



FOCUS GROUP LESSONS LEARNED

WORDS ASSOCIATED WITH LOCAL FOOD

Slice of Vermont
Fresh in Vermont
Piece of Vermont
Vermont Grown

Always Vermont Season
Vermont Always in Season
Vermont Roots
Back to Basics

Rooted in Vermont

Words suggested:
value, green, soil,
earth, **tradition**
could be included

1

People receive their information from various channels. Campaign needs to be built from the grassroots up reaching consumers through their **social networks, word of mouth (friends and family), list serves, bulletin boards, regional magazines talking about local food, community organizations, as well as local media: TV and radio.**

2

Consumers access local food in a variety of ways statewide: Local farmstands are common. **Outside of Chittenden County the access is much less prevalent and concentrated on a few places within regions and communities.**

3

Local food used to be about how Vermonters survived, now it's trendy and a turnoff and even insulting for some Vermonters. **Tradition vs. Trend.**

4

Need to break through the stereotypes around the local food movement of exclusivity, hipster, trendy, exploited, being an outsider, something of white privilege, idealistic. **Build on the following ideas: getting back to the values and traditions of previous generations related to local food as a way to engage Vermonters in the current movement.**

5

Values are the number one motivator... not just focused on price but rather getting the best bang for the buck—across all classes and background. In developing a local food campaign the following values should be considered: **Taste, Quality, Freshness, Convenience, & Trust.**

6

There's a disconnect between hunting and fishing and the local food movement. Build demand around the local food movement by building trust for consumers. Highlight the ways to utilize local food to communicate the value of local food. **Education is highly valuable: demonstrations, taste tests, access to resources . Create opportunities to promote active engagement by communities in the movement.**

7

Processed food isn't seen as a local food. There is great opportunity to make stronger economic connections for food businesses and communicate how they help to strengthen the economic viability of their communities.





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8

Engaging youth is critical to this initiative because youth are most receptive to change.

9

The association between the health benefits of local food consumption will be a key element of this campaign. **Most consumers who participated in these focus groups were able to make the connection between local food and good health.**

10

Everyone wants to support farmers and local businesses, how to do it and why is it a benefit to the consumer is really important. **The messaging about “just supporting your farmer” can lead to guilt.**

11

Understanding how to partner with **other businesses outside of the local food movement could provide an opportunity to engage consumers in this campaign.** By partnering with local businesses it could create trust that consumers are seeking as a key element.

12

Economic status plays a role in the dialogue regarding the local food movement. The difference of opinions based on economic status and the will to participate need to find commonalities between all social classes/economic groups in order for this to be inclusive and feel as though local food is for everyone.

13

Placement of local food is critical in store and at shelf in order for there to be awareness and to generate trial. **Many consumers said they didn't trust the local signage at grocery stores—want origins and stories.**

14

Concern that large farms and agribusiness isn't reflecting the true cost of food and therefore there's a misperception that local food is more costly. Education about spending more on food and why local is better (economic impact to state, supporting farmers, healthier, environmental impact, animal rights and humane farming practices). **Perceived value vs real value: education needed around true value in local food.**

