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

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

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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. In the summer of 2006, 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. Over 2300 Nova Scotians completed the surveys and the results indicated an overall positive orientation in terms of beliefs, attitudes, and propensity toward buying local food. However, there was concern expressed by the report's authors that the sample may have been biased toward those with a greater interest in and more positive beliefs and attitudes toward locally produced food.

In response to the concern of sample bias as well as a desire on the part of social policy makers to have a sample more representative of the Nova Scotia population, a mail survey was conducted. The survey was very similar in content to the 2006 survey and asked respondents to indicate the degree to which seven 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. In addition, two sets of questions were added to determine the level of awareness of the W.I. Buy Local Campaign and the Select Nova Scotia Campaign. Respondents who indicated an awareness of either of these two campaigns were asked a series of questions designed to assess in what ways and how much the campaigns increased their likelihood of buying locally produced food. The end of the survey also provided a small space for respondents to indicate their thoughts about local food. The survey was mailed to a random selection of 8000 Nova Scotian households and 1443 completed surveys were returned.

The mail survey resulted in a distribution that closely matched the general population of Nova Scotia in terms of sex, geographic distribution, education, and income. However, the survey was overrepresented by individuals in the 46-75 year age group. Overall, the results of the 2007 survey closely matched those of the 2006 survey. Similar to the 2006 survey, when asked to indicate to what degree seven factors influenced their food purchasing behaviour, taste and nutritional value were identified as the two most influential factors. Whether the food was a locally grown product was identified as the third most influential factor, followed by price, fair trade, ease of preparation and whether the food was organic.

Each of the seven factors was examined by sex, income, community size, education and age. Women consistently rated each factor higher than men, with the exception of whether food was organic. There was little difference by income level, other than price being more of an influential factor for those with an annual household income of less than $20,000 per year. People with a lower education level reported whether or not food was local influenced their food purchasing behaviour to a greater extent than those with higher education levels. As age increased, nutritional value and whether the product was locally grown, fairly traded, and to a lesser extent, organic became stronger influences on food buying behaviour. There were no differences by community size.

Almost all 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 were rated in the middle, followed distantly by family style restaurants, convenience stores, and fast-food restaurants. Written comments from respondents indicated support for farmers' markets, seeing them as a source of local food and a way to support local farmers and the local economy.

Respondents 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. Written comments from respondents regarding being able to obtain locally produced food indicated frustration with chain stores not doing enough to support locally produced food and the inability to recognize locally produced food due to inadequate or even deceptive labeling.

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. Written comments confirmed the survey findings, although a few respondents indicated that they felt that it was up to farmers and the industry, not government to promote local foods. Overall, these results suggest that existing efforts to promote local food should continue and perhaps other promotional efforts, such as producing seasonal cookbooks could be introduced.

An additional objective of the 2007 survey was to get an indication of the effectiveness of the W.I. Buy Local Campaign and the provincial government's recently launched Select

Nova Scotia Campaign. Slightly under ten percent of respondents indicated that they were aware of the W.I. Buy Local Campaign and almost 40 percent were aware of the Select Nova Scotia Campaign. Respondents indicated that these campaigns increased their awareness of local foods and made buying local foods a higher priority for them.

There were no differences in survey responses between rural and urban respondents with the exception that rural respondents had greater awareness of both the W.I. Buy Local Campaign and the Select Nova Scotia Campaign. Thus, it would appear that beliefs, attitudes, and behaviours toward buying locally produced food are not associated with the size of community one lives in.

Perhaps the most noteworthy finding is despite the fact that the 2006 and 2007 surveys each used very different sampling methods, were administered in different contexts, and had respondents with different demographic characteristics, the results were almost identical. Thus data from almost 3800 Nova Scotians drawn from two separate samples strengthens confidence that the results do reflect the positive beliefs, attitudes, and behaviours of many Nova Scotians toward buying local foods. From a social policy perspective, this likely means that many Nova Scotians would be supportive of government initiatives that supported the opportunity to buy locally produced food, and in particular, initiatives that help them to identify food that is produced locally.

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BACKGROUND

In 2005-2006, the Women's Institutes, with funding from Agri-Futures Nova Scotia, launched the Buy Local Challenge. The main objective of this project was to encourage more people to buy local food products when grocery shopping. In particular, the Buy Local Challenge asked Nova Scotians to do six things:

1) To eat at least one home-cooked meal per week, using mainly local ingredients
2) To incorporate at least one never-before-tried local ingredient into their diet
3) To 'brown-bag' at least one meal per week that is primarily made of local ingredients
4) To talk to at least one food retailer and one food producer about local food choices
5) To complete the W.I. Buy Local Challenge Survey
6) To choose local food products whenever possible

As noted above, one of the challenges was completion of the W.I. Buy Local Challenge Survey. The survey was developed in conjunction with the Rural Research Centre of the Nova Scotia Agricultural College and administered by members of the Women's Institutes who handed out the survey for immediate completion at agricultural fairs, other W.I. events, and through associated organizations. Over 2300 Nova Scotians completed the survey. Overall, the survey results revealed that Nova Scotians were strongly supportive of buying local products and have a strong propensity for buying food that is locally produced. Respondents also had strong beliefs that buying locally produced food is good for the local economy, means more money goes to the farmer, helps the environment, and local food is fresher than food produced farther away. 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 also reported that they found it easy to get locally produced foods in the summer but more difficult in the winter. 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 large sample size and the survey findings were certainly suggestive that there is an interest among Nova Scotians in purchasing and promoting locally produced food. However, despite the relatively large sample size, concerns were expressed by the report's authors that the surveys were not evenly distributed across the whole province and, more importantly, the potential of sample bias arose as 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 the above concerns in mind, there was interest among social policy makers to conduct a similar survey using a more representative sample. There was also interest on the part of policy makers to examine similarities and differences between urban and rural survey respondents in terms of their beliefs, attitudes, and behaviours toward buying local food. Additional funding was sought from and provided by Agri-Futures Nova Scotia to conduct a mail survey of a randomly selected sample of Nova Scotians. The survey was again conducted in conjunction with the Rural Research Centre of the Nova Scotia Agricultural College. The objectives of the survey were as follows:

1) Replicate the 2006 Buy Local Survey using a more representative sampling method
2) Replicate the 2006 Buy Local Survey in a context that did not promote locally produced food
3) Evaluate the awareness and effectiveness of the W.I. Buy Local Campaign and the Select Nova Scotia Campaign
4) Provide information on rural-urban differences in terms of beliefs, attitudes, and propensity to buy locally produced food

METHODS

The current survey was essentially identical to the 2006 survey, with only minor changes made to the survey instrument. The surveys took about five minutes to complete and asked people to indicate the degree to which seven 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. In addition, two sets of questions were added to determine the level of awareness of the W.I. Buy Local Campaign and the Select Nova Scotia Campaign. Respondents who indicated an awareness of either of these two campaigns were asked a series of questions designed to assess in what ways and how much the campaigns increased their likelihood of buying locally produced food. The end of the survey also provided a small space for respondents to indicate their thoughts about local food (see Appendix A for a copy of the survey). The survey instrument and methods received full approval from the Nova Scotia Agricultural College Research Ethics Board.

