

Why do consumers buy from local farmers?

Problem encountered and objective

Selling products directly to consumers can be attractive as farmers have more control over the price and get more appreciation from consumers. Different types of value chains have been developed, attracting different types of citizens/consumers. We held a survey among more than 400 consumers connected to different types of local food initiative to get more insight in characteristics and motivations of consumers interested in local food.

Main Results and Outcomes

Three types of consumers were identified.

Pragmatic consumers. Relatively high percentage of male respondents fell into this category. They are not strongly motivated to buy locally and organic. They do not have a strong relation with a local farm, only a small percentage of their food comes from local farms and is organic. Local food must be easily accessible and not too expensive for them. Good outlets are supermarkets, specialty shops or web shops.

Consumers interested in sustainability and transparency. Mainly female respondents with a stronger connection with local farmers. They find it important to contribute to an alternative food system

Farm involved consumers. Mainly female respondents over 50 years of age. Most intense relation with local farmers. Most of their food is local and organic. They enjoy being part of a farm community.

Freshness and taste of the food, the effect on health and support for local farmers and regional economy are important motivators.

Practical recommendations

- Reflect on your added value for customers
- Reflect on what level of involvement of customers you prefer
- Collect information about the motivation and desired engagement of your customers and whether this is in line with what you like to offer
- Develop strategy where type of outlets, marketing, price matches the preferred types of customers.



ABOUT SOILVALUES

SoilValues is a Horizon Europe project that will contribute to the development of successful soil health business models across the EU to improve soil quality and provide land managers with the necessary incentives.

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USEFUL LINKS



<https://soilvalues.eu/>



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<https://zenodo.org/communities/heuropesoilvalues>

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