



Slow Food®
Trentino Alto Adige Südtirol

Research Project

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www.slowfoodtrentinoaltoadige.com

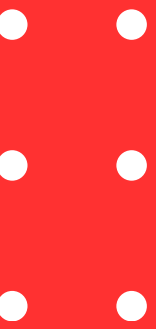


Outline Outline

1. Context of the research
2. Purposes of the research
3. Research model
4. Research methodology
5. Timeline of the project


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Context

Research issues

“THE IMPACTS OF CULTURE ON FOOD-RELATED BEHAVIOURS OF FOREIGN COMMUNITY IN TRENTO, ITALY”

1. Culture, race, and ethnicity are intricately connected, important social identities in the study of food and food practices.
2. There is a strong desire to preserve one's culture through food practices when one's culture is not the dominant culture in that society, in Trentino, with Italian as a dominant culture.
3. The maintenance of cultural food practices and the sharing of cross-cultural food practices by different cultural, racial, and ethnic groups within Trentino multicultural societies



Purposes

What are this research aims?

Research questions

1st goal

- Examine individuals' food-related behaviour
- Research on the zone of biological indifference

2nd goal

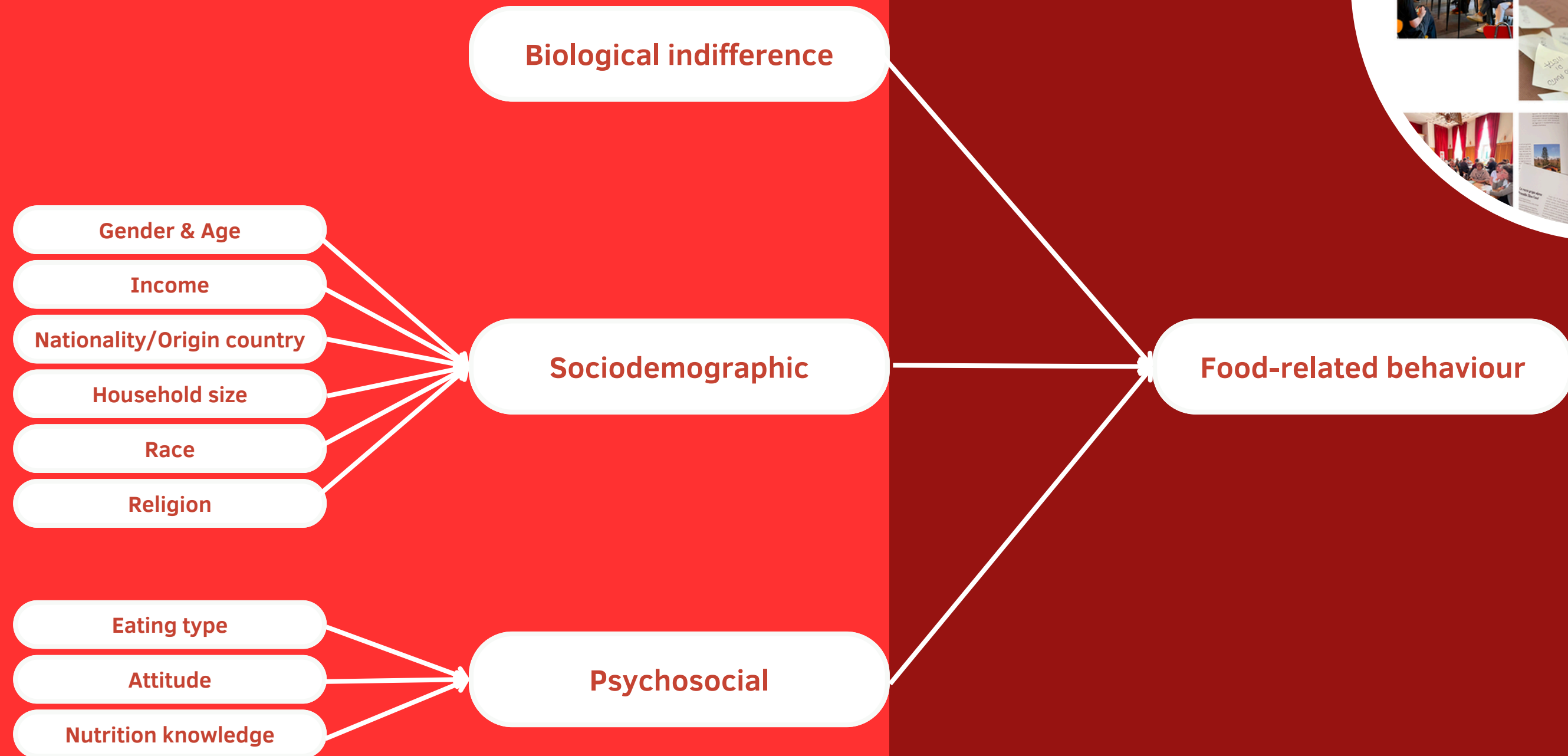
- Examine the sociocultural determinants, including:
 - Sociodemographic variables
 - Psychosocial variables



