

# Results of the W.I. Buy Local Challenge Survey

A report presented to the  
Women's Institutes of Nova Scotia

Prepared by  
Steven Dukeshire, PhD  
Renée Garbes, BSc

Rural Research Centre  
Nova Scotia Agricultural College

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## EXECUTIVE SUMMARY

The Women's Institutes of Nova Scotia developed the W.I. Buy Local Challenge project as a way to educate and encourage the public, along with producers, restaurant owners and food retailers to think 'local' and make buying local a priority when purchasing food products. As part of the W.I. Challenge, Women's Institutes members from across Nova Scotia distributed the W.I. Buy Local Challenge Survey to the public. Members attended fairs, farmers' markets and many other public events to promote the 'buy local' theme and to distribute surveys.

More than 2400 surveys were completed by individuals from across the entire province. Data analysis was completed on the 2316 surveys completed by Nova Scotian residents. The majority of respondents were female and aged between 31-75. Two-thirds of respondents had some form of post-secondary education and income was fairly evenly distributed with one-third reporting an income of over \$60,000. Almost one half of respondents lived in a community with fewer than 2,000 people.

Survey respondents were asked to indicate to what degree six factors influenced their food purchasing behaviour. Taste and nutritional value were identified as the two most influential factors on food purchasing behaviour. Whether the food was a locally grown product was identified as the third most influential factor, followed by price, ease of preparation and whether the food was organic.

Each of the six factors was examined by sex, income, community size, education and age. Women consistently rated each factor higher than men, with the exception of whether the food was organic. There was little difference by income level, other than price being more of an issue for those with an annual household income of less than \$40,000 per year. Compared to people living in larger communities, those living in smaller communities tended to report that whether food was locally grown had a larger influence on their food purchasing behaviour and whether or not food was organic had a smaller influence. As education level rose, respondents were less worried about the cost of food and ease of preparation. As age increased, nutritional value and whether the product was locally grown became stronger influences on food buying behaviour.

Over 90% of respondents considered food grown in Nova Scotia to be local. Respondents rated farmers' markets, buying directly from the farm, and small fruit and vegetable markets as the best sources of local foods. Large grocery stores and family-style restaurants were rated in the middle, followed distantly by convenience stores and fast-food restaurants.

Participants strongly agreed that they like to buy food that is locally produced, intentionally buy local food whenever possible, and make it a priority to buy locally produced food. Respondents also had strong beliefs that buying locally produced food is good for the local economy, local food is fresher than food produced farther away, buying locally produced food helps the environment, and buying local food means more

money goes to the farmer. However, respondents indicated that they felt only moderate control in terms of their ability to know whether the food they buy is locally grown and to actually obtain locally produced food. Respondents reported that they found it easy to get locally produced foods in the summer but found it more difficult in the winter.

A regression model indicated that beliefs toward buying locally produced foods were stronger predictors of respondents' propensity to purchase local food than were perceptions of ability to get locally produced food. In particular, beliefs that buying locally produced food is good for the local economy and helps the environment seemed to be the strongest predictors after controlling for other beliefs and ability. Further, the perceived ability to get locally produced food in the summer was also a strong predictor of the propensity to buy locally produced food.

Respondents strongly agreed that the government should promote buying locally produced food. They also indicated that they would buy more locally produced foods in grocery stores and restaurants if the foods/menu items were clearly marked with a logo.

The results of this survey must be interpreted with some caution. The surveys were not evenly distributed across the entire province. Further, the surveys were administered in places such as agricultural fairs where people may have a greater interest in, more knowledge of, and more positive attitudes toward buying local food. With this in mind, similar surveys using different sampling methods and means of administration are required to confirm the survey results. Nonetheless, the large sample size and the findings of this survey are certainly suggestive that there is an interest among Nova Scotians in purchasing and promoting locally produced food.

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## METHODS

The Women's Institutes of Nova Scotia developed the W.I. Buy Local Challenge project as a way to educate and encourage the public, along with producers, restaurant owners and food retailers to think 'local' and make buying local a priority when purchasing food products. The project challenged consumers to incorporate more locally produced foods into their diet and to become vocal in asking for more local foods to be available on grocery store shelves and featured on restaurant menus.<sup>1</sup>

Surveys assessing people's beliefs, opinions, and attitudes towards locally produced food were distributed as one component of the W.I. Buy Local Campaign. The surveys were distributed throughout Nova Scotia from June to October, 2006, by members of the W.I. at agricultural fair booths, exhibitions, and farmers' markets; at W.I. Buy Local Challenge information sessions; and through other community groups and organizations (e.g., church groups, volunteer organizations) with which W.I. members are associated. Although formal statistical sampling methods were not used, distribution through the 64 W.I. chapters across Nova Scotia helped to ensure coverage from the whole province.

