

March 2023

Locally Produced Food

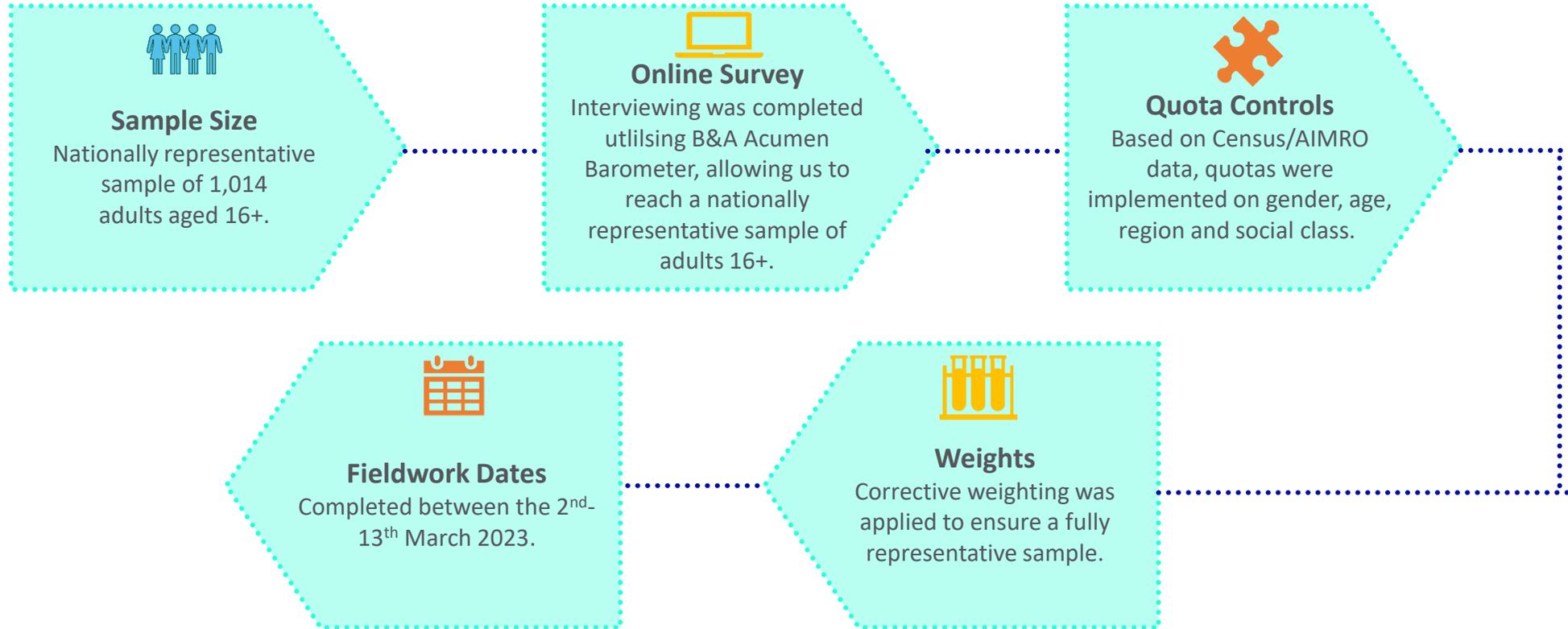


Background & Objectives

The purpose of the research is to better understand the **Locally Produced Food Category**, e.g. attitudes towards the category, shopper behaviour and drivers of category purchase.



Methodology



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Frequency of Buying Locally Produced Food



