



The Thinking House  
BORD BIA INSIGHT CENTRE

# Local Food

*Understanding Consumer Attitudes*

Tuesday 24<sup>th</sup> January

Tom Collins

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2. The meaning of Local
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4. 3 themes of communicating local
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# Background



# 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*

Definition of Local Food



Attitudes toward purchasing & consumption of local food



Drivers of purchasing behaviour within the local foods category



Awareness & experience with *local food* within retail



# Approach



Qualitative



Netnography



Quantitative



# Approach

Qualitative



6 Focus Groups

5 Locations

Netnography



Quantitative



# 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

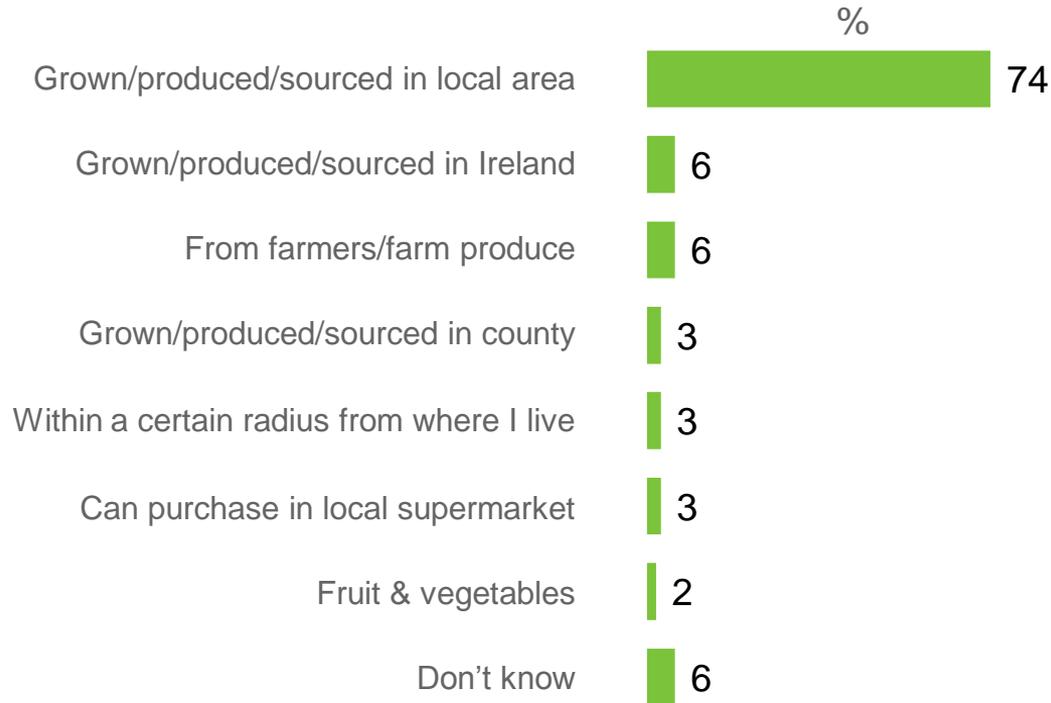


**It is important to understand how close you are to your consumer as opposed to being just a product on shelf**

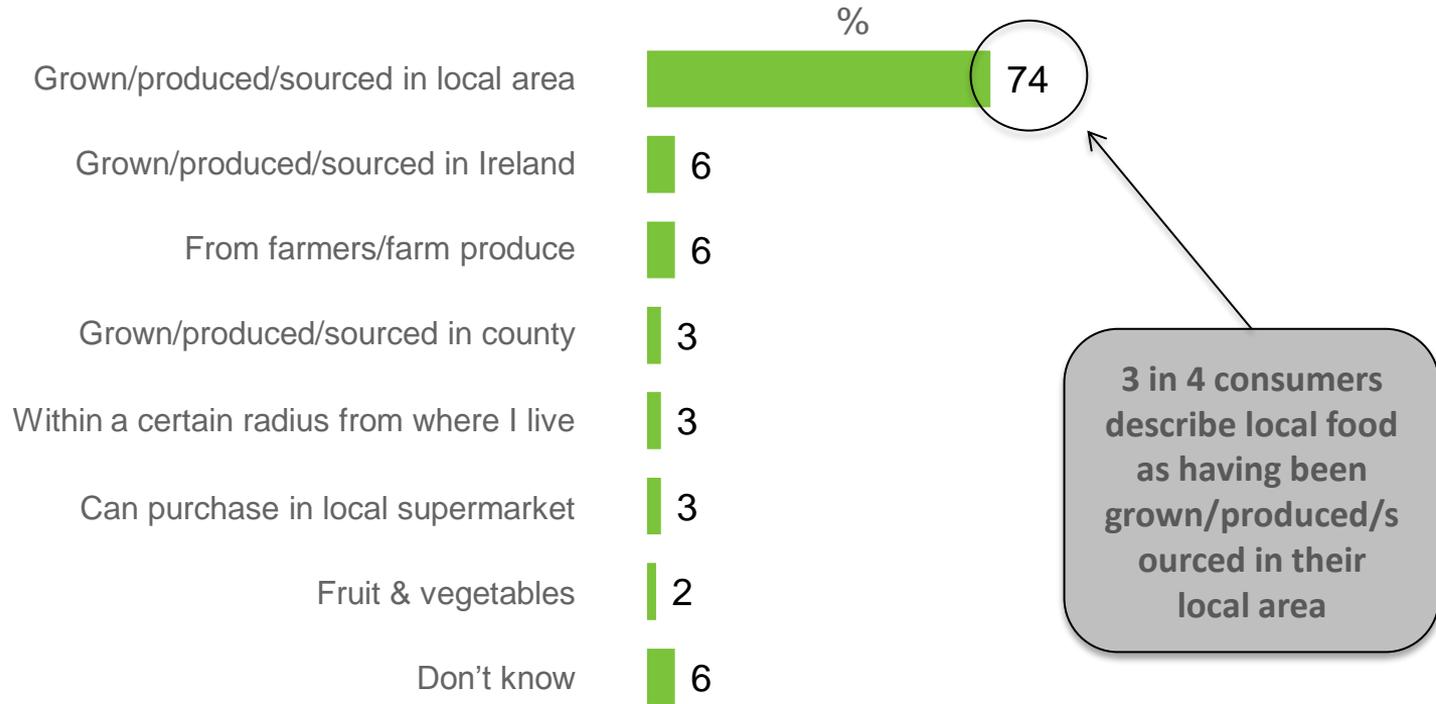
The Consumer

The Retailer

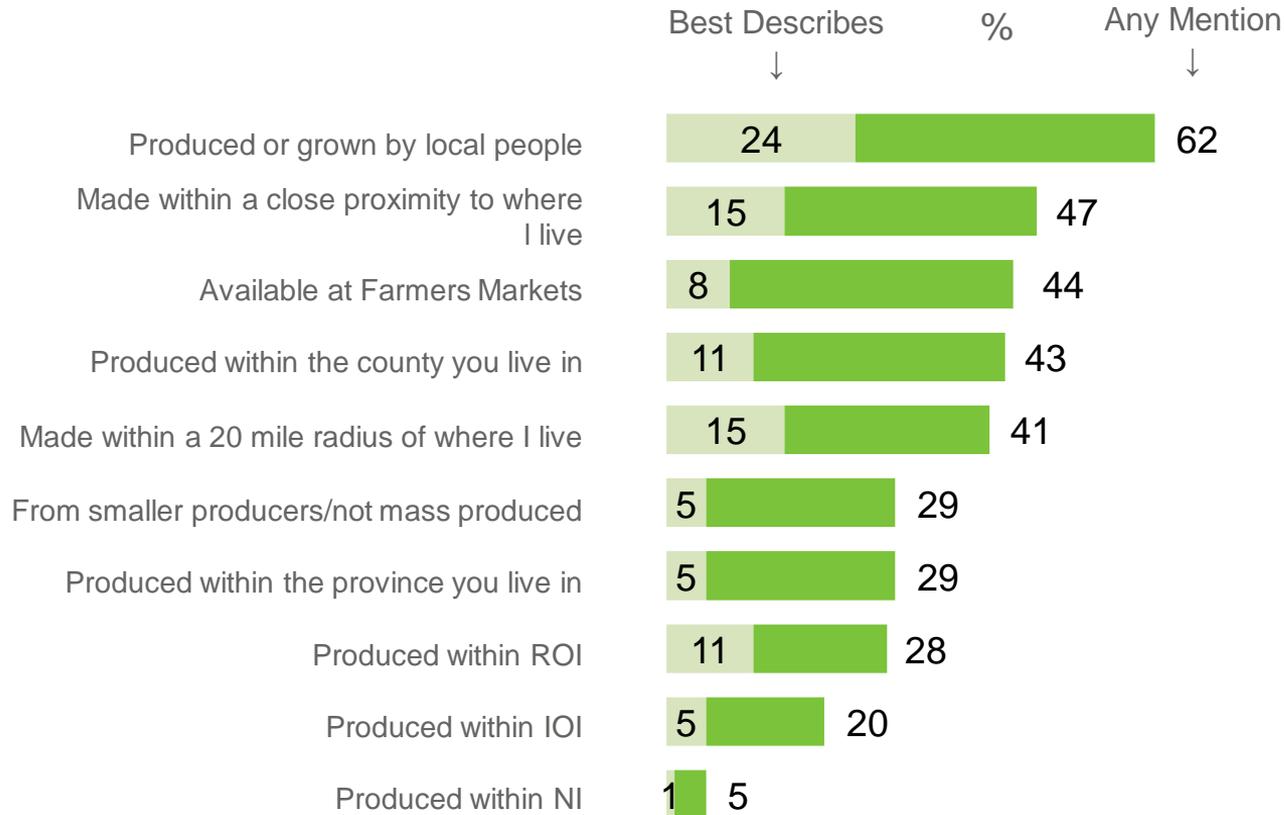