InfoCanada, an organization that specializes in generating addresses for mail surveys, developed the sample. To do so, they selected names from the white pages of the Nova Scotia telephone directory and through special software and agreements with Statistics Canada were able to generate accurate mailing addresses. Surveys were mailed with a cover letter on November 19, 2007. Returned surveys were accepted until January 14, 2008. Surveys were analyzed using SPSS for Windows, version 11.5.

As noted, the current survey was intended to replicate the 2006 Buy Local Survey. To that end, the 2007 survey was very similar to the 2006 survey. Table 1 summarizes the content and methodological differences between the two surveys.

Table 1. Methodological Comparison of 2006 and 2007 Buy Local Challenge Surveys

	2006 Survey	2007 Survey
Time of Year	Summer/Early Fall	Late Fall/Winter
Sampling Method	Convenience (Agricultural Fairs, W.I. Events)	Random Household
Administration	Hand Out/Immediate Return	Mail
Number of Respondents	2316	1443
Questions Added to 2007 Survey	Q1f Fair Trade as factor Q2 c/f Maritimes and North America as local options Q5 Evaluation of Buy Local Campaign Q6 Evaluation of Select Nova Scotia Campaign --- Comments Section	

RESULTS

Notes on Reporting of Results

It was intended throughout the reporting of results to highlight similarities and differences between the 2006 and 2007 surveys. However, it was found that the results were virtually identical between the two surveys. For example, there were thirty identical questions between the two surveys that used a five point response scale. Of the 30 questions, 21 (70%) had means within 0.1 point and another 5 questions (17%) were within 0.2 points. Therefore, only notable differences between the two surveys are highlighted in the report. In order to facilitate comparison between the two surveys, when appropriate, table numbers with the same results have the same number in each report. For example, Table 4 of both reports summarizes the results for "factors that influence types of foods purchased". Finally, the large sample size ensures that even very small differences are significant. Therefore, as with the 2006 survey, for items using five-point response scales, only differences of 0.3 or greater will be considered meaningful and highlighted as differences.

Of the 1443 returned surveys, 455 provided written comments. These comments were coded according to common themes that emerged from the open-ended responses. The themes that emerged are integrated throughout the report to provide support for (or in some cases alternative perspectives) to the quantitative findings.

Return Rate

A total of 8000 surveys were mailed and 1443 were returned for a response rate of 18.0%. However, the mailed surveys did not include a return address, therefore, the response rate of people who actually received the survey is underestimated. A different mail survey conducted at the same time by the lead researcher using the exact same methodology resulted in 16.7% of the surveys returned as undeliverable. Assuming the same rate of undeliverable surveys in the current study, the response rate would be 21.7% and is likely the more accurate representation of the response rate.

Survey Distribution

As noted in Table 2, the distribution of returned surveys followed reasonably closely the percentage of households (based on the 2006 census) in each of the eighteen counties, suggesting that at least geographically, the survey is representative of the population of Nova Scotia. This contrasts to the 2006 survey which did not consist of such a geographically representative population.

Table 2. County of Residence for Nova Scotia Respondents

County	Number of Surveys	Percent of Responses	Percent of Households in NS
Annapolis	36	2.6	2.4
Antigonish	12	0.9	1.9
Cape Breton	163	11.7	11.4
Colchester	116	8.3	5.5
Cumberland	52	3.7	3.6
Digby	12	0.9	2.1
Guysborough	10	0.7	1.0
Halifax	691	49.4	41.2
Hants	43	3.1	4.2
Inverness	16	1.1	2.0
Kings	91	6.5	6.4
Lunenburg	67	4.8	5.3
Pictou	45	3.2	5.1
Queens	10	0.7	1.3
Richmond	1	0.1	1.1
Shelburne	4	0.3	1.7
Victoria	10	0.7	0.8
Yarmouth	20	1.4	2.8
Total	1399	100	100

Note: 44 respondents did not indicate their county and are not included in the table

Characteristics of Respondents

Table 3 presents the demographic characteristics of the survey respondents. Just over half the respondents were female. The majority of respondents fell into the 46-60 year age group (39.7%) and 61-75 year age group (29.3%). Almost half (46.5%) had completed college or university and just under half reported incomes of $60,000 or greater (46.5%). About 40% reported living in an urban community (50,000 or over) while the other 60% came from small towns or rural communities. It should be noted that compared to the 2006 survey, the 2007 survey was much more representative of the Nova Scotia population, particularly in terms of sex (81.4% female respondents in 2006 survey) and community size (15.4% community size 50,000 and over in 2006 survey). Based on data from Nova Scotia Community Accounts, it would appear that the sample is reasonably representative of the Nova Scotia population in terms of participant characteristics. For example, according to the 2001 Canadian Census, just over half of the population is female and 49.2% of adults had completed a diploma or degree (versus 46.5% in the survey). Median household income was higher among survey respondents as compared to the general population ($39,908 in general population compared to 30.5% of survey respondents who reported a household income under $40,000). This difference likely reflects increases in household income since 2001 as well as a potential tendency for higher income individuals to respond to the survey. Approximately 40% of Nova Scotians live in communities of over 50,000 (depending on how you define the communities of Halifax Regional Municipality and Cape Breton Regional Municipality) which closely approximates the survey results. In terms of age, 18-45 year olds are underrepresented in the survey (21% in survey versus approximately 42% of adults in the general population) and the 46-75 year old age group is overrepresented (69% in survey versus approximately 48% of adults in general population). Thus, it would appear that the sample is fairly representative of the Nova Scotia population in terms of geographic distribution (both county and community size distribution), sex, education level, and annual household income (although survey respondents indicated a somewhat higher income than the general Nova Scotia population). However, the survey is overrepresented by 46-75 year olds and underrepresented by the younger age groups (18-45 year olds).

In the comments section of the survey, a sizable number of respondents wrote to express their gratitude and appreciation for having the opportunity to complete the survey, hoping that it would lead to better labeling practices and an overall improvement in the availability and awareness of local food.