Frequency of Buying Locally Produced Food Products

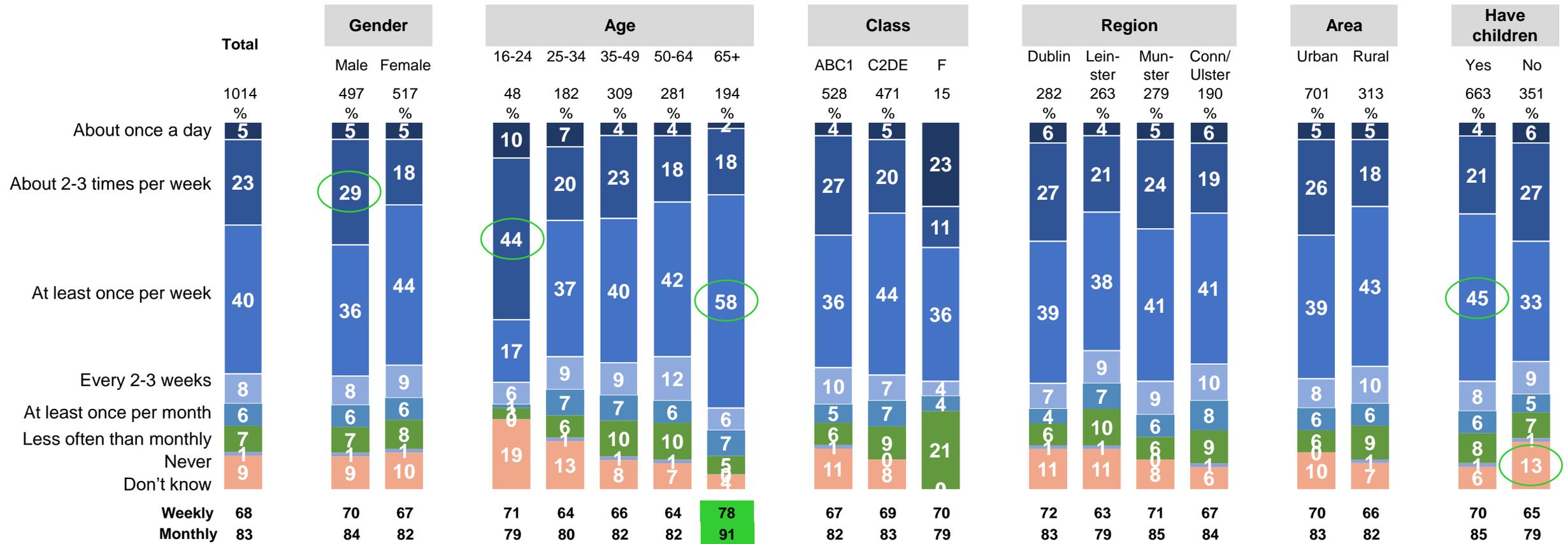
Base: All respondents 1,014



Frequency of Buying Locally Produced Food by Demographics

Base: All respondents 1,014

○ Statistically higher

