

APPENDICES

FROM THINGS TO SYSTEMS, AND BACK:

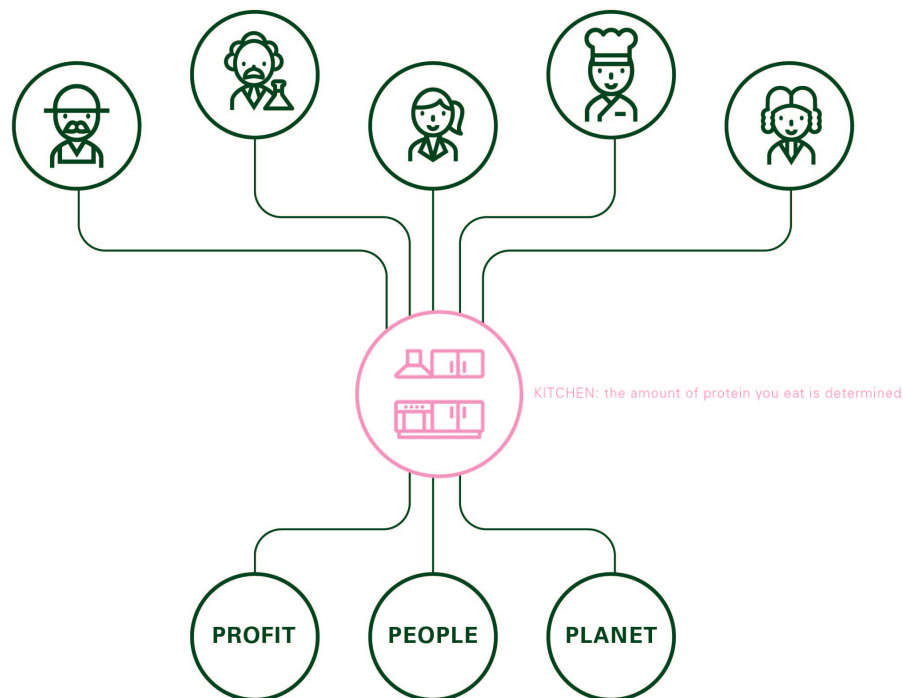
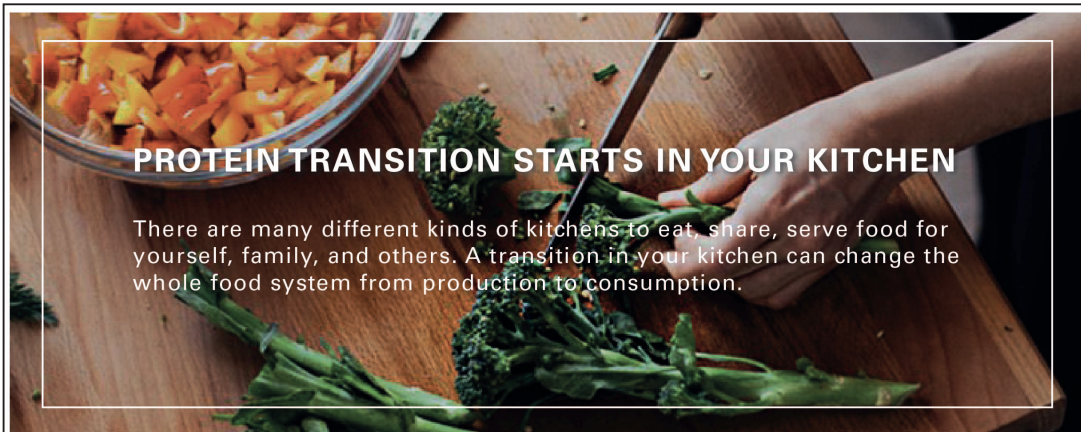
**A thing-centric approach to
protein transition in the Netherlands**

Youngsil Lee

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A. Teaser for interview



We would like to explore what you cook in your kitchen. We believe understanding this final place where you decide on meals is also a great starting point for the transition towards more plant based proteins.

Let's find out together in your kitchen!

If you are willing to participate, please contact me via Youngsil.Lee@rvo.nl

This is a collaborative project between RVO and TU/Delft to develop a service that can promote green protein movement.

This is the teaser to introduce about 'Protein Transition' study to collect interviewees for 'kitchen interview.'

INTERVIEW PROCESS



5min

A booklet by email prior to interviewing



Visit your kitchen at lunch or dinner



20-30min

Our conversation and how you cook are recorded on video



10-20min

Conduct a short interview to wrap it up

BENEFITS

- 1) You can have an opportunity to look back on your own cooking and eating habit that you have not been thinking about during the interview.
- 2) This data will help us understand the micro level variables that governments might miss and support them in developing appropriate policies for a green protein transition.
- 3) The interesting results from interviews will be used to develop a service that anyone can use, and we will share them with you.



"It is interesting. I never thought of how different my experience of the kitchen is... during the interview, I started thinking what kind of kitchen I would like to have to make my life better"

- Participant 01

B. Sensitizing booklet

This is the sensitizing booklet to help the interviewers to think about their everyday life before conducting the interviews.



The first page of the interview booklet with the inspiring icons regarding kitchen context (1/7).

Please describe your yesterday (to the timeline)



The timeline, which makes interviewees recall the day - see their routine (2/7).

What, where, when, how did you eat during the day?

Breakfast, Lunch, Dinner, Snack

The question to gain a glimpse of interviews' eating habit (3/7).

What does kitchen mean to you?

Let's say kitchen is 'a final place deciding what you eat'
Describe the meaning into words (5 keywords)

1.

2.

3.

4.

5.

The question to see how interviews consider 'kitchen' (4/7).

What are key objects in your kitchen for your daily cooking? Would you take (9) photos of them with your cellphone?

objects can be 3 areas, 3 appliances or utensils, 3 ingredients, and so on.

The question to collect interviews' usual cooking pattern through a thing-centric approach (5/7).

If you can change everything in your kitchen, what do you want to change? and why?

everything can be ingredients, utensils, your skills, your practice and value

The question to see interviews' latent needs about the kitchen (6/7).

Basic information

Gender:

Age:

Nationality:

Occupation:

If you have any question, do not hesitate to ask and contact me. Thank you for your time.

The question to gather personal information to check if these influence interviewees' answers (7/7).

C. Kitchen interview_Transcript

Participant T

T: Ok we are in kitchen here and we are gonna prepare dessert first. This is my mother favorite recipe and when it is in oven. We will do savoury stuff.. Kitchen is little bit messy so there is no working space so I will move stuffs (which someone put on the stoves) that's not my stuff that's my roommate stuffs (he put the stuffs on the table in the living room) Clear some space. First thing you need to stuffs clean (he move kitchen stuffs which were in dishwashers). Yeah those place is high even to me. That's why we have stools. Ok. step one there is a ball... that's good clear the sink out.

Y: Do you use the dishwashers?

T: Yes we run it whenever it is full.. once every two days probably. I don't know .. sort of. We ran this last night. I am done it. There is no enough space you discovered. It is hard to cook with multiple people so how we can do is we use the table (in the living room) if we have a lot of preparation

Y: Where is your space to store

T: This is my cabinet. Up there is recipes (on the inside door of the cabinet). Oh now you are also doing research assistance (his friend)

Y: So you do assist him

T: Yeah we cook together often.. often. I encourage her though. and why we don't move the savory stuffs because now those are not top in my mind.

Y: How's birthday?

T: Rosario. He is not here yet. (washing pan). So.. now there is a bit more space. That's funny we draw something question we want to in this house and there is answer too. So we gonna make Chocolate tart.. (holding a recipe in a transparent file) so my butter. Yes, this is happened right? I put the butter out and to melt it down. Someone put it in refrigerator, this is not good. too bad.. I need to warm it up. I don't do much often but you can practice to put all ingredients separately. So we need chocolate. We need 175g so I look up my little cabinet to use my 72% chocolate and we need double boiled this craps (I couldn't hear clearly) So you need a ball which is super dry .. ok water. Can you give me 175gs I know you will do well (to his friend). Mix some almonds..

F (birthday friend): Are you gonna use the oven?

T: No for 30min. See. we negotiate on the kitchen. We find a harmony. chocolate and better in large ball. So we have milk. That's perfect.

Y: There is many texts

T: Yeah. I hate texts I want visual recipes. I have cookbook over there like I have one is comic book with recipes

Y: Do you often use them?

T: Yes, I do My mom gave it to me.. She found it from magazine in doctor's clinic and she want to have it and asked "can I have that page?" and they said "I am not sure bla bla but maybe we can make a photocopy" then photocopy of the recipe. Ok.. so we get 6 eggs and the ball which handles chocolate have to be extra extra dry.

Y: Do you often cook for others?

T: Yes, I cook often .. hey you are smart right (to his friend). Can I use the scale .. ok you can calculate chocolate.. and so butter butter so butter we need 4 pounds. Kitchen scale it is important to be precise for baking because baking has to be precise that's 8 pounds. We can have knife. Let's try to get it.. it's 5.. I want to take them out. 3.65! huh! try again. 3.95. most close now. 4 pound. hmm we need a quarter cup of sugar on this.

Y: Have you ever made the cake before?

T: I made a similar cake before so we need sugar and so this is a sort of improvising recipe to combine the chocolate and better for melting or while melting but from other recipes I know do with butter and cream with sugar but which is now I am doing is with hand-mixer. Butter becomes wet and make bubbles so improvising now. I feel like talking little bit more. Maybe I am talking in difference (compared with normal cooking time). Always questioning and cooking. So we have the chocolate. We have all that... so the chocolate will be mixed with the almond and vanilla. It will be good with apricot and pear liquor. We gonna put pears on bottom already. You can start creaming butter and sugar if you like (to his friend). Two table spoons of (I couldn't hear clearly).. I hate this fucking text recipe. So we have better and we have chocolate is going there. We have that there.. the sugar there and rum. You know extra. 6 eggs and salts. It doesn't call certain amount of them and only have half of it. Ok this is already melting (Chocolate). And I need my beautiful and favorite spatula.

Y: Why is this your favorite?

T: Because it is flexible and I can use it for cooking hot stuffs as well and swiping everything in the ball. Ok this is getting warm. We did same thing with cookies so you will see .. so it should be 47min and then you see the bobbles in there...

I am not really sure. The first time what I did was that Saturday so.. try to see what happens. Check it out it is almost done (his friend is mixing butter and sugar with the hand-mixer). Yeah that looks good but maybe a little bit more (speak to his friend). (they put almonds on the mixed stuffs together.

Y: What is the ingredients?

T: It is almond. Ground almond

Y: You have many cooking tools. Other people also use those kinds of tools?

T: Well. Actually different people brought their stuffs to the kitchen. That is a kind of big effort so you can buy the stuffs by yourself and stock in the kitchen. The stuffs I like. I brought my pots and I had some stuffs from my first place the apartment. We have a new roommate recently from India and he has some stuffs also. So we had some conversation about cooking

Y: Have you ever tried to use Indian friends' tools which is new for you?

T: Not yet. He has a pressure cooker up there. and actually for like lentil stuffs. and actually because I want to cook more vegetarian meals and so I have one thing Saturday and it turns out pretty good which is with tomato and chickpeas to make a stew. And that's kind of right now one staple which is non-animal protein that I eat that is nuts.. all kinds of nuts but those kinds are snacks and I wouldn't call them staple protein from meal but umm I made once red bean curry and super good. I like to be able to make that. So I got this shit and now you need two table spoon to bruce (I couldn't hear clearly) and I brought the measures from the US. In different volumes. Don't leave before I show the cookbooks. Yes, it is vanilla aroma. cheap stuff. I have actually. I have bought it quite sometimes when I make some other dessert. Because I don't like to cook with too much sugar.

So France recipes are with some vanilla sugar. This is sugar with vanilla aroma. But I want a vanilla without sugar. There is too much sugar. Some recipes call for individually. Now, my chocolate is too firm now. The taste is wonderful. That's fucking good. a quarter cup sugar with eggs and salt. I need a huge ball on up there. Look out. So we have six eggs. There is my cookbook. I bought the cookbook in this summer from beautiful store from America, Amazon. That is called 'Saltfatacidheat'.

Y: you look like a author of the book

T: No.. I don't have the all knowledge of the book. so this is all kinds of tricks and talks about acid and little of acid is helping to whipping eggs. So acid is stabilizing eggs whites so you can add few drops lemon juice or vinegar per eggs white. It will have similar results. So few drops of lemon juice will help. Normally I have composed egg but the box just ran out I don't have anymore. I went ecoplaza to buy this salt. This one is too clumpy to my taste so we were using it up. In the book. they recommend two types of salt as one ingredients or one for topping. We want the lemon juice. Ah actually this one is from Rosario. right? (asking to his friend with the hand-mixer) and whipping. Wait we need sugar too. Half cup of sugar. Where is my measuring cup. Less than half cup. because we already have some sweets in other ingredients. Linda would you prepare the tray please? And then we should decide.. ah here is refrigerator. There is leftover chickpeas you can open it. That tray is too big enough. (His friend asked to him if he has a smaller tray). There is a glass one. But the plate is fine.. wait it is too shallow but the pear is big. If you want to pears it is good have higher volume. I think this would be good. How many people are you have. 7 people or 8 people?

Y: How did you used the leftovers

T: I had some for the breakfast for past tow days actually. I don't eat these thing except fruit for my breakfast and I often egg fries for breakfast.

There is a huge one with high border one. But I don't want heat it more. There is pear jar and it is from France. It's delicious. (his friend ask him what she need to do). So put butter bottom of pan and lay down these (pear) cut in half. No.. no in half because these have to be sit. So flat face on down. (Stirring the eggs with hand mixer) Look at those eggs! Ok now we have to mix the chocolate and butter. 'How I do like the cook?' that's good question. Because I love to eat tasty food and French heritage. Yes I grow up with French mother and she didn't cook much actually and she didn't cook all that well either but it's my grandmother who are sort of give lots of cooking and she often make her tarts so fruit pies with her. (arguing how many pears they have to put on the bottom). Look at that. so beautiful. Ok now combine with egg. Should I put this (chocolate mixer) in here? Ok we have pre-heated oven now. That's struggle do you clean or do you wait? or while cleaning you sitting there or cooking? wash them again because you might use the utensil again? I don't know. This is nice to cooking with Linda because she gave a lot of attention to the presentation and I don't have the patient often. So I am happy with Linda make some beautiful and I makes some tasty. Actually cooking is learning how we do the delicate tasks

Y: How do you feel during cooking?

T: I feel hungry

Y: So after learning have ever you try some recipes he made Linda?

V: Yes.. for example vegetable combination and pumpkin combination in the soup. I like that. We share that for each other.

T: Yeah and always her presentation is killer. That's why I step it up and send her photo. Fork is a beautiful tool. Cuz you can really for together which are separate stuffs. My mom makes chocolate moos. My mom makes a good dessert. Savory meals she makes good one but that's not

priority for cook. Can see delicate and see bubbles. That's coming together. So this oven.. I really hate it. I like to cook with oven but this one just interface is designed with too much safety mind so if I open the oven to check on something it won't start again and I need to start again. I cannot say be on. I have to give a time limit. So I can turn off in some point.

Y: What kinds of food do you make through oven?

T: Besides dessert, usually vegetables often times and sometimes for roast chickens and Friday I had another dinner and I used banana squash and broccoli in the oven. OMG take a picture of this (mixed chocolate). I don't care not peeling the potatoes fuck it. (Linda asked whether peeling the potatoes or not). My grandmother wrote her recipes because she want to share it with family and she never peels potatoes before boiling. So now we have a beautiful pattern and we gonna (I couldn't hear clearly) lay on nicely. Rosario, it would be fucking delicious!

Y: Why do you use oven for veggies?

T: It depends on the vegetables but I like little of crisp. Different vegetable act differently in the oven. I love to do actually what I often do with frozen sweet potatoes for breakfast often with some eggs. And inside of vegetables breaks down beautifully becomes so sweet banana squash also and broccoli can give nice crisp and brussels is also. It is healthy way to cook vegetables and taste good. So we put sprinkles on top. Shit! some of them are colligated. Ok, let's take the picture

Y: What kinds of appliance or tools important for you?

T: Gas stove is number one important thing and oven. My apartment before was not good for cooking. The representative T's cooking is that.. what is cooking for me? tasty food. Recently I am cooking too much. and fucking tired. The problem

is really difficult to find a place where I can go for a dinner that is sort of casual but so good and nutritious something I like. So I am cooking a lot. Also I don't eat too much starch and I mean yeah I eat rice.. (picking his cookbook) ..hmm where is no sugar sugar. I think this cookbook is much easier and well thought and there is more space between the line and it is written in a good way. Yeah I also like to use online but this book teach me foundation of skills of cooking. If I see recipe I can judge what I can modify.

Y: You really like to measure.

T: I still need to understand how much volume is equal and how it fill in the pan with half of cup of water. For example, for pasta water, I learn by using a set of 3Ls of water. I try to learn first time and follow rule and feel it.

I brought the knife from America and I do sharpening with the block. and the pepper grinder which my father used when he was a student in Germany.

Participant R

R: I am just planning to make potatoes and this broccoli and mushroom and fake meat.

Y: Have you ever try this before?

R: Never. .. and cream. and I have those potatoes and they should be in the oven. So maybe I can wait for second. and I think I will start with potatoes which will go in the oven for some time. These make small.

Y: Do you often use the oven?

R: No, almost never. Because it's uncomfortable and at least it is hard to understand and it is small and it is hard to what temperature I have to put it. Well.. only sometimes for pizza or peeled potatoes because I like potatoes in the oven. Chop them all in half because then it's faster. Ewww (she touched a potato which is going bad). Maybe they were stored in too warm place.

Y: This knife and chopping board is yours?

R: Yes.. well ..Yes! but we actually share things. It doesn't matter if you take care of it. But still somehow we mostly use your own

Y: Why do you think so?

R: I don't know. Maybe it is nicer always nicer to do on your own thing.

Y: You are cutting all potatoes

R: Yes, then I can use them tomorrow maybe to eat. I don't know if there is time limit? Actually for the cooking. I mean for your research .. maybe I should cook something for (I couldn't hear clearly)

Y: It's fine if you have time. Take your time. Do you cook yourself many times?

R: Yes.. (putting potatoes in a tray) then I need to wash them. Oh yeah I am going to use the oven. But I don't know exactly .. (asking to her roommate how to use the oven in Dutch) and soak oil so they will get brown. All the oil should be everywhere. Wait.. wait. (massaging her potatoes with oil).

Y: What did you cook with this oven?

R: Ah.. pumpkin, potatoes, frozen potatoes, vegetables.

Y: You eat more vegetables and eat less meat because you are vegetarian right?

R: Yes

Y: Why do you want to be a vegetarian?

R: Uh.. because this is better for the environment and because of animals but then this (the package of the fake meat) for example, still have a lot of plastic. Ok now broccoli in it (a pot). If you came to my previous house, it is totally different.

Y: What is different?

R: There we always cooked together. Everybody was also very healthy so it also inspiring and you didn't have to cook by yourself. Now, I also have some friends or something but still.

Y: Why it is different? you are living with different group of friends together.

R: Yes, but somehow everyone is busy. And used to eat with other people then their flatmates also and very different eating styles. previous roommates had same cooking styles and also a lot of vegetables and not that much meat stuff.

Y: You meant you were inspired that moment. That means you got to know something new right?

R: Yes, just cook. Now again I am a bit back to basic but there was more inspired things. I think from the oven, that's what I did there were often because before that, I saw that is easy to use them and .. clean the vegetables by the way. and there were (I couldn't hear clearly) also basic so only spaghetti.. how do I call it. And then in Delft, there somehow in (I couldn't hear clearly) and I had my bachelor. Everyone were watched from their mommy stuff But in the Delft. there is more cozy and they spent more money on food. I think so all my friends from bachelor. They go spend at least they are more watching their money in general and in here, a lot of people also have much bigger loan somehow. I don't know why

Y: Wow.. are you guys sharing the private.. money spend together?