Table 3. Characteristics of Respondents

Characteristic		Percent
Sex	Female	55.6
	Male	44.4
Age (years)	18-30	2.2
	31-45	18.9
	46-60	39.7
	61-75	29.3
	75+	9.9
Education Level	Less than Grade 12	10.6
	Completed High School	20.7
	Some Coll/Univ	22.2
	Completed Coll/Univ	46.5
Annual Household Income	Less than $20,000	7.1
	$20,000-$39,999	23.4
	$40,000-$59,999	23.0
	$60,000 and Over	46.5
Community Size	Under 500	6.7
	500-1,999	10.4
	2,000-4,999	13.2
	5,000-9,999	10.8
	10,000-49,999	18.8
	50,000 and Over	40.1

Factors That Influence the Types of Food Purchased

<u>Overall Results</u>

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 = 4.5 out of 5) and nutritional value (mean = 4.4). Over 93% of respondents rated taste and over 87% 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 = 4.0) followed by price (mean = 3.7), fair trade (mean = 3.2), ease of preparation (mean = 3.1), and organic (mean = 2.7). These results were extremely similar to those from the 2006 survey.

Table 4. Factors That Influence Types of Food Purchased

		Percent				
Factor	**Mean**	**1**	**2**	**3**	**4**	**5**
Taste	**4.5**	1.1	0.7	4.5	31.2	62.5
Nutritional value	**4.4**	1.0	1.5	10.0	35.4	52.1
Locally grown product	**4.0**	2.5	4.8	20.1	33.9	38.7
Price	**3.7**	2.3	8.5	32.1	30.1	27.0
Fair Trade	**3.2**	11.5	13.6	34.4	25.9	14.5
Ease of preparation	**3.1**	11.9	15.7	34.6	28.2	9.6
Organic	**2.7**	22.6	21.0	30.7	16.9	8.8

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

Despite the fact that respondents placed whether food was locally grown above price in terms of factors influencing food choice, it was clear from the comments that some people carefully considered price in their food buying decision. Many comments in this category centered on the idea that consumers felt local foods were not competitively priced. Others specified that they would like to see a reflection of the lack of transportation costs in the price of locally grown and produced foods. One respondent rhetorically questioned, “Why should I buy at a local kiosk, when the vendor’s price is higher or the same as the [chain grocery] store and he has no overhead, no taxes and does not provide any additional jobs to the workforce?” Further, even though respondents showed an interest in and acknowledged the benefits of buying local foods, namely health, environmental and local economic benefits, there was reluctance expressed to pay extra, especially at times when the visual and taste quality were not seen to warrant the higher price.

Some respondents indicated that they not only want to be able to buy local foods, but preferably, organic local foods, something which they felt Nova Scotia needed more of. While some acknowledged that local does not always mean safe or organic, others still felt as though local food was less likely to be full of biocides and preservatives than food shipped from out of the province or country. One respondent replied, “whenever possible, regardless of price, I buy locally to help the community, but foremost, to ensure the foods have no extra ingredients, like hormone injected, preservatives, pesticides, etc.”

<u>Factors Broken Down by Respondent Characteristics</u>

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 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 $20,000 annually perceived price to be more influential on their food buying habits than those reporting higher annual incomes. This was also reflected in the comments section by some respondents who indicated that they were financially compelled to buy whatever is cheapest, which according to them, is often imported.

There were few differences by community size (Figure 3) and no consistent trends indicating that community size impacted the influence of different factors on food purchasing behaviour. There were also few differences in perceptions of how factors influenced food purchasing behaviour according to education level (Figure 4). There was a small inverse relationship between education level and locally grown, with lower levels of education corresponding to reporting locally grown being a more influential factor on food purchasing habits. There were also inverse relationships between education level and price and ease of preparation as factors influencing food purchasing behaviour, but these differences were also relatively small.

Finally, as shown in Figure 5, there were fairly strong differences by age on three factors. As age increased, respondents reported that nutritional value, whether the product was locally grown, and fair trade all were more influential on their food buying habits, although there was a slight reversal in the trends for nutritional value and locally grown for those 75 years and older. A similar trend was seen for organic, although the differences were relatively small. Respondents in the youngest age group (18-30 years) reported price as being a stronger factor on their food buying habits than respondents in other age groups and respondents in the youngest and oldest age groups reported ease of preparation as a stronger factor compared to other age groups.

Figure 1. Factors That Influence Food Purchasing Behaviour by Sex

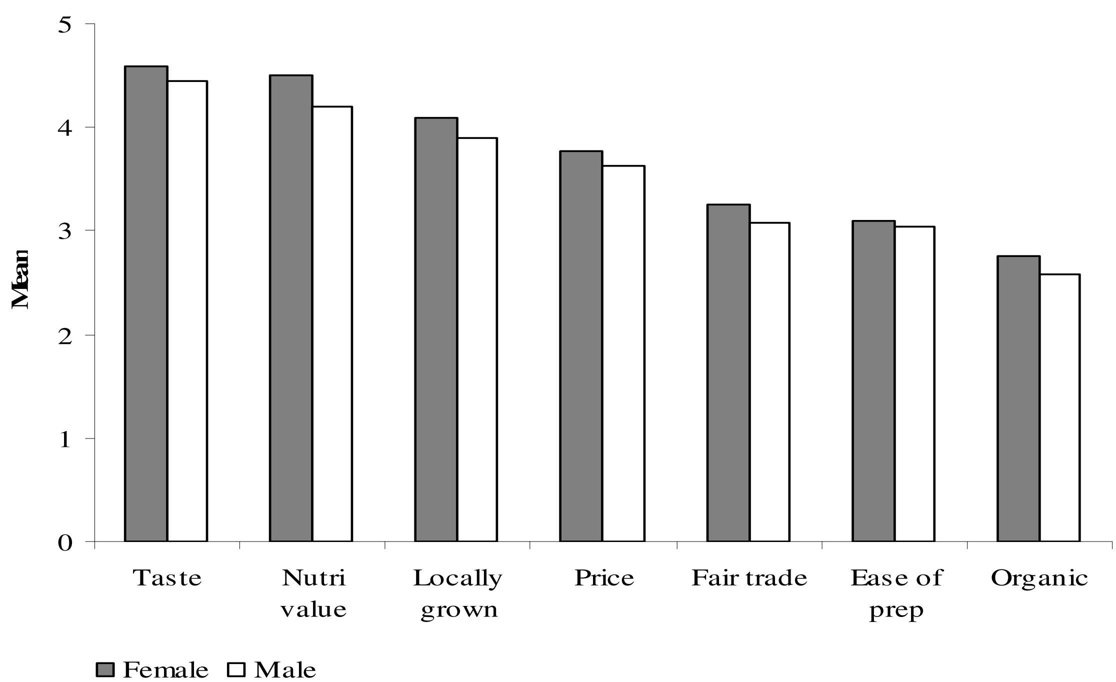


Figure 2. Factors That Influence Food Purchasing Behaviour by Annual Household Income

