

Buy Local Trend

“Local” has become a quality distinction marker for food consumption as well as environmental causes

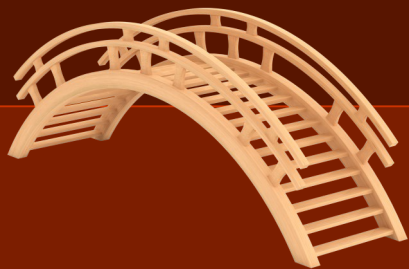


LOCAL IS EVOLVING INTO A POWERFUL CATEGORY

Local is no longer merely a bridge between organic and natural; it now speaks to consumer desires for a food system with integrity. “Local” offers a compelling narrative that resonates with many salient food trends and consumer concerns.

Local...

- **Offers greater transparency and trust:** Consumers believe local producers and small farmers have more integrity and are deeply invested in the quality of their products
- **Is fresher and more seasonal:** Smaller production signals food that is in tune with the seasons and the unique qualities of the locale from which it comes
- **Tastes good:** Consumers attribute better taste and, in some cases, nutrition, to local foods
- **Supports the proximate food economy and community:** Purchasing locally produced food provides consumers with a sense of contributing to and supporting small farmers and their community
- **Minimizes our carbon footprint:** Shorter supply chains represent environmental benefits by requiring less fuel for transport



SHOPPING BEHAVIOR

Locally grown is one of the cues that consumers use to determine higher-quality foods.

“I look for...”

25%
2013

“...food and beverages that are locally grown or produced”

20%
2010

13%
2007

Source: Culture of Wellness 2013 report

“I buy more...”

29%
2014

“...local products than a year ago”

32%
Millennials
18-35

26%
Gen X
36-49

28%
Boomers
50+

Source: Organic & Natural 2014 report

