picture of the animal (used for the production of the product) in colour.
Picture "Animal Silhouette"	Picture of the silhouette of the animal (used for the production of the product).
Picture "Animal Ingredient (egg)"	Picture of the animal product used as ingredient in the product.
Picture "Butterfly"	Picture of a butterfly.
Picture "Children Silhouet"	Picture of the silhouette of children.
Picture "Dutch Flag"	Picture of the Dutch flag or the use of combined red, white and blue stripes.
Picture "Farmer Silhouet"	Picture of the silhouette of a farmer at work. Recognized as farmer by farming tools.
Picture "Flowers"	Picture of one or more flowers.
Picture "grass or grass land"	Picture of a field of grass or just blades of grass.
Picture "grassland with flowers"	Picture of a field of grass in combination with flowers.
Picture "Happy Healthy People"	Picture of active people laughing.
Picture "Ladybug"	Picture of a ladybug.
Picture "serving suggestion"	Picture of the product served ready for consumption.
QR code	A QR code.
Safety Guard logo	Certified label indicating a responsible veal production chain.
Skal logo	Certified label indicating that the product has been produced in accordance with European organic guidelines.
Sentence "Als Lekkerste Getest"	Written statement indicating the product has been tested as the most delicious.
Sentence "Ambachtelijke Recetuur"	Written statement indicating the product has been made according to traditional recipe.
Sentence "Animal Feed"	Written statement concerning the feed of the production animals.
Sentence "Animal Living Space"	Written statement concerning the size of the living space of the production animals.
Sentence "Animal Longevity"	Written statement concerning the longevity of the production animals.
Sentence "Animal Outdoor"	Written statement concerning the possibility of the production animals to be outside.
Sentence "Animal Welfare"	Written statement concerning overall welfare of the production animals.

Sentence "Happy Cows"	Written statement indicating the happiness of the dairy cows.
Sentence "Klimaat Neutrale Verpakking"	Written statement indicating the packaging of the product is climate neutral.
Sentence "Made from Animal product"	Written statement indicating the product is from animal origin.
Sentence "Met Liefde Bereid"	Written statement indicating that the product is made with love.
Sentence "No Additives"	Written statement indicating the product contains no additives.
Sentence "Nutritional Components"	Written statement indicating that the product contains nutritional components.
Sentence "Product Quality"	Written statement concerning the quality of the product.
Sentence "Pure Ingredients"	Written statement indicating that the product contains pure ingredients.
Sentence "Small Husbandry Size"	Written statement concerning the small size of the husbandry conditions of the production animals.
Sentence "Taste"	Written statement concerning the taste of the product.
Sentence "Weidegang"	Written statement indicating the possibility of the production animals to go outside.
UTZ logo and explanation	Certified label indicating fair transactions within a sustainable production chain accompanied by a small text of explanation of the logo.
Vegetarian Union Logo	Certified label indicating the product is suitable for vegetarians.
Weidemelk Logo	Certified label indicating the possibility of the production animals to go outside.
Weidemelk Logo with Dutch flag	Certified label indicating the possibility of the production animals to go outside, accompanied by a Dutch flag.
Weidemelk Dutch flag	Dutch flag with an inscription of the certified 'weidemelk' logo.
Weidemelk logo en uitleg	Certified label indicating the possibility of the production animals to go outside, accompanied by a small text of explanation of the logo.
Word "Met Aandacht/Zorg/Respect"	Keyword "with consideration/with respect"
Word "Bewust"	Keyword "awareness"
Word "Bloem/Klaver"	Keyword "flower" or "clover"
Word "Eerlijk"	Keyword "honest"
Word "Mager"	Keyword "low fat"
Word "Natuurlijk"	Keyword "natural"
Word "Nederlands"	Keyword "Dutch"
Word "Scharrel"	Keyword "free range"
Word "Nu"	Keyword "temporarily"

Tijdelijk"

Word "Vogel" Keyword "bird"

Word "Vlinder" Keyword "butterfly"

Word Keyword "familiar"
"Vertrouwd"

APPENDIX 2

Certified label

Beter Leven * logo

Beter Leven ** logo

Beter Leven *** logo

Caring Dairy logo

Certified label (organic)

EKO logo

Skal logo

Certified label (outdoor)

Weidemelk logo

Weidemelk logo with Dutch flag

Weidemelk logo en uitleg

"vrije uitloop" logo (nonspecific)

Certified label website reference

Beter Leven website

Caring Dairy logo and website

Husbandry narration

Sentence "animal feed"

Sentence "animal living space"

Sentence "animal longevity"

Sentence "animal outdoor"

Sentence "animal welfare"

Sentence "happy cows"

Sentence "small husbandry size"

Sentence "weidegang"

Word "scharrel"

Nationality

Hofleverancier logo

Picture "Dutch flag"

Country of origin

Word "Nederlands"

New package

New package feature

New product

New product

Word "nu tijdelijk"

Nutritional website reference

"Ik Kies Bewust" logo and website

Nutritional/Healthy Ingredients

"Ik Kies Bewust" Igo

Sentence "no additives"

Sentence "nutritional components"

Sentence "pure ingredients"

Vegetarian Union Logo

Word "Mager"

Other social cues

Personal story "consumer"

Sentence "als lekkerste getest"

Picture of people

Picture "children silhouet"

Picture "happy healthy people"

Product origin discovery

Ontdek de Herkomst logo

Ontdek de Herkomst explanation

Product preparation

Sentence "made from animal product"

Quality/Taste

Sentence "product quality"

Word "vertrouwd"

Sentence "taste"

Responsible product

Safety Guard logo

Word "met aandacht/zorg/respect"

Word "bewust"

Word "eerlijk"

Rural image

Picture "animal"

Picture "animal silhouette"

Picture "animal ingredient (egg)"

Picture "butterfly"

Picture "farmer silhouet"

Picture "flowers"

Picture "grass or grass land"

Picture "grassland with flowers"

Picture "ladybug"

Rural narration

Personal story "landscape and farming"

Word "bloem/klaver"

Word "natuurlijk"

Word "vogel"

Word "vlinder"

Serving suggestion

Picture of a "serving suggestion"

Sustainable product

Fairtrade logo

Fairtrade logo and explanation

FSC logo

FSC logo and explanation

Sentence "klimaat neutrale verpakking"

UTZ logo and explanation

Traditional Preparation

Sentence "Ambachtelijke Recetuur"

Sentence "Met Liefde Bereid"

Website reference

Brand website

Facebook reference

QR code