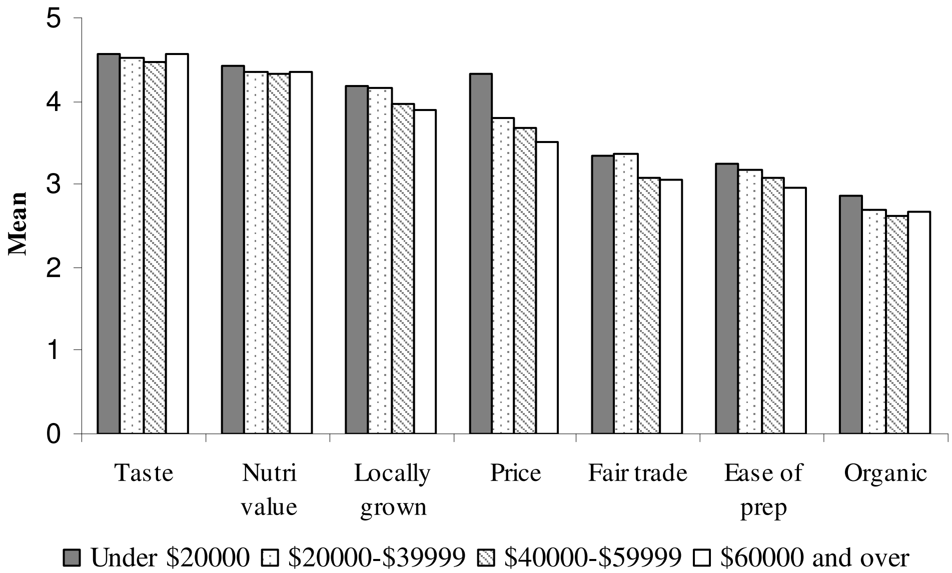


Figure 3. Factors That Influence Food Purchasing Behaviour by Population Size

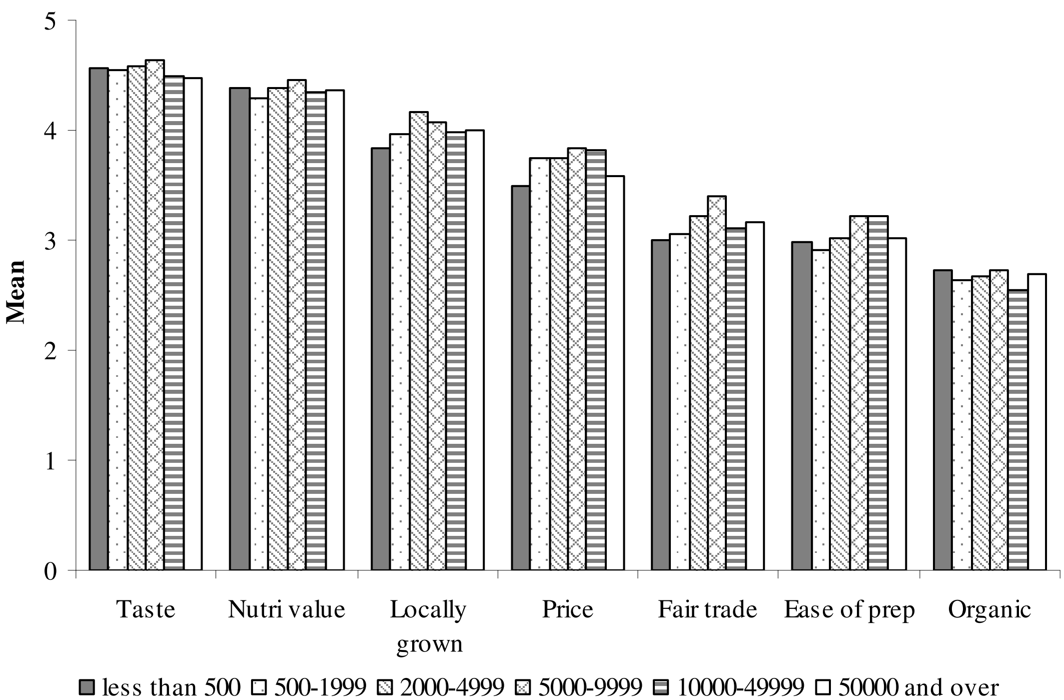


Figure 4. Factors That Influence Food Purchasing Behaviour by Education Level

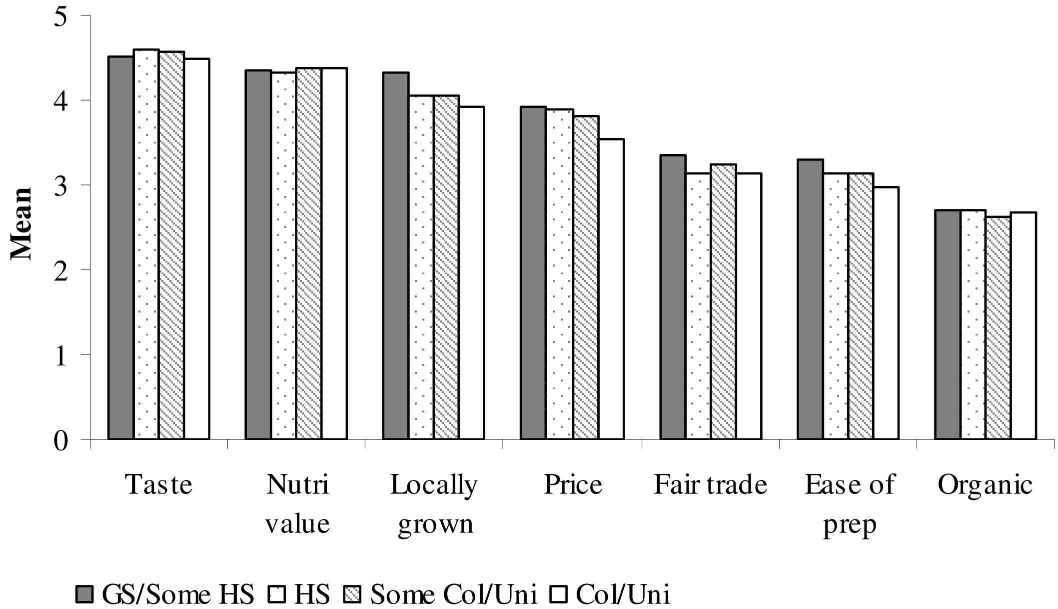
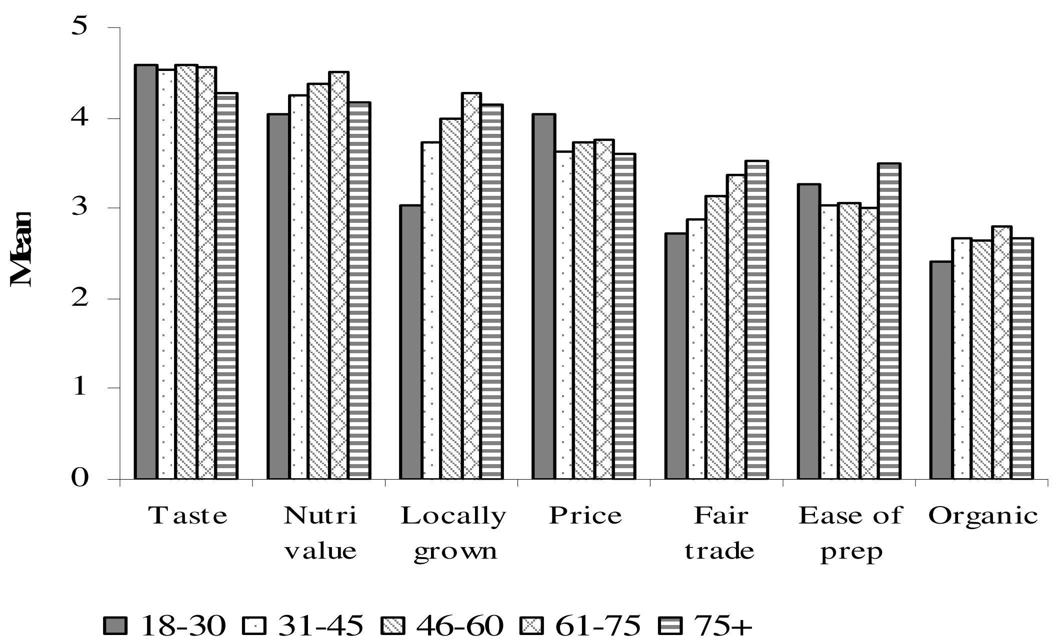


