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An interdisciplinary study on consumer wishes regarding the involvement with local and sustainable food in Wageningen, Renkum and Ede



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COMMISSIONER: PAULINE MARTEL

PROJECT: GOED PUNT! BRINGING CITIZENS AND FARMERS TOGETHER BY MEANS OF NEW OUTLETS FOR SUSTAINABLE AND LOCAL FOOD IN WAGENINGEN, RENKUM AND EDE

Colophon

This report was commissioned by the ‘Goed Punt!’-project.

More information on this project can be found on: <https://www.voedselanders.nl/goed-punt/>

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Abstract

In this report, the topic of consumer involvement in outlets for local and sustainable food were researched. Inhabitants of the municipalities Ede, Wageningen and Renkum were asked to participate in the research in order to create a concrete advise for the ‘Goed Punt!’-project. It was unknown which types of outlets for local and sustainable food (products) optimally fit the wishes and needs of consumers and how consumers could be involved. A scoping literature review, a questionnaire, interviews and focus groups were used as research methods. It was found that participants viewed ‘local’ as ranging between 30-50 km radius but visiting multiple locations to pick-up food was seen as a constraint. This resulted in the general advice to create an online platform for the three municipalities combined, and physical locations per municipality. The platform should serve as an online store for local products, a database where consumers can find more information about the producers and where activities can be promoted and direct contact between consumers and producers can be fostered. Next to this, additional physical (pick-up) locations need to be considered, depending on the wishes per municipality. A few differences per municipality need to be kept in mind: In Renkum the focus should be on a physical location for the community, while in Ede the size of the municipality requires different pickup points. In Wageningen, the outlet should not be a competitor of the already existing initiatives. Therefore, collaboration is recommended. The connection between an online environment, and physical locations is important for all three municipalities. Consumer involvement needs to be non-committal and transparency about the product’s origin is key. The number of participants in this research is limited, therefore differences per municipality require further research.

Recommendations

In this section, the recommendations will be presented based on the conducted research. The recommendations will give an overview of the most relevant findings and how these can be used to create an outlet for local and sustainable food. More detailed information is to be found in the report.

General recommendations

At the start of this project, it was unknown which types of outlet for local and sustainable food optimally fit the wishes and needs of consumers in the municipalities Wageningen, Renkum, and Ede, and how to involve consumers with the outlet. There are initiatives in each municipality that sell either local or sustainable food, however, consumers feel that an outlet with an almost all-encompassing product range is absent. According to the 'Goed Punt!'-project, there is a wish from both consumers and producers to set up such an outlet which also fosters community involvement. By means of a consumer study, the aim was to learn what type of outlets for local and sustainable food, which foster consumer involvement, optimally fit the wishes and needs of the consumers in Wageningen, Renkum and Ede. The advice consists of two separate parts: an online platform for all three municipalities, and recommendations per municipality regarding a physical outlet. First, the recommendation of the online platform will be explained. Second, recommendations per municipality will be made. The resulting advice is summarised below and available in graphic form on a flyer (one per municipality). Next to this, an Excel document will be provided which contains detailed information of the online platform which could be shared with a web-developer for implementation. The general recommendation regarding the creation of an online platform should be prioritized. This forms the first step in creating an alternative food system in the three municipalities.

Based on the literature study in which different types of consumer involvement are described, it became clear that there is a need for consumer-based initiatives in the three municipalities. In Wageningen, this initiative should be loosely organized, while in Renkum and Ede it should be community focused. These types of involvement fit the local situation best, as the participants from Wageningen expressed that there is no need for a completely new physical outlet since there are numerous existing initiatives around local and sustainable food. In Renkum and Ede there is a wish for a new physical outlet, as the participants expressed that there are fewer initiatives. In all municipalities, collaboration with existing initiatives is highly recommended.

It is recommended to create an online platform which offers local and sustainable products in a web shop. Through the web shop the products can be ordered and delivered at home or picked up at a pick-up point. The participants expressed the preference for multiple pick-up points, to make local and sustainable food more accessible for a larger group of consumers. The pick-up points can be located for instance at existing shops, at a farm, at a weekly market, a community centre or at a new physical location. The pick-up point at a local market is a low risk investment and can be a great starting point, as it allows a wide range of inhabitants to get used to a new selling point. The participants expressed the need for the project to consider which outlets are already present and to collaborate with existing initiatives instead of being a competitor. It is yet unknown whether local initiatives are open to this, but it is deemed necessary to increase sales from SFSCs (Short Food Supply Chains).

A large constraint for consumers to buy local and sustainable food is the lack of information about where to buy it, as well as the unclarity around the concepts of 'local' and 'sustainable'. Therefore, it is recommended to create a map in the online outlet, where all the producers can be found. In order to provide more clarity about what products are 'local' and 'sustainable', the online platform is

recommended to provide transparent information on product choice, production process, and the origins of the product. Open and honest communication towards consumers about product choices is essential to bind consumers to the outlet, as the participants argued that this will create trust. The participants expressed the wish to be more directly in contact with the farmer, as many are curious about what happens at the farm. The online outlet can provide for this, by creating newsletters and blog posts available in which producers share their passion with consumers, such that the buyer exactly knows who produced their products and under which circumstances. Additionally, it is recommended for the platform to cater for active forms of involvement. There should be options to volunteer or engage in activities, such as excursions and workshops. Voluntary consumer participation should both be occasional and regular in order to involve different types of consumers. In order to facilitate the demographic diversity of the municipalities, the platform consists of both a website and a mobile application, in Dutch and in English. Push notifications are recommended to actively remind customers to buy products and to read new posts.

Based on the analysis of the questionnaire, the definition for consumers of local products entails products from within a 30 to 50 km range. The amount of (plastic) packaging should be kept to a minimum, as several participants indicated this as an important aspect of sustainability. An alternative could be the use of reusable packaging.

Recommendations per municipality

Multiple participants argued that online platforms should function to enhance what is available offline. As the wishes regarding this did differ substantially per municipality, the advice regarding possible physical outlets will be given separately for all three municipalities.

Municipality of Wageningen

One of the key findings in the municipality of Wageningen was that there is no need or wish for a new outlet in any kind of physical location. The inhabitants pointed out that they already cannot grasp all the initiatives that are available because of a lack of information. Next to this, they would like to see more collaboration between the existing initiatives. It is therefore recommended to not create a new outlet in the municipality of Wageningen but to link pick-up points to already existing initiatives. However, this is based on the consumers wishes and is not discussed yet with producers and existing initiatives. Cooperation is recommended as consumers mentioned the dispersed locations of local food products as their main constraint. In Wageningen there is a need for a consumer-based, loosely organized initiative as described in the findings of the literature study. It should be easily accessible for consumers, without a formal organizational structure and is ideally a combination of an online and offline outlet. Participants from Wageningen also mentioned sustainability as something that is highly valued, although they are sceptical towards labels claiming to be sustainable. In order to cater for this, providing packaging-free products as well as transparent information about these products at the outlet is recommended. As Wageningen is a student city, making use of the flexibility of students with regards to time-management is recommended. During the research, studying participants expressed the willingness to be more actively involved by doing voluntary work in return for some food. Other needs by the participants of Wageningen can be met with the implementation of an online platform. These needs include: Being in contact with producers; knowing where your products come from and how they are produced. Besides that, it is recommended to create an overview of all initiatives and farms in the neighbourhood to make it easier for the inhabitants to buy local and sustainable food.

Concludingly, the following actions should be prioritized with regards to increasing local and sustainable consumption in the municipality of Wageningen. First of all, cooperation with already

existing initiatives should be initiated. By doing this, points can emerge where the products of multiple local farmers can be gathered and picked up by consumers. When organizing this, we highly recommend incorporating students as volunteers in return for some food products. Lastly, information surrounding the outlet should be communicated in a clear and transparent way.

Municipality of Renkum

In Renkum, there is a need for a consumer-based, community focussed initiative as described in the findings of the literature study. The inhabitants expressed the need for a physical location where they can meet other people. The municipality of Renkum is stretched out and contains several villages. Therefore, multiple pick-up locations throughout the municipality are recommended. Besides that, it is recommended to put one new physical location in the city centre where people can also meet each other and have a chat. As type of location for a pick-up point can be a community centre or garden such as De Ommuurde Tuin. These locations are large enough to store the online orders and often have a room available where people can meet or join an activity that is related to local and sustainable food. This is important to meet the consumer wish of inhabitants in Renkum of being more connected to other consumers of local and sustainable food.

Concludingly, the following actions should be prioritized with regards to increasing local and sustainable consumption in the municipality of Renkum. First of all, a centrally located pick-up point in the centre should be created. Consumers could pick-up their ordered products here, but also meet and chat with others that are interested in local and sustainable food. Recipes could be shared or community diners organized.

Municipality of Ede

The municipality of Ede is rather stretched out and the city of Ede itself is relatively large. During the research, it appeared that inhabitants of the city of Ede think about Ede in the division of districts. Therefore, we recommend the creation of various pick-up points. Not only in the multiple districts of the city, but also in the villages, such as Lunteren and Bennekom. In Ede there is a need for consumer-based, community focused initiatives as described in the findings of the literature study, as there is a need for community building around local and sustainable food. Most importantly, more information and communication about local and sustainable food is needed. The inhabitants indicated that there is a lack of information about what already exists in terms of producers and selling points of local and sustainable food. The online platform could provide the inhabitants of the municipality with this information. Another point that became clear, is that people are not connected yet with the subject of local and sustainable food but are willing to be more connected. It is recommended to appoint ambassadors of local and sustainable food per district or small village, which is a role that participants indicated that they were willing to take upon them. This ambassador can provide information to overcome ignorance and bring people together. A suggested idea for community-building in the municipality that was suggested was a community diner made with local products by a local chef.