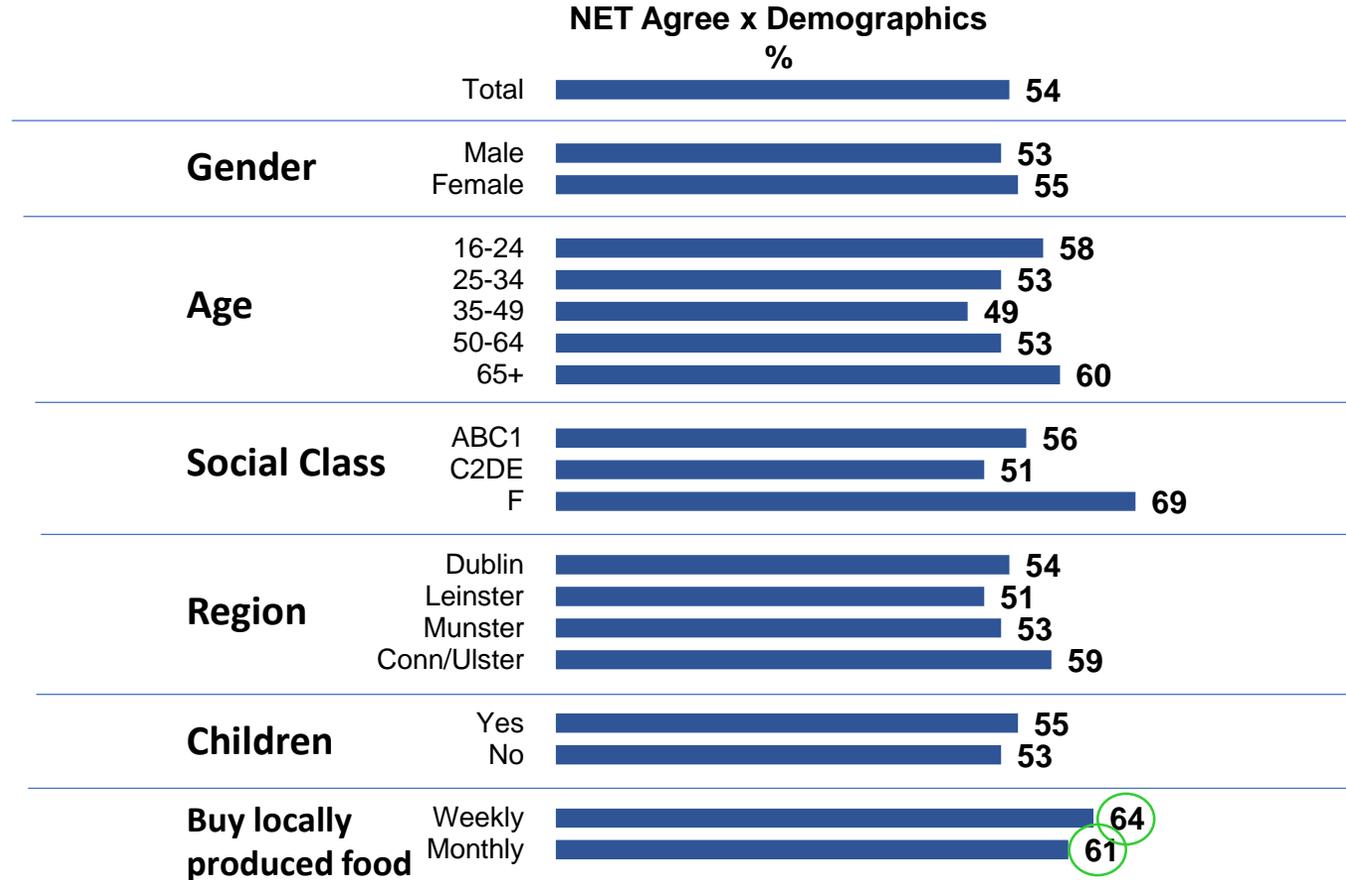
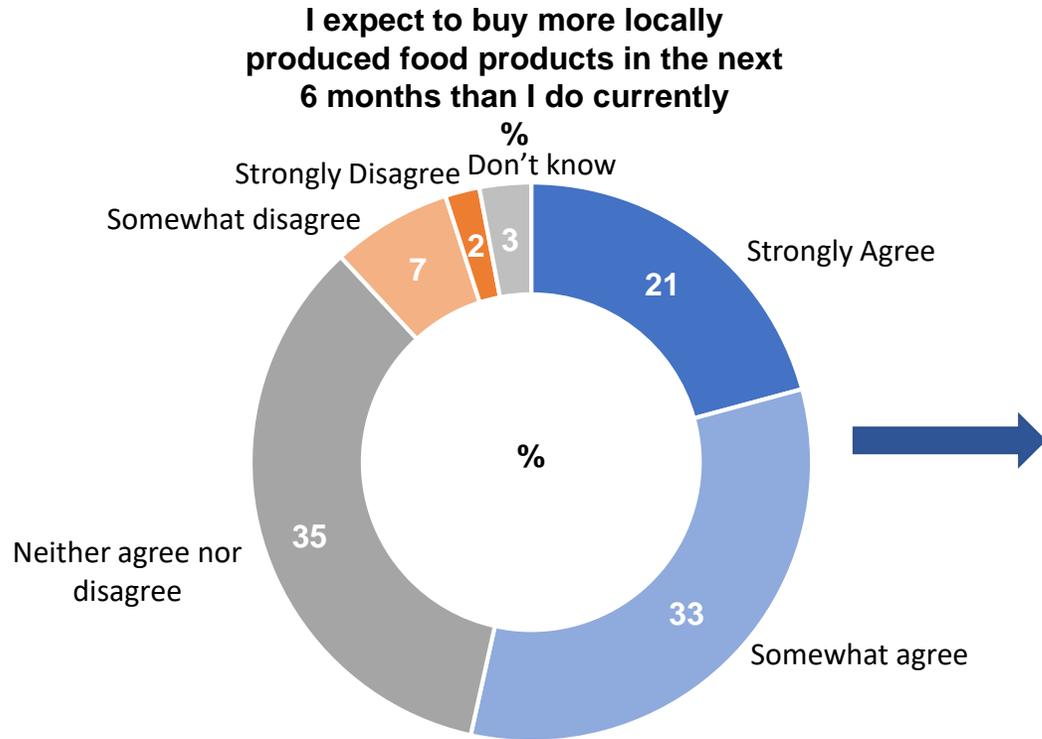


More than 2 in 3 buy locally produced food at least weekly. The 65+ year olds are more likely to buy locally produced food regularly.