Figure 5: Factors That Influence Food Purchasing Behaviour by Age



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 anywhere within a certain geographic area would be considered by them as being local. As shown in Table 5, over 97 percent of respondents felt that food produced in their community (100%), in their county (99.1%), or Nova Scotia (97.3%) constituted locally produced food. Three quarters considered food produced anywhere in the Maritimes to be local. Food produced anywhere in Canada (22.3%) and anywhere in North America (3.8%) was generally not perceived as local food.

Table 5: Geographic Area From Which Food Would Be Considered Local

Location	Percent "Yes"
My community	100.0
My county	99.1
Nova Scotia	97.3
Maritimes (NS, NB, PEI)	75.3
Canada	22.3
North America	3.8

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 4.5 out of 5), direct from farm (mean = 4.5), and small fruit and vegetable markets (mean = 4.3). For all three sources, over 84% of respondents gave a rating of either 4 or 5 on a five point scale where five signified "extremely good". Large grocery stores (mean = 3.0) were given a middle rating as a source of locally produced food and family style restaurants (mean = 2.2), convenience stores (mean = 1.8), and fast food restaurants (mean = 1.5) were given relatively low ratings. These results were very similar to the 2006 survey, although it should be noted that family style restaurants were given lower ratings on the current survey compared to the 2006 survey (means 2.2 vs 2.6).

The high rating given to farmers' markets as sources of local foods was also reflected in the comments provided by respondents. One popular response from those who provided comments was a support for farmers' markets. Many wrote expressing their support and indicated that they love to shop at these venues. However, issues that did arise around farmers' markets centered on wanting more locations and for the existing ones to be open more often. Several respondents supplied a solution to what they saw as an obstacle to buying local, suggesting that "opportunities to buy local should be advertised somehow in a collection of possibilities – perhaps an info sheet available to each community, or on [municipal] websites".

Table 6. Respondents' Opinions Regarding Sources of Local Foods

		Percent				
Source	**Mean**	**1**	**2**	**3**	**4**	**5**
Outdoor farmers' market	**4.5**	0.9	1.5	6.1	27.2	64.4
Direct from farm	**4.5**	4.2	4.0	6.4	10.9	74.5
Small fruit and vegetable market	**4.3**	1.4	2.5	12.0	35.1	49.0
Large grocery store	**3.0**	9.6	21.5	35.2	22.6	11.1
Family style restaurants	**2.2**	25.1	36.5	30.2	6.5	1.7
Convenience store	**1.8**	45.5	32.0	17.0	4.5	1.1
Fast food restaurants	**1.5**	61.4	25.9	10.6	1.7	0.4

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

When it comes to the big chain grocery stores, while a small number of people wrote to express their satisfaction with the attempts of these stores to provide more local alternatives, a larger group of respondents expressed the opposite – that they have trouble finding local food in big chain grocery stores. Of all of the chain stores, the one respondents viewed most favorably in this respect was Co-Op. Others felt that even when the big stores are providing local food, that by the time it makes it to the distribution centers and back again, it is no longer fresh – which many indicate as one of the main reasons for buying local in the first place. Some respondents indicated that they shop at these big stores for the convenience factors hinging on one-stop shopping and location, while others said they simply do not shop at these stores, and take the extra time and effort it may require to buy local directly from farms, roadside stands, or farmers' markets. It is also relevant to note that some respondents expressed a dislike for the way in which they perceive the larger chain stores treating farmers when it comes to price, feeling that the customer pays more for local food but the farmers actually receive less of the profits.

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 respondents' beliefs toward 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 respondents' attitudes toward the promotion of locally produced food. All results were similar to the 2006 survey.

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

		Percent				
Statement	**Mean**	**1**	**2**	**3**	**4**	**5**
I like to buy food that is produced locally	**4.5**	0.6	1.2	9.2	28.4	60.6
Whenever possible, I intentionally buy locally produced food	**4.2**	0.9	4.8	14.2	29.6	50.5
I make it a priority to buy locally produced food	**3.7**	3.0	11.1	27.8	30.0	28.2
I consider the place of origin when buying food	**3.8**	3.4	8.6	22.9	31.3	33.7
Buying locally produced food is good for the local economy	**4.7**	0.2	0.7	3.5	20.4	75.2
Local food is fresher than food produced farther away	**4.3**	0.6	3.0	14.1	29.1	53.3
Buying locally produced food helps the environment	**4.2**	1.3	4.4	20.7	25.1	48.5
Buying local food means more money goes to the farmer	**4.0**	1.6	5.3	22.1	30.2	40.9
I find it easy to get locally produced foods in the summer	**4.0**	1.3	5.9	18.1	37.4	37.3
I find it easy to get locally produced foods in the winter	**2.2**	21.8	44.5	26.7	5.4	1.6
I have little choice over whether or not the foods I buy are locally grown	**3.0**	9.0	18.7	41.7	20.3	10.3
It is easy to know whether the food I buy is grown locally	**2.6**	14.9	31.4	33.4	14.7	5.6
The government should promote buying locally grown food	**4.5**	1.4	1.7	7.4	21.8	67.6
I would buy more locally produced foods in grocery stores if the foods were clearly marked with a logo	**4.4**	1.0	1.9	10.2	33.9	53.0
I would order more locally produced foods in restaurants if the menu items were clearly marked with a logo	**4.2**	2.3	4.0	15.8	32.2	45.8

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

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=4.5 out of 5), whenever possible intentionally buy local food (mean = 4.2), and make it a priority to buy locally produced food (mean = 3.7). Examination of the associations between these three items indicated a high level of correlation (all correlations above 0.64). 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 = 3.8).