Concludingly, the following actions should be prioritized with regards to increasing local and sustainable consumption in the municipality of Ede. First of all, 'food' ambassadors should be appointed which can increase awareness regarding local and sustainable food and foster community-building. Furthermore, due to the large nature of this municipality, it is advisable to create several pick-up points in order to reach as many inhabitants as possible.

Online platform overview

A potential page structure for the online platform is given below. A possible layout for this online platform is also shown in the brochures. Furthermore, an Excel file containing the website structure is provided.

- **Web shop** – contains the option to order local and sustainable products, vegetable or meal boxes, and possibly meal box subscriptions. The orders can be retrieved from a physical pick-up point.
- **Map** – contains the locations of all pick-up points and the participating farmers in Wageningen, Renkum and Ede.
- **Who are we?**
 - o **Manifest** – the manifest explains the goal of the outlet, norms and values, and the different product label requirements.
 - o **Labels** – short overview of product labels.
 - o **Our farmers** – overview of all participating farmers and the story of their product/farm, possibly containing regular updates about their farm and this year's production.
 - o **Organisational structure** – people behind the outlet.
- **How to participate?**
 - o **Volunteers** – contains information for people willing to volunteer, how to volunteer and possible compensation in the form of food.
 - o **Producers** – contains information for producers on how to join the outlet and the requirements they need to meet, or what to do if you want to organise a workshop.
 - o **Workshops** – contains information for people that are interested in organizing a workshop through the initiative.
- **Activities**
 - o **Excursions** – contains an overview of future excursions and how to sign up for these excursions.
 - o **Meet the farmer** – regular meetings with different farmers to stimulate forming a bond between consumers and farmers, and to allow consumers to learn more about the origin of their food.
 - o **Workshops** – overview of future workshops regarding for example cooking, farming, sustainability, and reusing waste.
- **Inspiration**
 - o **Seasonal recipes** – contains recipes with the products that are currently in season.
 - o **Blog** – contains posts about local and sustainable food from different perspectives. For example, farmers post about their yield, chefs post recipes of seasonal produce, consumers post their experiences during an excursion, and so on.
 - o **Voice your opinion** – allows consumers to provide input regarding their wishes and need of the outlet, or post polls to investigate consumer opinions regarding a subject.
 - o **Coupons** – contains discounts for certain activities of products.

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1. Introduction

1.1 The call for local and sustainable initiatives

The food systems that dominate this day and age are both an incredible achievement of humankind as well as the underlying cause of a wide range of environmental, social, and economic problems (IPES Food, 2016). Due to these systems, the supply of food is greater than ever, but this comes at a cost. The agricultural intensification and extensification is resulting in the disappearance of traditional agricultural landscapes, the contamination of water, soil and air, soil compaction, soil fertility loss, biodiversity loss, and climate change (Kanianska, 2016). Furthermore, the current food systems fail to ensure socio-economic equity (IPES Food, 2016).

The negative consequences of the globalized food supply chains are calling for more sustainable initiatives. Short food supply chains (SFSCs) are an example of such initiatives and will be researched in this report. SFSCs create opportunities for local, regional and (inter)national initiatives. The ‘Goed Punt!’-project is one of those initiatives that aims to create a more equitable and local supply chain (Voedsel Anders, n.d. a). The project is set up by Voedsel Anders (VA), a Dutch network comprised of professionals who work with SFSCs, together with three local producers (Biologische boerderij Veld en Beek, Stadsbrouwerij Wageningen, Pluktuin de Bosrand), Vereniging Toekomstboeren, and the municipalities of Wageningen, Renkum and Ede. A stakeholder analysis of this research can be found in Appendix 1. The project aims to involve inhabitants, producers and local entrepreneurs in setting up and managing two outlets that sell local and sustainable food in the municipalities of Wageningen, Renkum and Ede. Within the ‘Goed Punt!’-project ‘local’ food is defined as food that is produced within the border of the municipality. The definition of what is ‘sustainable’ is still under discussion. These outlets should serve as a connection between a diverse range of consumers and local producers, in order to involve inhabitants with the origins of their food and to stimulate SFSCs. Next to that, the project aims to contribute to community building by organizing activities, such as excursions and tastings (Voedsel Anders, n.d. b). Projects as these push food systems to work towards being more local, equitable and just (Macias, 2008).

1.2 The purpose of this research

This ACT project aims to contribute to the ‘Goed Punt!’-project. Currently it is unknown which types of outlets for local and sustainable food (products) optimally fit the wishes and needs of consumers in Wageningen, Renkum, and Ede, and how consumers could be involved in this. In order to provide ideas for possible outlet, the wishes, needs and constraints of the consumers in Wageningen, Renkum, and Ede concerning their involvement with local and sustainable food need to be researched. This knowledge gap leads to several other questions or issues that deserve to be researched and tackled on their own. These issues are summarised in a question tree shown in Figure 1.1. The figure shows a distinction between the consumer, producer and academic perspective. It is out of the scope of this ACT project to delve into all three sides. The focus will be put on the consumer and academic perspectives. If consumer wishes are known, producers could respond to the demand with their supply. Academia is complementary to this, to research successful examples.

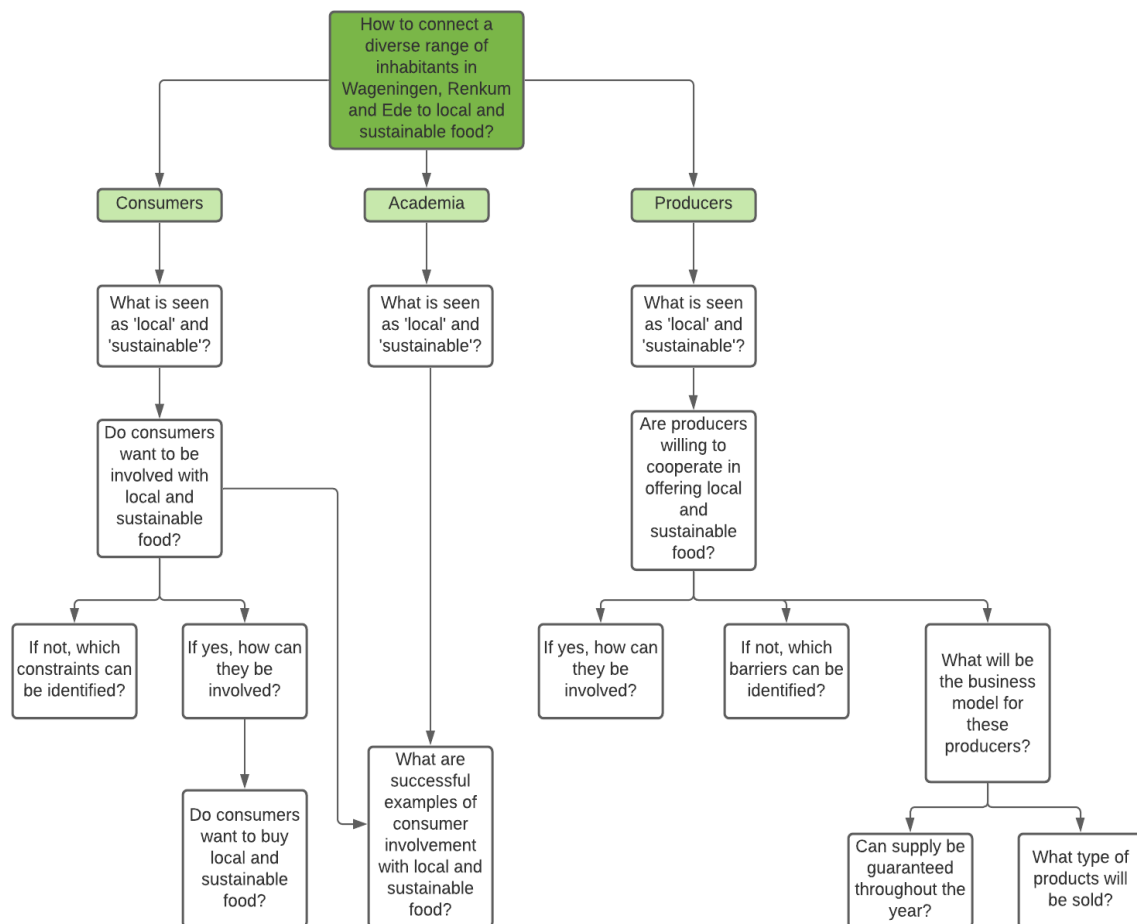


Figure 1.1: Question tree

1.3 Research questions

The following research question was derived from the purpose of the research and the question tree: *“What type of outlets for local and sustainable food, which foster consumer involvement, optimally fit the wishes and needs of the consumers in Wageningen, Renkum and Ede?”*

In order to answer the main research question, five sub-questions were formulated:

1. What are the definitions of ‘local’ and ‘sustainable’ according to the inhabitants of the three municipalities?
2. What are successful examples of consumer involvement with local and sustainable food?
3. What are the wishes and needs of consumers in the three municipalities regarding involvement with local and sustainable food?
4. What are the constraints for consumers in the three municipalities to get involved with local and sustainable food?
5. What type of consumer involvement with local and sustainable food should an outlet provide for, according to the consumers of the three municipalities?

