Local Food

Understanding Consumer Attitudes

Tuesday 24th January
Tom Collins
Contents

1. Background
2. The meaning of Local
3. Headlines
4. 3 themes of communicating local
5. Influencing consumers
6. Recommendations
Project Objective

To provide a better understanding of Irish consumer attitudes & purchase behaviour to *local food*
Objectives

To provide a better understanding of Irish consumer attitudes & purchase behaviour to *local food*
Approach

- Qualitative
- Netnography
- Quantitative
Approach

Qualitative

Netnography

Quantitative

6 Focus Groups

5 Locations
Approach

Qualitative
- 6 Focus Groups
- 5 Locations

Netnography
- Data Mining
- Last 6 Months

Quantitative
Approach

**Qualitative**
- 6 Focus Groups
- 5 Locations

**Netnography**
- Data Mining
- Last 6 Months

**Quantitative**
- Online Survey
- 1,000 Irish adults
- 20 minutes
The meaning of Local
Local exists across a spectrum

Markets  Duty Free
Local is skewed towards the personal

The Consumer

The Retailer
*Local* is skewed towards the personal

The Consumer

Local Producer

The Retailer
Local is skewed towards the personal

It is important to understand how close you are to your consumer as opposed to being just a product on shelf
### The spontaneous definition of *Local*

<table>
<thead>
<tr>
<th>Definition</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Grown/produced/sourced in local area</td>
<td>74</td>
</tr>
<tr>
<td>Grown/produced/sourced in Ireland</td>
<td>6</td>
</tr>
<tr>
<td>From farmers/farm produce</td>
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<td>Grown/produced/sourced in county</td>
<td>3</td>
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<tr>
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<td>2</td>
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*Base: All grocery shoppers aged 18+ - 974*
The spontaneous definition of *Local*

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3 in 4 consumers describe local food as having been grown/produced/sourced in their local area

Base: All grocery shoppers aged 18+ - 974
The prompted definition of *Local*

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<td>62</td>
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<td>47</td>
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<td>8</td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>Produced within the county you live in</td>
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<td>43</td>
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<tr>
<td>Made within a 20 mile radius of where I live</td>
<td>15</td>
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The top 3 mentions highlight that *local food* is about the proximity to you.
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Base: All grocery shoppers aged 18+ - 974

Farmers markets are still very much relevant when it comes to *local food*
The elements to Local

- Made/Produced Locally
- Has a Story
- Not mass produced
- Better for Me
Degrees of *local*

- Made/Produced Locally
- Has a Story
- Not mass produced
- Better for Me

- 'Local, Local'
- 'Local'
- 'Local'/Irish

Map of Ireland highlighting different regions.
The blurred lines of local
The blurred lines of *local*
Local foods have a story to tell

Made/Produced Locally
Has a Story
Not mass produced
Better for Me

Keogh’s
Grown with love
in Ireland

A little about our farm...

Keogh’s Farm is a family owned and run potato growing and processing business based in North County Dublin, an area famous for producing Ireland’s finest potatoes.

We’ve been farming the rich fertile lands in this area for over 200 years and have recently set up a ‘Whirlpool House’ on the farm.

We are now producing Ireland’s only Thrax ranked on the Farm™ Irish potato crisps. We believe the best spuds make the best crisps, as we select special cropping varieties, grow them in rich fertile soils and harvest them with extra care and a lot of love.

From Crop to Crisp, Grown and Cooked with Love in Ireland.
Small scale/homemade associations

- Made/Produced Locally
- Has a Story
- Not mass produced
- Better for Me
Local as a byword for quality
Headlines
The meaning of local continues to be about people, place & small scale
Support of Local Food fits with contemporary food culture
Local Food has become more widely available
Shoppers are beginning to loosen the purse strings
The key local food categories remain unchanged
There is a growing association with gifting/entertaining/special occasions.
3 themes for communicating local
Stories Sell!
However, it is hard to tell a single “local” food story
Local Food as a Moral/Political topic
Local Food as a... Personal/Emotional topic
Local Food as a...

Rational/Economic
topic
Influencing new consumers

Today's Specials!

- Create Your Own Pizza: $9.99
- Chicken Marsala: $11.99 each
- Asparagus Soup or the day: $11.99 each
- Mashed Potatoes
- Grilled Salmon Mashed Potatoes
1. WOM Recommendations
2. Farmers Markets
3. In-Store Tastings
4. TV
5. Social Media
6. Local Adverts
1. WOM Recommendations
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Recommendations
It’s all about fine tuning your story and tailoring your communication to the relevant target audience...
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Understand how close you are to your consumer & your degree of local
It’s all about fine tuning your story and tailoring your communication to the relevant target audience...

1. Understand how close you are to your consumer & your degree of local

2. Understand which of 3 themes you should dial up or down depending on your audience
It’s all about fine tuning your story and tailoring your communication to the relevant target audience...

1. Understand how close you are to your consumer & your degree of local

2. Understand which of 3 themes you should dial up or down depending on your audience

3. Tailor your communications for new opportunities & new target consumers
Breakout Session Agenda

1. Background
2. The meaning of local
3. Attitudes towards local food
4. Local by demographic
5. Purchasing behaviour
6. Influencing Purchasing
7. Categories of local food
8. Local within the retail environment
9. Recommendations
Thank You
Local Food

*Understanding Consumer Attitudes*

Tuesday 24th January

Tom Collins