R: Yea we share if you cook then just share it. Everyone cook something everyday and count how much spend

Y: So, there is an agreement about how much you will spend money on food.

R: Yes, so.. max 350 per person or something. At least. but in Delft it really didn't matter. So I made a picture of some dishes when I was I lived with 3 roommates. There were so inspiring so I took a picture so now if I need another inspiration I can always check one which we did there. Now, the pan for the fake meat. Ok and then

Y: Why do you want to try the fake meat today?

R: Well I already bought that before I knew that you are coming. but I then save it for when you are coming. But I bought it because I missed this is the only taste I missed from the pork. and then I thought maybe the taste is same but probably not but I can always try if the fake meat's taste similar

Y: So, you basically like the taste of pork but

you have a discipline which is you want to save environment. That's why you don't try to eat.

R: Yes, but I don't know this is much better. At least..

Y: How was the price? Was it ok?

R: Yeah, I think it was only 2-3 Euro something and looks similar like meat. Awww smells weird (she sniffed the smell of the fake meat on the pan). More like a sausage. But still.. Oh yeah in this kitchen we also don't have boiler so you need water boiler. Normally I would have separate water boiler and there water in the water boiler and it takes much more time.

Y: So.. it is something problem with you. And you don't do something anymore?

R: No, it's just water boils slower than normally do.

Y: You can buy the water boiler right?

R: I know yes, yes, I have one at my room. I don't know why I don't use that at here. Maybe because then others will also use it. I want to be careful something.

Y: Interesting. We normally feel insure feeling about your own stuffs when we share

R: Now I just keep it for tea in my room, the water boiler. For the mushrooms. (She opened a drawer of cooking tools)

Y: Is there something you often use?

R: Those spoons and sometimes this for the spaghetti or this one instead of the other one. There is another knife. This is also my own knife. I thought there more (mushroom) but somehow there are only three. This is for the sauce.. cream sauce. I will get some paper from toilet.

Y: Do you clean them with paper?

R: Yes, otherwise they will absorb all the water. Some people peel them but it takes too much time. These are old. not that old these from this weekend

Y: Those are the ingredients you usually use?

R: Well.. No, because this weekend I had nutrition advice at the gym and then I normally eat a lot of eggplant and garlic. I eat a lot those two (showing the image of veggie on the refrigerator).

Y: Ah eggplant and cucumber

R: Yes, no not cucumber but zucchini and this in there (mushroom). This thing gets so hot and stays hot for long time so I need to off the fire. It's bit lower. And the water is boiling and these can be in there (broccoli). Quite big. I haven't eat broccoli for long time. so I will google how long it has to be in the water. Very well prepared.

Y: Why didn't you eat that quite long time?

R: Yes, I just somehow wasn't thinking about broccoli but then she (gym staff) said 'you can eat variety sometimes that kinds of vegetables' then I thought 'I need the variety' after that, I went to the store (setting an alarm with her phone) [03.31]. Oh she is a nutritionist at the gym. I did 3 month and one of things they offer was that every week there are certain workshops but actually the nutrition workshop was workshop #2 but I didn't plan it and then I thought I plan it the last day of my subscription so I at least I get some nutrition advice. So that's what I had this weekend.

Y: So that was a strong trigger to change your behavior, right?

R: But then I also asked her what she thought about the sugar. And she said 'yeah just use not

too much'. Then I thought 'hmm you don't know anything about sugar. that's weird she is nutritionist'. So I didn't thought I trust her.

Y: She didn't give a right answer

R: NO, I asked her what sugar do to your brain. I shouldn't take this mushroom first.

Y: Do you usually fry ingredients

R: Yes, I use this one. This pan a lot. Almost always

Y: Why?

R: Oh.. actually this white one (Pan) because it is nice and big. Everything fits in it including sauce.

Y: Why do you use often pan than others?

R: Because I am used to this. I don't know what else I can use actually. Just handy for vegetables. So this is a experiment. and then I put cream. This weekend I just made a mushroom spaghetti so it was really easy. So, this is a lot of leftover. (the alarm is ringing)

Y: Ah! so you try to mix everything.

R: Yes, ok timer is done. I got the fork to check if it already not hard and soft but it still very hard. It is too hard.. well.. only few more minutes. (the oven beeped) Now, I am going to check (potatoes). Wow...wow so no.. it worked well I guess. So I use the fork to check if it is ok. Still very hard. It's petty. Some are fine but still need more.. so I will just put it there (oven) So I don't exactly know how this thing works so I just do something. Push the button and hope it will work. It's bit of mess actually. I knew this will come to be challenging.

Y: When you try to do new recipes? When you become creative?

R: This is not even a recipe. this is.. normally when I do ..if there are some visitors. My friends or something. and if you know have time.. oh yeah the fork .. for the broccoli maybe it's already better. Oh yeah. So I took it often .. (I couldn't hear clearly). Take out the all water and put them (broccoli) in the pot again and take a portion of it. I hope my roommate wasn't bothered when I was walking here with this camera. I didn't expect anyone to be here. Normally no-one is cooking somehow

Y: Why?

R: Well. they also often go to others or order something or eat somewhere else. go out and eat. (opening one side of cabinets)

Y: Is there something your area?

R: This is my area. I took pics of this area. Yes, all these all are mine.

Y: Which one is special for you?

R: Well.. this is my breakfast box and almonds. I don't really cook with this (spice). No eat salt and pepper. I don't know why. Because my mom didn't do so. My mom didn't use salt. No. Did you have already dinner actually?

Y: Yeah I did. Just have yourself and you have to save for tomorrow right?

R: Yeah. so it is hard to estimate. It's time to .. Yeah better (potatoes). Some are still.. yes. Most are ok. This is something I used to use often in my previous place. (Putting altogether on her dish). If I have mayonnaise, I would eat mayonnaise with it. But I don't have it. I have one I don't know it is still ok. Let me see.

Y: So quite here.

R: Yes, so quite and I'm the only one who study

different thing than others. (She is cleaning the table)

Y: Do you eat here or at your room

R: In my room, I don't know

Participant G

Y: What are you gonna make today?

G: I am gonna make Korean style curry so I already made rice with Korean rice cooker and now, I need to prepare vegetables and chicken and this (carrots). I think it's done. Ah! there is curry paste in refrigerator. I think that's all. Now, I prepare the vegetables with cutting board and knife. There is my cutting board and knife.

Y: Is there is reason why you use the plastic board then wood board which I saw?

G: Ah wooden one. This is too heavy and I don't like it. There is so many scratches on the plate. So sometimes I think it is too dirty. Now, maybe I need a pot to boil the curry so now I think I have everything. Yes, some ingredients are very hard to be prepared. I need to make a order (which will be first and so on). I am gonna chop the (carrot).. Oh no I need one ingredient. this! This is minced garlic so I make this by using the mixer I just make the small chips (from the frozen one) without peeling the garlicks everyday.

Y: So how do you mince it?

G: Using this mixer. But I think this mixer mince the garlic juicy so you can see some blocks there. So I use this (spice stone)

Y: Do you use that often?

G: Not really.. if I want to make minced ginger or garlic then I use this and yeah. This is .. ah and I also do sesame seeds with this. But I don't use them often. So now, I am gonna boil the carrots and potatoes.. because they are very hard. (put water in a pot to boil)

Y: Wow. you use matches

G: Yes, this stove use gas. It is very difficult to fire it. Sometimes, I need to worry about burning

my skin.

Y: Why don't you use the fire stick?

G: Because I need to recharge oil I guess. I don't like that. I am gonna chop carrots. I don't need to make thin slice because I am gonna boil it. I will use them all.

Y: Do you make curry often?

G: Once a week? for that, curry is very good for your health. It enhance your immune system. I don't eat the curry a lot. Because my boyfriend doesn't like the taste sometimes. Because it does have strong taste and smell but he is in the mood, I can cook. But he doesn't have a choice. But sometimes complain about the curry taste.

Y: Then what do you eat usually except curry? If you want to eat healthier

G: My boyfriend like rices so he eats fried-rice everyday. I don't like fried-rice that much. So, I can make fried rice for him but not for me. So sometimes I make two different dishes. For me, I like Korean style food. Very simple dishes which is rice with fried-egg. That's all. I think it is enough for me. But for taste is nothing for him. Without any source or tasty oyster sauce. He likes oyster sauce with fried rice. And then, we eat potatoes a lot cheap and taste is very normal. It cannot be failed. Sometimes I make boiled potatoes with a steak. That's our favorite dishes. Sometimes I just fried the potatoes by using this air fryer or I just use a big pot and the sunflower seed oil.

Y: Air fryer? it is interesting. It is not common to have right?

G: It is! It is very famous appliance in this country because they like croquette. That's very easy to cook without oil.

Y: Do you think that is healthier?

G: I just think it is convenient. And this air fryer don't use any oil to fry the potatoes and croquette. So after finishing cooking, there is oil underneath this so you can reduce oil to fry. I think taste is better. much crispy and I cannot taste oil easily.

Y: Maybe you didn't use this before coming here (Netherlands) right?

G: No,

Y: So after using this, you have more experience with it and use this more.

G: Yes, but I only make french fries by using this. I sometimes eat croquette mix from the supermarket. That is frozen food. If we are not in the mood for rice or something else, then we just eat them by using air fryer. So.. I don't use them much. hmm potatoes too big. I am gonna make lettuce. It is too big ... I hate to prepare this vegetable.. it is too big

Y: Are you gonna use this for your curry?

G: Yes, but make this smaller like this and then boil it and the taste is soft and I don't need the other taste of veggies in the curry. And this is healthy food

Y: So you try to eat more vegetables

G: Yes.. yes. I really like the vegetables smell. Suddenly I hate smell of beef. When I cook beef, I can smell the stinky smell of beef. I think especially from the fat. I hate that. I feel nauseous from the beef. So, I just try to not to cook the beef that much but my boyfriend loves it. Ah... We have very different taste. But he really don't care what I make for dinner so he just ask me make fried rice because he likes it but not for me. The funny thing is that I can eat steak medium, rare .. But if I boil or fry the beef then I cannot taste even smell the dirty and stinky smell from the beef. I really hate the smell. I suddenly

start to hate it 6months ago. I really loved beef, Korean style beef but I don't like that. I don't know... even the Korean style beef. I need to fry this chicken schnitzel. I need to think about time. And I think I can add curry paste in the boiled water. If I boil the curry long time, the taste is better. I just put the paste like this. there is something here (Stain on the surface of the paste block). But smell is still ok. It has nice curry taste. When I cook, I try to clean at the same time. I don't have much space to prepare things. Now, my favorite garlic block. like this.. I want to add minced ginger as well but this curry taste is very spicy and strong so I am not gonna put them. I normally use this and ginger. I need to close door (kitchen space) because I don't like the food smell in the bed room. Potatoes is still hard so I need to boil them more like 20min more, Meantime, I need to fry this. I had some flower oil because the oil go high temperature quickly but I used them all last week and I don't have that anymore (she used olive oil). I knew how to cut the paprika and now I forgot. Not like this. There is special way to cut paprika.. whatever.. I am not a professional cooker. This is too big. My boyfriend likes raw taste of vegetable so he likes ... (her boy friend came home). Anyway I need to cook like this. I like the schnitzel. It reminds me mom's cooking but my mom is really good cook. She can make any food like sashimi, sushi. She know how to cook food in different ways. She just has normal cooking tool and she know how to make it tasty. Her special dish is this.. the schnitzel with curry .. so it is my soul food but I cannot make exact similar.. same taste of my mom curry. But this is enough to remember mom.

Y: So, have you ever ask your mom recipe ?

G: No, because I always watched her cooking in kitchen and when I was young, my mom was just house wife so I talked a lot when she cooked .. I didn't need to learn how to cook.

Y: Is there missing environment than previous

kitchen when you were living with her. What is different between this kitchen and your mom's kitchen back then?

G: Not really. We didn't have oven so think Korean people don't have oven. But these days have a lot. 20 years ago, we didn't have oven at all I think. So .. there is not many differences.

Y: Then the new tool 'oven', have you ever make new recipe with it?

G: Sometimes I can back brownie by myself. But I didn't do that when I was in South Korea. Because I didn't want to any cookie or cake because I can find them in bakeries. Now, I feel like I need to something after studying. That's sort of hobby. I was always busy to meet Korean friends so go outside with my friends or work a lot at the office. I didn't have much time to cook at home. Now, I have a lot of time

Y: So I believe you have more meaning of the kitchen then before because you spend more time in here.

G: These days, I stay in the kitchen long time. There is no dish washer and there is not anyone to cook for me. I have to cook by myself every-day.

Y: Do you enjoy cooking?

G: Yes, I am enjoy cooking (speak louder to make her boyfriend listen)! I enjoy cooking these days. He always tease me when I stay here. I don't know why. When I lived alone in South Korea.. I just made simple foods because sometimes quick cooked to just fill my stomach but now I have my boyfriend and share dinner so I just put more effort to make fine dishes..that's more nutritious dishes.

Y: There is some cooking tool you didn't use before but you use a lot nowadays?

G: Uh.. I need to think.. Ah! I use wok this! my boyfriend likes fried rice haha. and there are more things in drawer.. I don't like this pan but it works.. It doesn't have round bottom so I rarely use them. Maybe for fried rice sometimes.

Y: There are many pots!

G: Actually, that's not mine. That's my boy-friends. These were there when I came .. I moved in this house. He doesn't cook ..but he has so many pot. That's.. really ridiculous! I was supposed to put mushroom but there are so many ingredients already.. so I am not sure. I don't know I am just thinking. I don't make any plan when I cook. When I start cooking, I see the ingredients in the refrigerator and and I see 'I have to finish this' and just combine them and see what I can do with them. I first look refrigerator to see ingredients and then go to the freezer to find meat. If we don't have any meat then it is problem. because he likes meat. I think cooking is very scientific I guess. You have to measure time and have to measure the amount of ingredients and you have to also think about taste before cooking. Very difficult to do and it is very important to share life by using food. I want to make some delicious food for him as well as for me

Y: You said you don't decide and look refrigerator first. Then, you can assume that it would be delicious something like that.

G: I just buy familiar food for every week. Sometimes if fish like salmon or other white fishes on sale, I just buy fishes but this is not normal food that I always buy. So then, I can just make very quick recipe or search the recipes online to make the dish with the fish. Otherwise, I just want to be creative by teaching I guess. When I bought this, I didn't make a plan to make curry. But it was on sale so I just bought it. The expire day is two days later so I felt like I have to finish this within this week. That's why I just.. I was thinking 'what can I do' and then I just figured out 'curry'. (she cut the schnitzel with

knife). Yes, I like this crispy chicken schnitzel. You know, my mom always used scissors to cut meat. it is useful tool to cut meat or fried dishes.

Y: Why don't you use them?

G: Because that is in sink and I don't want to wash them right now. Smell is so good. Rice is done. I bought the rice cooker a year ago .. no... no two years ago. That's second used rice cooker. I bought it in Hague.

Y: Then sometimes your boyfriend can cook with the rice cooker?

G: It is very easy to make rice. I just let him know how to wash the rice and how to measure the water. This is our rice box and now it is empty now. There is cup and one cup is for one portion. He just scoop the rice and put here and wash it and put water and then.. we always use the quick option (rice cooker functions) to make rice. Otherwise, it takes an hour.

Y: He didn't mention anything when he saw this because it would be first time to see for him right?

G: No, so I think.. I don't know we need to ask him. I think he didn't cook in this kitchen that much and he doesn't have any rice cooker in this house. Maybe he saw in Media mart or the electronics market but he didnt' use it before. Now, he knows how to use it because I taught him

Y: So he sometimes cook rice..

G: No, .. he did when I was very busy during my graduation project because I came home very late. And I asked him 'can you make rice?' and he did. It is very easy job

Y: You have a lot of dishes

G: These are all his dishes. But I brought this (transparent ball) and two cups. That.. which is

for oven. Here is so many dishes and cups

Y: You don't mention the microwave.

G: Ah I don't use that much. I like fresh ingredients. If I need to make brownny cake. I have to melt butter in micro wave but I don't like frozen food. Smell sucks and texture sucks. Maybe you know this tool because you are from Korea

Y: What is this?

G: This is a mincer. You can make minced garlic, ginger and other minced things by using this tool. So, there is sharp knives in here. So, you choose ingredients and do this (shows how to use). My mom sent this me six months ago. It is very useful. I really like to make slices through this. It is very tiring job to slice them by hand. Curry is done

Participant E

Y: So, What are you gonna make today?

E: I am gonna make something that has a bit of meat and a bit of greens and cabs all together.

Because we need to feed my family and daughter so let's try to eat heathy and doesn't take too much time

Y: so you normally eat healthy you said a bit of meat and ...

E: We try to balance

Y: Not only for today?

E: No...NoNo.. not only for today. We try to balance then the other days you know you had a lot of food and didn't realized it or both we are busy and work and yeah. those days of called pizza order the taken away if I've just been asked to get pizza, Emma has to do it, we don't there to do that we would feel really bad parents so then we order. but that doesn't happen often.

H: Three times a week

E: No...No..! Not true

Y: Which is true. Tell me the truth

H: once every other weeks.

E: Once every other weeks we order every two weeks.

H: We are too tired or didn't make a grocery shopping.

E: Just order something

H: Well plus once a week we make a pizza not ordering

E: So when I am not too stressed I also like to

cook to relax as me. So I like the smells and then

What I am going to do you know garlic and basil almost everyday ingredients

Y: Ah.. it is really Italian way, right?

E: Yeah. even the way I do it kind a bit it is not really asian I guess

The way I do Italian do it

Y: The plate is interesting (chopping garlic). The wooden plate

E: Yeah. this one

H: That's not Italian's

E: No, it comes from Alaska but it's something Italians use a lot. Well chopping things

H: I will be in upstairs. Let me know if you need help.

E: No, ok I will. thanks. here is my italian oils haha (being proud). Oil is another...

Y: So normally what kinds of skills do you use? grinding?

E: yeah..it depends (that I use a lot maybe).. because makes it I use either wok or I use this (grill pan) See or this (?) because I always try to eat a bit of meat and a bit of veggies and so I wanna do shop I really want to have all of them. We don't eat well because ran out of food or because we are tired and otherwise I do..

Y: But you use those at same time?

E: Yeah. here I put the meat and here I put veggies on the (round one).

Y: Wow then you need lots fires

E: Yeah that's true. so tonight I am just gonna use wok if you use this for grilled meat or sausage..

some beef and some pork just have variety of favors. And then we do some zucchini or peppers or with Caprese salad which is tomatoes and mozzarella. so but since we did that last night, tonight we are doing this steel fries so I am going to do....

Y: Wow you have many different kinds of utensils

E: I have a lot ... yeah the set we bought when we were in the US and it was supposed to be used with a little bit of water but I am now (thought put) for the rice. because it maintains keeps the freshness of the ingredients so don't boiled veggies and it's almost..

Y: It's steaming

E: yeah but it's even better than steaming. because stays inside.. I don't know special tech. for this so that's why we bought it because we concerned our puppy healthy we try and we think it is important but this is water for using... so umm I love chopping I think it is part of me because it is quite Italian to chop, mince particularly at least in my family so it feels .. and we release this smells so whole experience of cooking as well. it's nice. I like smelling the garlic and basil as I cook.. as I make things.

Y: How about your husband? he is from the US.. right?.. so sometimes American styles or most of them are Italian?

E: No, he cooks American... so um.. on the good day, we have some exchange I cook some pizza every week Sunday night. I make pizza. I make the dough and .. yeah he likes it. He feels like home... and on Saturday or Sunday morning he makes American pancakes with bacon and scrabble eggs stuff and then we and our daughters have Taco Tuesdays she like to have Taco every Tuesday and usually my husband is cooking Tacos

Y: Ah! I love Tacos. I love Mexican food

E: Ummm but it's hard to find here

Y: Yeah. that's true

E: so.. hard I mean maybe in Amsterdam or Rotterdam

Y: And they don't have jalapeños. I really love that

E: There is a place in Rotterdam which is called supermercado and they have (?) you know little green ones grilled and then eat them with salt on top ..No?