The first sub-question is answered with a questionnaire among the inhabitants of the three municipalities, which was created by fellow researcher Irini Janssen of applied University Aeres, which can be found in Appendix 2. A scoping literature review is used to answer sub-question two. The third

and fourth sub-questions are answered with eight semi-structured interviews and sub-question five with two focus groups with the inhabitants of the three municipalities.

1.4 Report outline

A list of important concepts can be found at the end of this Introduction. The remainder of this report is structured as follows: In the next chapter, Materials and Methods, the research design is explained. Four research methods are used throughout this research: an analysis of a questionnaire, a scoping literature review, semi-structured interviews and focus groups. Each of these methods is explained in this chapter. The Findings chapter comes afterwards, in which the result of the research is shared, and the sub-questions are answered. Next, the Discussion chapter provides a critical reflection of the main findings and discusses unexpected outcomes, limitations and strengths of the research and provide recommendations for future research. Lastly, a Conclusion chapter follows, which provides an answer to the research question for the 'Goed Punt!'-Project. This is well aligned to the project outcomes and methods, as well as the broad problem. In the Appendix the important background information of this research project is provided.

1.5 List of concepts

There are a couple of important key concepts which need to be defined in order to create coherence in this research. This is important because these keywords can be interpreted differently, depending on the context. The following concepts will be defined, based on academic literature: 'consumers', 'involvement', 'local food', 'outlet', 'short food supply chains', and 'sustainable agriculture'.

Consumers: In the scope of this research, consumers are the adult inhabitants of the municipalities of Wageningen, Ede and Renkum. Adults have the responsibility and freedom to decide what they buy and what not, therefore their buying behavior is different from teenagers (Chiciudean et al., 2012). In sub-question three, needs refer to something essential of the outlet, and in case it is missing, consumers will not use the outlet, whereas a wish is something consumers would prefer to have in the outlet, but it is not essential.

Involvement: In this project, involvement is not only seen as the act of buying, but also includes the willingness to invest time and effort. In a Dutch report on the connection between farmer and citizen, different levels of involvement were described (Veen et al., 2010):

1. The mere act of buying, without feeling a connection.
2. The sense of a connection through buying.
3. A personal connection, farmer and citizen have been in contact.
4. A connection through participation (i.e. by doing volunteer work, or in Community Supported Agriculture).
5. Being partly responsible through co-production.

All these levels of involvement deserve a place on their own in this project. Furthermore, Muncy and Hunt (1984) defined five types of involvement. One of them, ego involvement, will also be used in this research to further clarify what is meant with this concept, the definition can be found below:

"In consumer behavior, the study of ego involvement addresses the question of how a consumer's value system is engaged when purchasing a product. For this reason, the construct

of ego involvement can provide insights when researching areas which involve consumer values or value systems” (Muncy and Hunt, 1984, p. 194).

The engagement of consumers in supporting sustainable and local food systems is what is seen as involvement. This means it is not only about consumers giving something to the outlet (time, money), but also about getting something in return (food, fulfillment, a community). This definition is chosen as one of the aims of the ‘Goed Punt!’-project is to create involvement of consumers with the new outlets that will be created.

Local: Eriksen (2013) describes local food as three domains of proximities. Together these three domains form the definition of local food, which will be used throughout this research and can be found in Table 1.1:

Table 1.1: Domains of Proximity according to Eriksen (2013, p. 51)

Domain of proximity	The domain of proximity refers to:
Geographical proximity	The explicit spatial/geographical locality, (e.g. area, community, place of geographical boundary) distance and/or radius (e.g. food miles), within which food is produced, retailed, consumed and/or distributed.
Relational proximity	The direct relations between local actors (e.g. such as producers, distributors, retailers and consumers) reconnected through alternative production and distribution practices such as farmers markets, farm shops, cooperatives, box schemes, food networks, etc.
Values of proximity	The different values (e.g. place of origin, traceability, authentic, freshness, quality, etc.) that different actors attribute to local food.

This definition is chosen because of its validity, reliability and holistic content. Eriksen (2013) performed a thorough literature review to arrive at this definition. The definition is holistic in a sense that it does not only look at the geographical proximity in the value chain, but also looks at relationships between producers and consumers and values related to local food. All three domains will be considered throughout this research.

Outlet: There is no detailed description for an outlet in the ‘Goed Punt!’-project. Whereas for some people the first association with the word outlet is a physical marketplace, this research uses a broader definition: the implementation and execution of consumer involvement. The outlet will be a space where consumers and producers can meet and where the exchange of local and sustainable food can occur. This can be both online and offline. This academic consultancy report describing the form of a possible outlet based on consumer wishes will be the result of this research.

Short Food Supply Chains: Short Food Supply Chains (SFSC) can be used to interpret and apply the concepts in practice (Galli & Brunori, 2013). ‘Short’ refers to the physical and social distance between the consumer and producer, like the geographical proximity mentioned by Eriksen (2013). The direct relationship between the producer and consumer involves the construction of value, meaning and knowledge about the product rather than the sole exchange of the product. By keeping the supply chain short, the costs of transportation and CO₂ emissions are often reduced, thereby increasing the sustainability of the products (Canfora, 2016). Besides, it allows producers to retain a larger proportion of margins that otherwise would have gone to intermediaries (Malak-Rawlikowska et al., 2019).

Information exchange and interaction between consumer and producer are optimal when there is no middleman in the chain (Renting, 2003). Furthermore, SFSC are an important carrier for the ‘shortening’ of relations between food production and locality, thereby potentially enhancing a re-

embedding of farming towards more environmentally sustainable modes of production, as described by Renting (2003). This concept is used as the outlets of the ‘Goed Punt!’-project will contribute to the creation of SFSC.

Sustainable agriculture: According to Lichtfouse et al. (2009), “sustainable agriculture integrates biological, chemical, physical, ecological, economic and social sciences in a comprehensive way to develop new farming practices that are safe and do not degrade our environment.” (p. 1). They indicate that sustainable agriculture is defined differently by different people and organisations. However, Lichtfouse et al. (2009) found that all authors considered in their research agreed that “agricultural systems are considered to be sustainable if they sustain themselves over a long period of time, that is, if they are economically viable, environmentally safe and socially fair.” (p. 4). Sustainable agriculture regarding this study focusses on the environmental aspect.

Environmental performance can entail maintaining soil fertility, protecting groundwater, and finding solutions to adapt farming systems to climate change (Lichtfouse et al., 2009). However, environmental performance is difficult to measure. Oosterveer & Sonneveld (2012) argue that it is necessary to include a Life Cycle Assessment to measure environmental performance (Figure 1.2). This tool summarises all processes involved in production and makes environmental performance measurable.

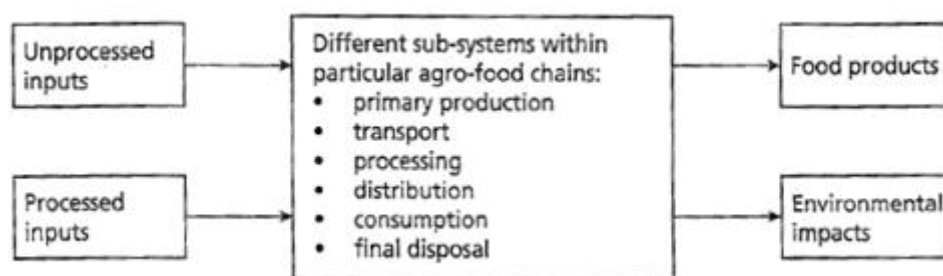


Figure 1.2: Structure of a Life Cycle Assessment by Oosterveer and Sonneveld (2012, p. 54)

2. Methods

In this chapter the methods that are used to answer the research question are described. The methods used are data analysis of a questionnaire, scoping literature review, semi-structured interviews and focus group discussion. For each method all steps of the research are explained, and it is indicated why certain choices have been made.

2.1. Data analysis of Irini Janssen's questionnaire

Study design and setting

This study analysed an online questionnaire created by Irini Janssen, a student at Aeres University of Applied Science who is currently performing a consumer study on behalf of the 'Goed Punt!'-project. The questionnaire was used in order to answer the first sub-question *What are the definitions of 'local' and 'sustainable' according to the inhabitants of the three municipalities?* and it was online from 12 August 2020 until 15 September 2020. This questionnaire seemed fit as it was filled in by many respondents (367 people of the three different municipalities), it was carried out very recently and contained the exact questions needed to answer the first sub-question. Nevertheless, the data would be analysed carefully and critically as the ACT team did not have any influence on the type of questions asked in this questionnaire. The data of the questionnaire was received in an Excel file and contained answers to 27 questions in total, both open-ended and closed, which are included in Appendix 2. The following questions were chosen to be analysed in order to answer the first sub-question:

11. When do you consider food to be sustainable?
12. When do you consider food to be 'locally produced'?

These questions were both open-ended. Furthermore, in order to supplement the focus group data on the fifth sub-question *What type of consumer involvement with local and sustainable food should an outlet provide for, according to the consumers of the three municipalities?* the following questions were analysed as well:

23. Do you want to be involved in a new outlet (shop, delivery point, etc.) for local and sustainable food?
24. How do you want to be involved in the outlet?

Question 23 allowed the participants to choose between 'Yes', 'Maybe' and 'No'. Question 24 offered numerous options, where participants could tick multiple boxes if applicable.

Sampling method

As the questionnaire was carried out by Irini Janssen, the sampling method was decided by her and not by the ACT team. The method she used was in fact random sampling: she wanted the questionnaire to be available to all inhabitants of Wageningen, Renkum and Ede. To that extent, she shared the questionnaire with the initiators of the 'Goed Punt!'-project and with all three municipalities (who posted it on their social media as well as in local newspapers), she created a promotion video that was posted on the website of VoedselAnders together with the link to the questionnaire, and she shared it in her own network.