In the comment section, some respondents wrote to indicate that they already do purchase and eat local food wherever possible. However, these respondents also expressed frustration with the many barriers they perceived that prevented them from buying locally grown food. A small number of respondents indicated that they grow their own food and would like to buy more locally produced food if they could, but expressed a frustration with the ability to find it in the main stores in their areas and, therefore, took to growing it themselves.

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 out of 5), local food is fresher than food produced farther away (mean = 4.3), buying locally produced food helps the environment (mean = 4.2), and buying local food means more money goes to the farmer (mean = 4.0).

These scaled ratings are in close agreement to many of the comments provided by respondents. A large number of those who chose to comment expressed sentiments of support for local farmers and the well-being of local farms and farming communities. Some alluded to the historical heritage element of respecting local communities and agriculture in Nova Scotia, while others simply indicated that support for local farmers would help to lift up entire communities. One respondent poignantly argued that "local, preferably organic, is best for everything – economy, health, taste. It's the best way to go for the entire planet. Thank heavens for the farmers and farmers' markets!"

When it comes to quality, there seems to be considerable agreement that farmers' markets or buying directly from the farmers themselves is the best option for consumers. One respondent indicated a belief that growers take more pride in their products when they sell them directly, therefore assuring more freshness and a higher overall quality in the foods they produce. Interestingly, one respondent pointed out that "local foods" sold in large chain grocery stores are often shipped to distribution centers and then back to the "local" stores, putting them on par with imports – an issue that buying directly from growers avoids.

While some respondents indicated that they felt as though local food was a healthier option, others were quick to point out that local does not always mean the best quality. One respondent stated, “I am concerned that there seems to be an assumption that local or organic means nutritionally better – poorly handled local products can be inferior to some imports”. Despite the belief by many that local foods tend to be fresher, some complained of inferiority in look and taste of local foods, compared to imported ones, while roughly an equal number argued the opposite, and accounted for the differences in appearance to the high level of preservatives used on foods shipped from outside of local regions.

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 = 4.0) but not as easy in the winter (mean = 2.2). They also felt only moderate control over having a choice as to whether or not the foods they buy are locally grown (mean = 3.0) and knowing whether the food they buy is locally grown (mean = 2.6).

Within the written comments, there was considerable frustration, to the point of outright indignation, pertaining to the lack of control respondents felt they had in obtaining local foods. While finding local foods in large chain stores seemed to be one of the biggest challenges respondents reported, others expressed concern over the availability of local foods, even in smaller markets. Several individuals indicated a concern that the best quality local produce was being exported, leaving Nova Scotians to settle for lesser quality produce or even imports.

Many respondents indicated that if they could find local foods, they would purchase them. A fairly large number of respondents expressed discontent with the ways in which local foods are labeled. While some suggested large chain grocery stores should designate a specific section of their stores to local foods, others would simply like to see better labeling practices. Respondents indicated that, as consumers, they want to know what they are buying and whether or not they are supporting a local organic farmer, or purchasing genetically modified food from foreign countries (or even other areas of Canada that would require extensive shipping).

However, respondents seemed most unsettled with the blatant trickery that they perceive is sometimes involved in the labeling of foods as “local”. Some respondents reported that they had picked up food labeled as local and searched the small print only to find that it was merely packaged locally (and even then “local” often referred to Canada and not the actual local region). While many respondents were quick to indicate their disappointment with the accessibility and visibility of local foods, they were equally quick to offer solutions, such as policies making it mandatory for supermarkets to carry local foods where possible, giving consumers a price break on the basis of the lack of travel costs for local food, and government “Buy Local” campaigns.

Food safety also appears to be an important factor that many individuals take into consideration when deciding where to shop for food. Some respondents indicated a belief that over-processed food, high in preservatives, pesticides and “god knows what” other additives are a major contributing factor in the high rates of cancers and other ailments. They indicated that buying local was their way of having some sort of control over exactly what they are eating. In relation to labeling concerns, many respondents took the opportunity to voice their concerns over the discrepancy in labeling foods as Canadian products when a majority of the ingredients in the product are actually from outside of the country. Overall then, motivating factors for purchasing local food, according to the consumers who responded, tended to rest on issues of food safety, taste, growing practices, transportation costs, and a sense of supporting the local community.

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 = 4.5) 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 = 4.4) and in restaurants (mean = 4.2).

Based upon the comments, respondents varied on the level of involvement they thought government bodies should play. While many argued that the Provincial government, in particular, should play a large part in the marketing and support for local foods, others put that responsibility on the industry and farmers themselves to do a better job at promoting their food products. Overall, comments involving the government mostly called for help in local food promotion while a smaller number expressed concern over bureaucratization of local food initiatives.

Beliefs, Attitudes, and Propensity to Buy Local Food Broken Down by Respondent Characteristics

In addition to the overall results, each statement in Table 7 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 increasing 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

	Age (years)				
Statement	**18-30**	**31-45**	**46-60**	**61-75**	**Over 75**
I like to buy food that is produced locally	4.0	4.4	4.4	4.6	4.6
Whenever possible, I intentionally buy locally produced food	3.6	4.1	4.2	4.4	4.4
I make it a priority to buy locally produced food	3.1	3.5	3.6	3.9	4.0

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 = .26) than were the ability items (R^2 =.11). Therefore, in the prediction model, the belief items were entered first, followed by the ability items. The four belief items explained 26 percent of the variance in propensity to purchase locally produced food. Adding the four ability items explained an additional 4 percent, resulting in 30 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 account for most of the explained 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, three belief items and one ability item were the strongest predictors of the propensity to purchase locally produced food. The three belief items were buying locally produced food is good for the local economy (B =.23), buying local food is fresher than food produced farther away (B =.16), and buying locally produced food helps the environment (B =.15). The ability item was it is easy to get locally produced foods in the summer (B =.18). The results of the regression analyses were similar to those of the 2006 survey.