Individuals eighteen years and older were handed the Buy Local Survey and asked to complete and return them immediately. The surveys took approximately 3-4 minutes to complete and asked people to indicate the degree to which different factors influenced their food choices in general; from what geographic locations food could come from to be considered "local"; how available local foods are from different types of food outlets; beliefs, attitudes, and propensity to purchase locally produced food; and demographic characteristics (see Appendix A for a copy of the survey).

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<sup>1</sup> This report is a component of the larger W.I. Buy Local Challenge Campaign. More background information pertaining to the survey and the Buy Local Campaign can be found in the final project report, scheduled to be released in the spring of 2007.

## RESULTS

### Characteristics of Respondents

There were 2432 completed surveys with over 95% of respondents reporting that they lived in Nova Scotia (Table 1). The remainder were from New Brunswick (1.5%), Prince Edward Island (0.8%), or outside the three Maritime provinces (2.0%). Because the W.I. Buy Local Campaign was carried out solely in Nova Scotia, only the results from Nova Scotia respondents are reported in this document. Thus, the remainder of this report is based on the 2316 respondents from Nova Scotia.

Table 1. Provincial Breakdown of Survey Respondents

Province	Number	Percent
Nova Scotia	2316	95.7
New Brunswick	36	1.5
Prince Edward Island	20	0.8
Other*	48	2.0
Total	2420	100

\*Alberta, Arizona, British Columbia, Colorado, Manitoba, Massachusetts, Newfoundland, Ontario, Quebec, United Kingdom, Washington D.C., Yukon; 12 respondents did not indicate their province/state

When surveys are examined by county, it can be seen that there is representation from all areas of the province (Table 2). Although there are a greater number of surveys from Halifax County, this number actually under represents the county population wise. However, just under one-third of the responses came from Kings County, meaning that Kings County is greatly overrepresented in the survey in comparison to its overall proportion of the population. In light of that, the responses of Kings County residents were compared to those of the rest of Nova Scotia. In general, there were no differences in responses with the exception that Kings County residents tended to have slightly more favourable beliefs, attitudes, and propensities to buy locally produced food. However, it should be noted that these differences still tended to be relatively small, with none exceeding 0.3 on a five point scale.

Table 3 presents the demographic characteristics of the Nova Scotia sample. Overall, the majority of respondents were female (81.4%) and tended to be between 31 and 75 years of age (82.3%). Two thirds of respondents had at least some college/university education. Income was fairly evenly distributed, with one third reporting an income of over \$60,000. Almost half (49.2%) lived in communities of under 2,000 people.

Table 2: County of Residence for Nova Scotia Respondents

<b>County</b>	<b>Number</b>	<b>Percent</b>
Annapolis	60	4.06
Antigonish	41	2.77
Cape Breton	34	2.30
Colchester	130	8.80
Cumberland	31	2.10
Digby	20	1.35
Guysborough	30	2.03
Halifax	282	19.08
Hants	144	9.74
Inverness	12	0.81
Kings	462	31.26
Lunenburg	81	5.48
Pictou	72	4.87
Queens	21	1.42
Richmond	1	0.07
Shelburne	12	0.81
Victoria	1	0.07
Yarmouth	44	2.98
<b>Total</b>	<b>1478</b>	<b>100</b>

Note: 838 (36.2%) respondents did not indicate their county and are not included in the table

Table 3. Characteristics of Nova Scotian Respondents

Province	Number	Percent
Sex	Female	81.4
	Male	18.6
Age (years)	18-23	4.1
	24-30	6.6
	31-45	20.8
	46-60	37.5
	61-75	24.0
	75+	7.1
Education Level	Less than Grade 12	10.2
	Completed High School	21.9
	Some Coll/Univ	24.5
	Completed Coll/Univ	43.4
Annual Household Income	Less than \$20,000	13.8
	\$20,000-\$39,999	27.7
	\$40,000-\$59,999	25.8
	\$60,000 and Over	32.6
Community Size	Under 500	27.5
	500-1,999	21.7
	2,000-4,999	15.3
	5,000-9,999	10.7
	10,000-49,999	9.4
	50,000 and Over	15.4

### Factors That Influence the Types of Food Purchased

Respondents were asked to indicate how influential they believed each of six factors were on their food purchasing behaviour. As can be seen in Table 4, the top two highest rated factors were taste (mean = 4.6 out of 5) and nutritional value (mean = 4.4). Over 93% of respondents rated taste and over 88% rated nutritional value as either influential or very influential on their food purchasing behaviour. Whether the product was locally grown was given the third highest rating (mean = 4.1) followed by price (mean = 3.6), ease of preparation (mean = 3.2), and organic (mean = 2.8).