Y: No.. I don't know

E: they are very good.

E: So in terms of utensils here [9:30]

blades for chopping on the boards. because for fresh ingredients it is not something I would choose not with you know that something usually you have fresh ingredients the chopping on the wooden board. OK so let me take out also this so then we have then meat(chicken). There is meat there is veggies and carbo.. that's Italian diet all of them. and then I start this one (wok) and water... and then I am gonna do Italian never do which is to use cups for measuring things. It just comes for convenient to pour this (rice).

Y: You don't have rice cooker right?

E: No, see. But I love to have rice cooker because I bet the taste is a way way better than doing it this way

Y: After doing traveling in Italy, I realized you don't wash rice before cooking.

E: No we don't. You do?

Y: Yes because there is some powders and we don't think that much clean. Normally we just wash and even we use this water for the other cooking as base or wash your face. it can help you

clean your face

E: really? because it has yeah... now I can see. That's super cool and you use the rice cooker so ... you don't.. you put water in the rice cooker? No?

Y: Yes we have to of course it's basically steaming. so always measure water with your hand so.. you have to put water above your like here... then

E: It goes by itself. See ok. I have to wait.. I love the smell of seasoning ... hmm garlic .. you know we've been used to cook healthy and then one day I was in Albert Heijn and they were selling this wok and it wasn't expensive and looks nice and I said "let's do it" and now once a week we have eat like this and we think it's good you know it's good compromise... doesn't take too long and then.

Y: so we usually boiling and steaming vegetables and we think it is healthier and have more nutrients. But I fried vegetable and it kills nutrients

E: Yeah I think it is true. Italians don't fries as much as Chinese but fry enough in general either fry or boil but in water but it's only by learning from Asian cultures that people started to use rice cookers or other ways of steaming contain more nutritions and then ...so what we do fry because this one is fast. We try not to much and then umm we do use a bit of just because my daughter loves it. She is crazy about the soy sauce. I haven't check the time of rice

Y: So normally you are cooking what you eat or sometimes you really want to be creator to make another dish

E: Yeah sometimes we just tend to either do more not same you use chicken paddy and Caprese. Particularly where there is not much food left that become we really creative. .. In those case, we.. really.. it's fun. We get creative and for example (?) which is quite typical or you just use leftovers for

Y: that's why we have magical chilly sauce. so we put leftover with veggie and meat and rice and mix them with the chilly sauce and put sesame oil... that's it. Have you heard about "Bibimbob?"

E: No

Y: Bibimbob is a traditional mixed rice which is that you put different veggies and meats as topping and mix with fermented chilly sauce and then put fried egg on top ... you can say finally I made a new invention..

E: Actually sharing this kind of recipes would be really cool. Yeah, there often I think how I can use the leftover. And you need to get creative and then so we do usually .. Rice and tata combo things. Maybe we should try this one (rice). I put salt because I am Italian.

Y: That's interesting. We usually put pressure so quickly steaming out but you are just opening and boiling it.

E: Yes. put salt... and Italian tend to eat quite salty. Yeah you must be horrifying how I cook rice

Y: no it is not horrifying but interesting.

E: So I am making the meat [19:55] I can be fast because it is super hot now (the wok).

Y: So what does kitchen mean for you?

E: it is funny .. it always been a place to relax .. starting cooking before having my daughter and then become stressful

Y: is it your own place. You can manage or control

E: No, I don't feel it is my.. yeah I don't know the kitchen is shaped as (?) or I don't feel it is like my domain because sometime I cook and sometimes there is my husband. So we share a lot for cooking. I don't spend much time on it. So there is tools I really like and I found interesting.... Now, I am

gonna do something you will find super strange which is adding chicken weird into chicken.

and I do more pasta.. Shall we eat and then we do interview?

Y:.. the. flavor? really but Italians...

E: No,.. just me.. one day I thought.. it gets more chickenny~ so.. then added it

Y: I also find interesting thing from my Colombian friend. she is adding color.. powder. This is powder without a taste. It just change the food looks tasteful when they see it. ...so I thought it is not healthier but they love

E: But is it natural the color?

Y: I am not sure but it just kind of dying the food .. you know

E: Hmm does it work? I never try this one (the tool for rice). To do this... (filtering rice). I don't guarantee you a fantastic meal. I am not sure. After this experience, I have to invite you for pizza. just to regain my credibility as an Italian. Just I need to check if it is cooked. because for American husband I need to concern if this is cooked enough.. No they really concern about safety when comes to eating. Yes...

Y:.. Huh? but diabetes and obesity

E: but that because of sugar..

Y: Yeah but it is one of concern..

E: Yeah that's different but it is hygiene.. let say hygiene. chickennny chicken is good. I hope it is enough because we usually make this amount. No.. it is enough for all of us. Ok.. so that's it too so long because I talked to you but it doesn't take that.. so greens and the meat and the rice

Y: Normally eat more noddles or ...

E: No,,well.. my husband cooks lot with rice. He likes it.. when we have leftover he goes rice

Participant L

L: If we have time, we do this in the morning. (she rearrange dishes from dishwashers). Sometimes annoying someone put out stuffs from dishwashers and the other is cooking so in trouble. You get collision and stuck. And the other one wash the table.. 'no leave me alone'.. need space space sapce.

Y: Do you think this place is your place or sharing place.

R: It's sharing place even though it is small.. max 3 people and we divide roles 'ok, you cut this. I will cut that'. You will see how she help the cooking. Sometimes, one is here (front of the induction) and one is chopping and the other one is chopping seams like that. We work together.. but space is limited. And I know T is cooking. All the tea or coffee stuffs should be in the corner to make space. I also try to already to do plate so we don't need to be bothers other things. Because I don't want to do it all together and you don't want someone to rush in. What kinds of tea do you like? because we have some teas and also have Chinese tea special one. My husband was in Shanghai.

Y: I will follow you what you like.

L: Yeah, today you are follower. (after clean dishes inside of dishwashers) Yes, more space now. See this is cheese cutter. It's very risky instrument and I want to manage not to cut my fingers. Two months ago. I did and went it once while. After that, we bought 3 chopped cheese. Just not allow to touch the cheese cutter. But the bigger cheese taste is better.. so.. and I respect knives and other utensils. There are big, small, big, small (size). There are different kinds of cutter. It is from Albert Heijn. It is from action. that is for meat. We don't eat that much meat. The small one, T did cook in her school.. sort of secondary school for cooking baking. Children who don't study further, they chose practical subjects and she chose

HORECA. She did a lot of baking and cooking and serving. She knows a lot of technique but she didn't continue. Because she missed contact with people because she did work in back stage and after serve, she have to leave as soon as possible. And she did baking and made many pies but not today.. she got bored. She now work for social care service to take care of elderly people. Yes, she has advantage because she knows how to cook and also elderly houses have their kitchen. This is my habit (get cutlery) before staring cooking. Put out the cutlery, plates already.. and put on dining table. And drink tea. That's one of things.. water boiler is definitely necessary in the kitchen. Without that, everything takes more time. This induction responds as quickly as I guess but it is more safe. My daughters both like cooking.. I like this.. Umm I have to think it will be rice with soup. The other one which is very important (measuring scale). I need it.. pure this (lentils) in the scale.

Y: the scale looks old.

L: Yes, it is old and has a story. When I was a student. I had my grandmother who has two daughters and 6 grand daughters. She really supported us. We were spoiled which we used to eat cooked food by some else. I wouldn't buy with my limited budget. But she bought it. So, I got this from my birthday. I still use it. And this is (a pot) one for macaronis from elderly house and no one used this.. so I use it now. There are a lot of histories. T and me and you are small so we use this (stool to reach higher place) for everything. (Her daughter stepped on the counter to reach upper cabinet). (She separately collect package of ingredients). (She start to peel gingers). My daughter makes a salad we really love. It is easy to make but the taste is really awesome. So we do it by heart. We don't need book. We say 'by heart' which is in English 'by heart'. This is going to be dal. Curry powder from Sri Lanka which belongs that country.

Y: So you adopted your children and when you started to cook different dishes?

L: I studied in England and there were lots people from Asia. I liked them and for adaption, we chose a country.. of course, there are many reasons or arguments to choose a country. In the end, there was a sort of feeling. And I thought Sri Lanka is a country which we stayed several weeks. That's also important because I wanted to understand why (couldn't hear clearly) habits they are. I liked kitchen and with taste and smell. It is sort of printing in your system. like your memory, I don't know we cannot not part of that. But smell and taste somehow something which we can try to keep memories. I love beans so I just studied this kitchen. That's what I tried

Y: Did you learn from online or how did you get the recipes?

L: I have books. Ah you will like it. Because maybe even.. these are all my books. You can have a look. Indian chicken soup.. it's all explains. I have to look which countries... There is Korea... Yeah! there is Korea. You have to look. There are Indian, Pakistan, Sri Lanka.. more Asian kitchen. (using a measuring cup to pour hot water into lentils' pot). Normally we put on music. We love anything.. like lady Gaga. But I like silence also

Y: How was your feeling when you got the scale as your birthday present.

L: I was so proud because it was something.. have my own.. like ..I started with nothing books and closet.. as a student... but nothing more about. Slowly.. you start to collect things for the kitchen. Utensils.. your own equipments. I was really proud. And still there. Because it's.. if you bake something, you need to be precise .. this is roughly but it is good for me. This is a thing.. which is I bought few years ago. There is ginger is in it. Put a spice into the grinding stone. Today is of course vegetarian. I have to do that. and.. the plant-based today. Once I was at out side and cooking and I said 'come in. Look at what I am preparing'. and my neighbor was astonished. the spices make him

remind the meat. But there was only spices and no meat. Yes, we do a lot of spices. Ah smell good already.. and put cumin. This (grinding stone) is also special because when we had finished the procedure for the adaption is a long process for a year when we had a lots.. lots document which we had to go embassy and we chose the country and waiting was staring and it was my birthday and I was already practicing cookings. And I got this as my present. this is very special.. it was quite expensive I guess. I was so happy. this (lemon squeezer) is also something we use often. So I have to think.. that's why I always cook with water boiler. Before coming here, my daughter used her hand to eat. And her preference still is rice and curry with chicken. That's in her system. She doesn't like bread.. If there is something new in her plate, she want to touch it. It is there already. I need to go there (they have second refrigerator in the different place). (She brought soup which is leftover). We often eat soup. You can make soup with everything. This is a special soup. Last Friday, we have to use leftover we shopped. I had my day off so I made three courses for dinner and we always start with soup because we can make this with everything.. carrot soup, pumpkin soup, bean soup whatever soup. I cook many things with book. This is a risky soup. there might be somethings in it. This is easy it is not much Sri Lanka. I need to read. Are you a difficult eater by the way? Can you eat everything? That's good. I eat everything except ..for me. .. snail! We have french family so.. Eww. We don't like. I don't like oysters. More like structure.. I like eggplant but she doesn't like it. Once I made a mistake.. like Italian style.. I made a dish with eggplant and it wasn't cooked enough and my daughter ate that and after that, they don't eat anymore. We started early so we can have break as having a tea.

Y: Is there something special tool you didn't show?

L: I really like it's a blender making soup. You can do a lot of things with it.. onions, leaks, but also I use this for like chickpeas. You can also do carrots.. in different ways with which knife and

which substance. Gives you a lot dishes. You buy once in your life, you are happy with it. I used it a lot for 18 years. Ah.. may you can help me this. I have a lot of them (chilly pepper) but I don't know how to use them. (preparing pot holder). My kids are good at decorations. These are our memory picture and I make them as the table mats.

Participant C

C: Yes, before cooking, first wash hand.. that's good soap. And let's prepare. We try to cook more vegetarian dishes and my wife is more strict on that. She is also working in the food field. Today I will cook couscous. So ingredients are organic cuscus from the whole food, and zucchini, ah small onion, tomatoes, chic peas falafel. Originally couscous is from morocco and Falafel also. but those are processed and...so cooking will be quick and simple. So.. I prepare these ..(2 pan and one pot for couscous. Ok, for measuring time. First, chop onion on the cutting board. taking off the peel. This cutting board is glass and I thought it is more hygienic then wooden plate so I bought it and looks nice. This is induction. I put heat on the first pan looks like wok. I will put canola oil which is more traditional than olive oil for us and used a lot. Ok put onion and see use the tool and I cut top and bottom part of zucchini and I will use the whole (and chopping them). While onion is frying, I also put zucchini on there. For falafel... hmm it might 20min.. see.. a Ah it is 8-10min so I put timer (inserted in the induction) for 10min. And put canola oil again on the other pan and put them. the plastic put here (to recycle) and paper.. I will put away later. Now, I put Moroccan spice on here. One.. Two.. maybe three spoons. We can buy the supermarket nearby because here many international people live so there are Moroccan and Turkish market there.

Y: How did you start to cook with this spice?

C: I saw recipes .. I will do couscous later because it only needs 4 min. I cut tomatoes also.. I do not chop in professional way.

Y: Why do you use the packaged tomatoes?

C: Because it is different then general one. It is more tasty. Look at the package. They said they continue the business for 4 generations. Ok. I will boil water with water boiler. It is quicker and might save energy to boil water for couscous. I put

tomatoes and now, it will be mommy taste.

Y: Why it is mommy taste?

C: Because of MSG from tomatoes

Y: Ah ha you are nutritionist haha

C: Ok. Falafel left 5min so now I will put out the measuring cup (which the nutrition center made). See there is measuring scale on the wall. So.. for 2 people, this amount and I am hungry so a bit more.

Put them in the pot and use the boiled water on here and put lid again. I use same tool to stir this and that (mixed veggies and Falafel) because they are vegetables. If I cook meat on the other side, then I use tools separately. Almost done and my wife will be here around in 15min. My wife is more like a dietitian and I cook Monday and Friday. This is a simple dish with short time. Yes, we cook more in weekend. Last weekend we cook Lasagna with the oven. Ok. turn off the heats and set the table. Setting the table is also a part of cooking right? (He put table clothes on the table). We usually sit on the table and no watch TV and try to have a daily conversation together. Ok the dish well... it is for pasta but it looks good and the big spoon for couscous. The small spoon around the dish is for desert. (He put the pot on the frame). This is desert we eat after dinner. Yogurt and soy yogurt Alpro for my wife and muesli..

Y: Muesli for breakfast?

C: No, for desert. Yeah that's stamp-pot. That's it. A simple meal for us.

Participant B (at supermarket)

B: Vegetables? These vegetables are super fresh from around this place. Maybe 10km around .. which put the label.

Y: So, if you put the label, people buy more or?

B: I don't know.. people say that they will buy more not really

Y: Yes, they consider price first

B: Yeah so we have two choices. This one from (cannot hear clearly) (local veggies) and 1 euro and there is cheaper right next them. They don't buy the one. Bloemkool from local 1.90 euro but these are from Belgium and other countries 1.25 euro. Broccoli is also from around here. I like local vegetables.

Y: So you meet farmers around here to buy?

B: Brussels sprout. The farmer was in this shop here. They demonstrated and we cook dish.. not normal way.. with vegetables and potatoes to make stomp pot with special recipe with feta cheese and rucola salad.. ah special recipe and cooked here.. in this hall and farmer was here to tell more about their product. We normally do that on Saturday... Actually I don't like brussels sprout. But they tried to make impression in the front of people. So we sell more than normally. This is good. Here we have tomatoes. Almost tomatoes from local farmers. There was a fire few month ago. Big fire with chemical industry so there was a lot of smoke around. All the tomatoes were covered in ash so then they have to threw away. These potatoes are also from local farmers. We easily eat lots potatoes. There's two kinds of potatoes we sell most. Softer and harder ones. We have more potatoes from here. There is two .. we expend more the kinds of potatoes. These are our own brand. These are brushed and clean. The other one is not brushed .. this form will be longer in your cabin than this one ... that will be a week but these are two weeks ..

no problem. Only thing is that getting hands dirty.

Y: So you really try to collaborate with local farmers.

B: We want to tell the story and customers listen to the story. People have to know where they come from. Little children don't know where meat come from. 'Oh hamburgers .. hamburgers are from supermarket' .. yeah what part of cow ... that's why it is important, we have to tell the story. Because last 25 years, food became cheaper and more choices in food. They don't know value of food anymore. Not only in money but in benefit in your health. We lost completely. You have to go back little bit .. more step back and think about the what food can do for your health.. See this potatoes with this, you can peel and bake then have a great taste. But people nowadays choose this one which is processed. This is processed so different taste completely .. personally I prefer previous one. You just get your hands dirty and boil it and bake it and it has wonderful taste. This (processed potatoes) is in 5min on table.

Y: But is the processed one more popular to people?

B: People are busy all days so they don't cook anytime. So industries does.. they jumped in this market. They don't have time to cook so we have these. .. not 1hour only 5minutes. Consumers complain that .. I will show you (packaged carrot) 1.99 .. but the little one (mixed packaged) is 1 euro. The little one is including one carrot and one onion. But when you go here. take one carrot. (putting on the scale). It is 14 cents. Just 30 cents more for the mixed packaged. So this is not expensive but they are lazy.

Y: You told me you try to tell story behind of products. How do you deliver the stories?

B: Through Facebook. A lot of Facebook and I try to get farmers inside.. let them come here and tell their story.

Y: So you organize a kind of event, you mean?

B: Yeah all Saturday and Friday, we have a cooking event and invite farmers so we cook some dishes with it and farmers tell the stories. I have to see weather.. how they store and how they come.. sort of..These days, people go shopping Friday and Saturday. Typical Dutch.. they do grocery on Friday and Saturday. And buy a large amount .. milk.. and Mon, Tues, Wed.. little bit... bread and meat.. So Friday and Saturday are ideal time to show. And 17th of Dec, Sunday almost Christmas, we always organize tasting event. from 12 to 6 o'clock. (customers recognize him easily during the interview)

Y: Customers recognize you.

B: Yeah.. we do a lot of things .. events ... there are a playground for 10 children and always I volunteer to play with them. One of year we make pancake and I volunteer to make pancake. And this one on the bottom there are cubes (dirt to keep veggies longer). Normally we get from they cut off the roots.. but now you can see it is fresher (with roots). So this is the most important section in this supermarket (vegetables). We are talking about health. Most people decide on Sunday what they will eat during week with a list.. Monday stamppot Tuesday Brussels soup. And the they go supermarket and take groceries. But nowadays they come and look around and decide what they want. So if you present right way, you can make people choose something in the supermarket. So we always have combinations. So all things are together. Mussel, herbs, wine to boil it and bread, vegetables, and a sauce.

Y: And a recipe?

B: No, it doesn't necessary. Everyone knows mussel, herbs, sauce and bread. This is very simple. We have four cooling devices. Each Sunday when we start new week, every cooling devices has it's own recipe. In my computer, there are 200 recipes and here, there is a recipe. It is unhealthy recipe.

It's kapsalon. Normally we have all ingredients are putting together. So take the recipe and the ingredients

Y: You recommend or these are provided from market?

B: No, we are searching for ourselves. 24 Kitchen or Albert Heijn. Good recipes from AH we copy and put them at here.

Hey, (introducing me to local farm distributor) he is from the local area and delivers groceries from there. Vegetables 3 times a week. Straight from farmers. He makes an order every Tuesday. Let say we need 100kg potatoes he gets an order. In 11 o'clock in the morning, he goes to farmers so farmers pick potatoes and next day pick them and get to supermarket. Only one day between ordering and delivering and we normally want vegetables for 4-5 days so make it shorter to make it fresher and better quality.

Y: So you (distributor) have a strong relationship with farmers right?

B: Yeah, he is very friendly.

Y: Normally how many clients he has? How many different kinds of vegetables he has to pick?