Even though the idea was to use random sampling while the questionnaire lasted, it was clear that the respondents were not evenly distributed over the three municipalities, gender and age. In order to correct for this, Irini Janssen visited hardware stores and the farmer's market in Ede to get more people from Ede (specifically men) to participate.

Data collection

Irini Janssen's questionnaire was carried out online. This questionnaire was created by her using Google Forms. As explained before, the resulting data was sent to the ACT team in an Excel file.

Data analysis

The questionnaire was analysed by two members following various steps. First, the data was sorted by municipality: Wageningen, Renkum, Ede and other. Secondly, the following demographic information for each municipality was summarized in pie charts: age, gender, municipality. Thirdly, the answers to the four relevant questions were categorized in different ways. The answers to question 11 were categorized by scoring how often a certain keyword (category) was mentioned. This means that multiple categories were possible per answer, meaning that we made use of continuous sampling. At first, 38 different categories were created to this extent by looking at the answers given by participants: a bottom-up approach. After that, similar categories were grouped and reorganized in 20 overarching categories, see the table below. This was done by one member.

Table 2.1: Distribution of categories regarding the term 'sustainable' (question 11).

Question	Categories	Overarching categories
When do you consider food to be sustainable?	Organic	Organic
	Regenerative	Circular
	Circular	
	Reuse	
	Contributes to biodiversity/nature/soil	Contributes to biodiversity
	Fair trade/fair price	Fair trade
	No pesticides	No pesticides
	No fertilizer	No fertilizer
	No plastic	No plastic/packaging
	Sustainable/no packaging	
	No soil depletion	No soil depletion
	Small-scale	Small-scale
	From the farm	
	Short supply chains	Short supply chains
	Retraceable to the source	
	Label	Label/brand
	Local	Local
	Good for the environment/humans/animals	Respecting the environment/humans/animals
	Small footprint	
	Little CO2 emissions	
	No waste of energy	
	No waste of water	
	Not harmful for the environment/humans/animals	

	No animal suffering/taking into account animal welfare	Respecting animal welfare
	Efficient	Other
	Tasty	
	Not grown in greenhouses	
	Time/attention	
	No opinion	
	Price/quality	
	Healthy	
	Seasonal	Seasonal
	Vegetarian/vegan	Vegetarian/vegan
	Conscious	Natural/pure/conscious
	Natural	
	Fresh	
	Unrefined/pure	
	Depends on the product	Depends on the product
	Zero waste	Zero waste

Accordingly, the other member divided the answers to question 12 in five different categories depending on the distance mentioned by respondents. Sometimes the participant gave a description of what they view as local instead of giving a range in kilometres. These descriptions have been translated into categories of distance by the member. This is shown in Table 2.2.

Table 2.2: Distribution of categories regarding the term 'local' (question 12).

Question	Categories				
<i>When do you consider food to be 'locally produced'?</i>	Many km (>50 km)	Region (30-50 km)	Biking distance, close by in the region (10-30 km)	Walking distance, within the municipality (<10 km)	Depends on the product

Furthermore, question 23 and 24 were analysed by both members by simply using the categories provided in the questions themselves, as they were closed questions. An overview is given in Table 2.3.

Table 2.3: Distribution of categories regarding involvement (questions 23 and 24).

Question	Categories
Do you want to be involved in a new outlet (shop, delivery point, etc.) for local and sustainable food?	Yes
	Maybe
	No
How do you want to be involved in the outlet?	As customer
	Not involved
	Newsletter
	Visit the farms
	Volunteer
	Ambassador
	Decision making
	Donation
	External advisor*
	Giving an opinion*
	Shareholder*
	Supplier*

*these answers were given as an open question, in the category 'other'.

2.2. Scoping review

Study design

In order to answer the second sub-question *What are successful examples of consumer involvement with local and sustainable food?* a literature review has been conducted. The aim of this sub-question is to gain an understanding of what types of consumer involvement exist with regards to local and sustainable food, and what successful examples are.

In this study, a scoping review has been conducted. This method is useful in clarifying and mapping key concepts and definitions underpinning a research area and to clarify working definitions (Lockwood, Dos Santos & Pap, 2019). Another possible literature review method was systematic literature review. Whereas a systematic literature review is focused on critically analysing the different examples of consumer involvement, a scoping literature review is more concerned with providing an overview of all the different examples. This fitted the purpose of the sub-questions which was to indicate what kind of successful examples already exist. In order to conduct the scoping review, a JBI Manual was used (Aromataris & Munn, 2020). The JBI Manual is a guide in which the steps of conducting different types of literature reviews are explained in detail.

The protocol to conduct the scoping review was drafted using Chapter 11 of the JBI manual on scoping reviews (Aromataris & Munn, 2020). Essential for this review was to create an understanding of what is understood as involvement. Involvement has different levels; it can range from simply buying local or sustainable to being actively involved in an organization that promotes the consumption of these food products (Veen et al., 2010). The definition used in this research includes all the levels between changing one's diet to more local and sustainable food and trying out new recipes, to being actively involved in an organization. For this part of the research the lowest level of simply buying local and sustainable food was not incorporated, as we did not consider it as a successful example of involvement that matches the type of involvement the 'Goed Punt!'-project is looking for in their outlet. Prior to

conducting the scoping review, no pre-existing scoping reviews on involvement with local and/or sustainable food were found. This preliminary search was conducted on Google Scholar and Scopus.

Based on the scoping review, an understanding of different successful examples of consumer involvement with local and sustainable food can be created. This data will inform the advice for the 'Goed Punt!'-project regarding the possible forms which the outlets can take in the three municipalities. To create this advice, it is not only important to understand what consumers in these municipalities desire, but also how these wishes can be brought together with academic findings about successful examples of consumer involvement.

Search strategy

The first step of the scoping review was to create criteria for the search query. These criteria had to make sure all relevant articles were found by using the query, in order to create a complete overview of the different forms of consumer involvement with local and sustainable food. The first criterium entailed articles that discuss consumer involvement with local and/or sustainable food. For a scoping review, the participants and concepts needed to be defined. Consumers are the participants this review focused on, as these are the ones actually involved with the local and sustainable food. The concepts connected to this are involvement and local and sustainable food. Including involvement as a main concept excludes articles that focus on the mere act of eating and the motivations for eating and buying local. These articles were excluded as they do not provide an understanding of what successful examples are but focus on why consumers are (not) willing to be involved with local food. While this is relevant information for our study - more specifically sub-question three - this data will be collected during interviews as this provides us with more specific information on consumers of Wageningen, Ede and Renkum. The concepts of local and sustainable food exclude articles that focus on waste and different products than food. With the purpose of including as many relevant examples as possible not only articles, but also book chapters, editorials, reviews, conference papers, and conference reviews were included. Only English articles were included. Next to this, the time frame used is 2009 onwards. This timeframe is based on a preliminary research on Short Food Supply Chains. Eriksen (2013) argues that since 2009/2010 the focus in food systems has shifted from "the globalized and industrialized [...] toward local or relocalized food systems" (p.49). The relocalized food systems can reconnect consumers with producers, tightening the rift that occurred due to global expansion of the capitalist system (Dyball, 2015). This rift entails for example the increased physical and felt distance between producers and consumers. Much theoretical work on this rift has been done in the years following 2009 as well (McMicheal 2009; Foster, Clark & York, 2010; Jorgenson & Clarck, 2009). Therefore, this time frame has been chosen. All key concepts and relevant synonyms that were used to create the search query were based on these criteria. The synonyms were based on titles and key words of articles about this topic that were used for writing the introduction and that came up in old search queries. The list of these concepts can be found in Table 2.4. As can be seen in the table, no synonyms or abbreviations of consumer were used. This was done because the focus of this review was consumer involvement. If, for example, consum* had been used, more articles focussing on the act of consumption would have been included.

Table 2.4: Key concepts used for the search query of the scoping literature review

Consumer	Involvement	“Local food”	“Sustainable food”
	Involv*	“Regional food”	“Organic food”
	Engag*	“Short food supply chain”	“Sustainable food consumption”
		“Local food products”	“Sustainable food supply chain”

As search engine, Scopus was used because all articles in Scopus are peer-reviewed. This is essential as it guarantees academic quality. Furthermore, Scopus includes a wide range of social studies which is important regarding the type of question asked (Elsevier, 2020). The search terms used for the review included consumers, involvement, local food and sustainable food. It was decided to use one search engine and conduct the search by two members simultaneously. This was decided to attempt to make sure all relevant articles from Scopus would be included as both researches had to conduct the title and abstract review.

The second step of the literature review entailed combining all the key concepts and relevant synonyms into one search query. Eventually, the following search query was used, which produced 459 results:

TITLE-ABS-KEY (consumer AND ("involv*" OR "engag*") AND ("local food" OR "regional food" OR "short food supply chain" OR "local food products") OR ("Sustainable food" OR "organic food" OR "sustainable food consumption" OR "sustainable food supply chain")).

The search query was agreed upon by two members of the team after quickly analysing the titles. Most titles discussed a form of involvement and were focussed on local or sustainable food. With previous trials of a query, this did not occur. After implementing the criteria of only English written articles – Dutch articles were not available - 445 results were left. Finally, 398 results were included in the research after having excluded all articles published prior to 2009. In Figure 2.1, the PRISMA flowchart can be found, which gives insight into the number of articles that were in- or excluded in which step of the review, by which member. The steps will be discussed in more detail below.

