

Consumers Seeking Local

Consumers continue to idealize eating locally. “Local” speaks to a number of things consumers value of which literal distance (being “close by”) is only one. The motivations for buying local are derived from a combination of personal, social, and environmental benefits and are largely connected to ideas relating to quality and sustainability.

Local Purchasing Drivers

Quality



- Better taste due to shorter transit
- Seasonal availability encourages discovery
- Trust in people and practices behind the food
- Local farms idealized as small and committed to quality

Sustainability



- Reduced transit means smaller carbon footprint
- Direct relationships with producers facilitate recognition of sustainable practices
- Economic support of local businesses

36% of consumers say they are buying more local products compared to a year ago

33% of consumers say that local labels and phrases are important to them when shopping for food and beverage products