Expected Purchase in Next 6 Months

○ Statistically higher

Base: All respondents 1,014



More than half expect to buy more locally produced food in the next 6 months, with just 1 in 10 disagreeing with this statement.

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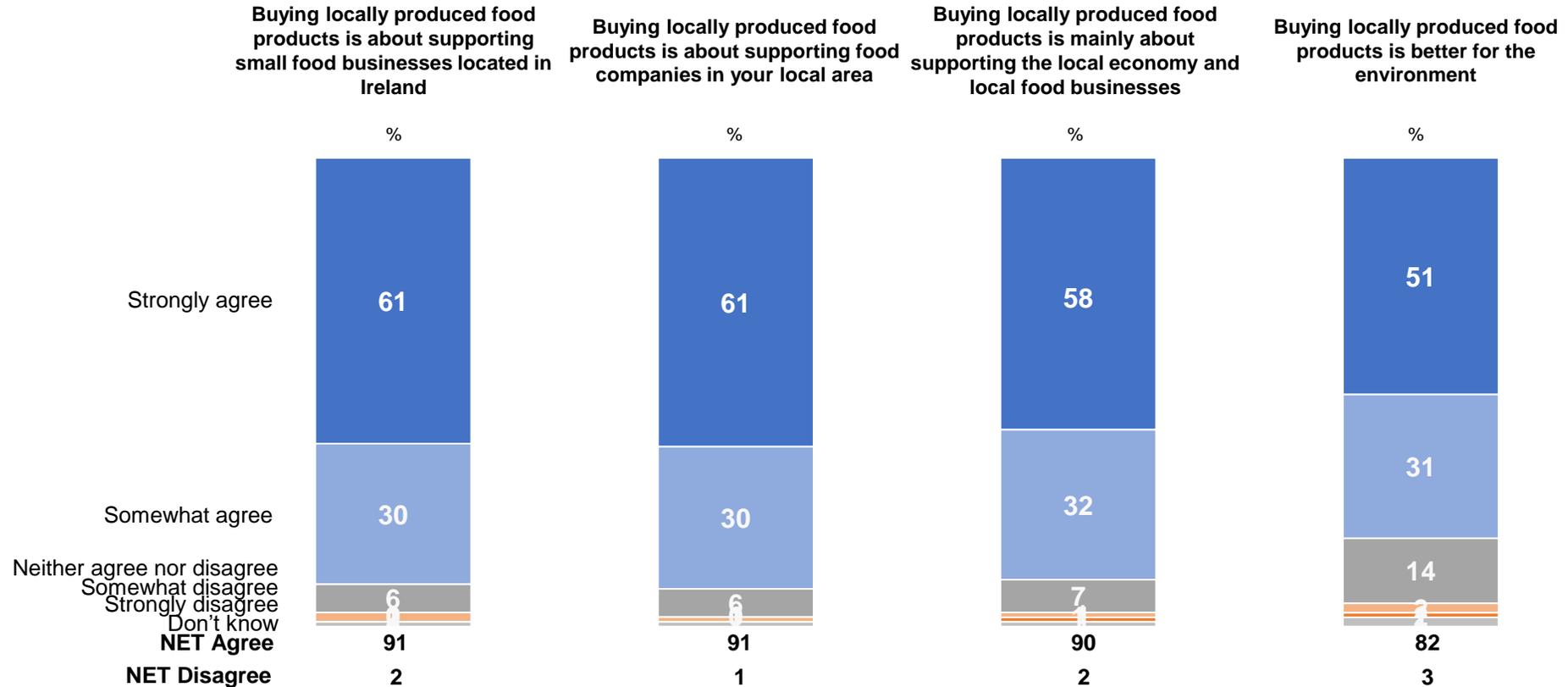
Attitudes towards Locally Produced Food

BORD BIA 
**Thinking
House**

B&A

Attitudes towards Locally Produced Food

Base: All respondents 1,014



High agreement that buying locally produced food is about supporting the local economy but also small food businesses located in Ireland. It is also seen as better for the environment.