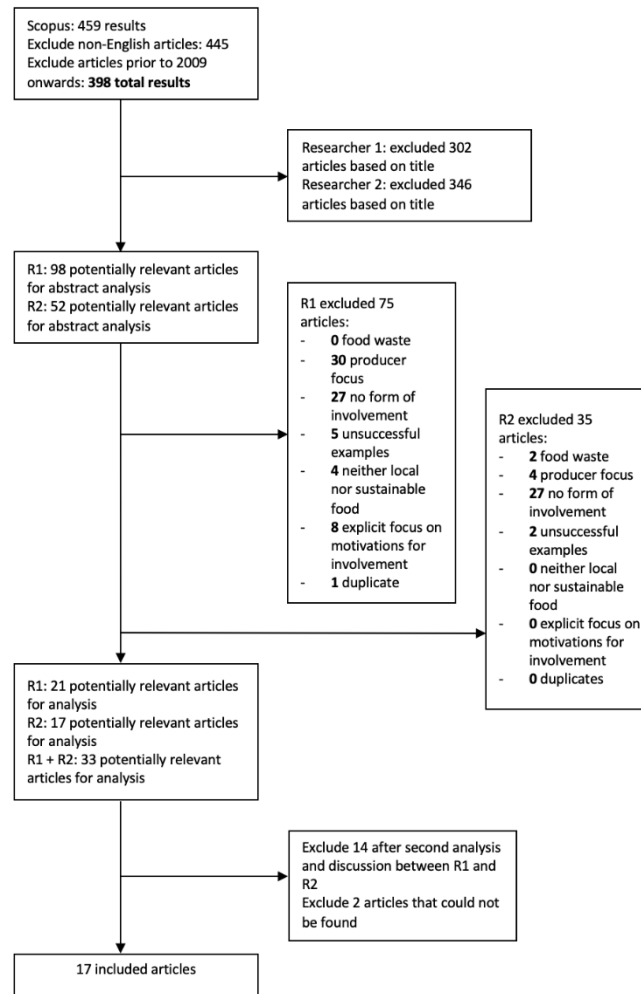


Figure 2.1: PRISMA flow diagram for the scoping literature review

Study selection

The third step of the review was the process of excluding articles that were irrelevant for our literature review. This step consisted of multiple sub-steps. First, the two members separately analysed all 398 titles. Titles which contained relevant information for answering the sub-question were included. This is a very loosely defined inclusion criterium, and open for interpretation. As both members might interpret titles slightly different, this approach could create an inclusive set of articles that will be included and eventually analysed. Next to this, this strategy was chosen because there is not one clear definition of involvement and local or sustainable food. Therefore, inclusion criteria for specific words in the title were not created. The only inclusion criterium that was used was whether or not the article discussed consumer involvement with local and/or sustainable food. All methods were included, as both qualitative and quantitative studies could provide insights into different possible forms of consumer involvement initiatives. The included titles were saved in Mendeley or an Excel document, depending on the preference of the member. During this step the first member excluded 302 articles – and included 98 potentially relevant articles –, member two excluded 346 articles – and included 52 relevant articles. The difference in included articles between the two members can be explained by the loosely defined inclusion criterium. However, in the following step stricter in- and exclusion criterium were created in order to create a more coherent list of articles.

Second, the abstract and keywords of the included articles were analysed. Again, this step was conducted by two members separately as an attempt to achieve objectivity. The in- and exclusion criteria were created by the two members based on the analysis of the titles. Both members had an idea of what type of articles were included in the search, and what type of articles could provide helpful in answering the sub-question. Articles needed to focus on food consumption, have a consumer focus, include some form of involvement, discuss successful examples, discuss local and/or sustainable food, and had to focus on the actual involvement and what it looks like and not on motivations for involvement. The in- and exclusion criteria of this second step are stated in Table 2.5.

Table 2.5: Exclusion and inclusion criteria for the analysis of abstracts of articles from the scoping literature review

Exclude	Include
Food waste	Food consumption
Producer focus	Consumer focus
No form of involvement	Involvement with local or sustainable food
Unsuccessful examples	Successful examples
Neither local nor sustainable food	Local and/or sustainable food
Explicit focus on motivations for involvement	Involvement in general
Duplicates	

Data abstraction and synthesis

As can be seen in the PRISMA chart in figure 2.1, 21 articles were included by member 1 and 17 articles were included by member 2. The third and last step before the actual data analysis was to compare the lists of included articles of both members. It was discussed which titles were included and the abstracts of articles that only occurred on the list of one of the two members were analysed again by both members. After this, it was decided whether an article would remain on the list for eventual analysis or not. Following this discussion, 14 articles were excluded and 19 were included. However, as two articles could not be encountered by both members after an extensive search. These two articles were also not available in Google Scholar or anywhere else based on access with a Wageningen University account. Therefore, 17 articles were eventually included for analysis. Succeeding, all articles on the list were analysed by one of the two members. The following information was recorded, based on the JBI manual: Title article, Authors, Source, Year of publication, Country, Aim/Purpose, Methodology, Outcomes and details, Key findings related to scoping question. This information was recorded by both members in a chart in a Word document. Both documents were merged afterwards and can be found in Appendix 3.

Data presentation

The last step of the scoping review is the presentation of the data, which is done in the form of a written text. In order to create an overview of different types of involvement in different successful examples, four categories were created after having analysed all articles: (1) consumer-based, loosely organized initiatives, (2) consumer-based, community focused initiatives, (3) network-based initiatives, and (4) producer-based initiatives. These categories, or synonyms of these, were used in the articles to explain the type of initiatives that were analysed. The categories provide the readers insight and an explanation into what type of involvement is associated with different successful examples. This overview will inform the eventual advice to ‘Goed Punt!’ regarding possible outlets.

2.3. Semi-structured interviews

Study design and setting

This study adopted semi-structured interviews to explore the wishes, needs and constraints regarding involvement with local and sustainable food, to answer sub-questions three and four respectively: *What are the wishes and needs of consumers in the three municipalities regarding involvement with local and sustainable food?* and *What are the constraints for consumers in the three municipalities to get involved with local and sustainable food?* This type of study is considered suitable for answering these questions, because it allows the interviewer to follow up on the leads of the interviewee, while at the same time sticking to the structure of the interview guide (Bernard, 2018). Besides, this is a useful method as it allows people to give their own opinion on the topics that are important for the research.

Sampling method

As sampling method, non-probability sampling has been used, because it is considered suitable for labour-intensive, in-depth studies of a few cases (Bernard, 2018). The participants were selected with the use of quota sampling. This sampling method is useful, because participants were selected based on their characteristics and whether they fit certain criteria that can help with data accumulation (Bernard, 2018). For this study, the selection criterium for participants was that they were interested in being involved with local and sustainable food. There is an awareness that there are different gradations and ways of involvement with local and sustainable food. The different ways of involvement of each participant are described in Appendix 4. Consumers with no interest in local and sustainable food were excluded, as they would not be able to provide valuable information for this study. In selecting the consumers from the three municipalities, attention has also been paid on inviting both male/female, a range of different ages and people from different levels of education, in order to make the sample inclusive.

The list of respondents of the questionnaire of Irini Janssen was used to sample consumers. This list was considered suitable, as the respondents took the time to answer questions about local and sustainable food, implying that they have an interest in this subject. One of her questions was whether the project team could get in contact with the respondents if there were further questions. From this list of people, consumers were selected and invited. Next to that, consumers from the members' own networks in the municipalities were asked to participate. The interviews were all held in the week preceding the focus groups, in order to allow sufficient time for analysis and provide input for the focus groups.

Data collection

The interviews were conducted online, due to the COVID-19 restrictions. Microsoft Teams was chosen as a medium, as it is easily accessible and secures privacy. When participants were not capable of using Microsoft Teams, interviews by telephone were also an option. Each interview took between 25 – 45 minutes and was conducted by two members of the team. One member functioned as the interviewer and the other was responsible for taking notes. To standardise the data collection procedure, a semi-structured interview guide was used during the interviews, which can be found in Appendix 5. The structure of the interview guide also allows an analysis of the different answers in a more systematic way (Bernard, 2018). Questions regarding involvement were asked in the first part of the interview in order to understand in what ways participants were already involved with local and sustainable food. The second section of the guide covered the wishes and needs of the consumers regarding involvement with local and sustainable food, based on the third sub-question. The third section was based on the fourth sub-question, and thereby covered the constraints that consumers face when getting more involved with local and sustainable food. The semi-structured nature of the interview guide meant that

key concepts and key questions were stated, as these should certainly be discussed in an interview, but that room for interpretation and follow-up questions remained.

Data analysis

The interviews have been transcribed according to the intelligent verbatim method. This allowed the transcript to stay true to the opinion of the participants, while maintaining a readable text. In order to analyse the transcriptions, the method thematic content analysis was used. This type of analysis is considered suitable for this study, because it allows the members to identify, analyse, organize, describe and report on themes found within a data set (Nowell, Norris, White & Moules, 2017). Three team members who conducted and transcribed the interviews were chosen to analyse the data as they were familiar with the transcriptions. Together, the three members decided upon the preliminary codes. This top-down approach allowed the selection of codes based on the concepts presented in the third and fourth sub-question, which were answered by making use of the data. Based on the sub-questions, the following codes were chosen:

- Consumer wishes regarding local and sustainable food;
- Consumer wishes regarding the outlet;
- Consumer needs regarding local and sustainable food;
- Consumer needs regarding the outlet;
- Consumer constraints in getting involved with local and sustainable food;
- Current involvement, and;
- Future involvement.

