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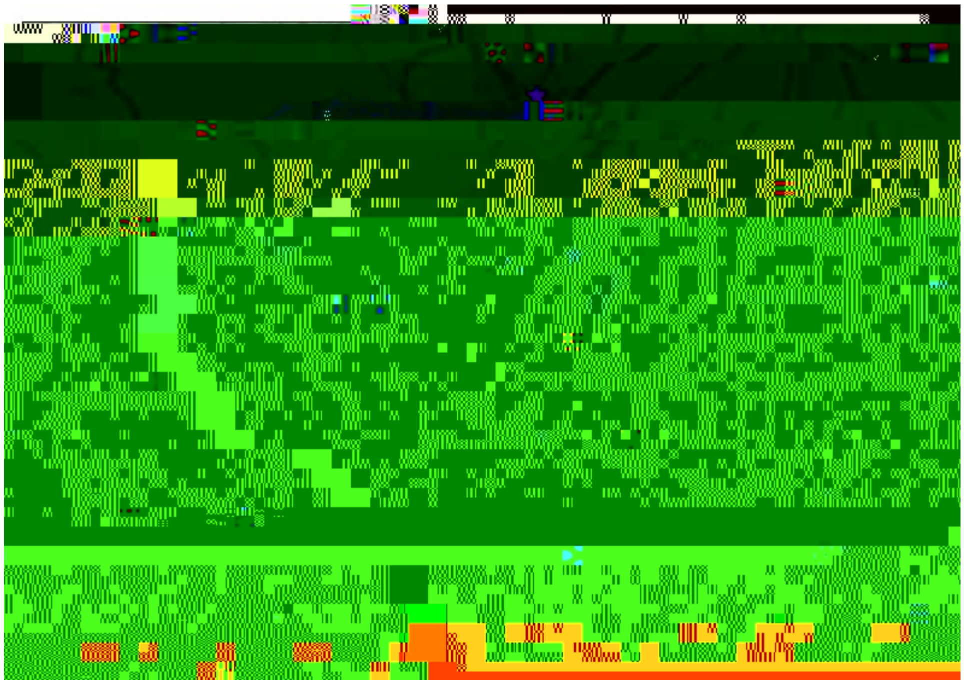
<u>Introduction</u>

Are local foods better than long distance foods?

How do consumers view food labels, specifically local food labeling?

Thegs, nult(hl

Figure 1: Cities in Capital Region



Research Question #3:

?

GROCERY STORE RESULTS

Grocery Store Definitions of Local Food

Figure 7: Map of Grocery Store Definitions of Local

Local Food Availability

Figure 9: Local Food Coverage vs. Grocery Store Categories

By city

Troy

Albany

Mechanicville

Glens Falls

Mechanicville

Schenectady

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Consumer Perceptions of Local Food

Figure 11: Consumer perception of local food

Figure 13: Importance of Availability of Local Food To Regular Price Chopper Shoppers, Hannaford Shoppers, and Natural/Health Food Store Shoppers

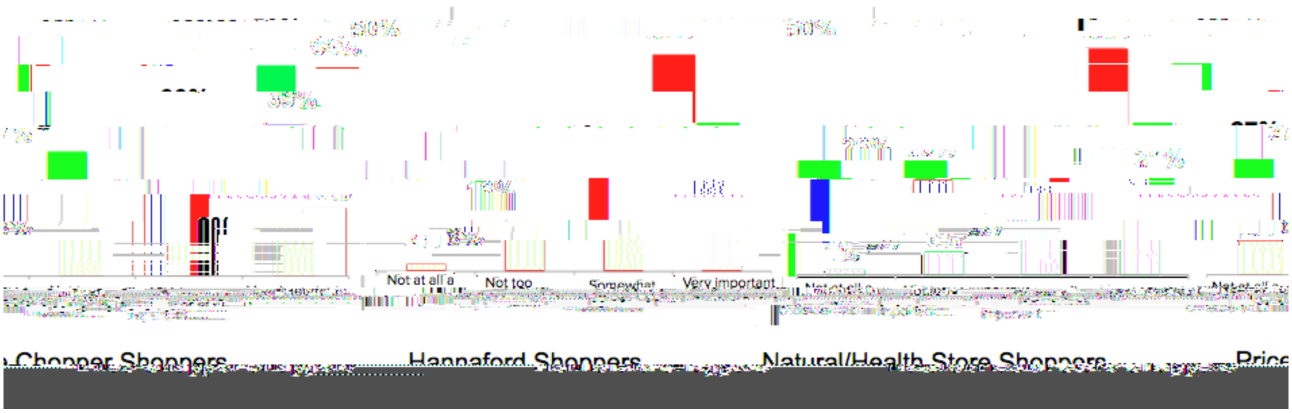


Figure 15: For Each Phrase Indicate if Each Description Would Make you Significantly More Likely to Buy it, Somewhat More Likely, Have No Effect, Somewhat Less Likely, or Significantly Less Likely To Buy it.

