

Current food values adapted from Gómez-Cantó et al. (2018)

-
- Taste
 - Safety
 - Price
 - Appearance
 - Nutrition
 - Convenience
 - Tradition
 - Fairness
 - Environmental impact
 - Origin

Definitions adapted from Gómez-Cantó et al. (2018):

Taste: consumption of the food is appealing to the senses

Safety: consumption of food will not cause illness

Price: the price that is paid for the food

Appearance: food looks appealing

Nutrition: amount and type of fat, protein, vitamins, etc.

Naturalness: produced without modern technologies

Values promoted by the initiatives

- Origin
- Environmental Impact
- Tradition
- Taste
- Nutrition
- Fairness
- Naturalness
- Price
- Convenience
- Appearance

Convenience: ease with which food is cooked and/or consumed

Tradition: preserving traditional consumption patterns

Fairness: all parties involved in the food production of the food benefit equally

Environmental impact: effect of food production on the environment

Origin: where the agricultural commodities were grown