B: This moment we only start this for this supermarket. Now, he has jumbo in Brielle and AH in Heevliet and 4 more other places so he manage 6 supermarkets and many HORKA, restaurants. He started for this Plus market few years ago and I was a member of a community and became to know farmers and show them the prices and they ask me and talked about it. I am very open it is not problems and I thought it was good concept .. so we do pilot in this store and through internet. And they are expanding. So becomes 3 supermarkets and now 6 supermarkets and a lot of restaurants. Chef wants to know where ingredients come. Last year, people knew where vegetables and meats come from and

restaurant put on their menu ' from local farmer'

Y: So you were one member of local farm union something?

B: I was involved usually. I am not part of it. They started it. I only know about supermarket. I don't know farming. I believe in concept. Last Saturday was a official grand opening with 4 mayors surrounding here and government also introduce this kinds of .. So I start helping this kinds of concept and then go ok, I go back to what I do. Yeah... bread? We are used to eat stomp pot and bread. When you go to Germany, the shape is same (like the Netherlands) but taste is different. Because of ingredients and German use more compact and heavy ingredients and ours are more lighter and use different wheat. There is not healthy bread too (donut). We always have to deal with temptations. We see this (donut) 'No, I don't want. This is not healthy.. sort of' but animals just ate and lay down without thinking. People are too complicated. That's why there is charming marketing. (moving to the cereal section) this is from our company.. so no charm marketing. No figures but see the all the other manufactures are still... We stopped it. This is for bread spread. These are special for the Dutch. Peanut butter, Chocolate flavor ... Actually peanut butter is not so bad at all. Fats in here is not bad fat.

Y: Why always with peanut butter with bread.

B: It is also with vegetables. When people do shop, they always buy (cannot hear clearly),broccoli, (cannot hear clearly) 3 things. We have a lot of variety in vegetables. Those main 3 vegetables are traded. And my home too. At home, we have breakfast with ham and cheese. One always takes cheese and one other is (cannot hear clearly) and third one is always takes (cannot hear clearly) ... they are in same routine. I don't tell them what they have to eat and those are on table and they can pick whatever they want.. they have their own choice and they always pick they used to.. Why? I don't know

Y: I think you are working here and maybe wondering why people always choose peanut butter .. so it became a trigger to change your life style.

B: At home, sometime I take another meat not (cannot hear clearly). Both they don't touch it. They don't want it so after one week I have to throw away but if I buy falafels (what they usually eat), it is gone.

Y: How about you?

B: We are not problem. If there is something else I eat that one. When they are children, they like something and no change anymore. For example, when one was 9 years old and another one was 4 years old, we went to eat sushi. He loved it. Nowadays when we have sushi, I have to eat fast otherwise they eat all. So we teach them. If you have something on your plate. Eat it. They keep saying 'I don't like it' but let them eat. So parents eat only peanut butter and falafels than normal vegetables and their children take it over. That's education. Nowadays you can see education is not only from home but school. I did a project with Erasmus Univ. for food waste.. Much effort and little result. Many people try to reduce food waste. I told it to a researcher who is from Wageningen univ. I believe education.. you have to start teaching them in school at primary school . You can change them they don't stuck in head. They can tell at home to parents. They are willing to change but they don't know.. if tell them ' why something is bad' .. they say ' Oh I never knew'. When you teach children, they teach their parents. We have to start now. There are cheese..meat.. I will take this meat slice to home and I want some variety so I will that that one then they don't touch it. I don't know it they don't like it. they only want this one

Y: Because they don't know how to cook?

B: They don't know it.. So when we have cooking

session here. She put feta cheese to make rucola salad. People didn't think about and taste it 'very nice, very nice'. And you look here. 25years old we didn't this variety. But with internet and holidays. So we eat greek cheese, feta cheese, Italian mozzarella and they come back home. It was nice so we can buy almost things from different countries. And we have meat here, cows and chickens and fishes are a bit difficult in the Netherlands.

Y: Why??

B: We have digital customers 4 times a year. They give us suggestion.. and always the suggestion is 'more fish'

Y: Why don't you put more fishes at here?

B: I don't know. Half size of this cooling devices was full with all kinds of fishes and they were not sold. They say it they want more fish. when we have it, they don't know how to cook. Fishes are a bit difficult to prepare instead of minced meat or hamburger or chicken .. which are very easy. With oil put them on pan and ready.

Y: How about cooked fish?

B: Ok.. let say there is salmon. The best taste is when you cook it fresh otherwise you have convenience meal ..but the taste is not wonderful.

Y: Not processed .. How about cooking here and provide.

B: Difficult. Wed, Thursday, there is fish market at outside. They sell the kibbeling.

Y: Yes.. I really miss squid and fresh fishes in supermarket.

B: You can go Den haag, Rotterdam .. there are fish salad .. and you can buy all kinds of fishes.

Y: but I have to go the specific location

B: You live in Delft? then it is far away. and this is growing market. Protein chicken.. it is not a chicken. This is fake chicken.. using soybean. Also there is burger which is not with beef or pork. It is also from vegetables.

Y: Have you ever try it before? is it similar taste?

B: Different. Very different. But you are vegetarian. You can handle this taste and this one 'De Veoetarische slager. He makes burger and falafel. These are for pure vegetarian. and he won a prize also. There is a woman who suddenly don't eat meat and became a vegetarian and she ate that product.

Y: Do you know why she changed her preference?

B: yeah animal welfare. It is strange.. she is vegetarian then why she is looking for chicken taste..They are vegetarian why they try to find fake burger or meat. .. Yeah why they don't eat tofu instead of fake burger.

Y: but this market is growing and people try to buy more these product.

B: Yes, .. consumption of meat is not going down.. little bit stable. Now vegetarians are flexitarian. They eat more vegetable fake meat and bio-friendly meat. Bio meat is more expensive. But it depends where you live. I know one colleague in Rotterdam one meter space with this product. also sells insects..completely different customers and depends on the educational level. (moving to meat section) I had a butcher he sold these kinds of meat for steaks but price for that, very high. It is not problem when you can sell it. There are customers who look for more high price one because it taste better and from local but most customers here decide base on the price. So I had to change the expensive meat to minced meat. They couldn't sell it. So I had to stop selling that unfortunately. This is dear steak.. people don't know it. they always to eat minced meat

and chicken fillet.. something cheap. They don't know it it is very tasteful. They don't buy it. On the package they shows complete stories about this meat. They don't want to read it. Just buy something and go home.

Y: In Korea, there are tasting corner from companies who they want to promote their product.

B: That's always working. But these product are not from company... it is from local farmer .. and no company. When you don't have company then it is cheaper to buy. It is also benefit. And.. groceries.. There are soup you can eat with bread. People buy meat and vegetables and use these processed sauce. There are change because ..Knoss ..natural goods only natural ingredients.. no additional things. These are launched last few years. Because people think their health. company thought this is better now.. people don't believe and buy anymore so they need to do something. So go back to natural things.

Y: So people look for more that brands.

B: Yeah.. see this.. this says 'Kipfilet Toscana' but is nothing with toscana. From Bertolli.. since long time ago. But it is a brand of Unilever. They bought this brand. They all do commercial or TV shows like a story which is old lady is making the sauce. But if you go their factory, there is no old lady. this is only marketing. And big companies tell local farmers 'I will buy all your potatoes for next year and pay 20cent per kilo.. fixed price. When weather is bad... it is problem. New grains like quinoa, couscous are growing markets

Ok I will show what I will gonna buy for home. I will get a basket. Saturday my daughter's party and next Monday mother's birthday I need to prepare both. My wife doesn't want me to do shopping because I buy too much and when I see new. and 'looks nice' and take it. I will gonna make stamp-pot. Minced chicken, potatoes, cauliflowers, small onion, garlic. And I have herbs in my home.

Participant S (at canteen)

S: We always make fresh things because today is Wednesday and there are food coming in and lunch is out. So we have some spinach and yesterday afternoon it was not so busy so we prepared food for lunch today. So we put stickers 'Tuesday' for Wednesday so we can do time control 'Hey there are something we made yesterday' and put sticker on it'. And that is cold bench. We make salad ourself. This is couscous salad. We boil it and put salad like leak and beans. And this is also vegetarian salad. There are paprika, tofu, mushrooms, mung bean sprout. We bake tofu and put ketchup and salt.

Y: There is any reason why you prepare more vegetarian dishes than meat-mixed one

S: No, meat. People in RVO like less. So we prepare salads basically vegetarians. So everyone can take salad. Sometimes we have some meat leftover so I do we do make soup which is fresh. If we have a good meat and cannot use anymore but still it is good. then we make special salad from it and announce at the bar like 'hey the salad with meat'. But normally vegetarian people find salad bar and so all can eat this. Oh she is M and she is a chef of this salad bar. She made this yesterday (She put extra effort to the salad after she was sick and tried to eat healthier). And we use a lot of fresh vegetables.. you see cucumbers. People can buy but we sometimes use these in the bar and also avocados. Today we have a special hotdog menu today. We have a special Mexican hotdog today. We also prepared 3 vegetarian lunch which is already made. See the schedule a day before. See this (white board). There is our team working day. I am gonna show you our soups are.. we start soup every morning. We have asparagus soup which has fresh asparagus in it. Carrots..

Y: When did you start making these soups

S: When I start the flavors are mostly raw and put

in hot soup when the lunch is starting. There is still bites of vegetables and all the vitamins and minerals in the soup because some people are boiling ingredients and then throw away the water then gone down the sink. Yeah nutritions. And eastern mommy soup, there are bok choy in it and carrots and leak and courgette.

Y: Where do you get the recipes?

S: Yes, the recipes which are with company. First I will show you our refrigerator. These are the food, fresh food. Because we always keep food fresh. Cucumbers and mushrooms

Y: Every morning, there is truck to deliver..

S: No, every morning.. 3 mornings a week. Monday, Wednesday and Friday. There comes fresh ... cheeses and milk and fennel. And only Wednesday we have the freezer. This is our freezer. All the bread bake for the lunches by most logical in this time. And.. this is once a week. And dry things huh we can .. all kinds of beer and drinks on the Wednesday. These are our fresh thing (the fresh stocks they got this day). These things (tea box) on the dry.. For example, these are courgettes. These are very nutritious and fresh so we do soup and we do salad or grill it for sandwiches so helps in it (Turkish employee helped move them into refrigerator).

Y: So you are involved in a food company and this is one of chains of the company.

S: Yes, it is a chain. I am working for 'Eurest' the company for 300 people and 400 locations. And here where we prepare the food. This is typical halloween...(pumpkin) I always show this in my counter and when it's going more color and smell then we gonna slice it and the day after we make pumpkin soup. So for now, I put it here (put the pumpkin on the counter where people can easily see). People see 'hey here is fresh ingredient which will be a soup soon' and here is in the afternoon salad bar in the lunch. And there are fresh fruits

and we have some drinks. They are nutritious.

Y: Why do you make your own smoothies? (there are two kinds of smoothies, hand-made and processed)

S: Sometimes we buy when we don't have time to prepare. This is very good company which make it fresh. It's coming in 10ml and some left over food which I don't can sell anymore and put them in my own smoothies. So this is not always possible. Because very high-standard of wasting food. So we try to waste less food. But sometime it is not available because there are 10 lunches for people and coming 8 people and it is 8 out of 10. I don't know.. Yeah, you can give it to the people on the street but we throw away. Sometimes we give someone who really want to eat something. So we always have special.. did you see the RVO's people go all the lunch way. They can throw their own garbage away here. When is a green and still usable. We have special plastic. Also housekeeping in Holland. Separation and also in your house also right? Ok.. I live in a small village. There is all thing taking care of. But if you live in a big city. I go with my bicycle through (cannot hear clearly) since of Utrecht and always in the morning, everywhere is with dirt. It is not retainable so do speak. And we have this, this is our milk and also biological.. Some people drink this but some people like to drink with taste and this is 'Good morning'. Ok there are our guest (they are also running coffee bar in the same place). I need to keep talk in English ... cappuccino and macchiato Ok. You take away or..

G: Take away

S: Ok, For macchiato we always start with fresh milk. This is a basic to make coffee. Dutch people are very into milk. I think the coffee need to be black. I think.. and we have special teas at this bar. The special flavor tea. (forming the milk and grinding coffee and turning the coffee machine) (With paper cup put milk form there). And today is 1st of November. These are no shows

from October and it is also a problem within our company. These are all money. We bring, people reserve in this room and they don't come. they have to pay for the company but when you know every month we have thrown away because they were not coming. We can have less holidays for the price. So I always tell when they are not coming and then I am talking to the receptionist or people might do reservation why they not come because all the people know.. reservation they are not coming but we don't know.. all the 16 there are nothing from 16 people in there. There all nothing gonna happen today.. forget to tell the kitchen

Y: So unconsciously you make waste because of miscommunication

S: Yes, I don't think they will be coming and that's a problem. This is very nice. This is from Alpro. We love a lot. Many have lactose intolerance. They ask specially for soya. Let's go. Otherwise, I have to make all the coffees. My colleagues... They are preparing special .. the other one look luxury. So I can tell you more. Oh this is special green bin that we threw leftover yesterday. This was from... So we make the special bun for the lunch. Sometimes, they try to call us half one hour ago that is coffee for 10 persons so we bring. And they call again it is not going to happen. So that is always the... (moving to the food storage) We keep our cool fruits (showing the inside of refrig.). This is Whole Earth which is biological beverages.

Y: Is there any reason why you buy biological beverages?

S: We need to get a percentage of.. 60% for some what I buy in. Sometimes it is difficult but we manage to do that 55% because bread and this kinds of things (other beverage), people in Holland have to pay more for biological things even when you go to the shop. Normal coke is cheaper than this. There is always difficult. This is for the coffee machine biological coffee beans.

Y: So this is a rule of this canteen?

S: Every country is different. My company has a contract with the RVO so with Hague, Assen.. I am in Utrecht and we can buy some stuffs but we are the different persons. I do things different. So we try to communicate each other but it is always difficult because we don't have time to drink coffee together..where we do that? Assen and Hague they are coming here and what if happen in Assen and Hague in the between? Always difficult. so this is we use from our company. UTZ means it is good for the farmers with good price and biological and now.. in honorable way. This is Finley from Coca Cola. Put is in our market. Biological drinks

Y: So there are some lists from your company to choose what you want.

S: I can show you my lists of ordering

Y: So there are recipes your company recommend

S: Today we have a cycle.. Yeah sometimes I have to make my own recipe but my company wants very strict.. so this is 4 weeks cycles for autumn. Today we had to change some of soup because we had fresh asparagus. My company checks what we are going to in that. Sometimes it is hard to follow the recipes and we make our own decisions. There is always guides from the company how we have to cook. When you are in Macdonald and makes alternate burger and they sometimes give buns here with wood and palm tree but we have here real plates and we have a wash machine and I change this for plates by myself. But for the environment all the we throw away this is easy to burn and recycle but when I wash it, Only it makes one time but I have wash every day. The machine is the running so there is always a balance between good and bad..

Y: So that's why there is manager who can decide

S: Yeah I made the decision .. but we don't buy (cannot hear clearly) any more. We do everything throw away.. We like it when we have salad bar and

you have real cutlery and real things you can put on it for food. So there is always choice and price to be right. This is menu. We do business with Bidfood which is a big company. We have 3 kinds of order lists. Fresh, dry, deep fry. So fresh for example, today you saw fresh is coming. I order it on Monday afternoon and after this lunch I make another order for this Friday. The list is coming. Yesterday we had hamburgers which are biological and some cheese. When you see the biological potatoes, .. When you buy things put on shopping chart. Every 3 days a week. I buy biological milks

Y: Ok, what kinds of food in canteen employees like to eat?

S: Salad bar is very popular. All the time, we have to refill 3-4 times for the lunch. Soups are always gone. Yeah, summer season they go out and take a walk. I always have to do gamble. Sometimes breads are gone within 5-10min because they don't want to make their own sandwich (from home). Sometimes we make Suriname sandwiches with hot sauce. These are very popular. We have some soups from 'ugly vegetables' which there is a Netherlands company who gives bad looking vegetables. So these carrots and tomatoes and cucumbers which is not likable people want to buy in supermarket. Taste is still good but they don't like shape. The company buy them from farmers and we prepare them for soups over here. Today I just got an equipment. I receive this in this morning. This is star mixer. When you have cauliflower and you make it very.. this makes your soup smoothie. It is also useful for baby food.

Y: Why did you buy this machine?

S: My company tells me you can buy this. This machine is expensive. 100 euros something but you can give your vegetables as drinks and soups... just 'zeeeeeeeee' and everyone likes the soup. Sometimes we want to prepare some hot dishes but the Holland .. warm dishes are difficult. My grand parents were farmers when I was a little boy, I had to eat with my grand father on the farm.

Hot.. is better for the digest everything is better. But people in Holland eat milk and sandwiches and at night 6-7 o'clock, they eat with wife with their family somethings hot. So that is very difficult to when I was in Belgium, the country which is not far from here, they eat and then drink alcohol during the lunch in France. European countries are small than America and Korea but we have many diversities like Italy, Belgium, France. These are all in a small area. Every country has their own standards. It is very nice.

Y: I am wondering are you interesting in new cooking tools. When you saw something in Ad or go shopping

S: No.. nothing.. this is catering business. This is very low in Holland a bit low catering business. When you go to eat then you go restaurant. A chef in the kitchen prepare the food. And catering for companies is more like sandwiches and coffee which are more general and cheap. When you go to airports or stations..and restaurant you pay for 12-13 euros. Then you that here is 4 euros. That's difference. We make it cheapest as possible. Then come here. If expensive here, people go out. Yes, that is my challenge to keep the people in this building. We don't taste soup.. ah..not nice bread so we go out and that's the challenge make people come here. Every month I have a talk meeting with my company from RVO. Hear complaints from here right away. But I try to talk to people and make everybody happy. So when you tell me 'I wanna do this' so I tried to help you. There are people who is shouting and not nice. We do different things. I care about my guests and I like feed back and I know some because I've been here long time now.

Y: How long did you work here?

S: I worked 15 years for the company. I was in (cannot hear clearly) for 7 years within music business which is doing orchestra in Holland. and I started to be here 7 years ago and still here. I am very loyal boy. Weekends are off..but now I do

hard work and long work in this area I starts 8. We clean the kitchen. Some my colleague in 7o'clock because all the rooms are dirty. Cleaning service don't do that anymore. So, we have to do that also. Not all cleaning but the dishes. If the meetings end 5-6 pm. We are not here anymore. So we have to do that in the morning.

Y: Isn't it different when you worked in previous place and here?

S: Yes, it is different. but always basic is healthy food. People want really nice taste. When you see the salad and buy it and throw in trash then it is food waste. Sometimes when we are very busy. Wednesday, Thursday and Friday are less busy. But Monday and Tuesday around 300 people are coming in one hour and this place is not big.

Y: So you have make healthier and taster.

S: Yes, and this is important that how it look. Nice, clean, fresh. Sometimes I always apologize like 12-12:45. There are many people and coming 12:50 people 'there was a war something'. That's everyday challenge

Y: Is there some memorable things you tried to change and succeed?

S: Every day, we change bread because ice machine was broken 2 days ago. Still we use a lot of ice but it is melting in summer. So, we don't have enough ice and so we have another refrigerator now. So we put in some different place. When you move somethings, when you try to make people walk and wait less. Then it is easy for waiting 5 min and eat in half hour. If people wait in counter in 10min and have to eat in 20min. So you have to eat as quickly as possible. So, we have a big line. We have discount service. If people eat Visit, 50% discount. or If you collect coupons and can get Tefal cooking utensils.