Figure 16: Percent of Consumers who prefer each type of label phrasing

Can Consumers Distinguish Local Food?

Figure 19: Being able to always, sometimes, or never distinguish local food vs. How important the availability of local food is when choosing a place to shop.

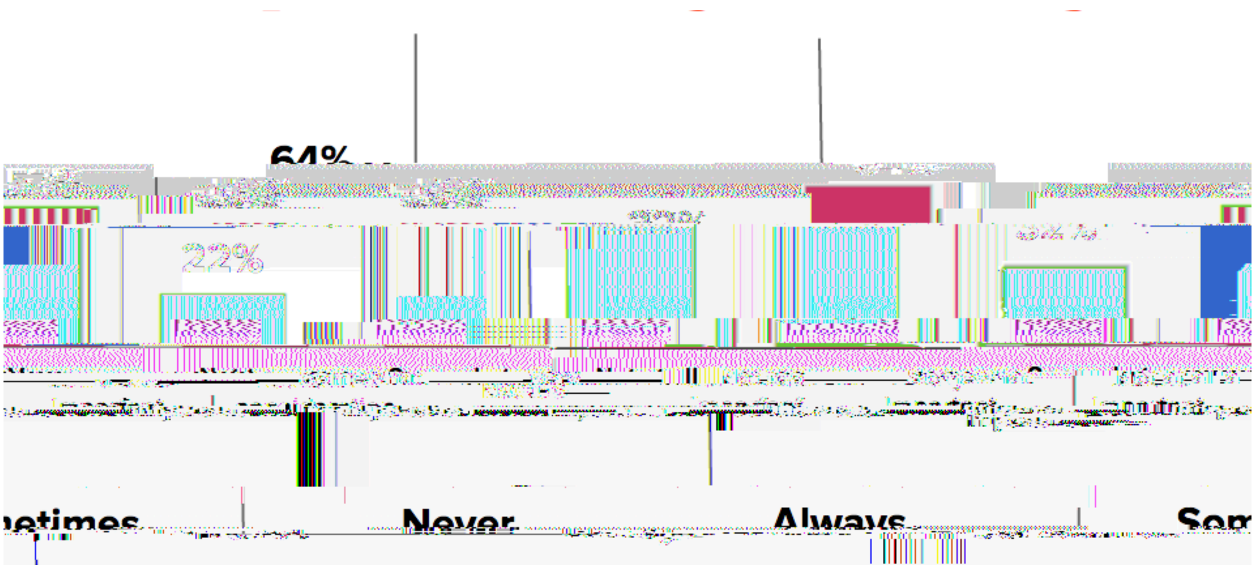


Figure 21: Are you able to distinguish local food at each type of store?

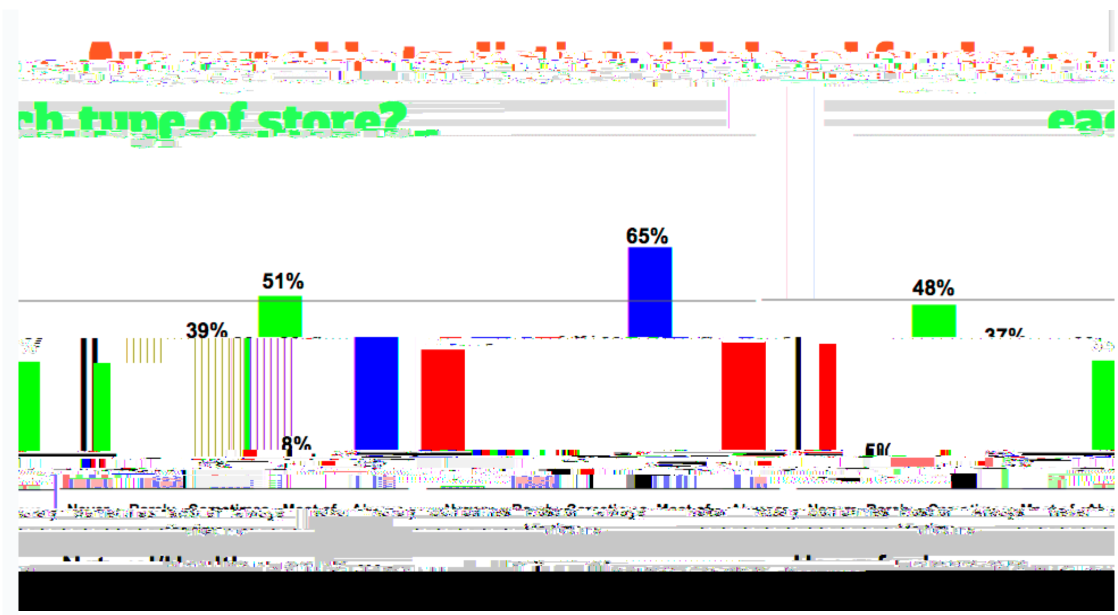


Figure 23: Importance of local food availability when choosing where to shop vs. willingness to pay more for a local item