# The spontaneous definition of *Local*



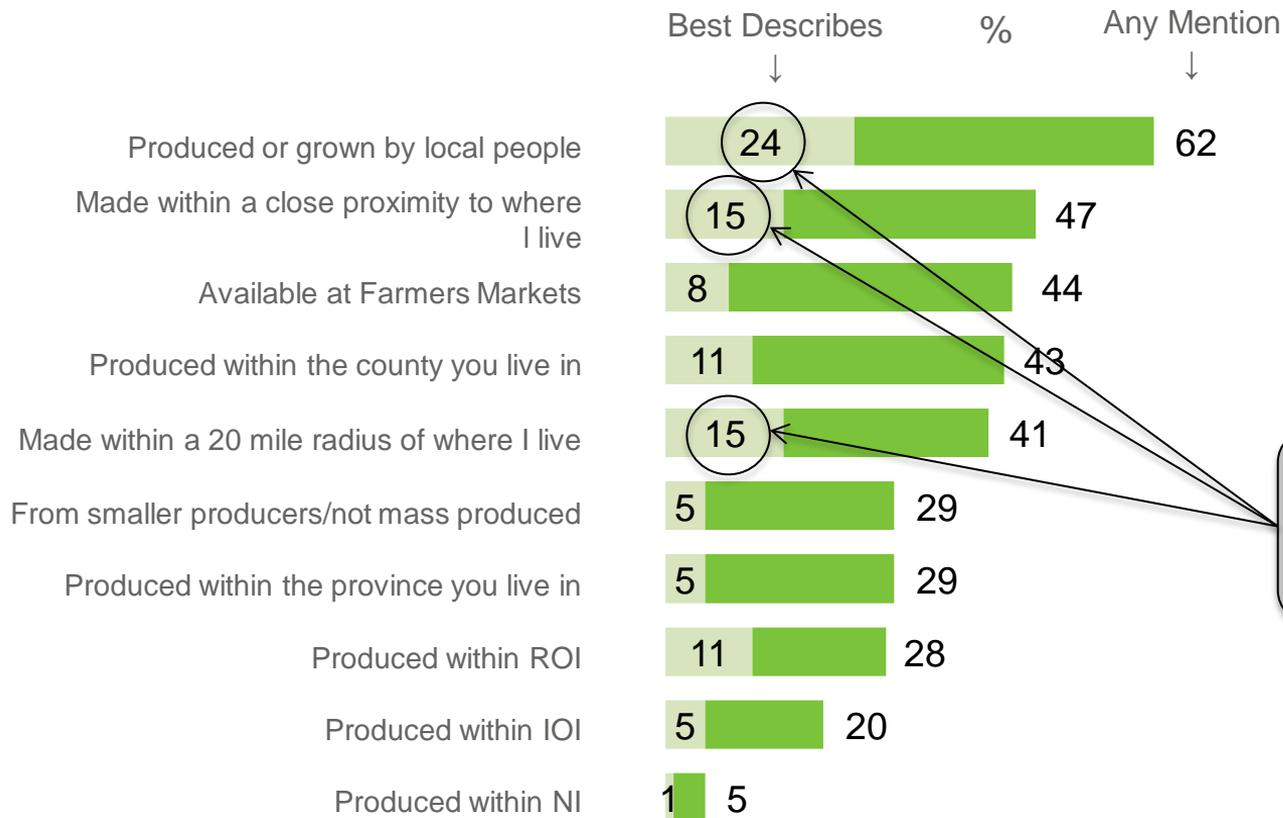
# The spontaneous definition of *Local*



# The prompted definition of *Local*

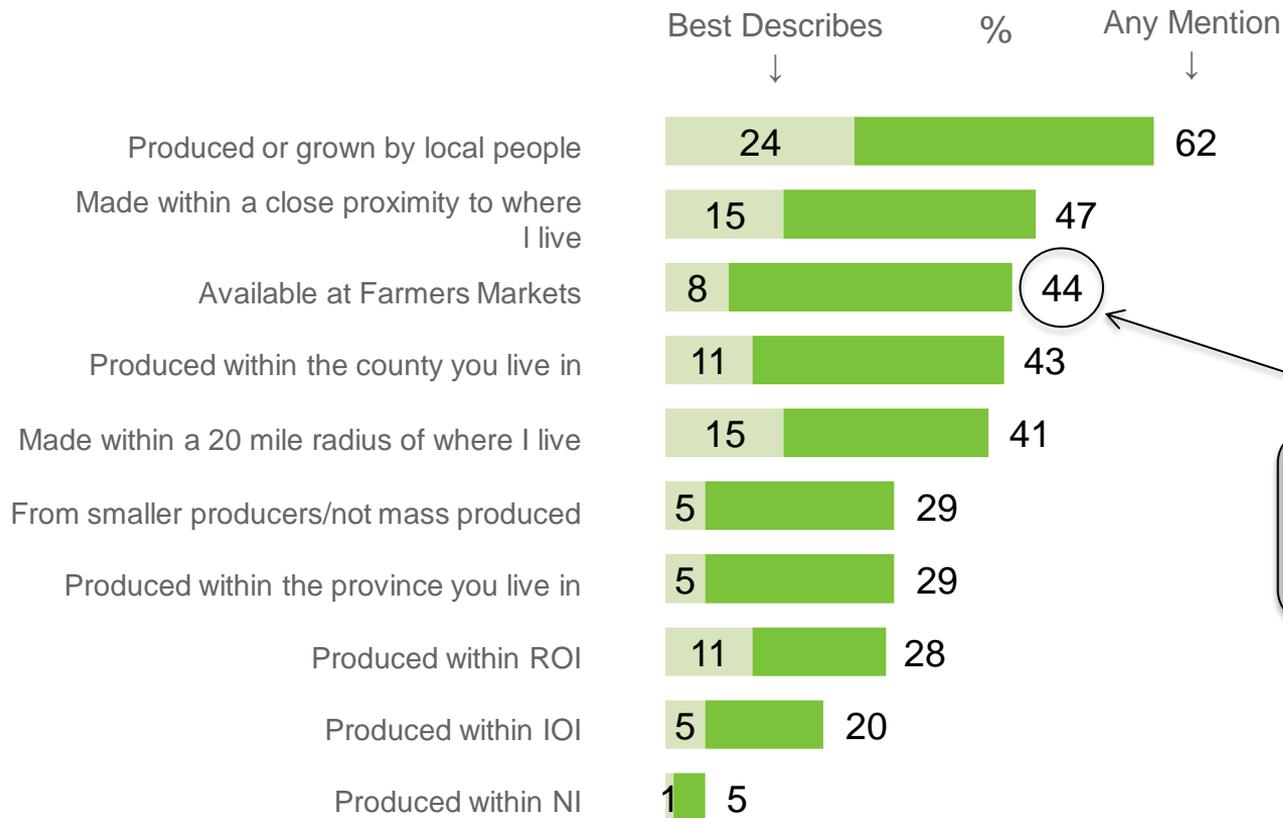


# The prompted definition of *Local*



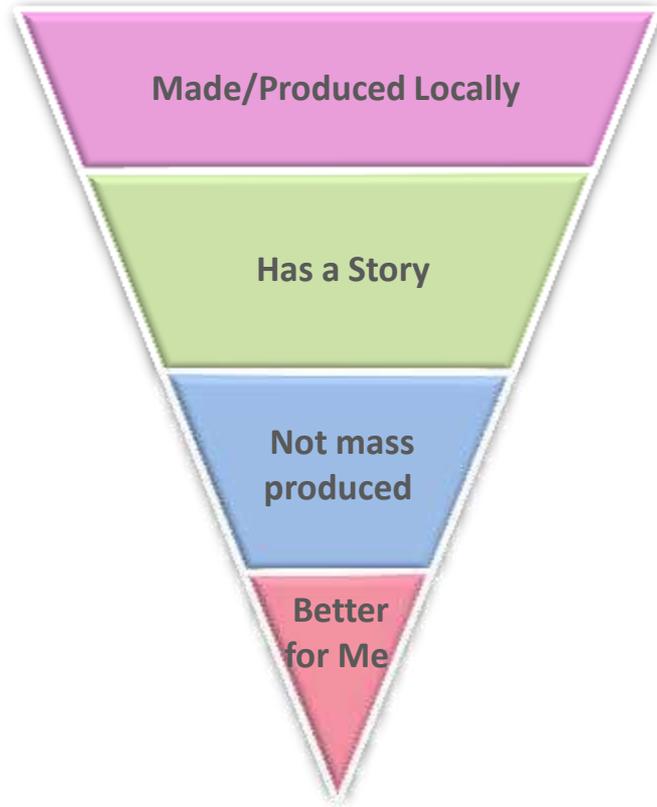
The top 3 mentions highlight that *local food* is about the proximity to you