D. Kitchen interview Data collection

| Participant L | Quote | Kitchening Tool | Food/Ingredients | Habitual practice (after finishing washing) | Intention | Analysis |
|---------------|--|-----------------------------|------------------------|---|---|------------------------------------|
| | annoying someone put out stuffs from dishwashers and the other is cooking | Dishwasher | - | Reorganize (after finishing washing) | Time efficiency | Continuer/Assimilation |
| | See this is cheese cutter. it's very risky instrument. After that, we bought 3 chopped cheese.. But the bigger cheese taste is better. she missed contact with people because she did work in back stage | Cheese cutter | Cheese | Cut slices of cheese | Dilemma (Risky but only tool) | |
| | Put out the cutlery, plates already.. and put on dining table | Educational kitchen | Pie | Bake and serve (learning) | Personal preference | |
| | water boiler is definitely necessary in the kitchen. Without that, everything takes more time. | Plate ware | Food | Set | Space efficiency | Continuer/Assimilation |
| | This induction responds as quickly as I guess but it is more safe. | Water boiler | Water, tea | boil | Time efficiency | Continuer/Assimilation |
| | The other one which is very important (measuring scale) | Induction | Food | Electric heat | Family affection (safety) | Continuer/Assimilation |
| | I got this from my birthday. I still use it. | Scale1 | Lentils | Measure | New guest | Motivator/Adaptation |
| | this is (a pot) one for macaronis from elderly house and no one used this.. so I use it now. | Scale1 | Grains | Measure | Special gift from grandmother | Motivator/Adaptation (memory) |
| | T and me and you are small so we use this (stool to reach higher place) for everything | Pot | Grains | Boil | Discipline (sustainability) | |
| | I studied in England and there were lots people from Asia | Stool | Seasonings | Reach higher place | Space efficiency | Continuer/Assimilation |
| | I thought Sri Lanka is a country which we stayed several weeks. | Different background people | Different culture food | Eat | New experience | Motivator/Adaptation (memory) |
| | I have books. Ah you will like it. Because maybe even.. these are all my books | Different country | Sri Lanka food | Travel, taste, smell | New experience | Motivator/Adaptation (memory) |
| | Normally we put on music. | Recipe book | Different culture food | Learn | Family affection (respect their own origin) | Motivator/Adaptation (memory) |
| | I was so proud because it was something my neighbor was astonished. the spices make him remind the meat. | Music | Lentils | Listen | Positive emotion | |
| | I got this as my present. this is very special.. this (lemon squeezer) is also something we use often. | Scale1 | Spices | Measure | Satisfaction | Motivator/Adaptation (memory) |
| | Before coming here, my daughter used her hand to eat. | Mortar | Cumin | Grind, smell | Satisfaction | Motivator/Adaptation (interesting) |
| | If there is something new in her plate, she want to touch it. it is there already. | Mortar | Lemon | Grind | Special gift | Motivator/Adaptation (memory) |
| | This is a special soup. Last Friday, we have to use leftover we shopped | Lemon squeezer | Rice and curry | Squeeze | Family heritage | Continuer/Assimilation |
| | Are you a difficult eater by the way? Can you eat everything? | Daughter | New food | Eat | Cultural heritage | Continuer/Assimilation |
| | I made a dish with eggplant .. my daughter ate that and after that, they don't eat anymore. | Daughter | Leftovers | Eat | New experience | |
| | We started early so we can have break as having a tea. | Pot | Food | Mix | Discipline | Continuer/Assimilation (knowledge) |
| | | Guest | Eggplant | Control | New guest | Motivator/Adaptation (memory) |
| | | Mother | Tea | Mistake | Traumatic experience | |
| | | Time | | Take a break | Relaxed feeling | Continuer/Assimilation (apply) |

| | | | | | | |
|--|--|---------------------|--|--------------------------------|--|------------------------------------|
| Participant C | it's a blender making soup These are our memory picture and I make them as the table mats. | Blender | onions, leaks, chickpeas | Blend | Convenient | Continuer/Assimilation (better) |
| | I learned from my daughter you need good knives. | Table mat | Food | Decorate | Reminding family memories | Continuer/Assimilation (memory) |
| | before cooking, first wash hand.. that's good soap | Daughter | Food | Share | Realization | Motivator/Adaptation |
| | We try to cook more vegetarian dishes and my wife (dileitian) is more strict on that | Soap | | Wash hands | Discipline (safety and health) | Continuer/Assimilation (knowledge) |
| | I bought this cutting board because it looks hygienic with glass material | Wife | Vegetarian food | Balance | Discipline (health, sustainability) | Continuer/Assimilation (knowledge) |
| | I will put canola oil which is more traditional than olive oil | Cutting board | Onion, Zucchini | Chop | Discipline (safety) | Motivator/Adaptation (knowledge) |
| | I cannot see, I need glass. | Wok | Oil | Heat up | Cultural heritage | Continuer/Assimilation (knowledge) |
| | Ah it is 8-10min so I put timer (inserted in the induction) | Glass | Package of falafel | See info | Overcoming physical limitation | Continuer/Assimilation (knowledge) |
| | the plastic put here (to recycle) and paper | Induction timer | falafel | Alarm | New experience | Motivator/Adaptation (knowledge) |
| | I put moroccan spice on here. I started to buy this spice because I can easily buy it at Turkish, Moroccan supermarket near by | Trash bin | Package | Recycle | Discipline (sustainability) | Continuer/Assimilation (knowledge) |
| | couscous later because it only needs 4 min | Spoon | Mixed tomatoes, onions | Moroccan spice | Environmental influence | Continuer/Assimilation (knowledge) |
| | Look at the package. They said they continue the business for 4 generations. | Time | Couscous | Steam | Time efficiency | Continuer/Assimilation (knowledge) |
| | I will boil water with water boiler. It is quicker and might save energy to boil water for couscous | Package of tomatoes | Tomatoes | Read | Reliability | Motivator/Adaptation (knowledge) |
| | it will be mommy taste. | Water boiler | Couscous | Boil | Time efficiency | Continuer/Assimilation (knowledge) |
| | I will put out the measuring cup (which the nutrition center made) | Pan | Tomatoes | Fry | Discipline (professional) (Natural MSG role)/ family heritage | Continuer/Assimilation (knowledge) |
| | I use same tool to stir this and that (mixed veggies and Falafel) because they are vegetables | Measuring cup | Pasta, rice, couscous, lentils (main grains people use) | Measure | Discipline (sustainability) | Continuer/Assimilation (knowledge) |
| | Yes, we cook more in weekend. Last weekend we cook Lasagna with the oven | Spatula | Tomatoes, onions, falafel | Stir | Discipline (professional) | Continuer/Assimilation (knowledge) |
| | Setting the table is also a part of cooking right? (He put table clothes on the table) | Weekend | Lasagna | Oven (Spend more time to cook) | Family heritage | Continuer/Assimilation |
| | The small spoon around the dish is for desert. I woke up late and started the day with a cup of tea | Plate ware | Falafel food | Set | Good feeling | Continuer/Assimilation |
| | oatmeal porridge as breakfast (microwave) | Small spoon | Yogurt, soy yogurt, muesli | Set | Family heritage | Continuer/Assimilation |
| we buy once a week a portion of cold cuts, because our son loves it and he visited us this weekend | Bed | Tea | drink | Discipline | Continuer/Assimilation | |
| | Microwave | Oatmeal | Warm | Technical efficiency | | |
| | Son | Belgium salami | buy | Family heritage | Continuer/Assimilation | |

| | | | | | |
|---|------------------------------------|----------------------------------|-----------------------------------|---------------------------------------|------------------------------------|
| we watched an episode on TV... with two bottles of beer and a portion of potatoes chips (only a habit in the weekends) | TV on a weekend | Beer, potato chips | Watch, eat, drink | Family heritage | Continuer/Assimilation |
| In holland, if there is visitors, we give a coffee and this means very welcome. | Coffee machine | Coffee beans | Make coffee | Cultural heritage | Continuer/Assimilation |
| I know what kinds of vegetables you can store in the best condition whether refrigerator or outside | Chest | Tomatoes, onions, Zucchini | Storage vegetables | Discipline (professional) | Continuer/Assimilation (knowledge) |
| We also put a sticker showing how to tell vegetables in which temperature | Sticker | Vegetables for fridge or outside | Inform | Reminding | Continuer/Assimilation (knowledge) |
| A new hood solutions ...Therefore we have no fryer of grill tools | Air hood | Smell | Circulate air | Environmental limitation | |
| A kind of Amazon Echo, to support you with cooking and questions. Dutch version: Olivia. | Smart speaker | Better food | Inform | Technical efficiency | Motivator/Adaptation (knowledge) |
| we want to cook risotto... it was not nice. We didn't cook for a year. Then, we rediscovered risotto rice... Became one of our favorite dishes. | Right recipe | Risotto rice | Learn | Satisfaction & realization | Motivator/Adaptation (knowledge) |
| We send back energy to company when we produce it | Solar panel | food | Save energy to cook | Discipline | Continuer/Assimilation (knowledge) |
| My father bought a book and I also had a first time class talk about energy saving.. So from my childhood, already in my genes | Educational book/father | - | Learn | Realization and discipline | Motivator/Adaptation (knowledge) |
| Bloemkool from local 1.90 euro but these are from Belgium and other countries 1.25 euro | Price | Ingredients | Choose | Economic situation | Continuer/Assimilation (knowledge) |
| special recipe and cooked here.. in this hall and farmer was here to tell more about their product. We normally do that on Saturday | Farmer, hall | Local vegetable | Promote | New experience (sampling)/reliability | Motivator/Adaptation (knowledge) |
| We want to tell the story and customers listen to the story. | Story | Local vegetable | Tell, Listen | Reliability | Motivator/Adaptation (knowledge) |
| They don't know value of food anymore. Not only in money but in benefit in your health. | Price | Food | Control | Economic situation | Continuer/Assimilation (negative) |
| You just get your hands dirty and boil it and bake it and it has wonderful taste. This (processed potatoes) is in 5min on table. | Time | Potatoes | Save energy to cook | Time efficiency | Continuer/Assimilation (negative) |
| A lot of Facebook and I try to get farmers inside | Facebook | Local vegetable | Campaign | Reliability | Motivator/Adaptation (knowledge) |
| These days, people go shopping Friday and Saturday | Shopping pattern | Food | Influence to supermarket strategy | Cultural heritage | Continuer/Assimilation (knowledge) |
| This one on the bottom there are cubes (dirt to keep veggies longer) | Cube box (roots) | Vegetables | fresh | Discipline (sustainability) | Motivator/Adaptation (knowledge) |
| nowadays they come and look around and decide what they want. So if you present right way, you can make people choose something in the supermarket. | Shopping pattern | Food | Influence to supermarket strategy | New experience | Motivator/Adaptation (knowledge) |
| Each Sunday when we start new week, every cooling devices has it's own recipe. | Cooling devices | One recipe food | Easy cook guide for consumer | Convenient | Motivator/Adaptation (knowledge) |
| we normally want vegetables for 4-5 days so make it shorter to make it fresher and better quality. | Local distributor (short distance) | Vegetables | Keep vegetables fresh | Fresher and better quality | Motivator/Adaptation (knowledge) |

Participant B

| | | | | | |
|---|--|---|---|------------------------------------|---|
| <p>That's why there is charming marketing. (moving to the cereal section) this is from our company.. so no charm marketing</p> | <p>No charming marketing (pretty package for kids)</p> | <p>Unhealthy food</p> | <p>No impulsive buying</p> | <p>Reliability</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>We have a lot of variety in vegetables. Those main 3 vegetables are traded.</p> | <p>Shopping pattern</p> | <p>Unbalanced food</p> | <p>No try new things</p> | <p>Cultural heritage</p> | <p>Continuer/Assimilation (negative)</p> |
| <p>You have to start teaching them in school at primary school . You can change them they don't stick in head. They can tell at home to parents.</p> | <p>Children</p> | <p>Diverse food</p> | <p>Share</p> | <p>Realization</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>She put feta cheese to make rucola salad. People didn't think about and taste it 'very nice, very nice'.</p> | <p>Cooking session</p> | <p>Diverse food</p> | <p>Learn</p> | <p>New experience</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>But with internet and holidays. So we eat greek cheese, feta cheese, Italian mozzarella and they come back home. It was nice so we can buy almost things from different countries.</p> | <p>Supermarket</p> | <p>Diverse food</p> | <p>Provide diverse ingredients</p> | <p>Convenient</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>They say it they want more fish. when we have it, they don't know how to cook. Fishes are a bit difficult to prepare instead of minced meat or hamburger or chicken</p> | <p>Consumers</p> | <p>fishes</p> | <p>Buy less</p> | <p>Ignorance</p> | |
| <p>this is growing market. Protein chicken.. it is not a chicken. This is fake chicken.. using soybean. Yeah why they don't eat tofu instead of fake burger.</p> | <p>Consumers</p> | <p>Fake meat</p> | <p>Buy</p> | <p>Discipline (sustainability)</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>On the package they shows complete stories about this meat. They don't want to read it.</p> | <p>Consumers</p> | <p>Good quality and expensive meat with story telling</p> | <p>Don't read stories behind</p> | <p>Economic situation</p> | <p>Continuer/Assimilation (negative)</p> |
| <p>There are change because .Knoss .natural goods only natural ingredients..no additional things.</p> | <p>Consumers</p> | <p>Natural sauce</p> | <p>Choose</p> | <p>Discipline (health)</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>They all do commercial or TV shows like a story which is old lady is making the sauce. But if you go their factory, there is no old lady.</p> | <p>Food company</p> | <p>Chemical flavor processed food</p> | <p>Keep brand image (overstatement)</p> | <p>Environmental influence</p> | <p>Motivator/Adaptation (negative)</p> |
| <p>I will gonna make stamp-pot. Minced chicken, potatoes, cauliflowers, small onion, garlic.</p> | <p>Potato masher</p> | <p>Potatoes, cauliflower,</p> | <p>Press</p> | <p>Cultural heritage</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>I would like a larger kitchen for cooking. but also larger to fit in a dining table so I can have a conversation with my wife and children during cooking.</p> | <p>Table</p> | <p>Food</p> | <p>Cook and talk</p> | <p>Family affection</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>We always make fresh things because today is Wednesday and there are food coming in and lunch is out.</p> | <p>Distributor</p> | <p>Fresh ingredients</p> | <p>Deliver</p> | <p>Environmental influence</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>yesterday afternoon it was not so busy so we prepared food for lunch today.</p> | <p>Spare time</p> | <p>Next day food</p> | <p>Prepare</p> | <p>Time efficiency</p> | <p>Motivator/Adaptation (knowledge)</p> |
| <p>So we put stickers 'Tuesday' for Wednesday so we can do time control 'Hey there are something we made yesterday'</p> | <p>Sticker</p> | <p>Next day food</p> | <p>Notify (agreement)</p> | <p>Reminding</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>And that is cold bench. We make salad ourself. This is couscous salad.</p> | <p>Cold bench</p> | <p>Couscous salad</p> | <p>Keep fresh</p> | <p>Convenient</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>So we prepare salads basically vegetarians. So everyone can take salad.</p> | <p>Many Consumers</p> | <p>Vegetarian salad</p> | <p>want</p> | <p>Environmental influence</p> | <p>Continuer/Assimilation (knowledge)</p> |
| <p>Sometimes we have some meat leftover so I do</p> | | | | | |

Participant S

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|--|-----------------------|---------------------------|-----------------------|--|---|
| She made this yesterday (She put extra effort to the salad after she was sick and tried to eat healthier) | Cook | Healthy salad | Create | Discipline (health) | Motivator/Adaptation (knowledge) |
| See the schedule a day before. See this (white board) | Menu, schedule | Food | Control | Regulation (from company) | Continuer/Assimilation |
| we start soup every morning. We have asparagus soup which has fresh asparagus in it. Carrots.. | Electric soup kettle | asparagus, carrots | Boil, keep warm | Discipline (professional) | Continuer/Assimilation |
| the recipes which are with company. | Company recipes | Food | Control | Regulation (from company) | Continuer/Assimilation |
| I will show you our refrigerator. These are the food, fresh food. | Refrigerator | Food | Keep fresh | Discipline (professional) | Continuer/Assimilation |
| 3 mornings a week. Monday, Wednesday and Friday. And only Wednesday we have the freezer. | Distributor | Fresh ingredients | Deliver | Discipline (professional) | Continuer/Assimilation |
| I always show this in my counter and when it's going more color and smell then we gonna slice it and the day after we make pumpkin soup. | Counter | Pumpkin | Show | Reliability | Motivator/Adaptation (knowledge) |
| Sometimes we buy when we don't have time to prepare. This is very good company which make it fresh. | Supplies | Fresh juice | Produce | Time efficiency | Continuer/Assimilation |
| It's coming in 10ml and some left over food which I don't can sell anymore and put them in my own smoothies. So this is not always possible. | Volume control | Fresh juice | Replace | Regulation (from company) | Continuer/Assimilation |
| Because very high-standard of wasting food. So we try to waste less food. | Government | Food waste | Control | Regulation | Continuer/Assimilation |
| some time it is not available because there are 10 lunches for people and coming 8 people and it is 8 out of 10. I don't know.. Yeah, you can give it to the people on the street but we throw away | Consumers' preference | Food waste | Unpredictable | Environmental influence | |
| When is a green and still usable. We have special plastic. Also housekeeping in Holland. Separation and also in your house also right? | Trash bin | Food waste | Recycle | Regulation | Continuer/Assimilation |
| I always tell when they are not coming and then I am talking to the receptionist ... reservation they are not coming but we don't know | Canceling | Food waste | Unpredictable | | |
| This is from Alpro. We love a lot. Many have lactose intolerance. They ask specially for soya. | Consumers' preference | Soya | Prepare alternatives | Make food which can cover majority of people | Motivator/Adaptation (knowledge) |
| We need to get a percentage of.. 60% for some what I buy in. Sometimes it is difficult but we manage to do that 55% because bread and this kinds of things (other beverage) | Government | eco-friendly products | Control | Regulation | Continuer/Assimilation |
| Assen.. I am in Utrecht and we can buy some stuffs but we are the different persons. I do things different. | Managers | Food circulation | Improvisatory control | Discipline (professional) | Motivator/Adaptation (knowledge) |
| UTZ means it is good for the farmers with good price and biological and now.. in honorable way sometimes I have to make my own recipe but my company wants very strict.. so this is 4 weeks cycles for autumn. | Certificate mark | Food quality | Prove | Reliability | Continuer/Assimilation |
| | Company recipes | Food quantity and quality | Control | Regulation | Continuer/Assimilation (hard to change) |