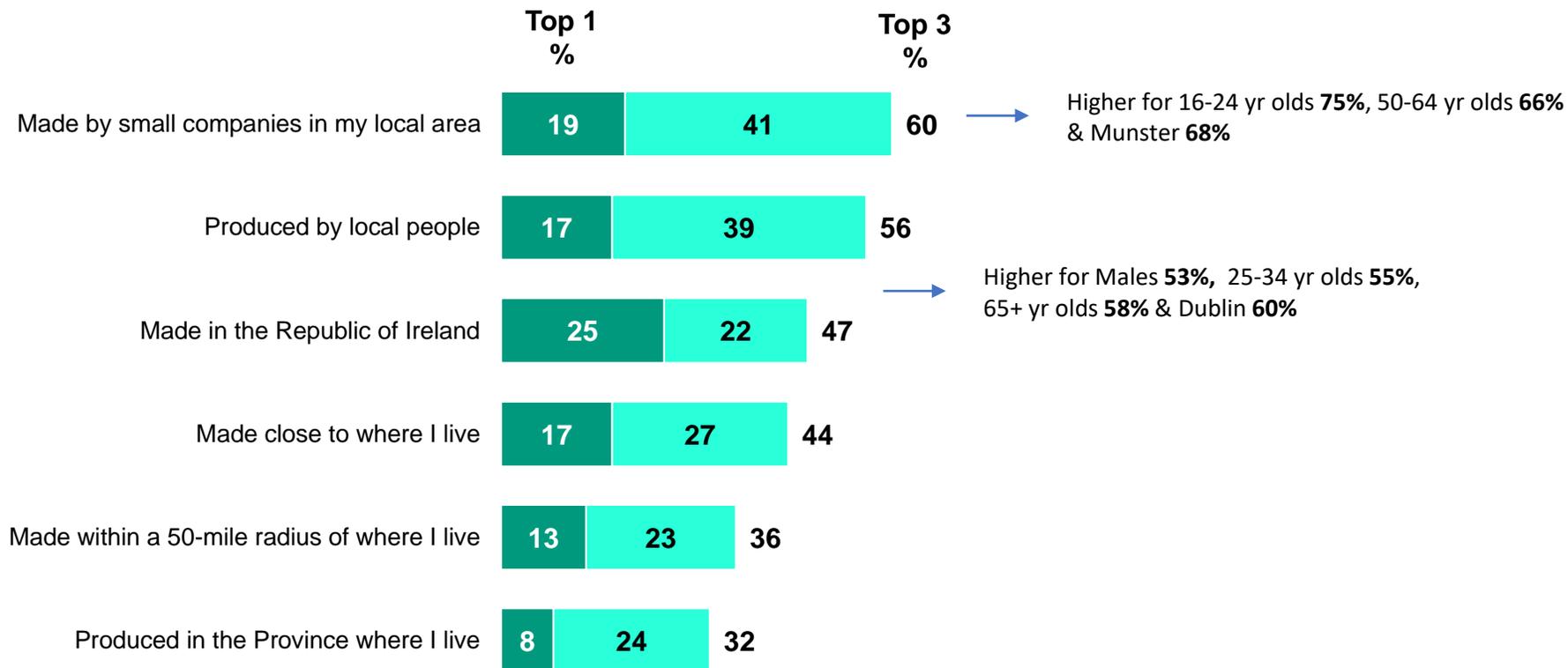
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Defining Locally Produced Food



Defining “Locally” Produced Food (Prompted)

Base: All respondents 1,014



Mixed views on what “locally” produced food is, but the most dominant view is that it is produced by small companies or people in the local area. However, “Made in Ireland” comes out top in terms of first choice, chosen by 1 in 4.

Defining “Locally” Produced Food by Demographics (Prompted)

Base: All respondents 1,014

■ Significantly higher
■ Significantly lower

1st Choice	Total	Gender		Age					Social Class			Region				Have Children		Buy locally produced food	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/Ulster	Yes	No	Weekly	Monthly
Base	1014	497	517	48	182	309	281	194	528	471	15	282	263	279	190	663	351	689	846
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Made in the Republic of Ireland	25	30	20	15	29	25	19	36	26	24	6	37	23	20	16	26	24	28	28
Made by small companies in my local area	19	19	18	21	14	17	20	20	19	18	14	13	19	22	23	18	19	18	19
Produced by local people	17	13	21	23	15	19	17	12	18	17	20	12	18	19	23	18	16	15	15
Made close to where I live	17	16	17	24	17	16	18	11	16	17	35	16	16	17	19	16	18	16	16
Made within a 50-mile radius of where I live	13	13	12	8	12	15	14	12	13	13	15	12	14	12	14	13	13	13	13
Produced in the Province where I live	8	6	10	8	9	7	9	7	7	9	8	8	10	8	5	8	8	9	9

Women are more likely to associate “locally” produced food with local people while men over-index on “Made in Ireland”. The 65+ year olds over-index on “Made in Ireland” – the same is the case for Dublin.