# The prompted definition of *Local*

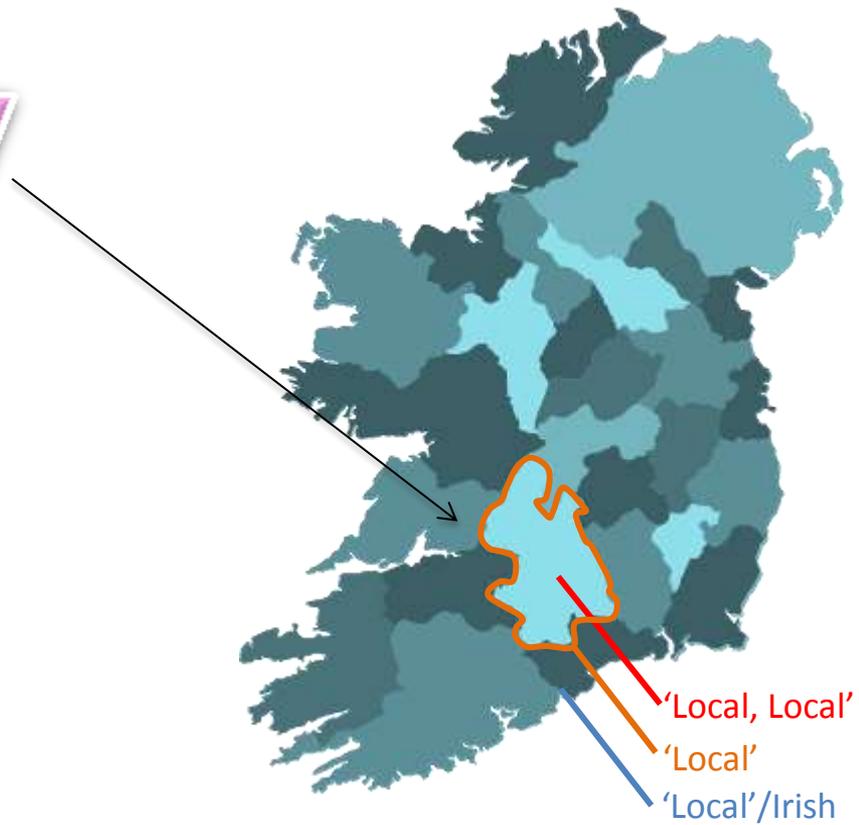
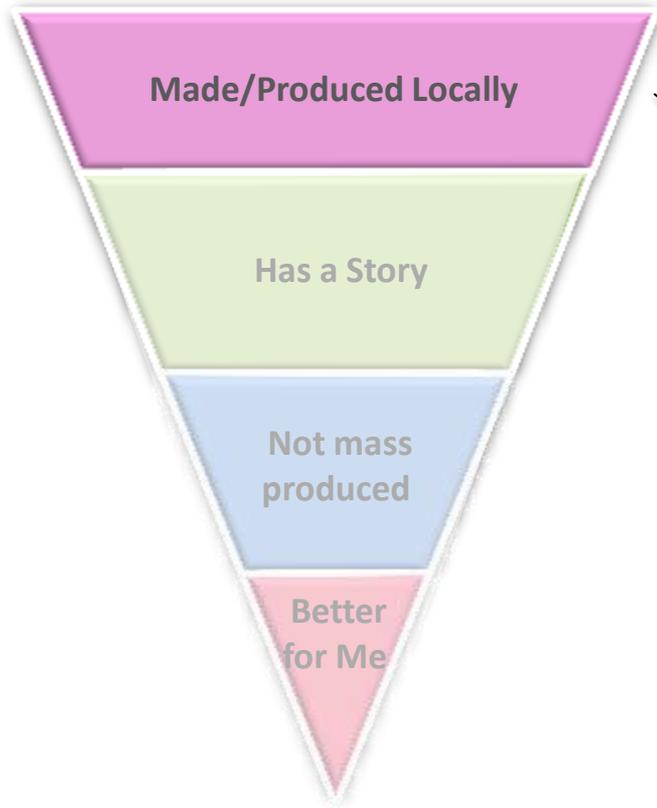


