



Wheat Landraces and Gender Perspectives in Turkey: Consumer



Executive Summary

The consultant (female, Ph.D.) carried out six focus groups with women in Turkey: one in Tokat (May 16, 2019), two in Bal kesir (May 23, 2019), one in Istanbul (June 29, 2019) and two in Ankara (July 18 and July 19, 2019). A total of 40 participants were recruited. Only the participants in Bal kesir were paid in cash for their time because they traveled from suburbs of the town to the focus group location. The meetings were carried out in accessible public space in Bal kesir, Istanbul and Tokat, as well as at private houses in Ankara.

In addition, a face-to-face survey was conducted with 25 consumers in Istanbul who attended a public lecture organized by the Bakers Collective (Kolektif Fın), a recently established initiative for home and artisan bakers. The consumers also participated in a Q&A session with the consultant. Ten of these participants were female and 15 were male. These participants were more aware of wheat landraces and could name multiple wheat varieties beyond *siyez*. However, there was not a major difference with the focus group results in terms of household budget spent on food, places where consumers shop for food, where they get their information on clean and healthy food or how they consume wheat and wheat products.

All focus groups were carried out in Turkish, audio recorded and then transcribed. The Q&A



Participants consumed wheat products mainly as bread. About one-third of participants said they have recently diversified their bread to include sourdough, village and whole