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|--|---|-----------------------|-------------------------|-----------------------|-------------------------------------|----------------------------------|
| Participant T | Sometimes it is hard to follow the recipes and we make our own decisions. | Managers | Food | Improvisatory control | Discipline (professional) | Motivator/Adaptation (knowledge) |
| | We do business with Bidfood which is a big company. | Managers | Food on list of company | Order | Environmental influence (consum | Continuer/Assimilation |
| | I just got an equipment. I receive this in this morning. This is star mixer. When you have cauliflower and you make it very.. this makes your soup smoothie | Star mixer | Ugly vegetables | Mix | Technical efficiency | Motivator/Adaptation (knowledge) |
| | we want to prepare some hot dishes but the Holland.. warm dishes are difficult (Lunch time) | Consumers' preference | Cold food | Prefer | Cultural heritage | Continuer/Assimilation |
| | When you go to airports or stations..and restaurant you pay for 12-13 euros. Then you that here is 4 euros | Consumer expectation | Food quality | Expect | Cultural heritage | Continuer/Assimilation |
| | if expensive here, people go out. Yes, that is my challenge to keep the people in this building. | Consumer expectation | Type of food | Control | Environmental influence (consumers) | Continuer/Assimilation |
| | I care about my guests and I like feed back and I know some because I've been here long time now. | Relationship | Food quality | Improve | Discipline (professional) | Motivator/Adaptation (knowledge) |
| | if people eat Visit. 50% discount. or if you collect coupons and no get Tefal cooking utensils. | Discount | Product | Promote | Regulation (from company) | Continuer/Assimilation |
| | so there is no working space so I will move stuffs (which someone put on the stoves) | Working place | | Prepare | Space efficiency | Continuer/Assimilation |
| | Yeah those place is high even to me. That's why we have stools. | Stool | | Reach higher place | Space efficiency | Continuer/Assimilation |
| | It is hard to cook with multiple people so how we can do is we use the table (in the living room) | Dining table | Food | Prepare | Space efficiency | Continuer/Assimilation |
| | my cabinet. Up there is recipes (on the inside door of the cabinet) | Recipes on cabinet | Food | Inform | Reminding | Continuer/Assimilation |
| | Someone put it in refrigerator, this is not good. too bad.. I need to warm it up. | Roommate | Butter | Cold | Unexpected change | Motivator/Adaptation (knowledge) |
| | I look up my little cabinet to use my 72% chocolate and we need double boiled this craps (I couldn't hear clearly) So you need a ball which is super dry .. | Steel ball | Chocolate | Melt | Special gift (roommate birthday) | Motivator/Adaptation (knowledge) |
| | No for 30min. See. we negotiate on the kitchen. We find a harmony. | Roommate | Pizza | Share | Time efficiency | |
| | I have cookbook over there like I have one is comic book with recipes | Cookbook | Food | Inform recipes | Better understanding | Motivator/Adaptation (knowledge) |
| | My mom gave it to me.. She found it from magazine in doctor's clinic and she want to have it and asked "can I have that page?" | Mother | Chocolate tart | Gave a recipe | Family affection | Motivator/Adaptation (knowledge) |
| | Kitchen scale it is important to be precise for baking because baking has to be precise that's 8 pounds. | Scale | Butter | Measure | Reliability (accurate) | Continuer/Assimilation |
| | I know do with butter and cream with sugar but which is now I am doing is with hand-mixer. | Hand mixer | Butter, cream, sugar | Mix | Technical efficiency | Continuer/Assimilation |
| | He has a pressure cooker up there. and actually for like lentil stuffs. and actually because I want to cook more vegetarian meals | Pressure cooker | Lentil | Boil grains | New experience | Motivator/Adaptation (knowledge) |
| I brought the measures from the US. In different | | | | | | |

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|--|-------------------------|--|---------------------|-------------------------------------|-----------------------------------|
| I need... where is my apron? It shows who I am .. my mom gave this and she is French | Apron | | Present | Family heritage | Continuer/Assimilation |
| The taste is wonderful. That's fucking good. I bought the cookbook in this summer from beautiful store from America, Amazon | Tongue | Raw mixed ingredients | Check | Satisfaction | Motivator/Adaptation (knowledge) |
| this is all kinds of tricks and talks about acid and little of acid is helping to whipping eggs. | Online bookstore | Food | new recipes | Discipline (health) | Motivator/Adaptation (knowledge) |
| Ah actually this one is from Rosario. right? (asking to his friend with the hand-mixer) and whipping. | Cookbook | Whipping eggs | Mix | Realization | Motivator/Adaptation (knowledge) |
| There is a glass one. But the plate is fine.. wait it is too shallow but the pear is big | Hand mixer | Whipping eggs | Mix | Technical efficiency | Motivator/Adaptation (knowledge) |
| I don't eat these thing (leftovers) except fruit for my breakfast and I often egg fries for breakfast. | Plate | Chocolate tart with pear base | Bake a tart | Satisfaction | |
| There is a huge one with high border one. But I don't want heat it more. | Leftovers | Leftovers | Have to be finished | Discipline (sustainability) | Motivator/Adaptation (knowledge) |
| it's my grandmother who are sort of give lots of cooking and she often make her tarts so fruit pies with her. | Plate, Oven | Chocolate tart | Bake | Less use energy | |
| This is nice to cooking with Linda because she gave a lot of attention to the presentation | Grandmother | Food | Inherit, taste | Family heritage | Motivator/Adaptation (knowledge) |
| I like to cook with oven but this one just interface is designed with too much safety mind | Friend | New food | Motivate | Satisfaction | Continuer/Assimilation |
| My grandmother wrote her recipes because she want to share it with family and she never peals potatoes before boiling. | Oven | Dessert, vegetables, chicken | Heat | Hinderance because of bad interface | |
| It depends on the vegetables but I like little of crisp. | Pot | Potatoes | Boil | Family heritage | Continuer/Assimilation |
| The problem is really difficult to find a place where I can go for a dinner that is sort of casual but so good and nutritious something I like.. | Oven | Squash, broccoli, brussels, sweet potatoes | Heat | Satisfaction | Continuer/Assimilation |
| how much volume is equal and how it fill in the pan with half of cup of water. | Good restaurant | Good and nutritious food | Cook at home | Discipline (healthy and tasty) | Motivator/Adaptation (knowledge) |
| I brought the knife from America and I do sharpening withe block. | Measuring cup | Water | Boil | Realization | Motivator/Adaptation (knowledge) |
| The pepper grinder which my father used when he was a student in Germany. | Knife, Sharpening block | Ingredients | Cut | Reliability | Continuer/Assimilation |
| I already made rice with Korean rice cooker | Pepper grinder | Pepper | Grind | Family heritage | Continuer/Assimilation |
| This is minced garlic so I make this by using the mixer I just make the small chips (from the frozen one) | Rice cooker | Rice | Steam | Cultural heritage | Continuer/Assimilation |
| I am gonna boil the carrots and potatoes first.. because they are very hard. (put water in a pot to boil) | Mixer, fridge | Garlic (for seasoning) | Make frozen cubes | Cultural heritage | Continuer/Assimilation |
| this stove use gas. It is very difficult to fire it. | Hardness of veggies | Carrots and potatoes | Boil | Discipline (professional) | Continuer/Assimilation |
| I am gonna chop carrots. I don't need to make thin slice because I am gonna boil it | Match | | Make a fire | Environmental influence | Continuer/Assimilation (negative) |
| | Pot | Carrot | Boil | Discipline (professional) | Continuer/Assimilation |

Participant G

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|---|----------------|-------------------------|--------------------------------|--|----------------------------------|
| I don't eat the curry a lot. Because my boyfriend doesn't like the taste sometimes. | Boyfriend | Curry | Don't like the taste and smell | Family affection | |
| I don't like fried-rice that much. So, I can make fried rice for him but not for me. | Boyfriend | Stir-fried rice | Fry | Family affection | Motivator/Adaptation (knowledge) |
| He likes oyster sauce with fried rice. | Pan | Oyster sauce, soy sauce | Fry | Family affection | Continuer/Assimilation |
| It is very famous appliance in this country because they like croquette. That's very easy to cook without oil. | Air fryer | Potatoes,croquettes | Fry | Environmental influence | Motivator/Adaptation (knowledge) |
| If we are not in the mood for rice or something else, then we just eat them by using air fryer. | Tiredness | Potatoes,croquettes | Fry | | |
| If I boil the curry long time, the taste is better. | Pot | Curry | Boil | Discipline (professional) | Continuer/Assimilation |
| When I cook, I try to clean at the same time. I don't have much space to prepare things. | Space | | Clean | Space efficiency | Continuer/Assimilation |
| I want to add minced ginger as well but this curry taste is very spicy and strong so I am not gonna put them | Tongue | No garlic in Curry | Check | Discipline (professional) | Motivator/Adaptation (knowledge) |
| I knew how to cut the paprika and now I forgot. Not like this. | Knife | Paprika | Cut | Ignorance | |
| Her special dish is this.. the schnitzel with curry ..this is enough to remember mom. | Food | Schnitzel with curry | Remind | Family heritage | Continuer/Assimilation |
| when I was young...I talked a lot when she cooked .. I didn't need to learn how to cook. | Mother | Mother food | Watch | Family heritage | Continuer/Assimilation |
| Sometimes I can back browny by myself. But I didn't do that when I was in South Korea. | Oven | Browny | Bake | Environmental influence | Motivator/Adaptation (knowledge) |
| quick cooked to just fill my stomach but now I have my boyfriend and share dinner so I just put more effort to make fine dishes..that's more nutritious dishes. | Boyfriend | Nutritious Dishes | Put more effort | Family affection | Continuer/Assimilation |
| When I start cooking, I see the ingredients in the refrigerator and I see 'I have to finish this' and just combine them | Refrigerator | Ingredients | Check | Discipline (sustainability and economic) | Motivator/Adaptation (knowledge) |
| if fish like salmon or other white fishes on sale. I just buy fishes but this is not normal food that I always buy | Discount | Fish | Buy | Economic situation | Motivator/Adaptation (knowledge) |
| I can just make very quick recipe or search the recipes online to make the dish with the fish. | Online recipe | Fish | Inform | Technical efficiency | Motivator/Adaptation (knowledge) |
| my mom always used scissors to cut meat. it is useful tool to cut meat or fried dishes | Scissors | Meat, fried dishes | Cut | Cultural knowledge | Continuer/Assimilation |
| Ah I don't use that much. I like fresh ingredients | Microwave | Food | Not fresh | Like fresh food | |
| It is very useful. I really like to make slices through this. It is very tiring job to slice them by hand. | Mincer | Garlic, ginger | Convenient | Technical efficiency | Continuer/Assimilation |
| I use hot water with baking soda with vinegar. Not everyday but once per week. | Chopping board | | Clean | Discipline (safety) | Continuer/Assimilation |
| it's uncomfortable and at least it is hard to understand and it is small and it is hard to what temperature I have to put it. | Oven | Potatoes | Heat | Not convenient | |
| F-www (she touched a potato which is onion had) | Storage | Potatoes | Cool temperature | Goina had | |

Participant R

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|--|-------|-------------------------|--------------------|----------------|--------------------------------|----------------------------------|
| she like to have Taco every Tuesday and usually my husband is cooking Tacos | Tacos | | | | Family affection | Continuer/Assimilation |
| There is a place in Rotterdam which is called Supermercado | | Place (table) | | Buy, socialize | Reliability | Motivator/Adaptation (knowledge) |
| Italian never do which is to use cups for measuring things | | Measuring cup | Water | Measure | Convenient | Motivator/Adaptation (knowledge) |
| you put water in the rice cooker? No? | | Rice cooker | Water, rice | Steam | Realization (informative) | |
| I was in Albert Heijn and they were selling this wok | | Wok1 | | Buy, try | Convenient, economic situation | Motivator/Adaptation (knowledge) |
| Asian cultures that people started to use rice cookers or other ways of steaming contain more nutritions | | Pot | | Steam | Realization (informative) | |
| There is not much food left that become we really creative | | Storage (fridge, shelf) | Leftovers | Check | Discipline (sustainability) | Motivator/Adaptation (knowledge) |
| Put salt... and Italian tend to eat quite salty. Yeah you must be horrifying how I cook rice | | Pot1 | Rice, salt | Add seasoning | New guest | Motivator/Adaptation (knowledge) |
| Starting cooking before having my daughter and then become stressful | | Daughter | | Take care | Stressful | |
| one day I thought.. it gets more chickenny~ so.. then added it | | Wok | Chicken, MSG | Amplify taste | Satisfaction | Motivator/Adaptation (knowledge) |
| I never try this one (a strainer for rice) | | Strainer1 | Rice | Don't use | Trustless (with no experience) | |
| Just I need to check if it is cooked. because for American husband I need to concern | | Knife | A piece of chicken | Cut | Family affection | Motivator/Adaptation (knowledge) |
| it seems more gentle on the food | | Wooden spoon | Salad | Stir | Discipline (professional) | Continuer/Assimilation |

E. Cooking session_Data collection

First cooking session *from the introduction before cooking and the feedback after cooking*

| | Quote | Factor |
|---|---|--------------------------|
| During introduction about ingredient and tools | | |
| G | most special things (Indian spices) and spice is taste actually | Culture/ recipe |
| R | Can we buy in Netherlands? | Ingredient |
| T | Ginger and Garlic paste.. looks cool | Recipe |
| G | these are like secret weapons. | Culture/ recipe |
| G | Indian man doesn't know cooking well | Culture |
| G | These stuffs should be added in specific order and specific quantities. | Recipe |
| G | cumin seeds is also key ingredient | Culture |
| G | my favorite thing kidney beans. These are slightly small than Indian one but taste is same. | Culture/ recipe |
| G | This is an Indian snack this is a sort of beans so beans are salt | Culture |
| G | This is just normal cutting board and knife | well-practiced behaviour |
| E | scissors as my cooking tool. normally use this for cutting meat and vegetables but I cannot cut the round shape or hard one like cucumber or potatoes | Culture/ tool |
| E | I like making stir frying rice so I just use this tool (show her practice) to stir food. It is very useful (Chopstick) | Culture/ tool |
| E | This is wooden spoon and I like to stir ingredients in the pan. This is a good tool to not make scratch on your pan | Information |
| E | use that green onion to stir the fry rice. So first I need to heat up this pan and then pull some oil and put the chopped green onions on here (pan) to make it delicious | Recipe |
| T | When did you add it?Because I have the plant but I never use it. So, you just gave an idea | Recipe |
| E | Just add them just after finishing your cooking. That's very nice. | Recipe |
| T | It is not just recipe book but like more understanding how you balance your meals stuff so it is more like skill building | Information/ tool |
| T | I will cook Moroccan style. I have cumin and turmeric.. | Recipe |
| G | Yeah, that is also for Indian food | Culture/ recipe |
| G | Chickpeas are very very popular in India | Culture/ recipe |
| R | Water boiler which can boil water quickly | Information/ tool |
| R | my friend but I couldn't use this chopstick. I never use this.. | Information/ tool |
| R | start thinking healthy food so carrots because it is good for eyes and spinach because there's a lot of irons | Information/ recipes |
| Quote | | |
| Factor | | |
| Feedback after cooking | | |
| T | See ingredients which I didn't expect or look for and think how I can use them | motivated or going back |
| T | What the basis are not difficult to learn just little bit different. | Recipe |
| T | Actually there is commonality. G and me were cooking different meal but besides different spices but bases are pretty much same | Recipe |
| G | starts were almost same and end up there were different flavors so it was interesting. | Recipe |

| | | |
|---|--|--------------------|
| G | we are from different culture. But exactly put oil first and fry onions. | Recipe |
| G | It is very different taste from what I had. What T made was relatable. I know if I put Indian spices in his one and it become exactly same. This one (Rosenne made) was nice and it is also relatable. But tofu with the sauce was completely new experience | culture difference |
| R | I only knew it is in spread or at least Falafel | Recipe |
| T | I was comfortable to use my stuffs. I noticed it is frustrate if they have dull knife so I bring mine. I like to that come with my stuffs otherwise I don't feel like I need anything else | Comfort zone |
| G | it was a surprise because I read many books and never look at the cook books. | Information/ tool |
| G | So, that's interesting, you something call food design .. care so much about flavors so.. that is something very very interesting | |
| G | ven I cook is a big deal to my wife's family. The fact that I can cook and sometimes cook for her. It is a big deal for her family. My dad don't know how to cook. Always my mom cook and my mom never had a job. | culture difference |
| G | It is traditional. But now is changing. | |
| T | My parents, basically my dad never cooked. My mom didn't enjoy the cooking just felt like her job. My dad can heat some food up. | culture difference |
| T | My grand mother does a lot of cooking so it is nice. It is nothing super fancy but like usually make some with meat. | culture difference |
| G | Because of religious reasons, there are different food types. My mom religion is "zen" and they are all vegetarians and they don't eat onions .. they don't eat something grow inside ground | culture difference |
| T | Do you guys cook with prepackaged food? | |
| T | The prepackaged... from HAK. The red kidney beans.. I want to take a picture of yours. | Recipe |
| G | When I bring those beans which I actually soak and boil. That flavor is much better than even this one. | Recipe |
| G | Yes, I use it when I cook. I added some water today right? but this was from top water. But if you use the boiled water there is much flavor. That is a tip. so more creamy. | Recipe |

Second cooking session *feedback via email*

Participant S

- Colour stickers work! Not so much that you (I) would choose different, but it helps create awareness (cumulative effect, panda level 2).
- On the tools: tools determine essential aspects of food components (size, structure, consistency).
- The 'rule' made you think: leaving out a tool would change the meal, leaving out an ingredient also. It's on the same level (for me). D and I tried to exchange 'similar' ingredients (couscous/lentils) which was kind of ok, but also kind of not: since it too changes essential aspects of the meal (again: size, structure, consistency).
- Teamwork: wow! I really liked the ease of cooperation. Of course, it was a set of people ;-) but I think we can learn something more. And I think that has something to do with the way cooking is composed as a process: convert ingredients to components (mise en place), transform components (cooking, baking) and combine components to meals. It's universal, so cooperation is easy and feels natural.
- About the food: wow again! I was surprised by the ease we could make a well balanced diner by combining meals from so many different (national) kitchens. Made me think that even at the table there is a kitchen aspect: choosing which meals we take (and even which parts of meals) is cooking too:-).
- What I learned is that it is easy at the ingredient level to look for alternatives, more difficult at the level of the meal, and again easier at the level of the diner. Difficult at the level of the meal, because of the complexity

of aspects that make or break a dish.

Oh, I really need the recipe for the sauce that went with the tofu by the way! :-)

Participant R

1) Your reflection

- About ingredients colour stickers is attached: I was surprised that certain foods like tomatoes and the chick peas were elevated to yellow. Certainly the colours played a subtle role in my decision making. When adding ingredients, I was trying to consider green first, as red or yellow are colours that I subconsciously associate with stop/danger.
- About tools we used: Seeing the tools that everyone was using made me realise that my own cooking style is very simple. I enjoyed learning about new utensils that are important to others cooking.
- About a rule (giving up one of your utensils or ingredients): It was a nice surprise, I held onto my cooking utensils as I know no matter the ingredients I can cook a meal and I love objects (with an industrial design background) - they represent me.
- About the food we made and ate: Fantastic food! Very talented company...I cooked for a low-socio economic family and tried to place the green items in the middle of the plate. The meat was on the side to show that greens are the core of the diet. There was also a yogurt and chipotle dressing for the chicken as I have a spice loving palate. I used couscous to bulk up the meal in terms of the carbohydrates - seasoned with lemon, olive oil and salt and pepper. A large family in socio-economic setting need simple carbs,

not complex carbs from pre-packaged food that can be very high in sugar or preservative content. We see this a lot in Australia, that low-socio economic areas have higher rates of obesity for this reason. I think it is even more pronounced as in Australia we have a genuine suburban sprawl - so low socio areas are a long distance from the heart of a city. The meal I cooked could be served cold or warm and would take about 15 minutes to prepare.

- Team work was also superb. It was interesting walking around sharing utensils and ingredients. I love being part of a team and the thought of cooking for others raised my energy level to try my best to make a nice mea

2) New motivations make you want to try later: Tofu, with the delicate sauce that Youngsil made. And of course the felaful as a total sub for meat. I loved the taste of the spices.

3) Please share your pics if you try something new from the motivations (anytime): Will do.

Participant E

1) Your reflection

- About ingredients colour stickers is attached: I found the addition of the stickers really influenced my decision making. Coming from a background where bec and I are both working professionals price usually doesn't influence our decision making for meals so the stickers were a great reminder that not everyone is as fortunate as us and for some people price is the main motivator for the purchases.
- About tools we used: I particularly loved S's sharp knife. Coming from a background in hospitality I have an appreciation for refined tools and that knife was excellent. I also really enjoyed the finger grater. I had never seen one before.

- about a rule (giving up one of your utensils or ingredients): While challenging, the rule about giving up a utensil or ingredient sparked me to improvise and reminded me of days when I was in uni and used to share house and I'd come home to find that my housemate had eaten something i'd planned to use for dinner and had to improvise back then.
- About teamwork: It was nice to see the suggestions coming from all of the teams and the sharing of ingredients.
- About the food we made and ate: The food was lekker! I enjoyed the variety, particularly the chickpeas and felafel. As somebody who eats a heavy meat based diet I will certainly be using some of these recipes while I adjust to dutch life.