Table 4. Factors That Influence Types of Food Purchased

Factor	Mean	Percent				
		1	2	3	4	5
Taste	<b>4.6</b>	1.3	0.8	4.5	26.4	67.0
Nutritional value	<b>4.4</b>	1.5	2.1	8.3	32.5	55.7
Locally grown product	<b>4.1</b>	3.8	4.3	16.6	29.3	46.0
Price	<b>3.6</b>	3.4	9.9	34.4	26.2	26.0
Ease of preparation	<b>3.2</b>	10.4	15.5	33.3	26.4	14.4
Organic	<b>2.8</b>	21.2	19.0	28.9	17.5	13.4

Responses reported on a five point scale with 1=Not at all influential to 5=Very influential

In addition to the overall means, each factor was examined by respondents' sex, income level, community size, level of education, and age (Figures 1-5). As can be seen in Figure 1, there were few differences in the pattern of responses by sex, except that women consistently rated each factor (with the exception of organic) as more influential on their food purchasing behaviour than did men, although this difference in all cases was relatively small. There was also little difference by income level (Figure 2), with the exception that respondents earning less than \$40,000 perceived price to be slightly more influential on their food buying habits than those earning \$40,000 or more annually. There were also few differences by community size (Figure 3), although respondents living in the largest communities reported that whether or not the food was organic was more influential on their food purchasing behaviour than those living in smaller communities. There was also a slight tendency for those in smaller communities to indicate that whether the food was locally grown had a greater influence on their food purchasing habits as compared to those in larger communities.

Figure 1. Factors That Influence Food Purchasing Behaviour by Sex

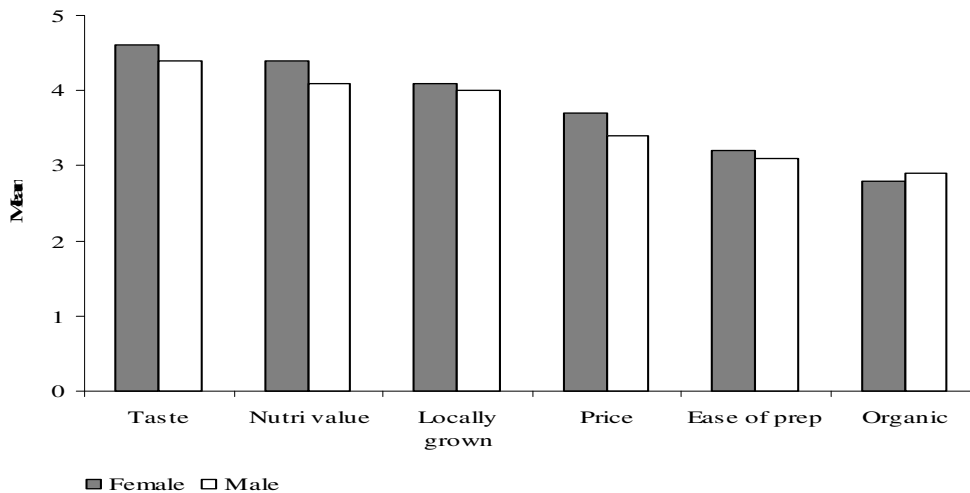


Figure 2. Factors That Influence Food Purchasing Behaviour by Annual Household Income

