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

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>ANSWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you know what is Integrated Production?</td>
<td>Yes  No</td>
</tr>
<tr>
<td>Do you know what is Organic Agriculture?</td>
<td>Yes  No</td>
</tr>
<tr>
<td>Have you ever seen this logo? (photo of the ladybug logo)</td>
<td>Yes  No</td>
</tr>
<tr>
<td>Could you say if it is the Integrated Production of Organic Agriculture?</td>
<td>Integrated Production  Organic Agriculture  I don’t know</td>
</tr>
</tbody>
</table>

2. Designing a triptych

RESULTS

- Do you know what is Integrated Production?
  - Yes: 89%
  - No: 11%

- Do you know what is Organic Agriculture?
  - Yes: 97%
  - No: 3%

- Have you ever seen this logo? (photo of the ladybug logo)
  - Yes: 76%
  - No: 24%

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.