The three members divided the transcriptions and assigned the preliminary codes to the transcriptions. During the coding of the transcriptions, more relevant data was found which was not yet included in a code. Each new preliminary code was discussed among the three team members, and when agreed upon added to the list. Here, a more bottom-up approach was used as part of the data also informed the categories made. In the third step, the preliminary codes were categorized by the team members in main categories and sub-categories. This resulted in the following table.

Table 2.6: Categories, sub-categories and text codes used in the analysis of the interviews.

Categories	Sub-categories	Coded in the text
<u>Consumer wishes</u>	Local Outlet	Consumer Wishes: Local Outlet
	Local and sustainable food	Consumer Wishes: Local and Sustainable Food
	Motivation to buy local and sustainable food	Consumer Wishes: Motivation to buy local and sustainable food
	Wishes food system	Consumer Wishes: Wishes Food System
<u>Consumer needs</u>	Buy local and/or sustainable	Consumer Needs: Buy Local and/or Sustainable
	Information	Consumer Needs: Information
	Logistics	Consumer Needs: Logistics
<u>Consumer constraints</u>	Time and logistics	Consumer Constraints: Time and Logistics
	Money	Consumer Constraints: Money
	Lack of information	Consumer Constraints: Lack of Information
	Lack of knowledge about sustainable food	Consumer Constraints: Lack of Knowledge about Sustainable Food
	Corona	Consumer constraints: Corona
	Availability	Consumer Constraints: Availability
<u>Current shopping behaviour</u>		Current shopping behaviour
<u>Current involvement</u>		Current involvement
<u>Existing initiative</u>		Existing initiative
<u>Future involvement</u>	Wishes	Future involvement: Wishes
	Needs	Future involvement: Needs
	Constraints	Future involvement: Constraints

After all the relevant texts were categorized under the right categories and sub-categories, an Excel sheet was created for further data analysis. For each municipality one tab was created in which all the quotes, appointed to the (sub-)categories, were organized. In the first column, the code assigned to the participants was stated, in the second column the quote was pasted, in the third and fourth columns the category and sub-category of the quote were stated.

The next step of the data analysis was to create an overview of how many times participants mentioned sub-categories in a table. In the rows, all participants were listed according to their municipality. The total amount of mentions of all participants was counted and grouped per municipality. In the columns, all sub-categories were stated. The members filled in this table based on all the quotes that were organized in the different tabs. Certain quotes from participants are used in the findings. These are

translated to English for the consistency of the report. All the translated quotes can be found in Appendix 7.

2.4. Focus group discussion

Study design and setting

This study adopted focus group discussions to explore an answer to what type of consumer involvement an outlet should provide for. Focus groups allow researchers to attain multiple perspectives in a short amount of time (Bernard, 2018). Next to this, focus groups produce rich data, as they go beyond superficial explanations towards a representation of genuine beliefs and justifications behind interviewees perspectives (Allen, 2018). The idea behind the focus group discussion was to brainstorm about ways in which people want to become involved with their food, and what they want to see in the outlet. This is best done when consumers can discuss their ideas amongst each other, rather than only with the team members. The focus group discussion was conducted semi-structured. This allowed the moderator to steer the discussion into the topics considered important, while at the same time giving the participants the space to express their genuine perspective. One focus group discussion has been conducted with consumers from Wageningen and Renkum, and one with consumers from Ede. The reason for this is that the 'Goed Punt!'-project wants to create two outlets in both areas.

Sampling method

For this research, participants were selected through quota sampling. The same criteria have been used as explained in the semi-structured interview part. The focus group of Ede consisted of seven participants living in Ede or Bennekom (which is also part of the municipality of Ede). A description of the participants can be found in Appendix 4. The focus group of Wageningen/Renkum however, was conducted with six people, five from Wageningen and one from Renkum. The intention was to have four people from Wageningen and three from Renkum, but two participants from Renkum cancelled last-minute, while one extra person from Wageningen called us the day itself if he could still join. As there were now two spots left, we decided he could join the focus group discussion. Bernard (2018) argues that seven or eight people make up a popular size for a focus group. They consist typically of 6-12 members, but for this study, the number of people has been kept small. Partly because it takes place online, making it more difficult to communicate, and partly because the goal of the discussion was to get an in-depth discussion about consumer involvement. Having a smaller number of participants makes it easier to go beyond the superficial answers to questions.

Data collection

As with the interviews, the focus group discussions were conducted online via MS Teams. Each focus group discussion lasted 1.5 hours and was conducted by three members of the team. One member was the leading moderator and was responsible for asking the questions and leading the discussion in a structured way. The second member was the supporting leading moderator and was responsible for asking the follow up questions and keeping track of time. The third member took notes and was responsible for recording the session. To standardize the data collection procedure of both focus group discussions, a discussion guide had been developed, which can be found in Appendix 6. The quotes of participants that are used in the report are translated to English. The translation can be found in Appendix 7.

The discussion started with an introduction, to get to know each other and to get a better understanding of the ways in which people are already involved with local and sustainable food. This information is needed to make a categorization of people regarding the level of involvement, which can be used in the analysis to make more sense of the answers and give better recommendations. For the second and third part, Google Jamboard was used, which is an online brainstorming tool. The second part covers different ways in which people can see themselves getting involved with local and sustainable food in the future.

Participants were asked to come up with ideas on how to get involved with local and sustainable food. They posted sticky notes on the Jamboard. After five minutes, the participants were asked to make a top five of the ways in which they wanted to become more involved. After this ranking, they shared the outcome and discussed it amongst the participants. The third part links up the different ways of involvement with the outlet. The participants were asked to explain their answers and discussed it amongst each other.

Data analysis

The focus group discussions have been described according to the intelligent verbatim method. As with the interviews, the focus group discussions have been analysed with the thematic content analysis. Two team members who were present at the focus group discussions analysed the data and decided upon preliminary codes, based on the concepts used in the sub-question. The following codes were chosen:

- Consumer wishes for the outlet
- Current involvement
- Future involvement
- Consumer constraints in getting involved with local and sustainable food

The two members each analysed one focus group discussion and assigned preliminary codes to the transcriptions. During the coding of the transcriptions, more relevant data was found which was not yet included in a code. Each new preliminary code was discussed among the two team members, and when agreed upon added to the list. Here, a more bottom-up approach was used as part of the data also informed the categories made. In the third step, the preliminary codes were categorized by the team members in main categories and sub-categories. This resulted in the following table.

Table 2.7: Categories and sub-categories used in the analysis of the focus groups.

Categories	Sub-categories
Wishes for the outlet	Products
	Location
	Values
	Involvement
	Target group
Consumer involvement with local and sustainable food	Current involvement
	Wishes for future involvement
Constraints in getting involved with local and sustainable food	Constraints

After all the relevant texts were categorized under the right categories and sub-categories, an Excel sheet was created for further data analysis. For each focus group one tab was created in which all the quotes, appointed to the (sub-)categories, were organized the same way as was done with the interviews. The next step of the data analysis was to create an overview of how many times participants mentioned sub-categories in a table like with the interviews. The two members filled in this table based on all the quotes that were organized in the different tabs. Certain quotes from participants are used in the findings. These are translated to English for the consistency of the report. All the translated quotes can be found in Appendix 7.

2.5 Ethical considerations

For this study, privacy of the participants was an important ethical consideration. This was handled carefully throughout all stages of the research. To guarantee anonymity, each participant received its own code. The first participant of the municipality of Ede received the code E1 and so forth. Wageningen received W1, W2 and Renkum R1, R2. Furthermore, before the start of the interviews and focus group discussion it was asked to the participants if they agreed on the session being recorded. The recordings will all be deleted before the 25th of October.

Another ethical consideration is about competition with other existing local and sustainable food initiatives. In particular, the municipality of Wageningen knows numerous initiatives, such as De Gieterij and De Hoge Born (Wageningen Eet Duurzaam, 2020). Instead of competing, the mission of the outlet should be to search for collaboration with the already existing initiatives. Collaboration can result in a growth of the consumer base, while competing can result in the decrease of the individuals' profit. In Ede and Renkum, the competition is less present, except for de Kardoer in Bennekom (Kardoer, n.d.). Therefore, this ethical consideration is of less importance in these municipalities.

The last ethical consideration which has been considered is COVID-19. In the week of when the interviews were conducted, it was still allowed to interview people in real life. Nevertheless, the risk of spreading the virus was too high for us, therefore it was considered unethical to conduct the interviews in real life. All the interviews and focus group discussions have therefore been held online.

3. Findings

In the following chapter the findings of our research will be presented. The findings are organized according to the sub-questions. First, we will discuss what inhabitants of the three municipalities perceive as 'local' and 'sustainable'. Second, we will discuss successful examples of consumer involvement with local and sustainable food as found during the scoping review. This chapter will provide a basis for eventually analysing the findings of the last three chapters. Third, we will discuss what the needs and wishes of consumers are regarding local and sustainable food, and their involvement with it. Fourth, the constraints consumers currently experience regarding buying local and sustainable food, and possible future constraints will be discussed. Lastly, we will discuss what the inhabitants of the three municipalities think an outlet should provide for with regards to consumer involvement.

3.1. What are the definitions of 'local' and 'sustainable' according to the inhabitants of the three municipalities?

As explained in the Methodology, the questionnaire of Irini Janssen is used to answer the first sub-question: *What are the definitions of 'local' and 'sustainable' according to the inhabitants of the three municipalities?* First, demographic information of the participants will be discussed. After that the findings regarding the definition of 'local' will be discussed. Finally, the analysis of the definition of 'sustainable' will be presented.

