

# Recreational consumption as a market for sustainable farm based food and tourism business

Presentation at the XXIIInd Congress of the European Society for Rural Sociology;

Wageningen, 20-24 August 2007,

Gunnar Vittersø, Anne M. Jervell and Ingun G. Klepp, National institute for Consumer Research, SIFO, Norway

# Aim & background

Discuss how two DM-initiatives promote and market their products and services and their possible contribution to sustainable rural development

Discuss the relation between demand and supply for these products and especially the consumers' experiences with these initiatives

Two cases: NBG (Farm food) and BM (Farmers market)

- Represent two different market channels (rural / urban),
- The same farmers are members in both
- Who are the customers?

Research material: Evaluation of the Farmers Market Concept in Norway (Jervell & Vramo 2007, Jervell et al. 2007). PhD-project on recreational consumption & farm based food and services

A brief presentation of the ongoing PhD-project

# Research questions

In what ways are new DM-initiatives an expression of changes in food consumption?

- Quality turn – away from cheap, standardised products?
- Leisure / extraordinary consumption or everyday life / ordinary consumption?

How do DM-initiatives promote their products?

In what ways does DM contribute to sustainability?

(What are the producers' motivations?)

- To get added value?
- Other motives?

# Direct marketing of food in Norway

## Historically:

- Direct from farm (self picking)
- Town markets
- Roadside stand outlets

Information: Mouth to mouth

## New trends:

- Box Schemes (organic)
- Farmers Market (BM)
- New forms of food outlets, cafés, catering combined with farm tourism (NBG)

Information: Local media, newspapers, mouth to mouth

Internet an important marketing tool

# NBG & BM

## **NBG: Norsk Bygdeturisme og gardsmat (Norwegian Rural Tourism and Food from the Farm)**

- Founded 2004 (1997,1998)
- 550 member businesses

Organize joint marketing and promotion of the member businesses through Internet, brochures and labelling.

The organisation also initiate projects for increased cooperation among members

## **BM: Bondens marked (Norwegian Farmers markets)**

BM has been developed as an alliance between producer organisations and cooperatives

Clear aim of facilitating new market channels for agricultural products

Public support: (Innovation Norway, development found)

# NBG & BM

<http://www.norsk-bygdeturisme.no/>

<http://www.creomedia.no/nbg/>

[www.bondensmarked.no](http://www.bondensmarked.no)



Kartbøk

Hurtigsøk Her er kart

Søk

- Gardsmat
- Servering
- Overnatting
- Aktiviteter
- Jakt og fiske
- Høter og kurs
- Reiseruter

Opprettet 2004 NBG  
 Utviklet av: Tormod  
 Oppdatert: 2007

Her finner du oss

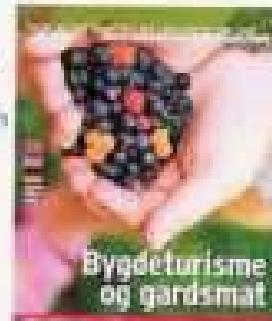
Velg fylke ved å klikke på kartet nedenfor



Katalogen for Norsk Bygdeturisme og Gardsmat for 2007

Bli i katalogen

Bestill katalogen



Nyhetsbrev fra NBG

Send

Meld på

Meld av

Vil du ha nyheter fra NBG-nett?

Meld deg i så fall på vår mailingliste:

Du kan selv når som helst melde deg av listen igjen.



Bilov utsikt Nordfylke, innbilde foto: Ole Jonny Trøngrud

**Bygdeturisme og Gardsmat - Alt på ett nett**

Aldri har det vært lettere å finne fram til de gode og spennende opplevelsene i Bygde-Norge. NBG-nett inneholder flere hundre spennende virksomheter over hele landet. Her møter du natur, kultur og mennesker på nært hold. Og vi har gjort det enest for deg å finne fram til disse og å komme i direkte kontakt med tilbydere. Gå på oppdagelsesferd i NBG-nett - for du drar ut for å oppleve Bygde-Norge selv. God tur!

Dersom du ønsker å få servert eller å kjøpe med deg gardsmat, skal du se etter **Bygde-Norge** logoen. Dette viser at her får du håndplukkede produkter - du skal oppleve best!

<http://www.norsk-bygdeturisme.no/>

17.08.2007

# Bondens marked



- ▶ Om Bondens marked
- ▶ Finn ditt lokale marked
- ▶ For deg som er deltaker
- ▶ Nyheter/presseklipp
- ▶ Oppskrifter
- ▶ Lenker

## Finn ditt lokale marked



Klikk i kartet eller gå til oversikten ved å klikke her

## Velkommen til sesongåpning for Bondens marked



**lørdag 11. august**  
Lillehammer, Porsgrunn, Kristiansund  
Ferdø og Tromsø

**lørdag 18. august**  
Drammen og Molde

**lørdag 18. august**  
Lillestrøm, Oslo, Porsgrunn, Bode og  
Tromsø

## Oslo åpner nytt marked i Birkefunden 18. august



Bondens marked Oslo åpner nytt marked på Birkefunden lørdag 18. august. Du finner oss hver 3. lørdag i måneden i høsten.

