

# WP4: Food-related consumer behaviour

-  
Consolidation of findings from the qualitative studies



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Horizon 2020  
European Union Funding  
for Research & Innovation

The SMARTCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773785

# Perceptions of SFSC



# Local food



“The ideal is always to consume in your environment. That is, everything that grows within a radius of 5-10 kms from where you are is the ideal.” (rural Greece)



# Small-scale farming



- More organic
- More natural
- Less resource-intensive  
(why should it cost more?)
- Slower
- Lower yields  
(that's why it costs more)



# Can buy directly from producer



# Support local community



# Consumer concerns about SFSC



# Inconvenient: Far & limited product range



# Preferred channels that consumers would buy from

Supermarket



Farmers Market



Farm Shop



Cooperative



Online Platform



Delivery Service





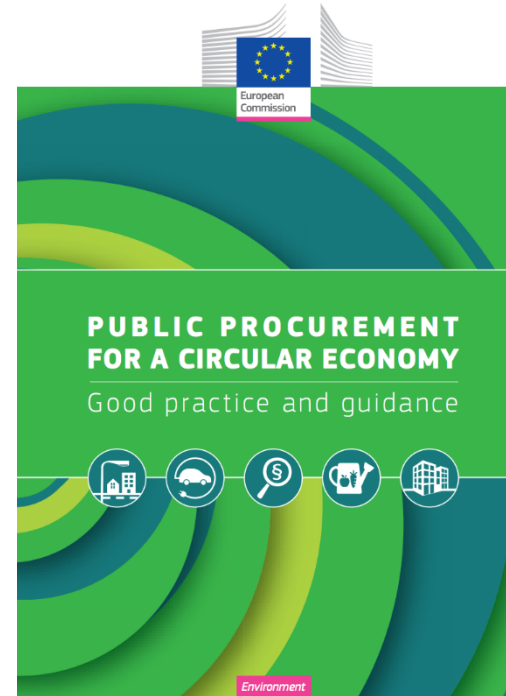
# Control and Regulation



**SALSA**  
Safe and Local Supplier Approval



# Price



# SALSA

Safe and Local Supplier Approval



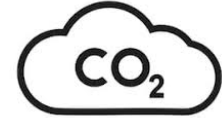
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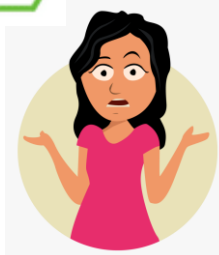
# Transparency



**% profit?**



Nutrition Facts	
Serving Size	537.4 g
Amount Per Serving	
<b>Calories</b> 536	
	% Daily Value
<b>Total Fat</b> 47g	72 %
Saturated Fat 30g	150 %
<b>Cholesterol</b> 172mg	67 %
<b>Sodium</b> 163mg	7 %
<b>Total Carbohydrate</b> 25g	8 %
Dietary Fiber 0g	0 %
Sugar 25g	
<b>Protein</b> 6.6g	13 %
Vitamin A 34 % • Vitamin C 2 %	
Calcium 24 % • Iron 5 %	
Daily values are based on 2000 calorie diet	



# Which consumers buy SFSC products?



# SFSC advocates (“Locavores”)



# Middle-class families with young kids



# The elderly (retirees)



# Those who want to support local community





# Young people are engaged, but don't spend as much



Values



Fresh

Perceptions



Intention

Behaviour

Perceived behavioural control



# Next step: online consumer survey



Values



Fresh

Perceptions



Intention

Behaviour

Perceived behavioural control



# Purchase patterns



Differences in purchase frequency, demand, willingness to pay?



# Thank you

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