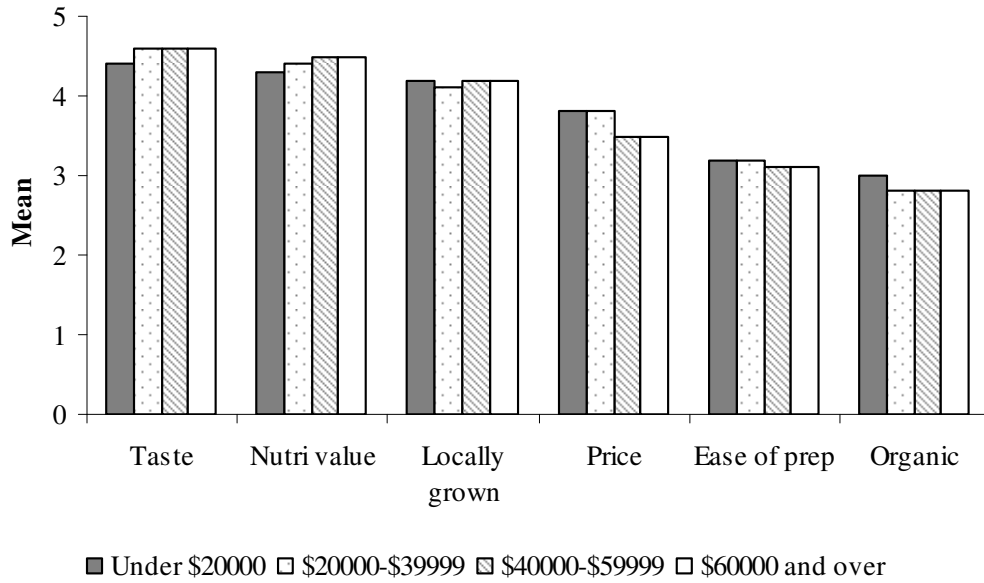
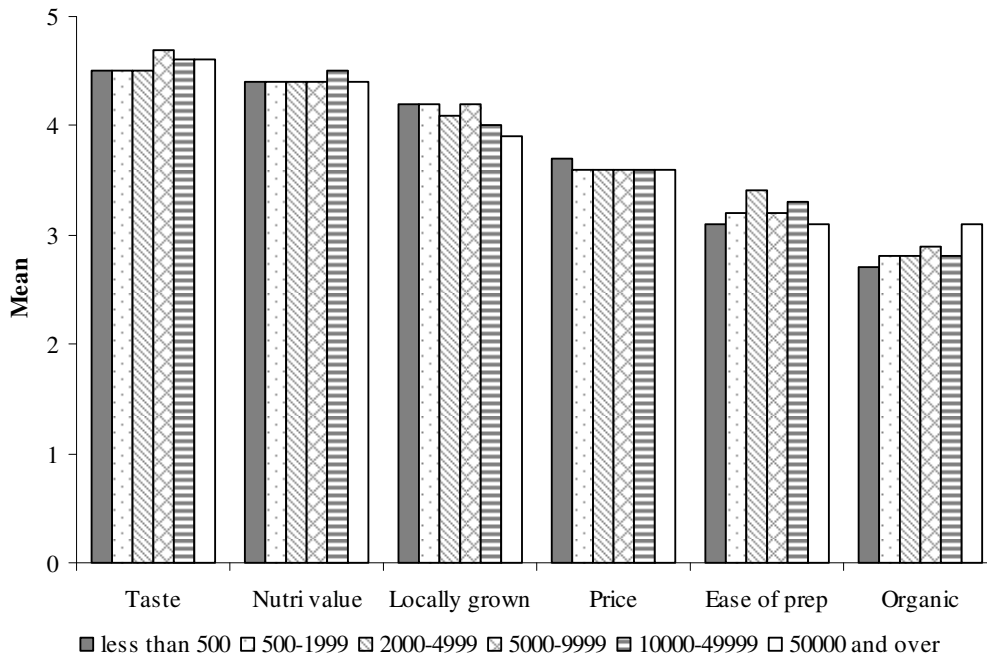
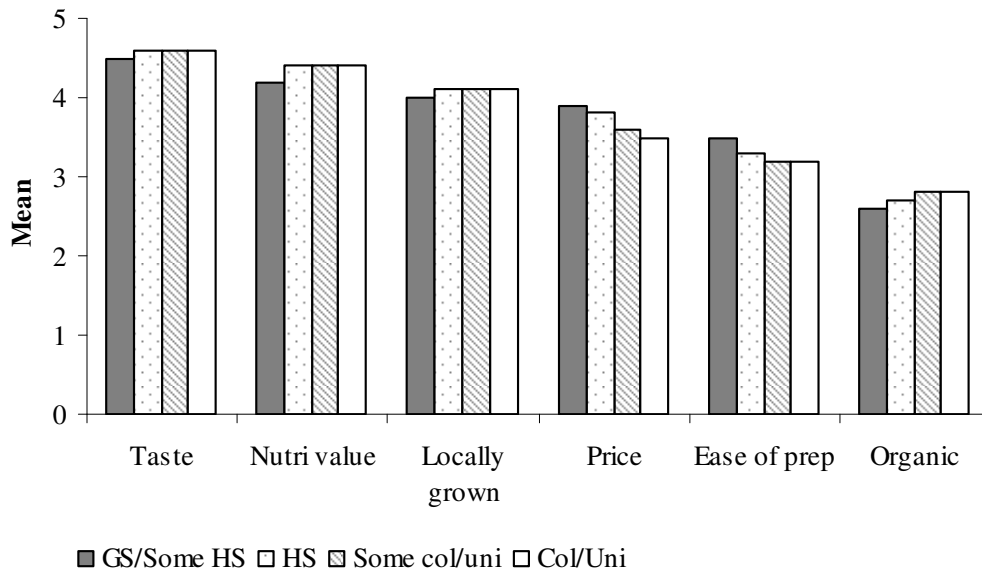