Sesongåpning i Vibegata er lørdag august. Se øvrige datoer her

## To nye byer får Bondens marked i 2007



Bondens marked etablerer to nye byer i år, Kragerø og Hamar. Så nå finner oss i 23 byer i Norge. Hvis du ikke finner her, finner du tid og sted for ditt nærmeste marked. Du kan også finne markedstedene på kartet til venstre

Foto: Arvid Skred (publikum), Siri Sævi

## Vil du hjelpe oss å bli bedre?

Hvis du har kommentarer eller spørsmål kan du sende hit: [post@bondensmarked.no](mailto:post@bondensmarked.no)

## Handle lokalmat på nett

Dersom du ønsker å handle direkte fra noen av produsentene du har blitt med på Bondens marked, finner du adresselister under "ditt lokale marked" eller du kan kjøpe lokale matpakketer direkte fra produsenten på følger nettsted: [www.nlg-nett.no](http://www.nlg-nett.no)

Bondens Marked, Høns Landbruksrådgivning, Sjøveierveien 34C, Postboks 9047 Grenland, 0128 Oslo. E-post: [post@bondensmarked.no](mailto:post@bondensmarked.no)  
Design: Tor Østhus









# Quality labels

	<p>'The farm food rooster' is a quality label developed by the NBG which is used both by member farms and other farm food producers on food products. Farms / producers that approve with the standards set by NBG are entitled to use the label on their products and in their marketing</p>
	<p>The organic food label (Ø-merket), which indicates that the farm is approved by Debio, the authority responsible for the control and certification</p>
	<p>Food Quality label Certified by The Norwegian Food Branding Foundation (Matmerk)</p>
	<p>St Olav's Rose is the hallmark of Norwegian Heritage. This hallmark points out especially distinguished places. The motto "St Olav's Rose – our best travel experiences" Founders from Authorities, trade and industry</p>

# NBG and sustainability

## NBG's 3 core values:

- Culture : local food, history, tradition, atmosphere and distinctiveness
- Care: genuineness, quality, personality, care for the individual human being and responsibility for the natural environment
- Experiences: activities, contrasts, diversity and nearness to people, animals, farms and nature

## NBG and the sustainability discourse

'Rural tourism' = 'green tourism', 'sustainable tourism', 'eco-tourism' and 'geo-tourism'

'Farm food' = 'short distance food', 'slow-food', 'local food', 'small scale food' and 'organic food' (NBG Annual Report 2006, p 28)

# BM and sustainability

Reducing food miles: *'saves the environment by reducing the need for transport'* (BM guide for tvendors and producers)

Vow given to the customers: *'Fresh and tasteful – straight from the farm': quality, trustworthiness*

*BM: a nice meeting place between the producer/vendor and the consumer and to create the right atmosphere is important in giving the customer a unique experience*

# Consumers' experiences

Ordinary food consumption

BM provide fresh fruit and vegetables, potatoes, meat and dairy products; things they use 'every day'

Extraordinary food experiences:

Experience the market, tasting new products etc.

'The Quality Turn'

Get foods in qualities not getting elsewhere (fresh produce, local specialities, organic food)

# Importance of NBG and BM to sustainable rural development

Difficult to find statistics on 'direct marketing businesses (employment, economy etc)

New marketing channels for agricultural products – added value to the the producer (no middlemen etc)

Market channel for organic food and small scale producers with difficulties in entering conventional sales channels

Other effects to the local community?



# Conclusion

Consumption of DM-products driven both from supply and demand:

Production:

- Collective organization and marketing (web pages with search engines, labels, catalogue),
- Public support for product development, marketing and organisation

Consumption: food gaining importance in

- Everyday life - focus on quality (both experienced quality & credence quality)
- Leisure time (food experiences, gourmet meals, food events (e.g. Farmers markets, farm visits))

Further research:

Possible transmission of experiences between everyday life and leisure time

Potential contribution to sustainable rural development (social, environmental)

# PhD-project

## Main objective:

Study how recreational consumption may contribute to a sustainable development of rural areas and farm businesses engaged in the provision of local food and tourism services.

## Sub-goals:

1) Study how local food and tourism services are experienced and valued by different consumers (local population, second home owners, domestic tourists).

Study whether farm related experiences and consumption impact consumption practices towards speciality products such as organic foods and foods of a local origin

Increased knowledge of the potential of different types of recreational consumption and marketing modes in the development of a market for farm-based products and services.

# Data collection

## 2007

Survey distributed to customers in 14 farm food outlets

The aim of the survey is to get an overview of the customers and market for farm tourism products and services

Interviews with farm food/tourism providers

## 2008

Fieldwork at selected farm based food and tourism businesses, personal interviews and participating observation as primary sources of information. (Relevant variables: geography, organic/conventional, customer base)

Qualitative interviews with selected customers representing second home owners, people visiting family or friends, other tourists as well as local residents.