Demographic information

In total, 367 people responded to the survey. Seven of the respondents did not live in any of the three municipalities and were therefore excluded from the research. From Wageningen, 190 inhabitants participated. The largest age group, 23%, of this municipality was 46-55 years old and 79% of all Wageningen respondents was female. From Ede, 92 inhabitants participated. The largest age group of this municipality was 18-25 years old with 28%, of all Ede respondents 54% was female. From Renkum, 78 inhabitants participated. The largest age group of this municipality was 46-55 with 49%, of all respondents from Renkum 74% was female. More detailed demographic information can be found in Appendix 7A. It is important to note the age difference per municipality, as students and young adults might value local and sustainable food differently from middle aged respondents. Differences in findings could be affected by age difference, as well as the municipality itself.

Definition 'local'

As can be seen in Figure 3.1, a large part of the respondents of Wageningen (35%) perceive food to be local when it is produced within a 30-50 km radius from their home. The second biggest category (24%) describes local as a 10-30 km radius from their home. Only 5% of the inhabitants perceive food to be locally produced within a 10 km radius from their home. Answers that were given in the category 'differs per product' are for example: "I usually check things within a range. Preferably within a few kilometres, but if I have to choose, I quickly pick the option that is produced closest to home, and then I also see the Netherlands as being 'local' (compared to somewhere else in Europe)" or "Preferably produced within a radius of 25 km, but it's also fine if it is from somewhere else in the Netherlands (i.e. fish from the North Sea, beer from Limburg)".

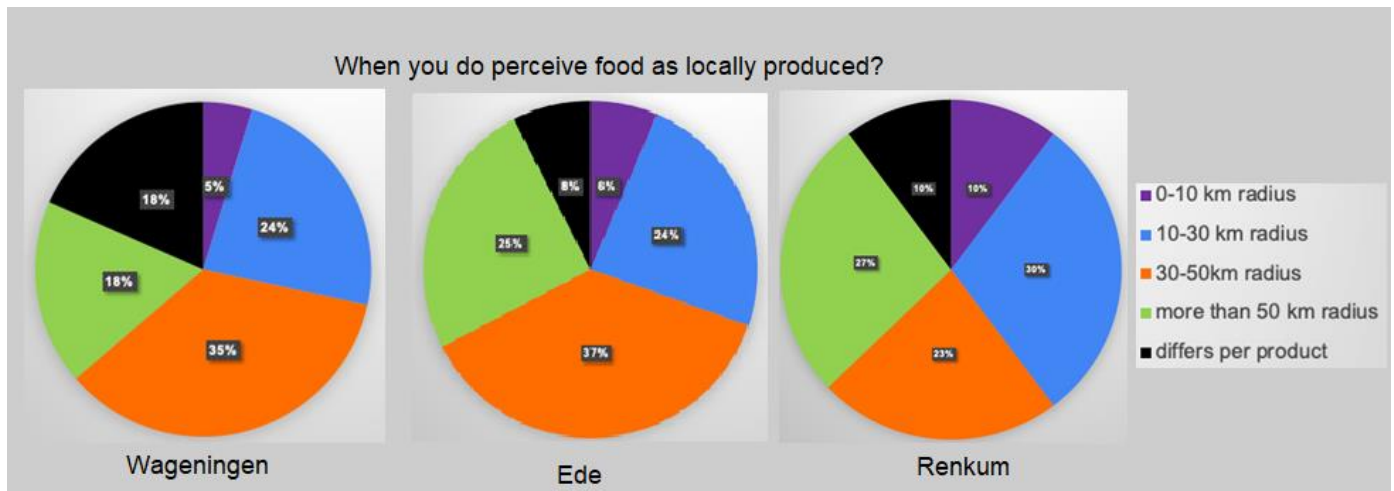


Figure 3.1: Pie chart per municipality displaying the distance range of when inhabitants of each municipality consider food to be 'locally produced'.

As can be seen in Figure 3.1, the biggest part of the inhabitants of Ede (37%) perceive food to be locally produced when it is produced within a 30-50 km radius from their home as well. A quarter of the respondents describe local as more than a 50 km radius from their home, answers such as "in the Netherlands" or "in this province" belong to this category. Only 6% of the inhabitants perceive food to be locally produced within a 10 km radius from their home. Answers that were given in the category 'differs per product' are for example: "It depends on the ingredient... for lupine or soy: the Netherlands or EU. For tomato, meat, potato: within the municipality or a radius of 25 km" or "Without unnecessary transport movements" and "When there is minimal intervention and profit margin by big companies".

Lastly, as can be seen in Figure 3.1, the biggest part of the inhabitants of Renkum (30%) perceive food to be locally produced within a 10-30 km radius from their home. The second biggest category (27%) describes local as more than 50 km radius from their home. Only 10% of the inhabitants perceive food to be locally produced within a 10 km radius from their home. Answers that were given in the category 'differs per product' are for example: "Depending on the product, it is within a range of 10 km (i.e. bread), same province (i.e. vegetables, meat), within the NL (i.e. fish)" or "if it is grown and/or produced in the surroundings of the selling point. Some parts of the local product might come from further away, if they cannot be produced close by."

In Wageningen the category 'differs per product' is much bigger compared to the other municipalities (18% versus 10% or 8%). This could be because participants are more knowledgeable about food products compared to the participants of other municipalities. Possibly more participants were connected to the Wageningen University, previously or currently. This could have created the more nuanced answer as they have enjoyed higher education or know more about food. However, as demographic data was not yielded about this, it is not possible to make any claims.

Definition 'sustainable'

Furthermore, the question "When do you consider food 'sustainable'?" was asked in the questionnaire. The results can be found in Figure 3.2. Differences between municipalities were substantially less in this question. The main findings of this research are that most consumers perceive sustainable as "respecting the environment/humans/animals" and "local". Moreover, there are three categories which are well-represented, albeit not as much as the previously mentioned. Remarkable here is that the inhabitants of Ede mention these terms less often compared to the other municipalities. These categories are "organic", "no pesticides", and "no packaging".

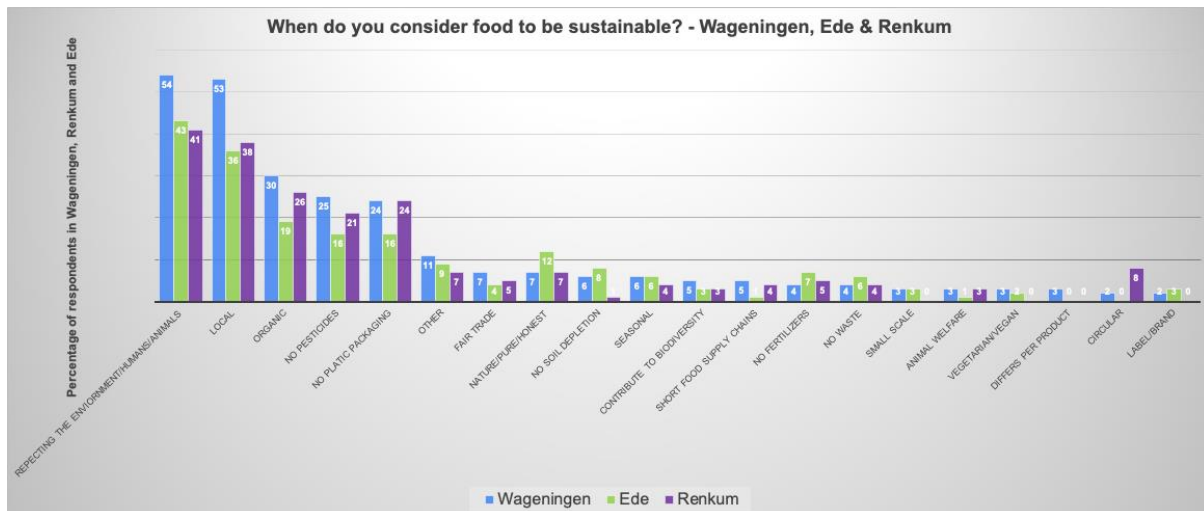


Figure 3.2: Bar chart of the occurrence of the different definitions for ‘sustainable food’ according the inhabitants of Wageningen, Ede and Renkum

Concludingly, the most relevant finding of the definition ‘local’ is the fact that ‘local’ is mostly seen as ranging between 30-50 km. In Renkum and Ede the second biggest category was more than 50 km radius, whereas in Wageningen the second biggest category was 10-30 km radius. A possible explanation for this could be the respective sizes of the municipalities. Inhabitants from Renkum and Ede might be used to travel more for their local and sustainable food compared to inhabitants from Wageningen, which is the smallest municipality.

With regards to the definition of ‘sustainable’, differences were small between the three municipalities. “Respecting the environment, humans, animals” and “local” were the most popular categories in all three municipalities. It is important to consider that both these terms are open for interpretation. The outcomes provide insights into what is seen as sustainable; however, more in-depth research needs to be done in order to truly understand what people see as sustainable.

3.2. What are successful examples of consumer involvement with local and sustainable food?

In the following part an overview of the 17 analysed articles of the scoping review will be discussed. First of all, four of the 17 articles that were included used a different definition of involvement with food than will be used in this review (Kim, 2019; Nandi et al., 2014; Ghosh et al., 2019; Ghali-Zinoubi & Toukabri, 2019). The four papers define being involved with local and sustainable food as the mere act of buying it. For this research, this definition is too narrow, as they leave out successful examples of consumer involvement with local and sustainable food. Therefore, it was decided not to include these articles in the review. The examples of successful consumer involvement that are described in the articles are divided in four categories. These categories will structure the rest of the literature review findings. The four categories are 1) consumer-based, loosely organized initiatives 2) consumer-based, community focussed initiatives 3) network-based initiatives 4) producer-based initiatives.