Figure 3. Factors That Influence Food Purchasing Behaviour by Population Size



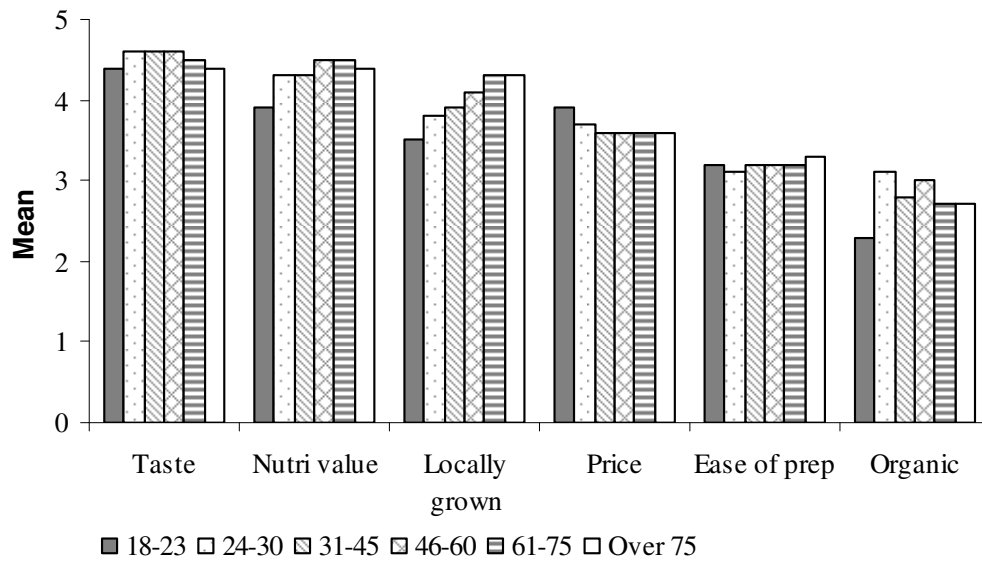
There were some differences in perceptions of how factors influenced food purchasing behaviour according to education level (Figure 4). Respondents with less than a high school education perceived taste, nutritional value, and locally grown as having less influence on their food purchasing habits compared to respondents with higher levels of education, although it should be noted that these differences are relatively small. There was also a trend whereby respondents at each progressively higher level of education perceived price and ease of preparation as factors having less influence on their food buying behaviour and whether or not the food is organic as having a greater influence.

Figure 4. Factors That Influence Food Purchasing Behaviour by Education Level



Finally, there were differences by age on almost all factors related to influencing food purchasing behaviour. Respondents in the 24-30, 31-45, and 46-60 year age groups perceived taste as having a stronger influence on their food buying habits as compared to the younger and older age groups. There were fairly strong trends by age for nutritional value and locally grown, with both factors seen as more influential on food purchasing behaviour as age increased. Conversely, younger respondents (18-23 years and to a lesser extent 24-30 years) perceived price to be more influential on their food purchasing behaviour compared to the older age groups. The 24-30 year and the 46-60 year age groups indicated that whether or not food was organic had a greater influence on their food purchasing behaviour as compared to other age groups and for the 18-23 year age group, whether or not food was organic was perceived to have considerably less influence on their food buying behaviour. There was little difference among the different age groups in terms of ease of preparation as a factor that influenced their food buying habits.

Figure 5: Factors That Influence Food Purchasing Behaviour by Age



### How Far Away is Local

To get a better idea of what respondents perceived as local foods, they were asked to indicate whether or not a food from within a certain geographic area would be seen as local. As shown in Table 5, over 90 percent of respondents felt that food produced in their community (99.9%), in their county (98.8%), or Nova Scotia (91.4%) constituted locally produced food. Just over a third considered food produced in Canada as local.

Table 5: Geographic Area From Which Respondents Would Consider Food to Be Local

Location	Percent “Yes”
My community	99.9
My county	98.8
My province	91.4
My country	37.8

### Perceptions of Where to Buy Local Foods

As shown in Table 6, when asked how good different food sources were for getting local foods, respondents gave high ratings to farmers' markets (mean 4.6 out of 5), direct from farm (mean = 4.6), and small fruit and vegetable markets (mean = 4.4). For all three sources, over 85% of respondents gave a rating of either 4 or 5 on a five point scale where five signified extremely good. Large grocery stores (mean = 2.8) and family style restaurants (mean = 2.6) were given middle ratings as sources of locally produced food and convenience stores (mean = 1.9) and fast food restaurants (mean = 1.6) were given relatively low ratings.

Table 6. Respondents' Opinions Regarding Sources of Local Foods

Source	Mean	Percent				
		1	2	3	4	5
Outdoor farmers' market	4.6	0.4	1.4	5.6	24.1	68.6
Direct from farm	4.6	2.4	2.8	5.8	12.1	77.0
Small fruit and vegetable market	4.4	0.5	1.6	10.2	32.7	55.0
Large grocery store	2.8	17.1	23.6	34.0	17.2	8.2
Family style restaurants	2.6	17.5	30.9	34.7	12.1	4.8
Convenience store	1.9	42.0	31.5	18.6	5.9	2.1
Fast food restaurants	1.6	59.3	23.9	13.0	2.5	1.3

Responses were on a five point scale with 1=Extremely poor to 5=Extremely good

### **Beliefs, Attitudes, and Propensity to Buy Locally Produced Food**

Table 7 presents respondents' beliefs, attitudes and propensities toward buying locally produced food. The first three items were designed to assess respondents' propensity towards buying locally produced food. The next four items were intended to assess participants' beliefs towards buying locally produced foods and the following four items were intended to assess respondents' perceived ability to purchase locally produced food. The final three items assessed participants' attitudes toward the promotion of locally produced food.