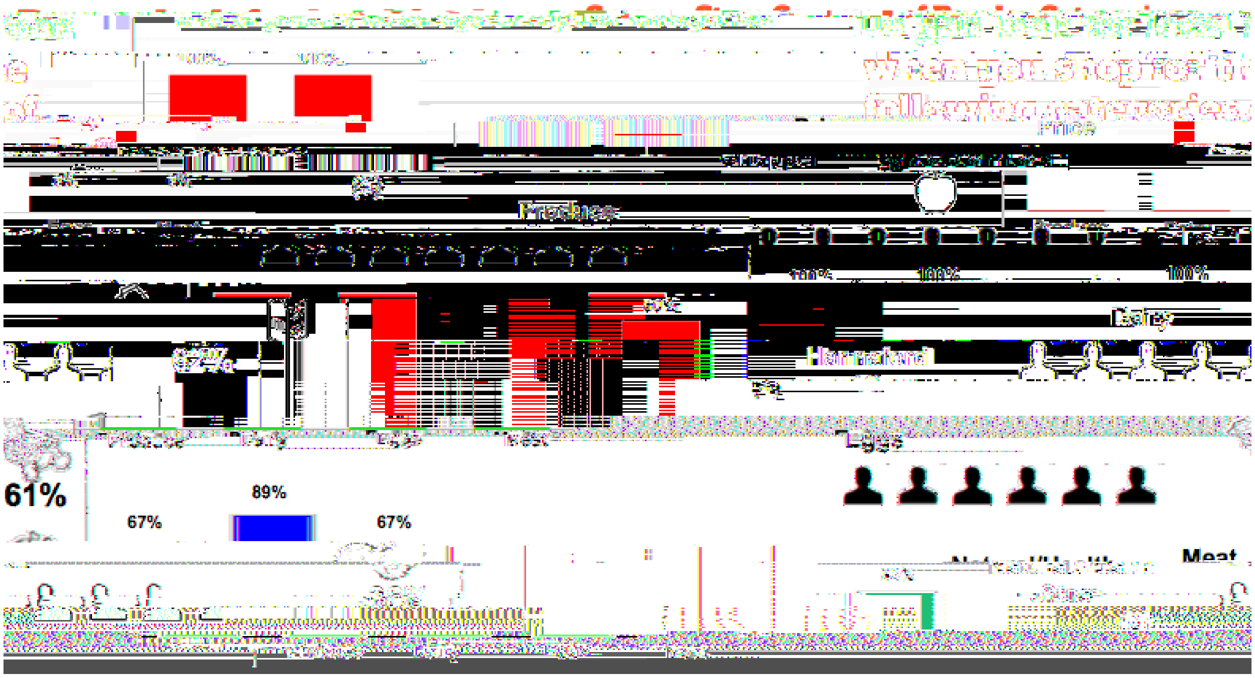
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total	4.34%	17.11%	47.71%	30.84%	100.00%

Grocery Store Brand Disloyalty

Discussion

Comparison Between Grocery Store Definitions of Local Food and Consumer Definitions of Local Food

Figure 24: Local Food Categories Consumers Look for Vs. Percent each Grocery store Supplies Local Food in Top Food Categories



Comparison between Local Food Marketing in Grocery Stores and Consumer Perception of Local Food Marketing

Figure 25: Differences in Marketing Strategies Between Hannaford, Price Chopper, and Natural/Health Food Stores

Disconnect Between Employees and Headquarters

<u>Appendix</u>

Appendix A: City Data

Figure 2: Cities Surveyed in Capital District Region

Figure 5: Grocery Store Local Evaluation

Figure 6 : Specifics of Local Labeling

Store	Who decides

Figure 7: Categories Covered vs Type of Store

Appendix D: Consumer Survey Data

Figure 14: Importance of Local Food Availability when Choosing Where to Shop vs. Education Level

How important is the availability of local

	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Not too important	0 0.00%	3 21.43%	14 20.29%	18 14.52%	15 13.16%	21 22.58%	71 17.15%
[illegible]	[illegible] 0.00%	[illegible] 14.29%	33 47.83%	[illegible] 53.23%	[illegible] 50.00%	40 43.01%	[illegible] 47.83%
Very important	0 0.00%	8 57.14%	17 24.64%	34 27.42%	38 33.33%	30 32.26%	127 30.68%
Total	0 100.00%	14 100.00%	69 100.00%	124 100.00%	114 100.00%	93 100.00%	414 100.00%

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