**Farmers markets are still very much relevant when it comes to *local food***

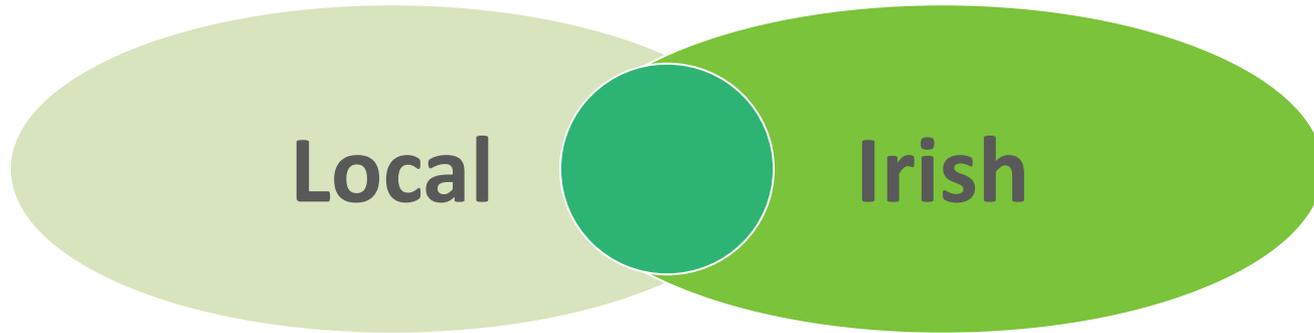
# The elements to Local



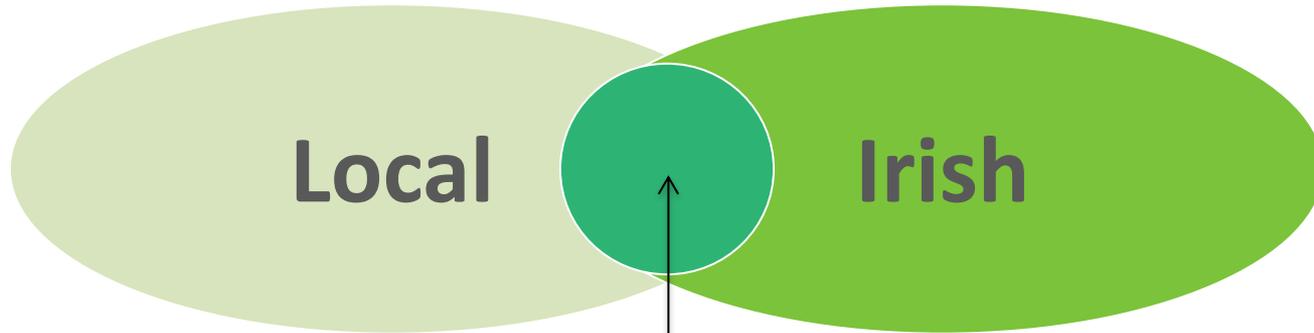
# Degrees of *local*



# The blurred lines of *local*



# The blurred lines of *local*



# Local foods have a story to tell



**Keogh's**  
Grown with love in Ireland

**SHADROCK and SOUR CREAM**

Delicious Irish potato crisps hand cooked on our Farm

**Keogh's**  
Grown with love in Ireland

**A little about our farm...**

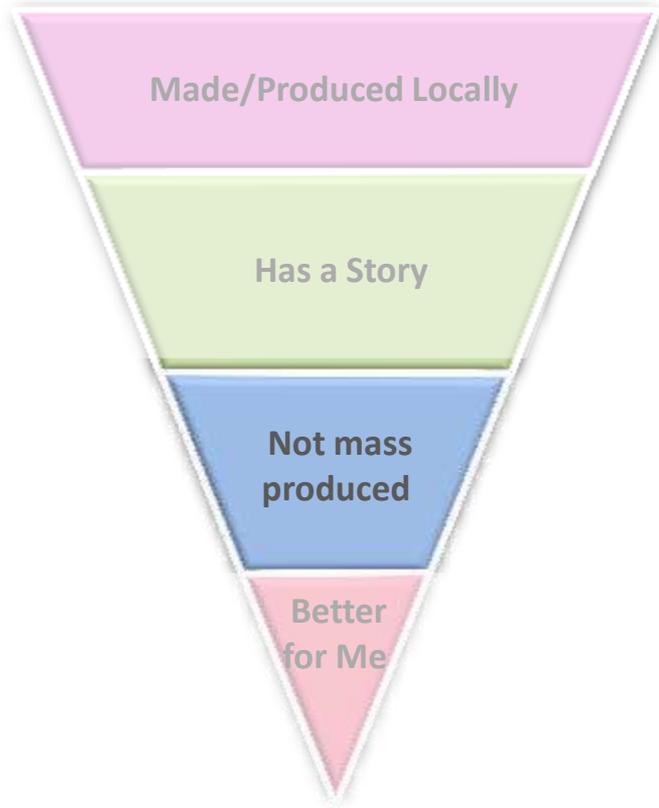
Keogh's Farm is a family owned and run potato growing and chipping business based in North County Dublin, an area famous for producing Ireland's finest potatoes.

We've been farming the rich fertile lands in this area for over 200 years and have recently set up a 'larking house' on the farm.

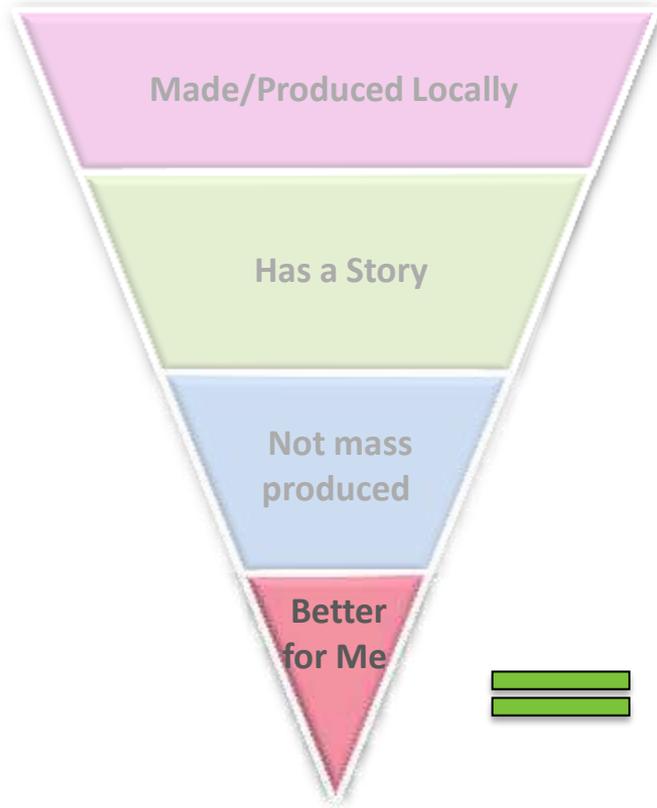
We are now producing Ireland's only 'hand cooked on the farm' artisan potato crisps. We believe the best spuds make the best crisps, so we select special chipping varieties, grow them in rich fertile soil and harvest them with extra care and a lot of love.

From Crop to Chip, Grown and Cooked with Love in Ireland.