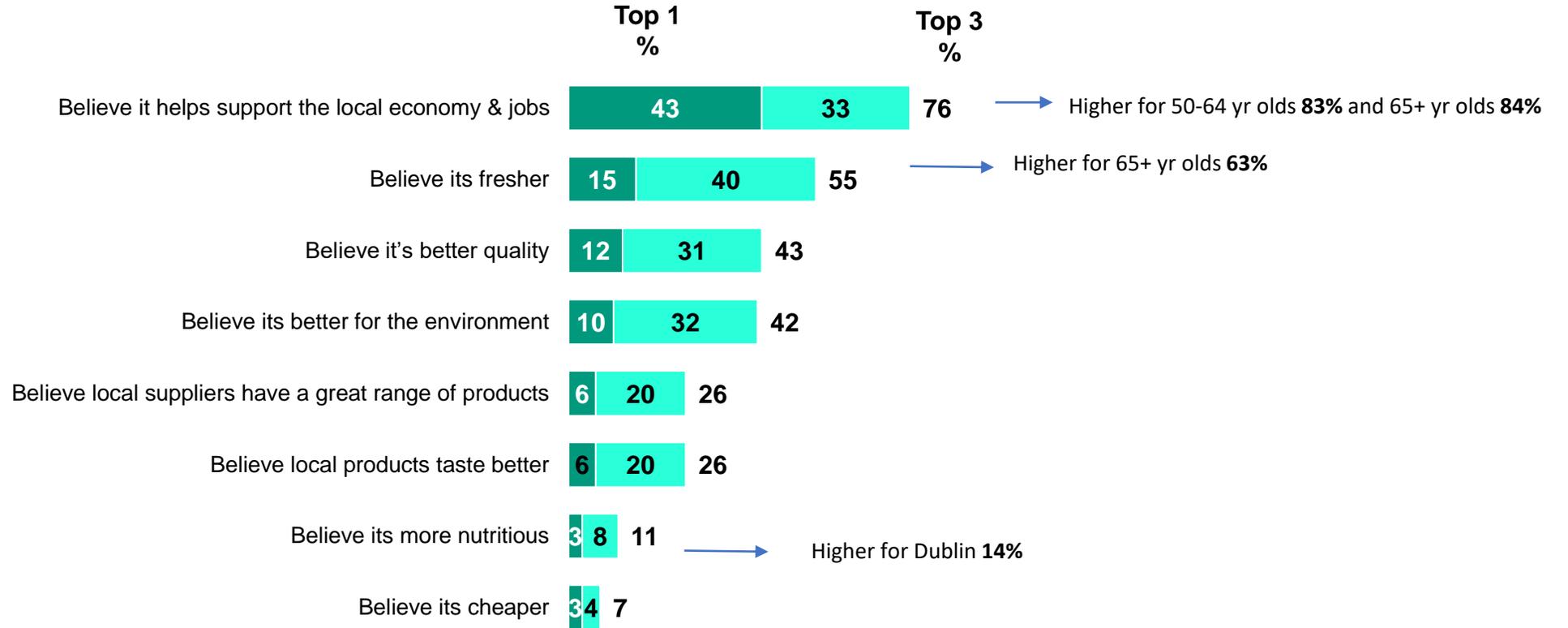
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Drivers of the Category & Shopper Behaviour



Reasons for Purchasing Locally Produced Food (Prompted)

