

WHAT ARE THE VEGETAL FOODS OF INTEGRATED PRODUCTION?

Integrated production is an agricultural system for obtaining vegetables that use the natural resources and mechanisms of production to ensure long-term sustainable agriculture

HYPOTHESIS

The Integrated production (IP) and its products are not sufficiently known by consumers

OBJECTIVES

- To determine if the Integrated production is known
- To introduce products from Integrated production to consumers

METHODOLOGY

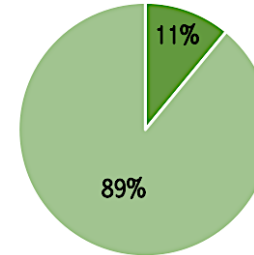
1. Conducting a survey

QUESTIONS	ANSWERS		
Do you know what is Integrated Production?	Yes	No	-
Do you know what is Organic Agriculture?	Yes	No	-
Have you ever seen this logo? (photo of the ladybug logo)	Yes	No	-
Could you say if it is the Integrated Production of Organic Agriculture?	Integrated Production	Organic Agriculture	I don't know

2. Desing of a triptych

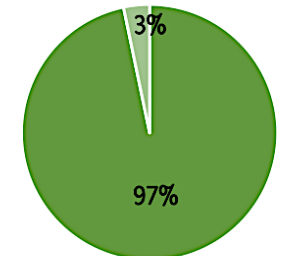
RESULTS

Do you know what is Integrated Production?



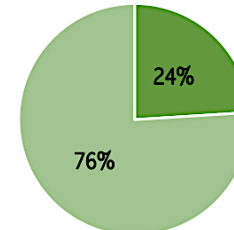
■ Yes ■ No

Do you know what is Organic Agriculture?



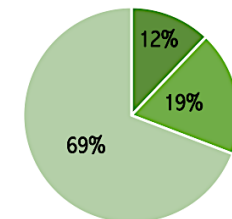
■ Yes ■ No

Have you ever seen this logo?
(photo of the ladybug logo)



■ Yes ■ No

Could you say if it is the Integrated Production of Organic Agriculture?



■ Integrated Production ■ Organic Agriculture ■ I don't know

CONCLUSIONS

- Integrated production and its products are not sufficiently known by consumers
- It is surprising the lack of knowledge that society have
- It is necessary for institutions, producers and traders to get involved in a dissemination campaign
- It is a priority for the European Union to develop common IP regulations for all member countries.