#### *Propensity to Buy Locally Produced Food*

As can be seen in Table 7, participants tended to show strong agreement with the three statements associated with the propensity to purchase locally produced food. That is, respondents indicated that they like to buy food that is locally produced (mean=4.6 out of 5), whenever possible intentionally buy local food (mean=4.4), and make it a priority to buy locally produced food (mean=4.0). Examination of the correlations between these three items indicated a high level of correlation (all correlations above 0.62). Therefore, the three items were combined to form a propensity to purchase locally produced food index. The index had a high internal consistency (Cronbach alpha = 0.87). Supporting the above findings, respondents also indicated that they tend to consider the place of origin when buying food (mean = 3.9).

#### *Beliefs About Locally Produced Food*

Four items were specifically designed to assess beliefs that may be associated with purchasing local foods. All four belief items were given relatively high ratings by participants, indicating they believed that buying locally produced food is good for the local economy (mean = 4.7), local food is fresher than food produced farther away (mean = 4.4), buying locally produced food helps the environment (mean = 4.3), and buying local food means more money goes to the farmer (mean = 4.2).

*Ability to Buy Locally Produced Food*

Four items were specifically designed to assess respondents’ perceptions of how much control they had or how easy it was for them to purchase locally grown food. Overall, responses indicated that respondents seemed to feel they had only moderate control in terms of their ability to obtain locally produced food. Respondents indicated that they found it easy to get locally produced foods in the summer (mean = 4.2) but not as easy in the winter (mean = 2.3). They also felt only moderate control over having a choice as to whether or not the foods they buy are locally grown (mean = 2.9) and knowing whether the food they buy is locally grown (mean = 2.8).

*Attitudes Toward Promoting Locally Produced Food*

Respondents were asked three questions pertaining to the promotion of locally produced foods. Respondents strongly agreed with the idea that government should promote the buying of locally grown food (mean = 4.6), and also indicated that they would likely buy more locally produced foods if they were clearly marked with a logo in both grocery stores (mean = 4.3) and in restaurants (mean = 4.2).

Table 7. Beliefs, Attitudes, and Propensity Toward Buying Locally Produced Food

Statement	Mean	Percent				
		1	2	3	4	5
I like to buy food that is produced locally	4.6	0.5	1.1	7.9	22.3	68.2
Whenever possible, I intentionally buy locally produced food	4.4	1.0	2.7	11.7	26.5	58.1
I make it a priority to buy locally produced food	4.0	2.4	6.9	21.7	30.6	38.4
I consider the place of origin when buying food	3.9	3.1	7.3	22.2	30.5	36.9
Buying locally produced food is good for the local economy	4.7	0.5	0.8	3.5	16.7	78.5
Local food is fresher than food produced farther away	4.4	1.0	2.1	11.2	22.9	62.9
Buying locally produced food helps the environment	4.3	1.3	4.2	15.9	24.1	54.6
Buying local food means more money goes to the farmer	4.2	1.8	4.3	17.0	24.5	52.4
I find it easy to get locally produced foods in the summer	4.2	1.5	3.9	14.8	31.3	48.5
I find it easy to get locally produced foods in the winter	2.3	21.5	37.9	30.7	7.1	2.9

Statement	Mean	Percent				
		1	2	3	4	5
I have little choice over whether or not the foods I buy are locally grown	2.9	12.2	19.6	39.9	18.9	9.4
It is easy to know whether the food I buy is grown locally	2.8	11.1	26.9	36.3	17.6	8.1
The government should promote buying locally grown food	4.6	0.8	1.4	5.0	17.7	75.0
I would buy more locally produced foods in grocery stores if the foods were clearly marked with a logo	4.3	1.4	2.5	12.8	28.3	55.0
I would order more locally produced foods in restaurants if the menu items were clearly marked with a logo	4.2	2.3	3.6	15.6	29.6	48.9

Responses were on a five point scale with 1=Strongly disagree to 5=Strongly agree

In addition to the overall results, each statement was examined by sex, income, age, education level, and community size. There were no meaningful differences on items for sex, income, education level and community size (data not presented). However, there was a tendency that increased age was associated with more favourable beliefs, attitudes, and propensity to buy locally produced food. This was most evident for questions designed to assess the respondents propensity to purchase locally produced food (Table 8). The same pattern of results was observed for other items, but the trends were not as strong (data not presented).

Table 8: Propensity to Buy Local Foods by Age

Statement	Age (years)					
	18-23	24-30	31-45	46-60	61-75	Over 75
I like to buy food that is produced locally	4.2	4.4	4.4	4.6	4.6	4.7
Whenever possible, I intentionally buy locally produced food	3.7	4.1	4.2	4.5	4.5	4.6
I make it a priority to buy locally produced food	3.1	3.6	3.8	4.0	4.1	4.2

Responses were on a five point scale with 1=Strongly disagree to 5=Strongly agree

### Relationship Between Beliefs, Ability, and Propensity to Buy Locally Produced Food

Using a multiple linear regression approach, a prediction model was created regressing the belief and ability items on the propensity to buy local food index. To determine whether beliefs or perceived ability of getting locally produced food were stronger predictors, the four belief items were entered as a block followed by the four ability items. The same process was then reversed, entering the ability items first. As a block, the four beliefs items were a stronger predictor of the propensity to buy locally produced food ( $R^2 = .25$ ) than were the ability items ( $R^2 = .13$ ). Therefore, in the prediction model, the belief items were entered first, followed by the ability items. The four belief items explained 25 percent of the variance in propensity to purchase locally produced food. Adding the four ability items explained an additional 6 percent, resulting in 31 percent of the propensity to buy locally produced food explained by the eight belief and ability items. Thus, it would appear that beliefs toward buying locally produced food can explain most of the variance in the propensity to buy locally produced food.