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

	b	Std Error	*B*	t	sig
Constant	1.067	.552		1.93	0.05
Buying locally produced food is good for the local economy	0.976	0.113	0.231	8.66	< .001
Buying locally produced food helps the environment	0.368	0.072	0.145	5.13	< .001
Buying locally produced food means more money goes to the farmer	0.149	0.068	0.060	2.19	0.03
Local food is fresher than food produced farther away	0.475	0.077	0.164	6.14	< .001
I find it easy to get locally produced foods in the summer	0.474	0.066	0.179	7.16	< .001
I find it easy to get locally produced foods in the winter	-0.002	0.068	-0.001	-0.03	ns
It is easy to know whether the food I buy is grown locally	0.202	0.059	0.087	3.40	.001
I have little choice over whether or not the foods I buy are locally grown	0.037	0.056	0.016	0.67	ns

R-Square Full Model = 0.30

Buying Local Food Campaigns

Respondents were asked to indicate whether they were aware of the W.I. Buy Local Campaign and the Select Nova Scotia Campaign. Just under ten percent (9.6%) of respondents indicated they were aware of the W.I. Buy Local Campaign and just under forty percent (38.9%) were aware of the Select Nova Scotia Campaign. A higher percentage of respondents living in rural areas (communities under 50,000 people) as compared to urban areas indicated awareness of the W.I. Buy Local Campaign (10.9% vs 7.6%) and the Select Nova Scotia Program (41.8% vs 37.7%).

As shown in Table 10, of those who indicated they were aware of the W.I. Buy Local Campaign, over two thirds agreed (score of 4 or 5 on a five point scale) that the Campaign increased their awareness of local food (mean 3.9 out of 5), made buying local food more of a priority for the respondent (mean = 3.9), and motivated the respondent to buy local food more often (mean = 3.9). Respondents were less likely to indicate that the campaign changed their opinion about buying local food (mean = 3.5) and encouraged them to ask food retailers to have more local foods on the shelves (mean = 3.3).

As shown in Table 11, of those who were aware of the Select Nova Scotia program, there was general agreement that the program made it easier to identify Nova Scotia produced food (mean = 4.1 out of 5), increased respondents' priority to buy Nova Scotia produced food (mean = 3.8), and motivated respondents to buy Nova Scotia produced food more often (mean = 3.9).

Table 10. Impact of the W.I. Buy Local Campaign (n=128)

		Percent				
The W.I. Buy Local Campaign . . .	**Mean**	**1**	**2**	**3**	**4**	**5**
Increased my awareness of local food	**3.9**	1.6	3.1	26.8	37.0	31.5
Changed my opinion about buying local food	**3.5**	5.6	13.6	30.4	25.6	24.8
Made buying local food more of a priority for me	**3.9**	3.2	7.2	21.6	35.2	32.8
Motivated me to buy local food more often	**3.9**	1.6	8.0	20.8	35.2	34.4
Encouraged me to ask food retailers to have more local foods on the shelves	**3.3**	8.7	15.9	32.5	19.0	23.8

Responses reported on a five point scale with 1=Strongly disagree to 5=Strongly agree
Included only respondents who indicated they were aware of the W.I. Buy Local Campaign

Table 11. Impact of the Select Nova Scotia Campaign (n=528)

		Percent				
The Select Nova Scotia Campaign . . .	**Mean**	**1**	**2**	**3**	**4**	**5**
Made it easier for me to identify Nova Scotia produced food	**4.1**	1.5	5.0	16.4	38.0	39.0
Made buying Nova Scotia produced food more of a priority for me	**3.8**	2.9	8.1	24.4	38.5	26.1
Motivated me to buy Nova Scotia produced foods more often	**3.9**	2.9	5.2	22.4	40.5	29.0

Responses reported on a five point scale with 1=Strongly disagree to 5=Strongly agree
Included only respondents who indicated they were aware of the Select Nova Scotia program

In reference to the Women's Institutes of Nova Scotia's "Buy Local Challenge" Campaign and the Select Nova Scotia Campaign, a variety of survey respondents took the opportunity to voice their opinions of the relevant need and success of the two campaigns. While many indicated that they had heard of the campaigns, some also stated that the larger grocery chain stores did a poor job at making them visible. One respondent suggested, "The W.I. Buy Local Campaign and the Select Nova Scotia Program should be advertised and promoted on a consistent basis through media, radio, T.V., etc., so that everyone understands and is exposed to it".

Many respondents took the time to express their appreciation and support for the campaigns and the current project. Those who indicated they were uninformed of the campaigns expressed an interest in learning more and in taking a more proactive role in trying to make sure that the foods they purchase are produced locally. One respondent, who had not even heard of the two campaigns, indicated that, "I would choose my grocery store – or change my regular store – if one of the major stores started really promoting local food!"

DISCUSSION

The main goal of the 2007 Buy Local Survey was to compare the results to the 2006 Buy Local Survey. The main difference between the two surveys was in the manner in which the sample was drawn and survey administered. The 2006 survey utilized a convenience sample drawn primarily from agricultural fairs and other events where the Women's Institutes were promoting buying local food; whereas, the 2007 survey used a randomly selected mail survey. Thus, there was concern that the 2006 survey was based on a biased sample. Indeed, the 2006 survey was overrepresented by females and people living in rural areas. In addition, certain counties were overrepresented while others were underrepresented. Even with a return rate of eighteen percent, the random mail survey appeared to create a much more representative sample. When compared to census data, respondent characteristics were fairly representative of the Nova Scotia population in terms of sex, education level, income, and geographic distribution. The 2007 survey was overrepresented by individuals in the 46-75 year age group. The other main difference between the surveys was the context in which they were completed. The 2006 survey was usually handed to individuals and completed on the spot, often these individuals had come to an area where the Women's Institutes was promoting local food. Thus, given the environments (agricultural fairs) and the fact that respondents had voluntarily initially come to a booth promoting locally produced food certainly introduced the possibility that those individuals may have already had a strong interest in and positive attitudes toward buying local food. The 2007 mail survey was completed by individuals who had not solicited the survey and in the context of their own homes. Thus, it would appear that using a mail survey methodology greatly reduced the chances of sample bias, while recognizing however, that interest in the topic is still likely one factor that would have motivated people to complete and return the survey.

Perhaps the most notable finding was that despite the differences in the two samples, the survey results were virtually identical. Thus, similar to the 2006 survey, the results of the mail 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 as well as fair trade and to a lesser extent, organic food. These findings seem to run against cultural stereotypes of members of the younger generation having more interest in and more progressive attitudes toward social issues and issues related to the environment. The findings may 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.

