**Appendix D: Structure in-depth open interviews**

**Introduction**

For the SamenMarkt-project, we are mapping out the market and supply chain of greenhouse vegetables like tomatoes, peppers, cucumbers, etc. To investigate what exactly happens in trade from the grower to the retailer. The project was set up jointly by Inholland University of Applied Sciences, TU-Delft and the Wageningen University as a research project. For this interview we are interested in the market and trade in the supply chain, and the incentives. To understand why things go the way they do.

**Questions**

Can you describe your position in the supply chain compared to other companies?

* Points of interest: number of players, size of players, size of produced volume, size of traded volume, influence of player on competitors or colleagues and vice versa, influence of players on the market structure

Can you describe how trade is organized in the supply chain?

* Points of interest: goods, money and information, how transparent is the market and the supply chain and why

What role does information/supply & demand/prices play in negotiating a deal

* which information is necessary to determine the price, which public, market or competitive information is involved, etc.

Can you explain how companies in the supply chain do cooperate and why?

* Points of interest: formal or informal contact, long term / short term contacts, variable/fixed business relations, differences in contract types, etc.?

Can you explain how prices are established from bidding to agreement?

* Points of interest: when are prices concluded, for what period are prices determined, how does this differ between companies, etc.

What is your vision on the markets’ future?

Feedback on how to get that future realized?