Examining the final model (Table 9), it would appear that after adjusting for all other variables in the model, two belief items and one ability item were the strongest predictors of the propensity to purchase locally produced food. The two belief items were buying locally produced food is good for the local economy ( $B=.21$ ) and buying locally produced food helps the environment ( $B=.20$ ). The ability item was it is easy to get locally produced foods in the summer ( $B=.19$ ).

Table 9. Regression of Beliefs and Ability to Buy Locally Produced Food on Propensity to Buy Locally Produced Food

	<b>b</b>	<b>Std Error</b>	<b>B</b>	<b>t</b>	<b>sig</b>
Constant	2.07	.41		4.98	<.001
Buying locally produced food is good for the local economy	.85	.09	.21	9.67	<.001
Buying locally produced food helps the environment	.50	.06	.20	8.73	<.001
Buying locally produced means more money goes to the farmer	-.03	.06	-.01	-0.58	ns
Local food is fresher than food produced farther away	.42	.07	.15	6.33	<.001
I find it easy to get locally produced foods in the summer	.49	.05	.19	9.59	<.001
I find it easy to get locally produced foods in the summer	.16	.05	.06	3.13	.002
It is easy to know whether the food I buy is grown locally	.14	.05	.06	3.06	.002
I have little choice over whether or not the foods I buy are locally grown	.04	.04	.02	1.10	ns

## DISCUSSION

Overall, the results of the Buy Local Survey suggest that many people hold positive beliefs toward as well as try to purchase locally produced food. The propensity towards buying locally produced food was readily apparent in the strong emphasis participants placed on the influence of whether or not food is locally produced on their food buying behaviour, even rating it above price. There was also a trend indicating that increasing age was associated with more favourable beliefs and a greater propensity towards purchasing locally produced food. Compared to the other age groups, 18-23 year olds also indicated that whether or not food was organic had less of an impact on their food purchasing behaviour. These findings seem to run against cultural stereotypes of members of the younger generation having more interest in and more progressive attitudes towards social issues and issues related to the environment. It may also reflect that members of older generations lived in times when there was less globalization of the food supply and thus they are more used to and see the importance of local food. Follow-up studies should examine both whether or not this age trend holds for other similar types of surveys and if so, what the underlying causes of this phenomenon may be.

Although smaller than the age trends for buying local foods, there was also a tendency for respondents from smaller communities to feel that whether or not food was locally grown influenced their food purchasing behaviour. In addition, level of education seemed to be related to how much organic food influenced purchasing behaviour, with higher levels of education associated with higher ratings on this factor.

The relatively high rating for locally grown product as a factor influencing food choice is a bit surprising, particularly being rated above price in influencing food purchasing behaviour. This may point to the increased awareness of environmental issues and the impact of food miles on the environment. On the other hand, survey respondents were aware that this survey was associated with a buy local campaign and many of the respondents would have completed the survey at places that promoted locally grown foods (e.g., farmers' markets, agricultural fairs). A similar type survey that is not associated with a buy local campaign and that is not administered primarily at farmer's markets or agricultural fairs would be necessary to determine if this finding of the importance of local foods on purchasing behaviour holds.

Overall, there was high agreement among participants that food produced in Nova Scotia was considered "local". There was also strong agreement that farmers' markets, direct from farms, and small fruits and vegetable markets were good sources of local foods, while family style restaurants and large grocery stores were seen as moderately good sources and convenience stores and fast food restaurants were seen as relatively poor sources of local foods. It extends beyond the scope of this project to determine whether these perceptions are indeed accurate, but it is important that people who want to purchase local foods be able to know where they can obtain this type of food.

Unfortunately, it was not possible in a survey format to directly assess local food purchasing behaviour. However, the survey did contain three items designed to assess participants' propensity to purchase locally produced food and were combined into a propensity to purchase local food index. A regression model indicated that beliefs toward buying locally produced foods were stronger predictors of respondents' propensity to purchase local food than were perceptions of ability to get locally produced food. In particular, beliefs that buying locally produced food is good for the local economy and helps the environment seemed to be the strongest predictors after accounting for other beliefs and ability. Further, the perceived ability to get locally produced food in the summer was also a strong predictor of the propensity to buy locally produced food.

Respondents also seemed supportive of both government and private business promoting locally produced food. This was evident in respondents strongly endorsing items indicating agreement that the government should promote the purchase of locally produced food and that respondents would likely buy more locally produced food if it were clearly marked with a logo in both grocery store and restaurant settings.

