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

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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?


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)

- 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
Her finner du oss

Velg fylke ved å klikke på kartet nedenfor:

Gardsmat
Servering
Overnatting
Aktiviteter
Jakt og fiske
Måter og kurs
Reiseruter

Karta

Nyhetssiv fra NBG
Send

Vil du ha nyheter fra NBG-nett?
Meld deg i på feltet vår mailingsliste!
Du kan selv når som helst melde deg av listen igen.

Held på

Held av

Katalogen for Norsk Bygdeturisme og Gardsmat for 2007

Bla i katalogen
Bestil katalogen

Bygdeturisme og Gardsmat - Alt på ett nett


Dersom du ønsker å få servering eller å kjøpe med deg gardsmat, skal du se etter

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

17.08.2007
Bondens marked

Worden marker

Vellom til sesongåpning for Bondens marked
lårdag 11. august
Lillehammer, Porsgrunn, Kristiansand
Førde og Tromsø
torstdag 16. august
Drammen og Molde
lårdag 18. august
Lillesand, Oslo, Porsgrunn, Bode og Tromsø

Oslo åner nytt marked i Birkelanden 15. august
Bondens marked Oslo åner nytt marked på Birkelanden lårdag 16. august. Det finnes også hver 3. lårdag i måneden fra slutten av juni.
Sesongåpning i Vibe Gate er lårdag 18. august. Se øvrig del av her.

To nye byer får Bondens marked i 2007
Bondens marked etablerer to nye marked i år, Kjegne og Hamar. Så nå finner du tilbyrde i tilbyrde og siste tid i 23 byer i Norge. Hvis du klikker inn her, finner du bid og sted for ditt nærmeste marked. Du kan også finne markedsstedene på kartet til venstre.

Vil du hjelpe oss å bli bedre?
Ros og feil kan du sende helt: post@bondensmarked.no

Handle lokale på nett
Dersom du ønsker å handle direkte fra noen av produsentens du har bli med på Bondens marked, finner du adresselisten under "ditt lokale marked" og finner lokale markedsselskaper direkte fra produsenten på følgende nettsiden: www.nb-ng-nett.no

http://www.bondensmarked.no/
17.08.2007
Sveler med egg
fra lykkelige hagehøns
15 kr
### Quality labels

<table>
<thead>
<tr>
<th>Label</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Farm Food Rooster" /></td>
<td>‘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.</td>
</tr>
<tr>
<td><img src="image2.png" alt="Organic Food Label" /></td>
<td>The organic food label (Ø-merket), which indicates that the farm is approved by Debio, the authority responsible for the control and certification.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Food Quality Label" /></td>
<td>Food Quality label Certified by The Norwegian Food Branding Foundation (Matmerk).</td>
</tr>
<tr>
<td><img src="image4.png" alt="St Olav's Rose" /></td>
<td>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.</td>
</tr>
</tbody>
</table>
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’

BM and sustainability

Reducing food miles: ‘saves the environment by reducing the need for transport’ (BM guide for vendors 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 producer (no middelmen 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.