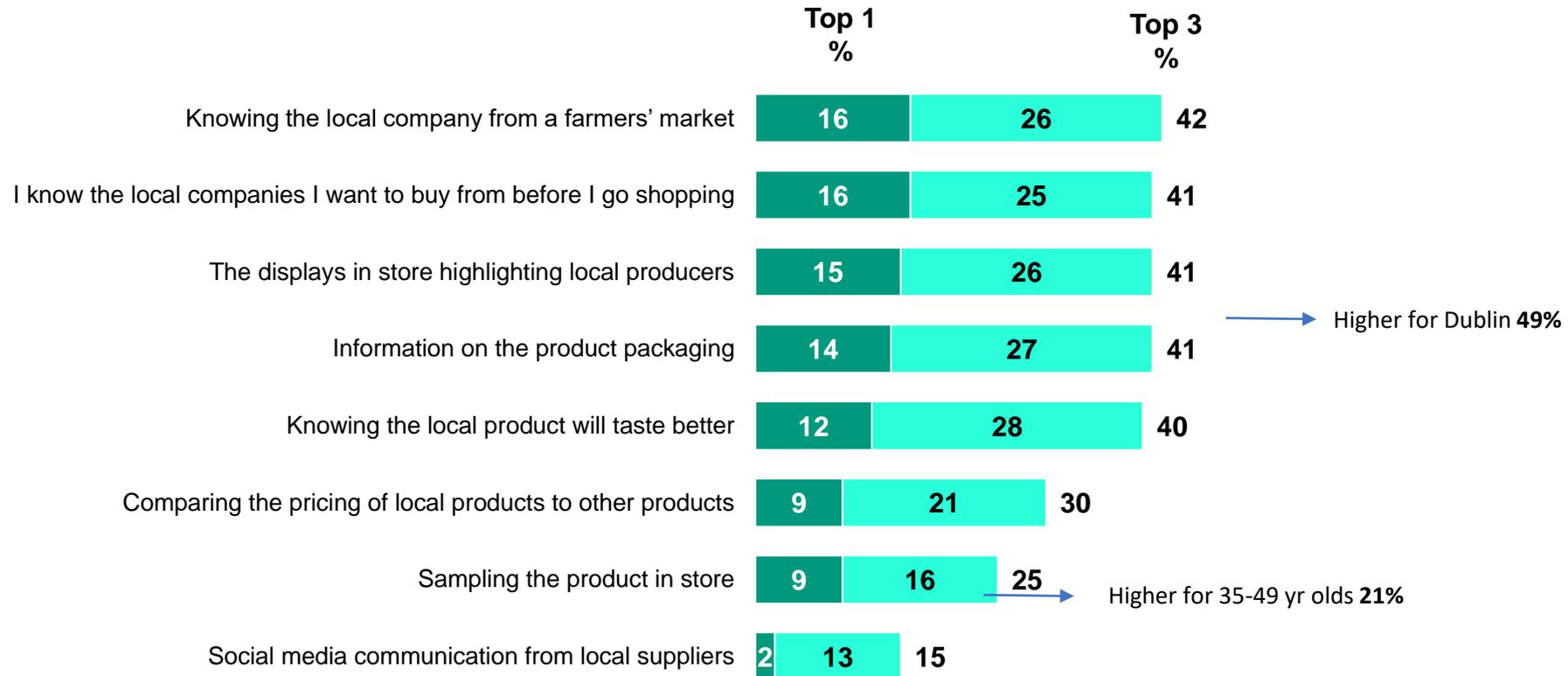
Base: All who purchase locally produce food 925



The main driver for purchasing locally produced food is to help the local economy. Secondary drivers are that it is fresher, better quality and good for the environment.

Shopping for Locally Produced Food – Influencers (Prompted)

Base: All who purchase locally produce food 925



A range of factors are important when consumers choose to buy locally produced food, ranging from knowing local company from farmers' market, knowing local companies in advance of shopping trip, store displays, information on packaging and a view that local products taste better. Sampling in-store and social media communication are less mentioned.

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Key Findings



Key Findings

- 9 in 10 consumers buy locally produced food, with more than 2 in 3 buying this category at least weekly. This high frequency of purchase is seen across all demographic groups.
- Despite the current cost-of-living crisis, more than half expect to buy more locally produced food in the next 6 months, with just 1 in 10 disagreeing with this statement.
- Locally produced food are appreciated for supporting the local economy but also small businesses across Ireland, while also having environment benefits.
- Consumers have mixed views on what “locally” produced food is, with some focusing on food produced by small companies or people in their local areas, and others associating “local” with “made in Ireland”.
- The main driver for purchasing locally produced food is a desire to support the local economy and jobs. Secondary drivers are that it is fresher, better quality and good for the environment. This represents an opportunity to increase awareness of the quality and environmental benefits of locally produced food.
- Consumers make locally produced choice both in advance of shopping and during shopping, driven by store display and packaging

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Thank You