2) New motivations make you want to try later I really enjoyed the pea soup and liked the idea that you can make it with leftovers. The addition of mint really enhanced the flavours and it's something I will try to make at home. Also I will try to replicate M's chickpea's. The green accompaniment was so nice i'd like to try it with a little bit of roast garlic. I also have a new found appreciation for falafel. It is hard to believe that it is the first time in my life that I have ever tried it.

Participant D

1) Your reflection

- About ingredients colour stickers is attached: It made me think only halfway through cutting. I noticed I had a lot of red stickers. While gathering my ingredients, I wasn't paying attention on the stickers: just the things I needed. I thought about the redness for 20 seconds. Thought it might be red coz it didn't originated in NL. Then I couldn't find the logical. And I wondered: shouldn't I be trading?
- About tools we used: I obviously liked my own tools ;) And I also didn't use other onces. I loved Stephan's knife design. I also

loved to hear the stories from the people why they took the tool with them.

- About a rule (giving up one of your utensils or ingredients): I was puzzled. I wish I didn't give up my couscous, coz I ended up just replacing it (not adjusting). Although, we did conclude that the lentils could be replaced by the couscous, but not the other way around.
- About teamwork: Really liked de gezelligheid. But we didn't really needed to team up. Could have been gamified more.
- About the food we made and ate: Loved the food. But I wasn't really aware of protein.

Participant L

It was fun. Time past away very quickly. I could see the different skills, background, routines, habits, tastes etc that people bring with them. A lot of creativity on the spot also, by combining unexpected or unknown ingredients or by using other tools or ingredients than planned before. It looked to me as if a persons needs a lot of basic routine with basic recipes and ingredients in the kitchen, and only if that is well developed, it is possible to introduce new ingredients or to create new dishes on the spot, without recipes or a plan, just by combining, mixing, steering, tasting, etc. Great to see all of us working, at first bit uncomfortable since another kitchen than we were used to, but we got the flow definitely. I will remember your dressing with the tofu. I never make tofu since I do not know what to do with it, and it appeared to be so simple but delicious. Likewise the lentils salad by S, the salad of Arielle with the red pomegranate seeds and the chick peas curry of M made with yoghurt. New ideas for me to experiment with back at home. Cooking together is fun and brings inspiration and sharing knowledge and experience.

F. Evaluation interview _ Concept summary



Eat.Q

AN OPEN PLATFORM FOR SMART COOKING

Eat.Q helps you enjoy eating healthier, tastier, and smarter!







**Opportunities of Changes
(Cooking Session & Self Cooking)**

(dependent variable)
New Ingredient x New Skill x Green Effect

Your Kitchen Tools x Preference
(control variable)

“Sustainable future for Us and the Environment”



The Earth | Fewer greenhouse gases

The Food Industry | Using diverse ingredients

Individuals | Eating more sustainable ingredients

“Power of Everyday Changes”

The first page addresses the overall concept of Eat.Q (1/7).



AN OPEN PLATFORM FOR SMART COOKING

Eat.Q helps you enjoy eating healthier, tastier, and smarter!

FUNCTION | New Experience & Adaptation



AUTOMATIC SYSTEM | Increasing Possibilities of New Recipes in Your Kitchen

1. Collecting Personal Daily Dietary Data (Routine)

- Recipes (Cooking tools, cooking skills, ingredients..)
- GHG effects from food
- Personal preference (health issue, cost, efficiency, taste)



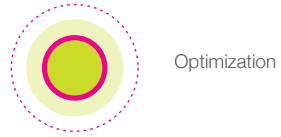
2. Suggesting Cooking Sessions (Hidden possibilities)

- Giving New inspiration: new cooking skills, new ingredients
- Within Familiar context: home kitchen tools, personal preference
e.g. Chickpea soup cooking session (you didn't know about chickpeas)



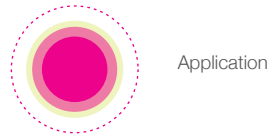
3. Helping to Practice the New Recipe in Your Kitchens (Optimization)

- Preparation and cooking practices
e.g. Chickpea soup practice



4. Making Various Combinations of the New and Old Recipes (Application)

- Mixing a new skill and ingredient to old skills and ingredients
e.g. Green bean soup and Chickpea salad
(because you often ate beans and knew how to make a salad)



This page explains the differentiated function of Eat.Q (2/7).

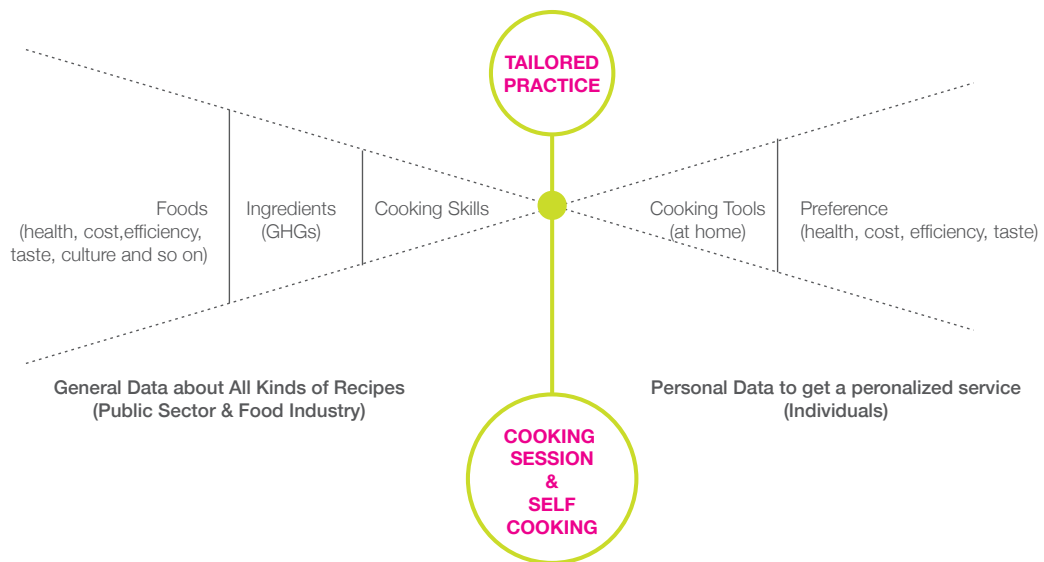


AN OPEN PLATFORM FOR SMART COOKING

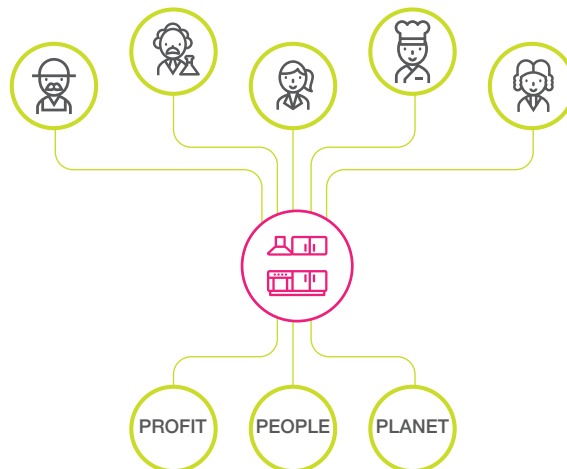
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■ DATA | How to Increase a Possibility for Dietary Changes?

“Start Finding a Possibility in Your Kitchen”



■ TARGET | All Kinds of Kitchens to Eat, Share, Serve Food



This page explains the differentiated function of Eat.Q (3/7).



AN OPEN PLATFORM FOR SMART COOKING

Eat.Q helps you enjoy eating healthier, tastier, and smarter!

BENEFIT | Easy Adaptation, New Experience, Healthy Motivation & Achievement

1. Easy Adaptation | Creating a Familiarity between a Public and Private Contexts



2. New Experience | New Knowledge, People, and Culture



3. Healthy Motivation & Achievement | Nutrition, Family, and the Environment



This page shows the benefit of Eat.Q (4/7).

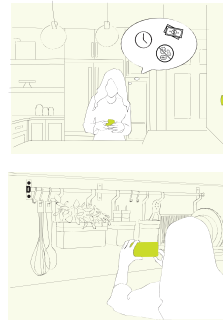
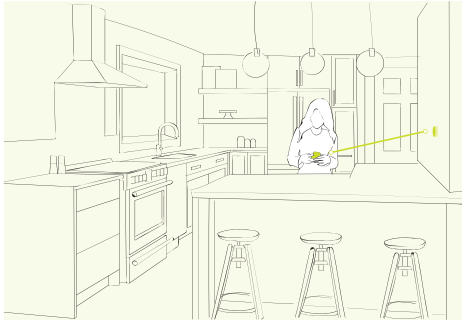


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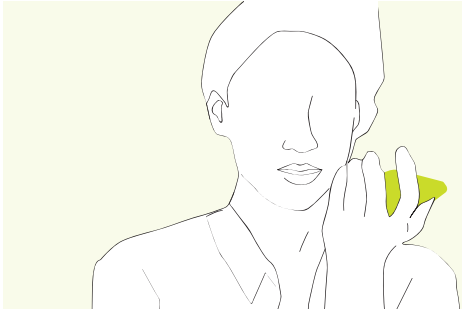
Eat.Q helps you enjoy eating healthier, tastier, and smarter!

USER SCENARIO

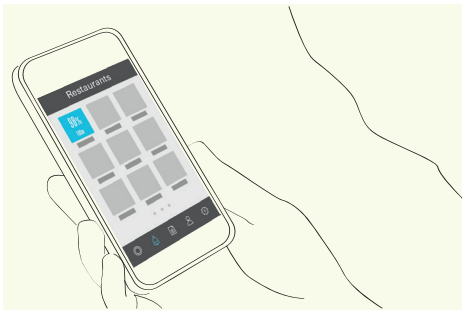
1. Setting Your Eat.Q



2. Collecting Your Daily Diet through Eat.Q



3. Suggesting Cooking Session_ Showing change %, The place & time, Requirements



The specific user scenario for helping interviewees to understand Eat.Q (5/7).

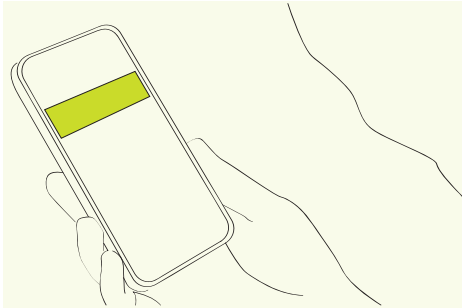


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Eat.Q helps you enjoy eating healthier, tastier, and smarter!

■ USER SCENARIO

4. Keeping Motivate You to Practice_notification and Item to remind (green goal, comparison with other Dutch households)



5. Helping to Create Variations with New x Old Recipes_ Various suggestions for different change% goals



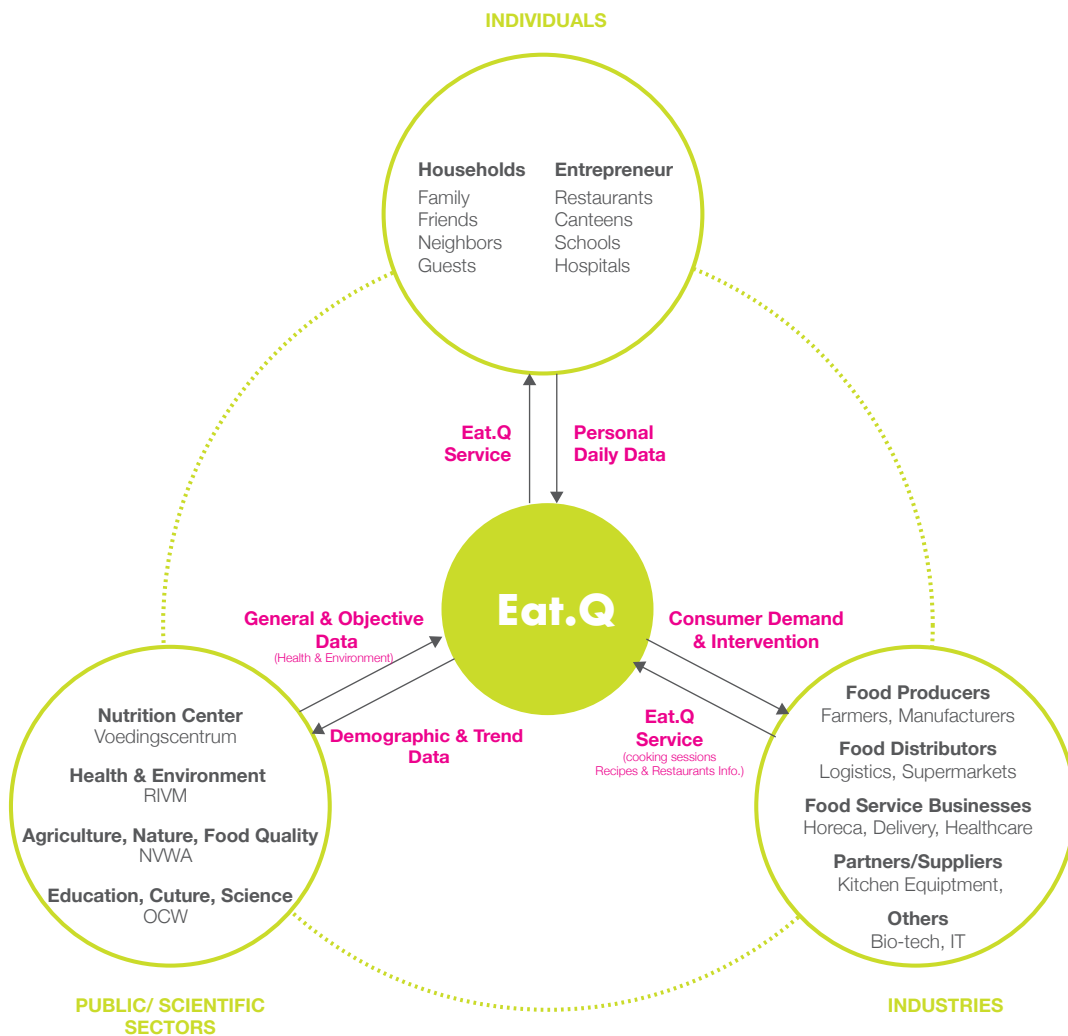
The specific user scenario for helping interviewees to understand Eat.Q (6/7).



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■ BUSINESS MODEL | Stakeholders' Relationship Map



The stakeholders' relationship map for evaluation with stakeholders (7/7).

G. Evaluation interview_Questions



AN OPEN PLATFORM FOR SMART COOKING

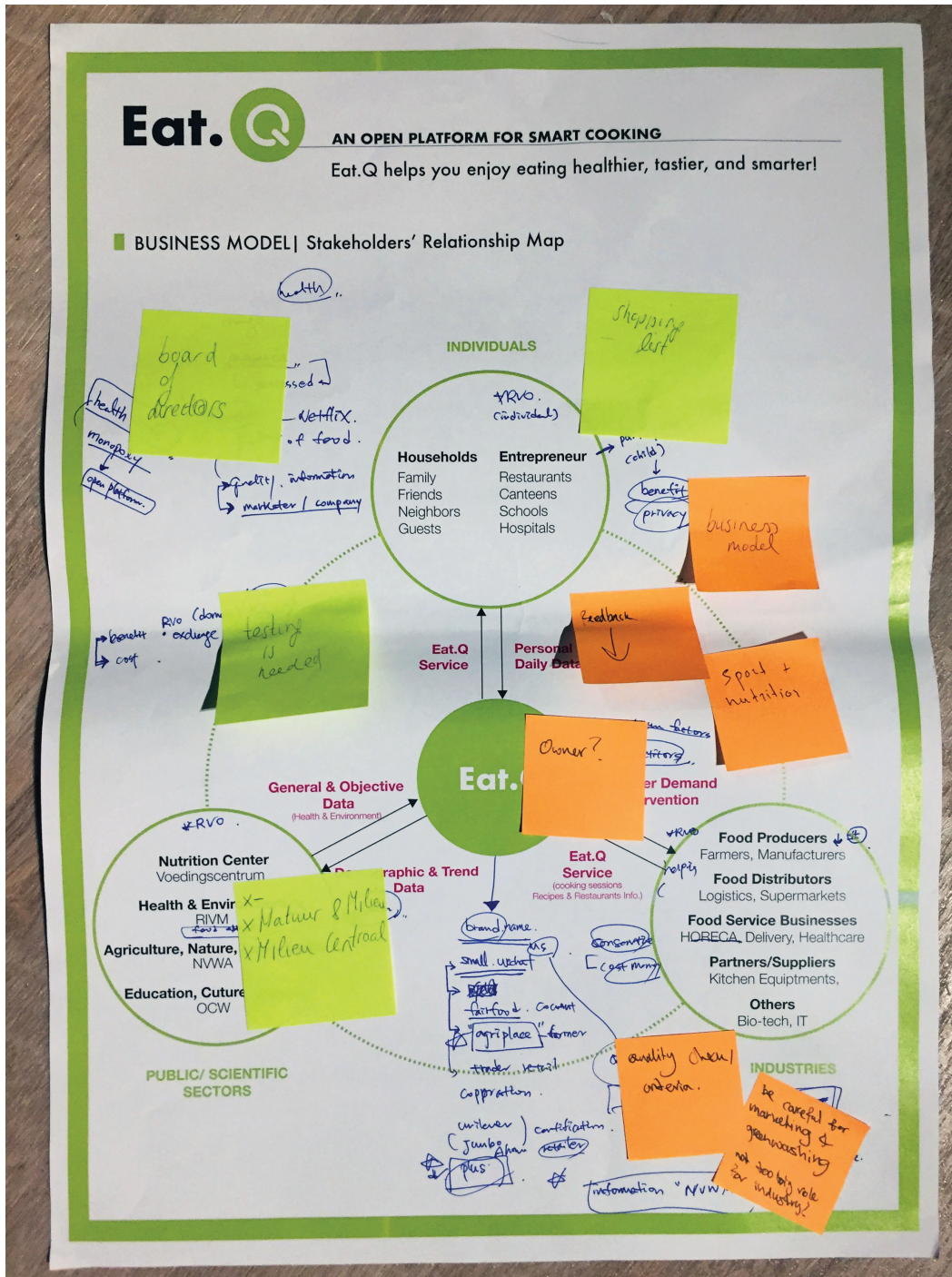
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■ QUESTIONS

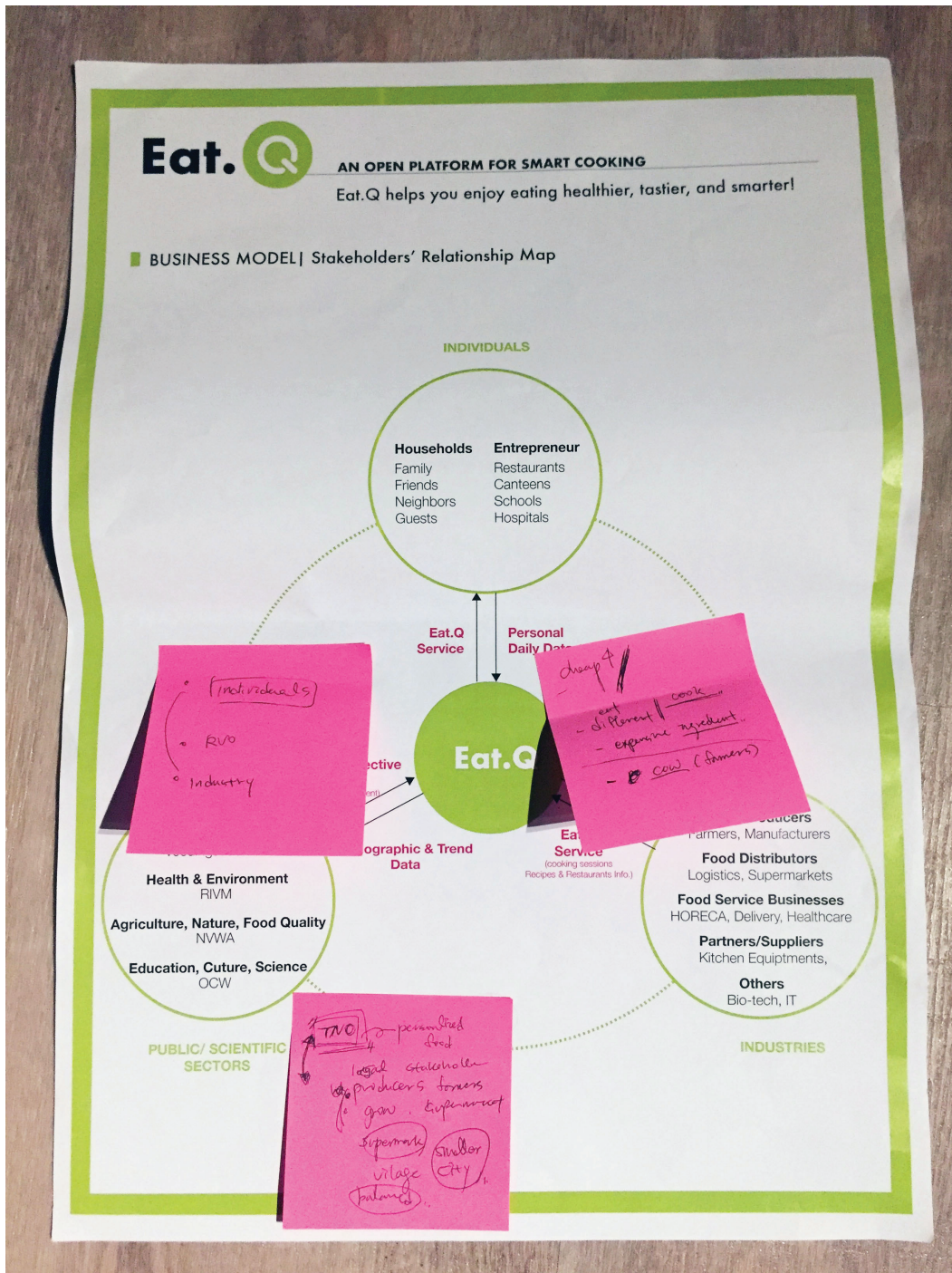
1. How do you think about the concept? (opportunities/challenges)
- What is the most value of the concept?
2. When you see the stakeholders' relationship map, where do you think you (your company) are located?
3. What can be benefit/cost from your side?
4. If we make it more feasible, viable and desirable, what elements should be changed/added/removed?
You can create a new relationship map in the empty one.
5. If Eat.Q becomes a real business, who do you think is the best player for running the business?
6. Any other questions?