- What does an individual's food-related behaviour look like?
- What are the basic social factors that impact the food-related behaviour of customers in Trentino?
- What are the mutual and separate factors among different groups of customers?
- What are some recommendations for creating an intercultural bridge between customers by utilizing food?

Research model

How to conduct the research?



Research methodology

How to conduct the research?

- Research subjects: Foreigners living in Trentino
- Research scope: Trentino-Alto Adige
- Expected number of responses: 300-400 people



Quantitative method

Online survey form to examine:

- Sociodemographic
- Psychosocial factors
- Food-related behaviour

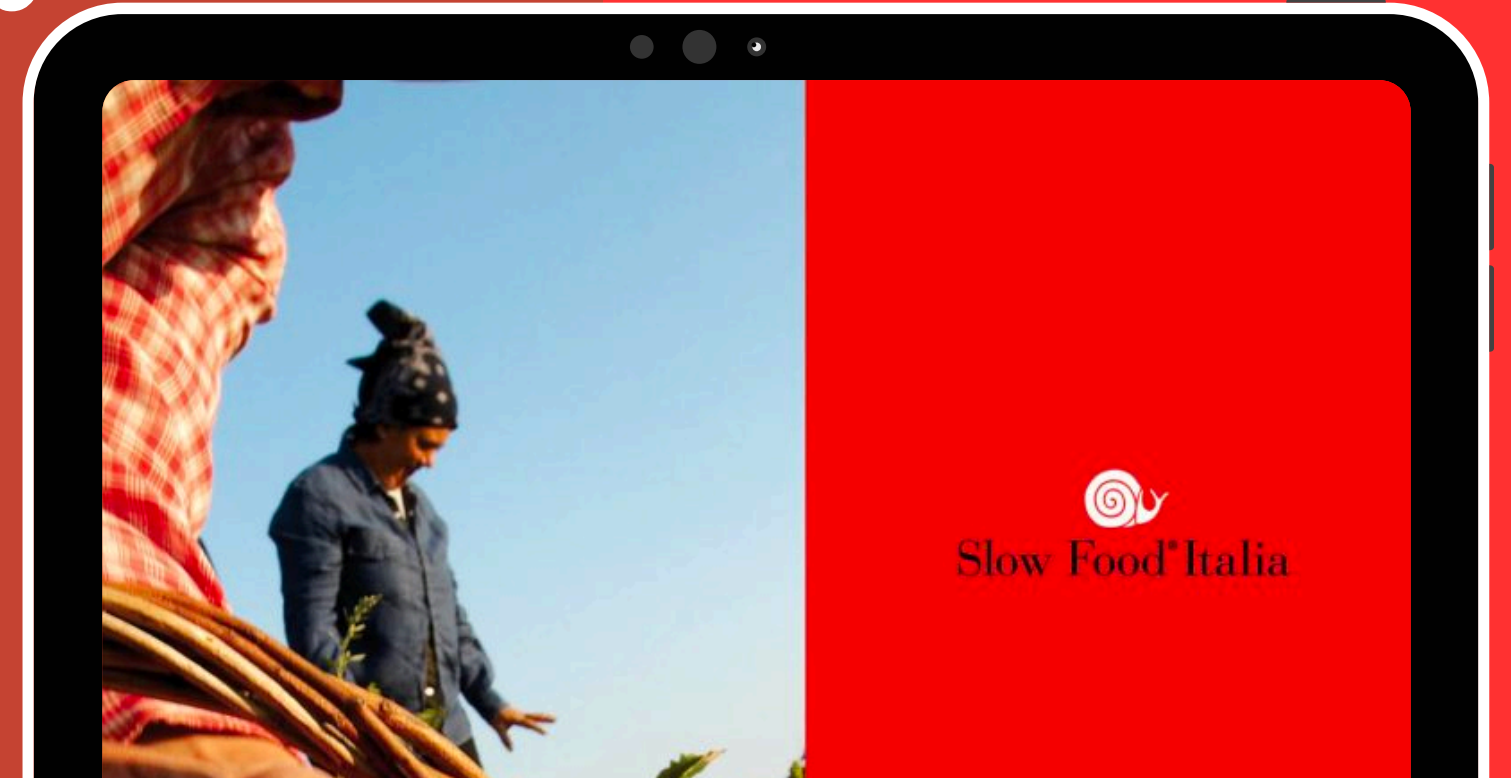
Survey link: <https://forms.gle/qVzP9PsRg5SYETpKA>



