

The questionnaire survey was posted to 1,160 micro and small–medium size dairy manufacturers, suppliers and distributors in Greece. These drivers were identified by consolidating the findings of the questionnaire survey. Moreover, the data sample captures the views across the country and, hence, can be considered as a good representative of the Greek dairy SC. The response rate can be considered acceptable in comparison to the recent (low) response rates achieved in the SC areas (e.g. Blome et al., 2014; Yusuf et al., 2014). The data from different sized enterprises located in the different geographical areas were collected to have a broader perspective of the Greek FSC. The survey data identified five drivers for implementing the green practices in the Greek dairy SC network