These questions are about Eat.Q concept and stakeholder map for evaluation with stakeholders.

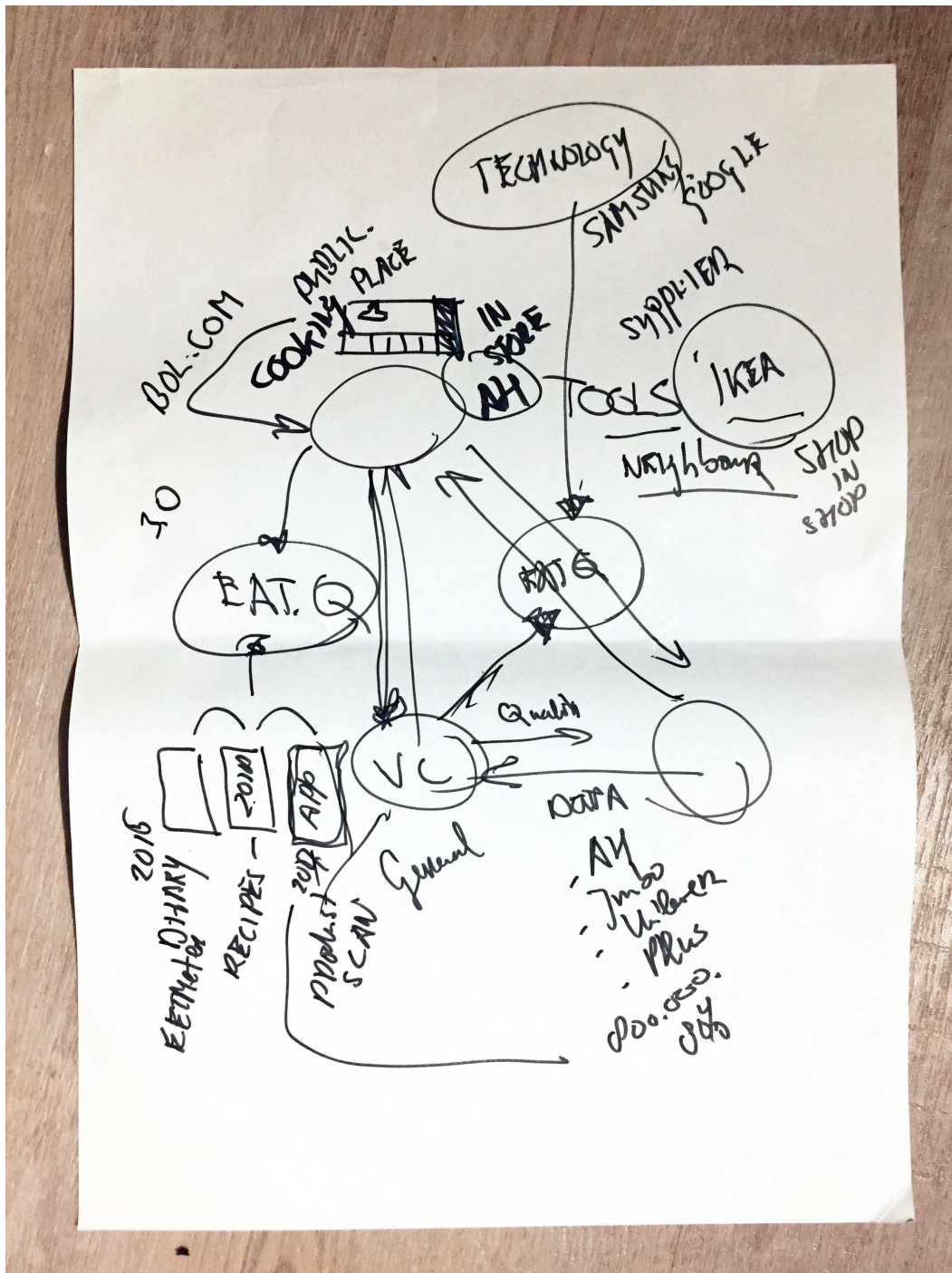
H. Evaluation interview_Artefacts



An example of using post-its to do ideation together (with participant N & L).



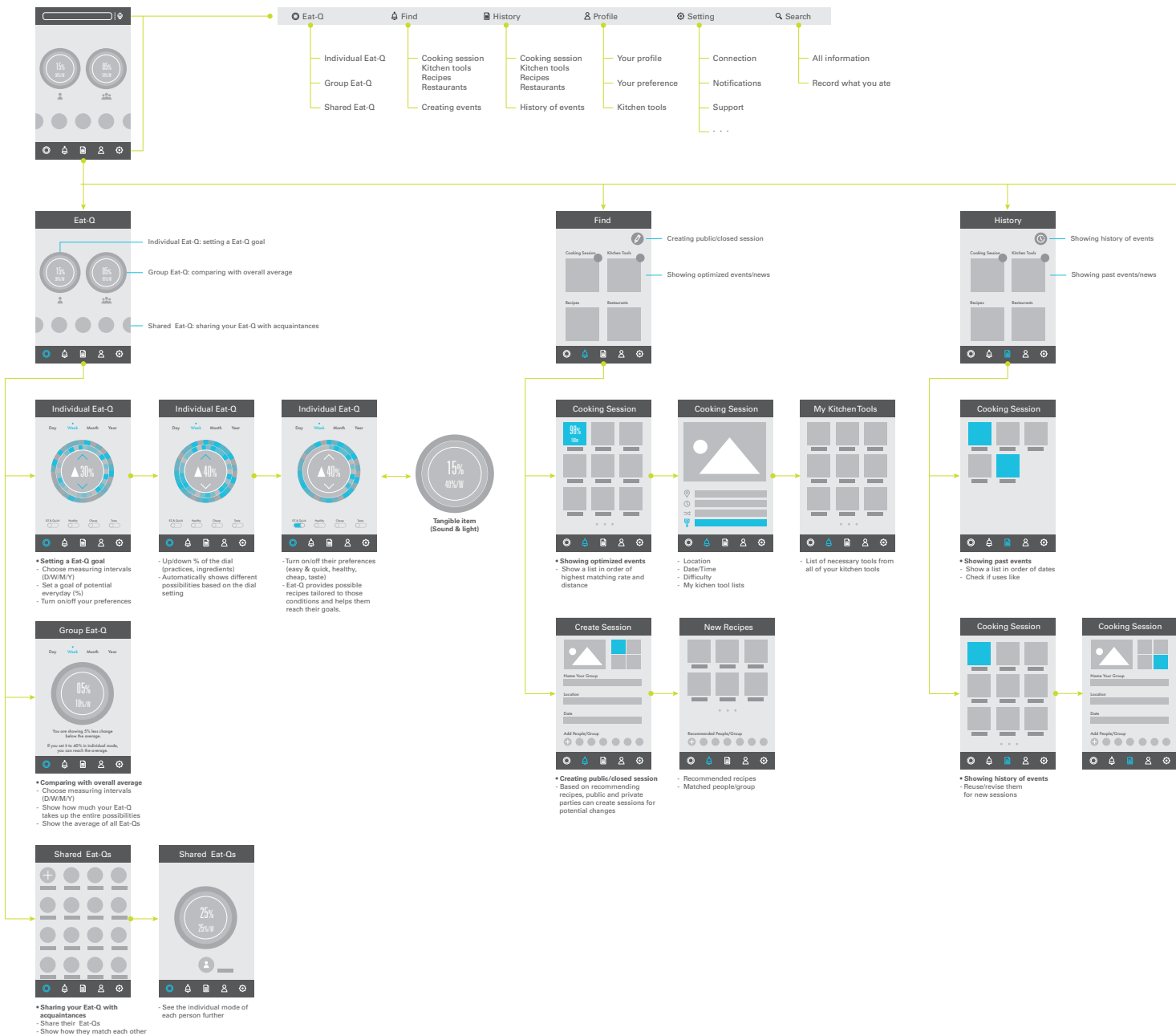
An example of using a clean paper to do ideation together (with participant S).

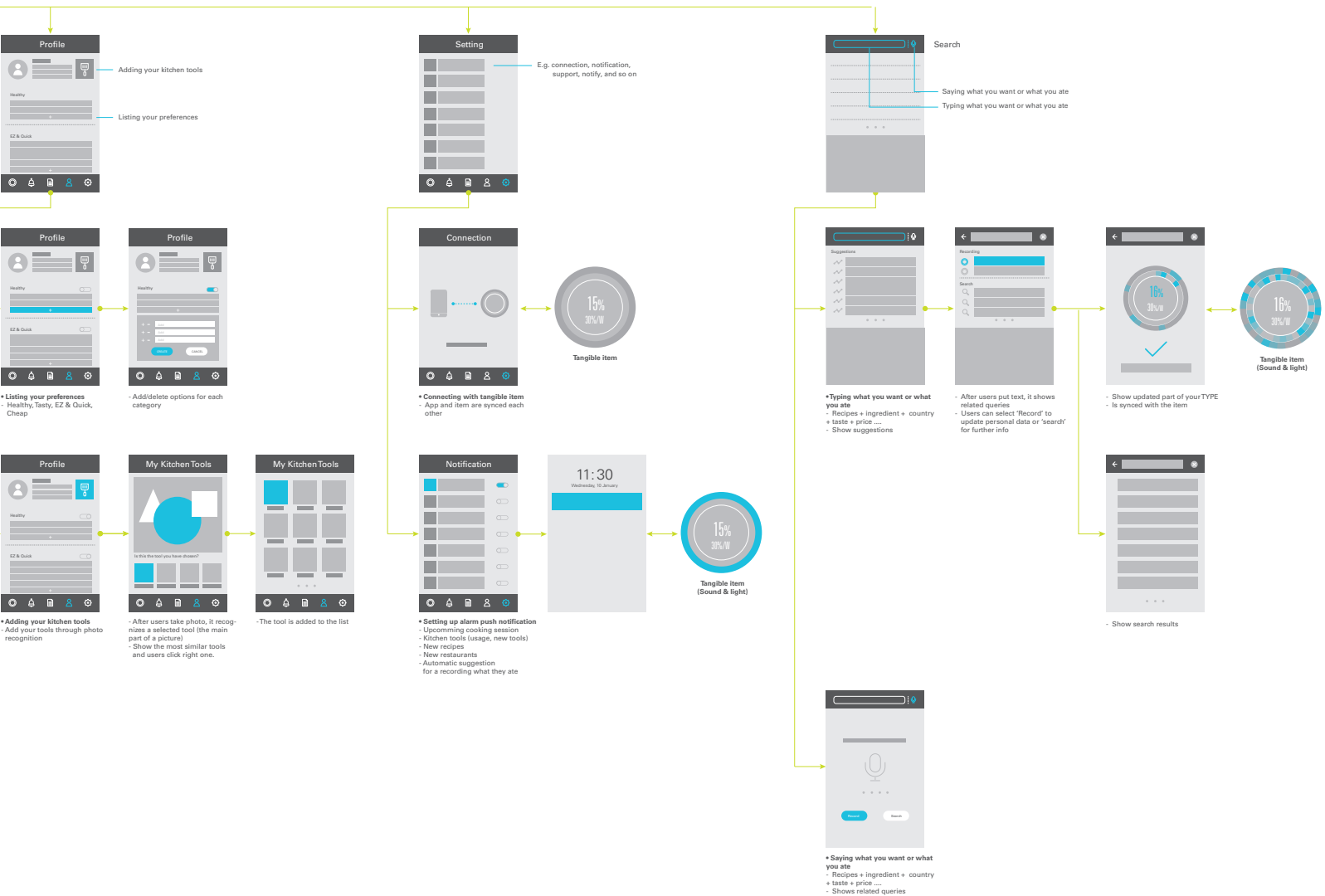


An example of using a clean paper to do ideation together (with participant C).

I. Eat.Q concept design_ App wireframe

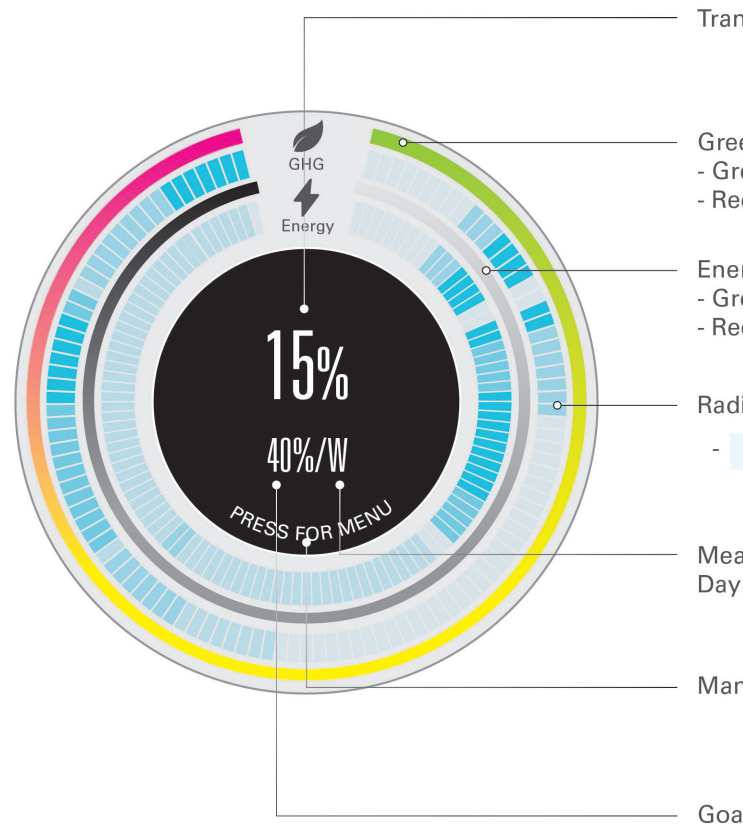
This wireframe sketch shows how users can use Eat.Q app properly.

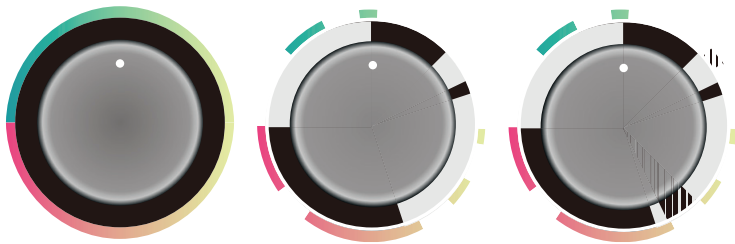




J. Eat.Q concept design_ Item (dial)

The role of the item was considered continuous trigger in individuals' kitchens. This idea sketch can give the inspiration to develop the item further.





Transition rate towards potential everyday

Greenhouse Gas emission band of food
 Green: less GHG
 Red: more GHG

Energy consumption band of practice
 Green: less GHG
 Red: more GHG

Dial light band within five levels

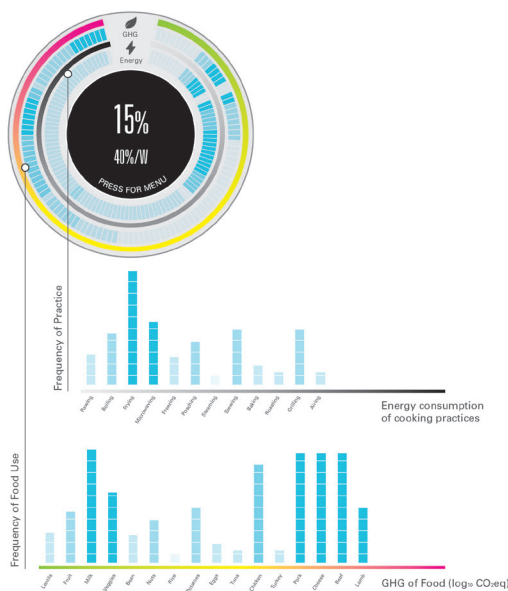
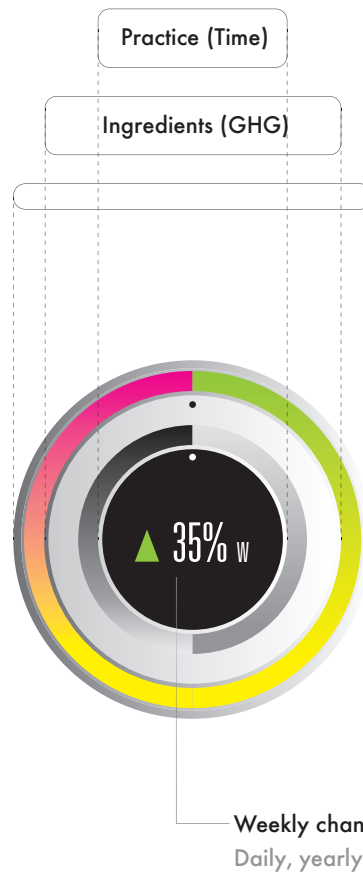


Measurement cycle
 /Week / Month / Year

Menu for adjusting a goal and a cycle

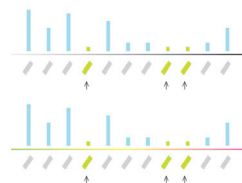
Level of transition rate

Dial Shape



Provider: Government, GPA

1. Add new data category



2. Automatic suggestion of cooking sessions