Qualitative method

In-person interviews with foreigners living in Trentino at events, seminars, university, etc, to understand:

- Biological indifference
- Perceptions about food and related behaviour



Portfolio

Survey & Interview forms

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Form number:

SURVEY FORM

THE IMPACTS OF CULTURE ON FOOD-RELATED BEHAVIOURS OF FOREIGN COMMUNITY IN TRENTO, ITALY

Hello!

The choice of food practices can be influenced by one's identity in many societies, but has mostly been evaluated in light of the maintenance of cultural identity in migrant populations. Food is an essential part of people's lives, much more than just a mean of survival. Food is also the main factor in how we view others and ourselves. It plays an important role in social connectivity, among different cultures and individuals. On this basis, what are the impacts of culture on food-related behaviours? What changes are needed to promote intercultural dialogue and knowledge sharing among various immigrant communities in the Trentino region?

We are Slow Food community project sharing the common goal of ensuring everyone has access to good, clean and fair food. Founded in Italy in 1986, we are now active in more than 160 countries. We look forward to receiving your feedback by answering the questions below or ticking ✓ on the most appropriate option. There are no wrong answers, only options that best represent your reality and thoughts! All information provided will be processed according to the principle of non-identification and compiled into recommendations for the project to bring food as a cultural bridge to the whole foreign community living in Trento, Italy! **Thank you!**

A. FOOD-RELATED BEHAVIOUR

1. Have you ever cooked or tried food while living in Trento? (Italian food or any other)

Never (End, thank you)
 Already (Please continue)

2. You often come into contact with food as?

Cook/Chef Eater Both
 Other (please specify)

3. How often do you go shopping to buy food?

Never 1-2 times/week
 3-4 times/week 5-6 times/week
 Everyday

4. How many meals do you have in a day?

1 2
 3 4
 5 More than 5

5. What do you prepare before buying food? (You can choose more than 1)

Checked pantry and fridge to see what ingredients you already have
 Researched recipes or meal ideas for inspiration
 Considered dietary restrictions or preferences
 Checked local grocery store flyers or online deals for discounts
 Set a budget for groceries
 Made a meal plan based on weekly schedule and activities
 Considered shelf life and perishability of items
 Thought about portion sizes and leftovers
 I don't prepare anything

7. What are your preferences when choosing food? (You can choose more than 1, max 3)

Freshness
 Quality (organic, free-range, etc.)
 Nutritional value
 Taste preferences (sweet, savoury, spicy, etc.)
 Dietary restrictions or preferences (vegetarian, vegan, gluten-free, etc.)
 Affordability: price and promotion
 Sustainability (eco-friendly packaging, etc.)
 Convenience (pre-packaged, ready-to-eat, etc.)
 Brand loyalty
 Seasonality

8. Do you often cook multiple meals at once?

No, I cook every single meal separately
 Yes, but it will be eaten all in one day
 Often, I keep it in the fridge for 2-3 meals
 Usually, I keep it in the fridge for 4-5 meals

9. Which of the following factors do you care about when having meals? (You can choose more than 1)

Taste of food
 Affordable price
 People eating together
 Ingredients
 Calories/Health benefits
 Accessibility
 Other (please specify)

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6. Please assess the food diversity in Trento?

