

The Locavore: Attitudes toward Locally-Sourced Foods - US - February 2014

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“As local claims become more widespread, product marketers will need to develop a means to authenticate provenance. Exploring a system of official certification and communicating a transparent path to market information to interested buyers will be necessary to stand apart from the competition.”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- What's the draw of local food and drink?
- Who is the local food and drink consumer?
- Is buying local perceived to be affordable?
- What are the limitations of local food and drink?

Some 96% of respondents to Mintel's custom consumer survey purchase what they consider to be local food or drink, with 53% doing so at least once a week. Data from the USDA show that the number of farmers markets in the US has increased annually over the last 19 years. Indications point to a growing demand for food and drink that comes from somewhere close to home.

This report examines attitudes toward local food and drink, including defining what local means to consumers, and looks at their motivations for buying local. General market trends in local food and drink availability are also explored in an effort to paint a picture of what shoppers want, what the marketing currently offers, and the opportunities for meeting consumer needs in years to come.

This report covers general consumer attitudes toward and inclinations to purchase local food and drink. The term locavore is sometimes used to describe a consumer who seeks out locally grown food and beverage products whenever possible. As will be explored, the concept of what determines "local" is open to definition. Much of the data shown in this report is based on responses to a custom consumer survey fielded in November 2013, assessing consumer attitudes toward local food and drink as well as their local shopping habits.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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