

Common aide memoir used during the field research (Farmpath project)

1. Could you detail for us the story of this initiative since it has been created? Which were the main milestones, and the major changes overtime?
2. Which were the main technical/practical aspects making the initiative original, innovative?
 - Production way and presentation of the products, infrastructures, transport and logistics.
 - Evolution, milestones of this development: how would you explain the origin of each new step mentioned?
3. Which were the persons/networks involved at the different steps of the history of this initiative?
 - Who, with which role?
 - Which networks, which co-ordinations?
 - Around which ideas, which goals?
 - What was the evolution of the type of persons and networks involved along time since the creation of this initiative, how would you describe the different steps?
4. Which were the main economical aspects making the initiative original, innovative?
 - Prices and concurrence regulation...
 - Added value: where does it come from, how and between whom is it shared?
 - How are eventually economical and ethical aspects connected in this initiative?
 - Could you notice an evolution of those elements overtime within the initiative?
 - If yes how and why?
5. Policy aspects, public action aspects:
 - Did the initiative benefit of any public policy?
 - Which ones? For each of them, from which level(s)? (EU, national, regional, local...)
 - At which steps of the history of the initiative? What was it useful for? Did it change something in the trajectory of the initiative?
 - What determined the fact that the initiative benefited from each of those policy supports (information, policy maker support, compliance with a current programme)
 - How would you qualify the evolution over the last 15 years of the policy supports dedicated to Alternative Marketing Channels (AMC)?
6. Young farmers, new entrants

- Are young farmers or new entrants involved in this initiative? With which kind of involvement?
- Which are the opportunities for them within AMC in your regional context and within this initiative particularly? How can one evaluate these opportunities since the creation of this initiative?
- Are there any specific decisions made at the level of this initiative in order to support the commitment of young farmers or new entrants?
- How would you qualify the evolution of the possibilities for young farmers?