The results of this survey must be interpreted with some caution. As noted above, over one-third of the respondents came from Kings County, thus this part of the province is largely overrepresented in the results, although an analysis comparing Kings County responses to the rest of the sample revealed few differences. However, perhaps of greater importance is the fact that the survey was administered in the context of the W.I. Buy Local Campaign. Therefore, it certainly introduces the possibility that people with more favourable attitudes towards buying local foods may have been more interested in completing the survey or the fact that they knew that they were completing a local food survey as part of a buy local campaign may have also influenced their answers. Further, the surveys were administered in places such as agricultural fairs where people may have a greater interest in, more knowledge of, and more positive attitudes toward buying local food. With this in mind, similar surveys using different sampling methods and means of administration are required to confirm the above findings. Nonetheless, the large sample size and the findings of this survey are certainly suggestive that there is an interest among Nova Scotians in purchasing and promoting locally produced food.

## Appendix A: Buying Local Foods Survey

**This survey is being conducted by the Women’s Institutes of Nova Scotia (WINS) and the Rural Research Centre of the Nova Scotia Agricultural College (NSAC). The survey takes about three to four minutes to complete and will ask you questions regarding purchasing locally produced food items as well as general information about yourself. Completing this survey is voluntary; therefore you should feel free to skip any question(s) you do not want to answer. Completion of this survey indicates your consent to participate. If you have already completed a Buying Local Foods Survey, please do not complete a second one. Thank you.**

**1) Please indicate how much each of the following factors influences the types of food you buy.**

	Factor	Not at all Influential <span style="float: right;">Very Influential</span>				
a)	Price	1	2	3	4	5
b)	Ease of preparation	1	2	3	4	5
c)	Taste	1	2	3	4	5
d)	Nutritional value	1	2	3	4	5
e)	Organic	1	2	3	4	5
f)	Locally grown product	1	2	3	4	5

**2) For each of the items below, please check the appropriate response.**

	I would consider food to be “local” if it were produced in...	
a)	My community	[ ] No [ ] Yes
b)	My county	[ ] No [ ] Yes
c)	My province	[ ] No [ ] Yes
d)	My country	[ ] No [ ] Yes

**3) Please indicate how you would rate the following as sources of local foods.**

	Source	Extremely Poor <span style="float: right;">Extremely Good</span>				
a)	Large grocery store	1	2	3	4	5
b)	Convenience store	1	2	3	4	5
c)	Outdoor farmers’ market	1	2	3	4	5
d)	Small fruit and vegetable market	1	2	3	4	5
e)	Direct from farm	1	2	3	4	5
f)	Fast food restaurants	1	2	3	4	5
g)	Family style restaurants	1	2	3	4	5

**4) Please indicate your level of agreement by circling the appropriate number.**

	Statement	Strongly Disagree			Strongly Agree	
a)	I like to buy food that is produced locally	1	2	3	4	5
b)	Whenever possible, I intentionally buy locally produced food	1	2	3	4	5
c)	I make it a priority to buy locally produced food	1	2	3	4	5
d)	I find it easy to get locally produced foods in the summer	1	2	3	4	5
e)	I find it easy to get locally produced foods in the winter	1	2	3	4	5
f)	It is easy to know whether the food I buy is grown locally	1	2	3	4	5
g)	Buying locally produced food is good for the local economy	1	2	3	4	5
h)	Buying locally produced food helps the environment	1	2	3	4	5
i)	Buying local food means more money goes to the farmer	1	2	3	4	5
j)	Local food is fresher than food produced farther away	1	2	3	4	5
k)	The government should promote buying locally grown food	1	2	3	4	5
l)	I consider the place of origin when buying food	1	2	3	4	5
m)	I have little choice whether or not the foods I buy are locally grown	1	2	3	4	5
n)	I would buy more locally produced foods in grocery stores if the foods were clearly marked with a logo	1	2	3	4	5
o)	I would order more locally produced foods in restaurants if the menu items were clearly marked with a logo	1	2	3	4	5

**Please Tell Us About Yourself**

**5a) What is your gender?**

Female                       Male

**b) What is your age?**

18 – 23                                       31 – 45                                       61 – 75  
 24 – 30                                       46 – 60                                       Over 75

**c) What is your education level? Please check one.**

Grade school/some high school                       Some college/university  
 Completed high school                                       Completed college/university

**d) In which province/state and county do you live?**

N.S     N.B     P.E.I     Other (please specify): \_\_\_\_\_  
**County:** \_\_\_\_\_

**e) What is the population of the community you live in? Please check one.**

under 500                                       2,000 to 4,999                                       10,000 to 49,999  
 500 to 1,999                                       5,000 to 9,999                                       50,000 and over

**f) What is your annual household income before taxes? Please check one.**

under \$20 000                                       \$40 000 – \$59 999  
 \$20 000 – \$39 999                                       \$60 000 and over

**Thank you very much for your participation!!**