Lacking in variety and choice
 Limited variety, mainly local cuisine
 Diverse food choices, catering to various tastes
 Moderate diversity with some international options
 Rich diversity, reflecting a multicultural culinary scene

10. How do you usually design your meals?

Balanced nutrition with a diverse range of food
 Repeat the same ingredients, but still enough nutrition
 Quick and easy recipes, simple meals
 Any kind of food, as long as I am full
 I don't design my meals

B. THE IMPACTS OF SOCIODEMOGRAPHIC VARIABLES ON FOOD-RELATED BEHAVIOURS

(All your personal information will be analyzed according to the principle of non-identification)

11. What is your gender?

Male Female Other

12. Where do you come from?.....

13. How much is your total income monthly? (Income can be salary post-tax, scholarships, subsidies, etc.)

Under €1000 €1000 - under €2000
 €2000 - under €3000 From €3000

14. How old are you?

18 - 25 years old 26 - 40 years old
 41 - 55 years old 56 - 65 years old

15. What is your household size?

I'm living alone 2 people
 3-4 people More than 4 people

16. Please rate your level of expectations every time you buy food in Trento?

No expectation
 Very little expectation
 Normal
 Some expectation
 High expectation

17. How would you identify yourself in terms of race?

Asian or Pacific Islander
 Black
 Hispanic or Latino
 Indigenous (e.g. North American Indian Navajo, South American Indian Quechua, Aboriginal or Torres Strait Islander)
 Middle Eastern or North African
 White
 Prefer not to disclose

18. How would you identify yourself in terms of religion?

Christian (Catholic, Protestant, Orthodox, etc.)
 Muslim
 Jewish
 Buddhist
 Hindu
 Sikh
 Atheist
 Agnostic
 Other (please specify)
 Prefer not to disclose

19. Please indicate your level of agreement with the following statements when making food-related (buying, cooking, designing menu, enjoying food, etc.) decisions?

For each statement, please select your level of agreement on the scale:
(① Strongly disagree, ② Disagree, ③ Neutral, ④ Agree, ⑤ Strongly agree)

Income impacts on my food-related decisions ①②③④⑤
Household size impacts on my food-related decisions ①②③④⑤
Race & Ethnicity impact on my food-related decisions ①②③④⑤
Religion impacts on my food-related decisions ①②③④⑤

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Form number:

INTERVIEW FORM

THE IMPACTS OF CULTURE ON FOOD-RELATED BEHAVIOURS OF FOREIGN COMMUNITY IN TRENTO, ITALY

Main Discussion points:

- Introduction participants**
 - Name
 - Opening question for each participant: What is your favourite food?
- Free listing** - Participants are provided with different images related to food and asked to pen their one word/Moderator to set the tone for interaction in the group. short phrase (not more than 3 words) responses.
- How important is food in your life?**
 - Describe some of the meals prepared at home.
 - What type of foods does a complete meal need to include?
 - What food(s) would you not be able to give up?
 - What does your religion (if any) say about food?
- Who decides what food is eaten at home?**
 - How do you decide what foods to buy? Sometimes, the places where we buy our food from also influence the types of food we eat.
 - Where is the food for your family bought? Why is it bought from there?
 - Who is responsible for a family eating healthily?
 - Do you think that your generation is less skilled in cooking compared to the previous generation? What about the younger generation?
- We would like to know more about the social aspects of eating.**
 - On what occasions do you eat with your family?
 - On what occasions do you eat with your extended family and friends?
- Some foods are seen as better for health and some foods as worse for health.**
 - What are some examples of healthy food?
 - What makes food healthy/unhealthy?
- There are various sources of information on food.**
 - Where do you get your information on food?
 - What are good sources of information on healthy food?
- Body weight and shape is also influenced by eating habits. We would like to know more about your ideas on body shape.**
 - What is the ideal weight in the EU/Chinese/Indian community?
 - Being overweight is a problem in many developed countries including Italy. We would like to hear your ideas about reasons for this problem among Vietnamese/Chinese/Indians.
 - Do you think being overweight or obesity is a big problem in your community?
 - What do you think are important reasons for being overweight among people in your community?
- We are now at the end of our discussion and would like your feedback.**
 - Considering all the issues discussed today, which do you feel are the most important influences on your eating habits?

Some issues that require solutions about food-related behaviours:

- Issue of sustenance versus taste ("eat to live/live to eat")**
 - How would you describe your relationship to food?
 - Has this relationship changed during different stages in your life?
 - Does it play a major role in all aspects of your life? Happy occasions, sad occasions?
 - Do you enjoy taking your time to eat?
 - Or, do you think perhaps eating is sort of a waste of time - you could be doing other more important things?

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Timeline - Research plan

When to conduct the research?



2/5 - 15/6

16/6 - 30/6

1/7 - 4/8

Participate in events and seminars

Collect data on both survey and interview

Analyse data with SPSS, STATA

Organise more events

Finalise report

Organise a presentation to release
the research results

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Q&A
Thank you!

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