# Small scale/homemade associations



# Local as a byword for quality



# Headlines





**#1**

**The meaning of  
local continues to  
be about people,  
place & small scale**



#2

***Support of Local  
Food fits with  
contemporary  
food culture***



#3

***Local Food* has  
become more  
widely available**



#4

**Shoppers are  
beginning to  
loosen the purse  
strings**



#5

**The key local food  
categories remain  
unchanged**



#6

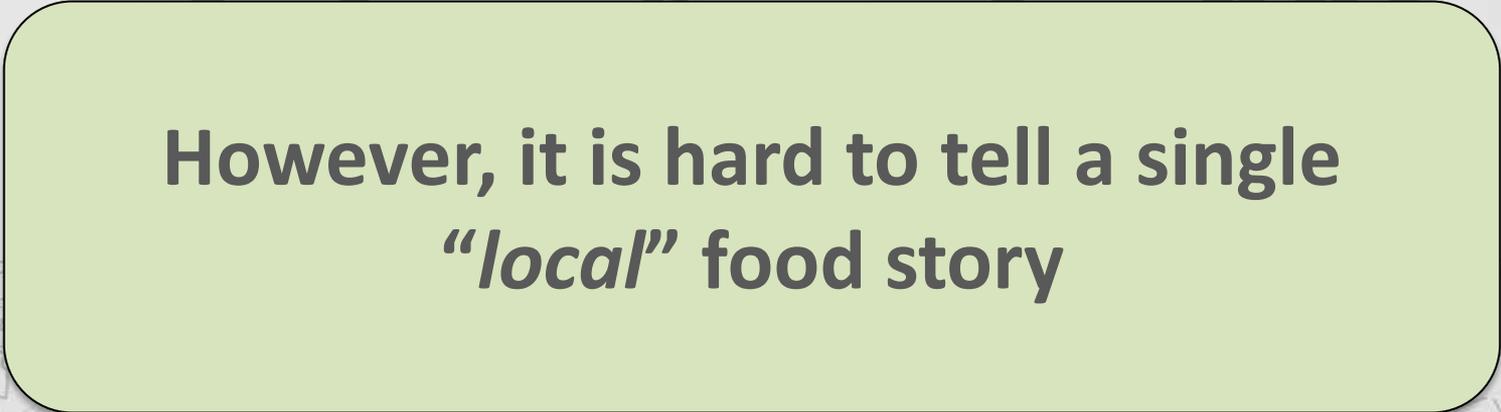
**There is a growing  
association with  
gifting/  
entertaining/  
special occasions**

