



Going Beyond Organic:

Understanding Core Consumers' Agricultural Ideals and Concerns

The Core consumer's ideal farm is a strong ecosystem, stewarded by a farmer. Here, the farmer is less reliant on tools for changing the system and more reliant on adapting to its realities. The Core consumer's picture of the ideal agricultural system is:



Farming appropriate to local climate

1

Insects enhance, rather than detract from the ecosystem

2

Farmer engaged with his land, working hard to use simple tools to help the system work in harmony

3



Diverse, rotating crops, drawing on and enriching the soil in mutually supporting ways

4

Animals living according to their nature and fertilizing the soil

5

Farmer selling small scale, to local community, thereby reducing the environmental impact of transport

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