The relatively high rating for locally grown product as a factor influencing food choice is a bit surprising, particularly being rated above price. Increased awareness of environmental issues, food scares, and the effects of globalization may all have an impact on people choosing locally produced food. On the other hand, survey respondents were aware that this was a "Buy Local" survey and that may have influenced both who completed and returned a survey as well as how the survey was answered.

Overall, there was high agreement among participants that food produced in Nova Scotia is "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 large grocery stores were seen as moderately good sources and family style restaurants, 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. Written comments confirmed these findings with respondents particularly emphasizing the value of farmers' markets for obtaining local 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. Interestingly, there was a relationship between age and propensity to buy locally produced food with older individuals more likely to report a propensity to purchase local food, a finding consistent with older individuals, as compared to younger individuals, giving higher ratings to locally produced food as a factor that influences their food buying decisions.

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, local food is fresher than food produced farther away, and buying local food 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. Written comments also generally supported these findings although some respondents believed it was up to producers and industry, not government, to promote locally produced food. Taken together, these results suggest that existing efforts to promote locally produced food, such as producing local food brochures and websites as well as labeling food as local, are well received and should continue. Further, other more novel approaches to encourage buying local could be introduced, such as the idea of one respondent to produce cookbooks providing information and recipes for seasonal cooking, that is, using local products in season.

An additional objective of the 2007 survey was to get an indication of the effectiveness of two Buy Local campaigns. The first was the W.I. Buy Local Campaign which was administered by the Women's Institutes with funding from Agri-Futures Nova Scotia. Slightly under ten percent of respondents indicated that they were aware of the W.I. Buy Local Campaign, and more people in rural areas versus urban areas were aware of the campaign, likely largely due to a stronger presence of the W.I. in rural areas and the fact that much of the promotional campaign took part in rural settings (e.g., farmers markets, agricultural fairs). Of those who indicated they were aware of the W.I. Buy Local Campaign, the campaign seemed effective in meeting its objectives of increasing awareness of local food and making buying local food more of a priority.

The Select Nova Scotia Campaign was a province wide, government initiative designed to encourage and help consumers buy local food, primarily through applying a distinctive label to help Nova Scotians identify food produced in Nova Scotia. This strategy of identifying food produced in Nova Scotia as local corresponds to survey respondents' perceptions of what constitutes local food. The campaign and logo had its public launch approximately six weeks prior to the surveys being mailed, therefore, this survey is an indicator of the initial success of the campaign. Despite the relatively short time frame, almost forty percent of respondents indicated that they were aware of the Select Nova Scotia Campaign. Beyond just creating awareness, the campaign seemed effective in helping respondents identify Nova Scotia produced food, increased respondents' priority towards buying locally produced food, and motivated respondents to buy Nova Scotia produced food.

One of the questions social policy makers wanted addressed by the survey was whether there were differences between urban and rural populations in terms of buying local. To that end, individuals identifying themselves as living in communities of over 50,000 people (urban) were compared to those living in communities of less than 50,000 (rural). There were no meaningful differences on any questions assessing factors that influenced purchasing of food; geographically what was considered local; how good different sources were for buying local food; and beliefs, attitudes, and propensity to buy locally produced food. Thus, it would appear that beliefs, attitudes, and behaviours toward buying locally produced food are not associated with the size of community one lives in.

As mentioned, perhaps the most noteworthy finding is despite the fact that the surveys used very different sampling methods, were administered in different contexts, and had respondents with different demographic characteristics, the results between the two surveys were almost identical. Thus data from almost 3800 Nova Scotians drawn from two separate samples strengthen confidence that the results do reflect the beliefs, attitudes, and behaviours of many Nova Scotians toward buying local foods. From a social policy perspective, this likely means that many Nova Scotians would be supportive of government initiatives that supported the opportunity to buy locally produced food, which, based on this survey, would be defined by many Nova Scotians as food produced in this province. The beliefs that were most strongly related to propensity to buy locally produced food were that buying locally produced food is good for the local economy, helps the environment, and is fresher, and therefore, represent three areas that government or others who are interested in promoting locally produced food may want to concentrate on. Further, results also suggest that individuals would be very supportive of initiatives that help them identify food that is produced locally – thus perhaps explaining the early initial success of the Select Nova Scotia Campaign.

Appendix A: Buying Local Foods Survey

1) Please indicate how much each of the following factors influences the types of food you buy by circling the appropriate number.

	Factor	Not at all Influential				Very Influential
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 product	1	2	3	4	5
f)	Locally grown product	1	2	3	4	5
g)	Fair trade product	1	2	3	4	5

2) For each item, please check the appropriate response.

	I would consider food to be "local" if it were produced anywhere in…						
a)	My community	[ ] No	[ ] Yes	d)	The Maritimes	[ ] No	[ ] Yes
b)	My county	[ ] No	[ ] Yes	e)	Canada	[ ] No	[ ] Yes
c)	Nova Scotia	[ ] No	[ ] Yes	f)	North America	[ ] No	[ ] Yes

3) Please rate the following as sources of local foods by circling the appropriate number.

	Source	Extremely Poor				Extremely Good
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 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

	Statement	Strongly Disagree				Strongly Agree
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

5) Are you aware of the W.I. Buy Local Campaign?

[ ] Yes [ ] No (If no, please skip to Question 6)

	The W.I. Buy Local Campaign . . .	Strongly Disagree				Strongly Agree
a)	Increased my awareness of local food	1	2	3	4	5
b)	Changed my opinion about buying local food	1	2	3	4	5
c)	Made buying local food more of a priority for me	1	2	3	4	5
d)	Motivated me to buy local food more often	1	2	3	4	5
e)	Encouraged me to ask food retailers to have more local foods on the shelves	1	2	3	4	5

6) Are you aware of the Select Nova Scotia program?

[ ] Yes [ ] No (If no, please skip to Question 7)

	The Select Nova Scotia Program . . .	Strongly Disagree				Strongly Agree
a)	Made it easier for me to identify Nova Scotia produced food	1	2	3	4	5
b)	Made buying Nova Scotia produced food more of a priority for me	1	2	3	4	5
c)	Motivated me to buy Nova Scotia produced foods more often	1	2	3	4	5

7) Please tell us about yourself:

a) What is your sex? [ ] Female [ ] Male

b) What is your age?

[ ] Under 15	[ ] 20 – 23	[ ] 31 – 45	[ ] 61 – 75
[ ] 15 – 19	[ ] 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) What county do you live in? ____

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

Comments:

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Thank you very much for completing this survey.
Please mail back the survey in the addressed, postage paid envelope.