# 3 themes for communicating local

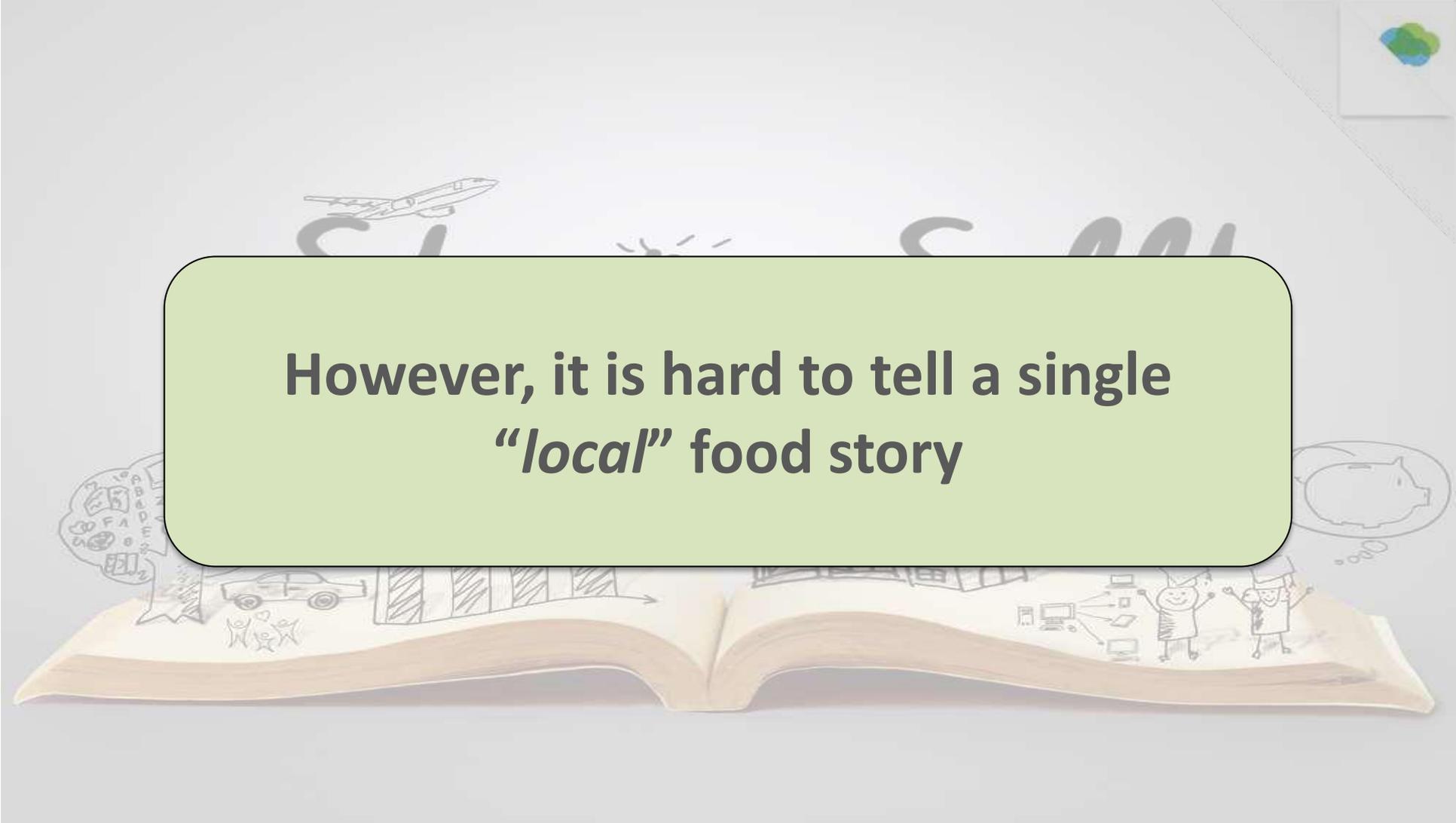


# Stories Sell!





However, it is hard to tell a single  
*“local”* food story



# CONCERN

*Local Food as a...*

**Moral/Political  
topic**



# COMFORT

*Local Food as a...*

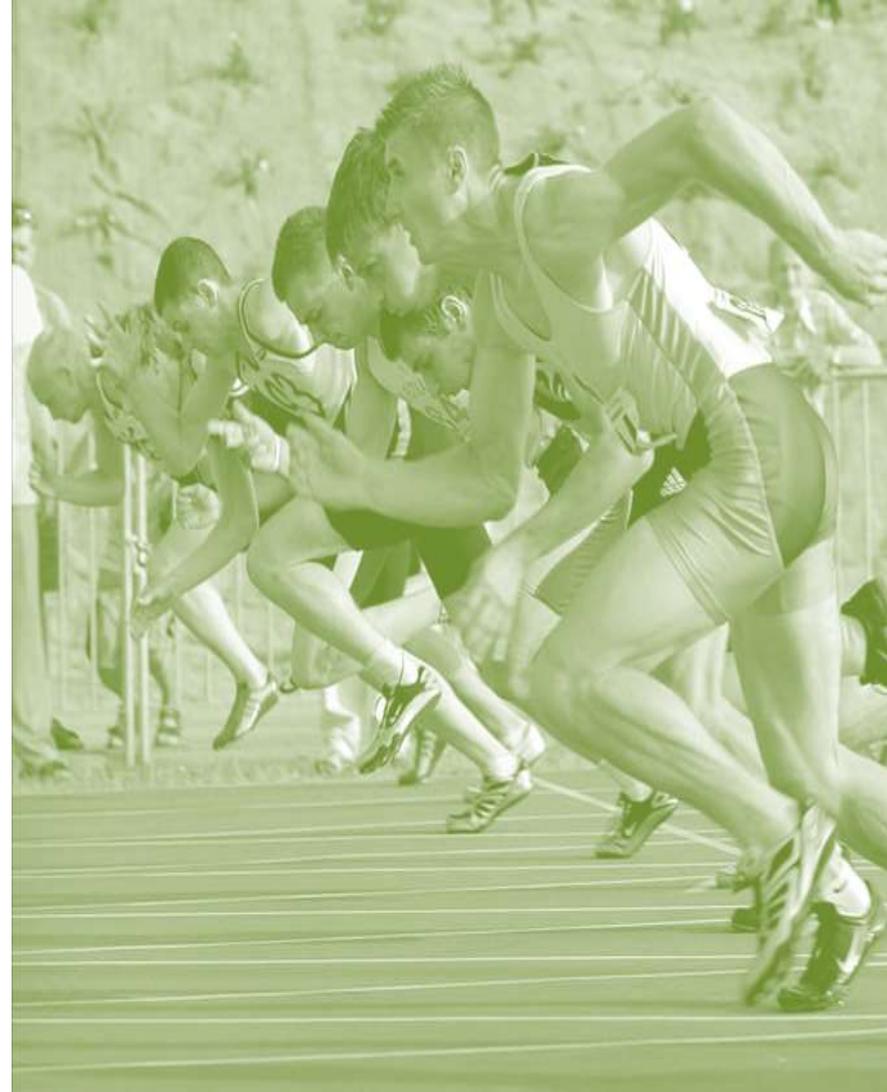
**Personal/Emotional  
topic**



# COMPETITION

*Local Food as a...*

**Rational/Economic  
topic**



# Influencing new consumers



1. WOM  
Recommendations



**1. WOM  
Recommendations**



**2. Farmers Markets**



**buy  
LOCAL**







1. WOM  
Recommendations



2. Farmers Markets



buy  
LOCAL

3. In-Store Tastings



4. TV



5. Social Media





**1. WOM  
Recommendations**



**2. Farmers Markets**



**buy  
LOCAL**

**6. Local Adverts**



**3. In-Store Tastings**



**5. Social Media**



**4. TV**



# Recommendations



**It's all about fine tuning your story and tailoring your communication to the relevant target 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

# It's all about fine tuning your story and tailoring your communication to the relevant target audience...

A large green circle containing a large, light green number '1'.

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

A large red circle containing a large, light red number '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**



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BORD BIA INSIGHT CENTRE

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