Consumer-based, loosely organized initiatives

The first type of successful involvement that became clear in the body of literature is a type of initiatives by consumers, which is easily accessible and has no formal organizational structures. We categorize this as loosely organized initiatives in which the workload is dependent on the set-up of the initiative. These initiatives are organized online or offline or are a combination of both. Ehrnström-Fuentes &

Leipämaa-Leskinen (2019) describe an initiative in which food is traded in a closed Facebook group. This group has been set up by consumers who are engaged with food. The consumers and producers that are involved determine together which new consumers and producers are accepted to the group and which are not. The consumers that are part of the group can place an order in the Facebook group and pick it up at a parking lot. Similar to this, is the example that Forno, Grasseni & Signori (2015) describe in their research. They analysed a solidarity purchase group in Italy. This is a group of consumers that buys products directly from the producer as they believe that the current system is unsustainable and exploiting human and natural resources. This type of initiative is also loosely organized by consumers themselves. The members of the group manage orders, and time investment is divided equally among the members. Together they decide about where to purchase and what producers to include. A last potentially successful example of this type of initiative is researched by Elghannam, Arroyo & Eldesouky (2018). They describe a social media-based network for purchasing food online. This initiative has not been set up yet, but their research shows that this could be a way to engage people in short food supply chains and that there are people willing to engage in this initiative. However, most of the participants pointed out that they are hesitant to buying fresh products online as they lack trust in the producers. In contrast to this study of Elghannam et al. (2018) the study of Lin (2020) shows an initiative in which consumers in Taiwan also purchase fresh products online. Lin (2020) found virtual stores selling the harvest of small farmers have become popular. All these examples show how social media channels can be a convenient way to take orders and to maintain the relation between producers and consumers. These types of loosely organized initiatives are easily accessible by consumers and do not require a high time investment. The involvement described is mostly based on buying local and sustainable food directly from producers which creates shorter food supply chains.

Consumer-based, community focused initiatives

The second type of involvement that was identified in the articles is consumer-based and focused on bringing consumers and producers together to create a community. This type of involvement is more time consuming and intense than the loosely organized initiatives described above. The literature shows that with this type of involvement, the relationship between consumers in the initiative is important and one of the reasons why people engage in the initiative. An example of this is found in Greece where a group of consumers started a cooperative to build a more sustainable local economy (Petropoulou, 2018). The cooperation 'Nontropo' will foster environmentally sustainable food consumption but also benefit the community. 'Nontropo' buys food directly from producers who are selected by the urban consumers. The cooperative is located in a café-shop which originated from community action. Such an initiative leads to the enhancement of social capital in the community by a process of bonding between consumers but also between consumers and producers. Another example is the eat local movement in Canada (Huddart Kennedy, Parkins & Johnston, 2018). This movement included community gardening initiatives and buying from local producers. Members of the movement indicate that part of their reason to join the movement was the desire for community building and taking action with the community to create a more sustainable food system. However, motivating mass participation in local food movements appears to be difficult and exhausting. A study from the USA shows that sometimes the reason for people to engage in local food networks does not have to do with the environment, but merely with supporting your community and securing jobs in the neighbourhood (Schoolman, 2020). The Greek cooperation 'Nontropo' also emerged as a response to diminishing economic opportunities in the community during the economic crisis (Petropoulou, 2018). Another example of involvement with local and sustainable food is Community Supported Agriculture (CSA). CSA is based on active consumer participation and often makes use of a 'learning by doing' process (Savarese, Chamberlain & Graffinga, 2020). Savarese et al. (2020) conducted research on this topic in New Zealand. The study showed that for consumers the social element is very important. Supporting activities such as diner parties or educational events at the pick-up point have been a successful way to inform and engage new people. In CSA the relation between consumers and farmers is a core element, but also bonding is very important for the members. The study on CSA by Sproul & Kropp (2015) also

identifies the social benefits of CSA. These examples, which all focus on creating a community consisting of both producers and consumers, do require participants to invest more time in the initiatives. In order for these initiatives to become successful, a group of consumers who are willing to invest their time in it is required.

Network-based initiatives

This type of involvement is similar to the type of involvement described above, however, the involvement contains several parties, or actors, in a network. In the literature of the scoping review two successful examples of this can be found. An example of this is 'Ecovida Agroecology Network' in Southern Brazil. This network involves farmers, NGOs, consumer organisations and social actors (Rover et al., 2017). To become a member of 'Ecovida' and participate in the network, one must be part of an organization like a farmers' group, consumer association, or a cooperative. Compared to the initiatives described above, this example is more top-down. For the consumers, the advantage of this network is the fact that the organization can provide them with transparency regarding the production of their food. The involved farmers check each other's production practices, in order to make sure the criteria of the organization are met. In line with this, is the food network 'Crisoperla' in Italy described in the article of Favilli, Rossi, and Brunori (2015). 'Crisoperla' is a network consisting of various parties like farmers, social farming and fisherman cooperatives, consumers' groups and association and agronomists. 'Crisoperla' is an opportunity for consumers to create a direct relationship with organic farmers. The members organise activities like public workshops, demonstrations and conferences to involve more of the local community. In both examples, the organisation itself has a big role, and the initiatives can be considered as networks comprising of a wide variety of actors. The organisation is a powerful actor in the network as it can decide which producers and consumers are in- or excluded (Rover, de Gennaro, Roselli, 2017). When the inclusion criteria for consumers are not severely stringent, involvement with local and sustainable food can be facilitated by the network.

Producer-based initiatives

Instead of consumer-based initiatives there are also producer-based initiatives to involve consumers with local and sustainable food. A successful example in this category is put forward by Koutsou & Sergaki (2019) in the form of a milk vending machine in Greece. The milk vending machine was installed in an urban centre in a cattle breeding region and could be used 24/7. Every day fresh milk is placed in the machine for a price that is lower than in the supermarket, but the farmers receive a higher margin. After having proven to be successful, other dairy products like cheese and yoghurt were offered in the machine. For consumers the higher quality was an important motivator to use this machine. Another example of producer-based initiatives is that of farmers' markets. A study of Wittman, Beckie, & Hergesheimer (2012) shows that farmers' markets can successfully link consumers and producers who share the same values regarding social, economic and environmental objectives. It was identified that consumers value the authenticity of food products that are sold on a farmers' market and that this is a reason for them to visit these markets. The relationship between farmers and consumers that is constituted on this market creates trust and gives people an understanding of the cost of food. These examples highlight how consumers can also become more involved with local and sustainable food through producer-based initiatives. Next to creating benefits for producers, these examples simultaneously create benefits for consumers.

Concludingly, a wide variety of initiatives exist that foster consumer involvement with local and sustainable food. Depending on the time investments that involved actors are able or willing to make, different initiatives would be best suited. In loosely organised consumer groups, social media channels can be used to connect consumers and producers. This can foster a more direct link between consumers and producers, while consumers do not necessarily have to invest a lot of their time. Initiatives with a stricter organizational structure do require some actors to invest more time for it to be successful. These initiatives can be considered more community oriented; buying local and sustainable food can strengthen the local economy, and with that the entire community. However, decisions need to be made regarding how the initiative is organized, by whom, and which producers are in- or excluded. Initiatives that take this one step further, can be identified as being networks. The central organisation can decide on which actors are included, both on the consumer and producer side, and which criteria need to be adhered to in order to be included. These initiatives are no longer strictly consumer-based but do provide consumers with the ability to be included, and therefore in a more direct way involved with their food, while not having to invest more time per se. Lastly, producer-based initiatives exist. These examples were initiated by producers and often focus on providing the producers with higher profit margins, while providing a lower price to the consumers. In order to understand what type of initiative will be most successful in a specific situation, one must understand the context: What type of involvement are consumers open to, and how can this type of involvement best be fostered? Therefore, before creating an advice regarding what type of outlets will work best in Wageningen, Renkum, and Ede, data will be gathered from the consumers of the three municipalities.

3.3. What are the wishes and needs of consumers in the three municipalities regarding involvement with local and sustainable food?

In this part, the needs and wishes of consumers regarding buying local and sustainable food are discussed. This chapter is based on the eight interviews conducted with participants from the three municipalities. Two participants (E1 & W1) are students and are aged between 20-25 years old. One participant (E1) attempts to buy local and sustainable food as much as possible, the other (W1) exclusively buys local and sustainable food. To be able to have a completely local diet, this participant works as a volunteer at different farms. One other participant (R1) indicated to only buy local and sustainable food. This participant lives in Oosterbeek and has a family to take care of. They are 36-45 years old. Three participants indicated to mainly buy local and sustainable food (E2, W3 & W4). Whereas both participants from Wageningen, both aged 56-65 years old, indicated that their level of involvement with local and sustainable food was higher in the past, the participant from Ede currently volunteers at a local farm once a week. The participant from the municipality of Ede lives in Bennekom and is 36-45 years old. The last participant from Wageningen (W2), aged 36-45, buys local food occasionally at the city market. The interest in buying local and sustainable exists. However, money and information form constraints. Lastly, one participant from Renkum (R2), aged 46-55, indicated to buy local at times. However, the subject of buying more local and sustainable was not really of interest. Taste was the most important motivator to buy certain products. The list of participants, and further descriptions can be found in Appendix 4. Needs are considered by the team to be factors that are essential to be present in an outlet to stimulate consumers to get involved with local and sustainable food, whereas wishes are factors consumers would like to be present but are not mandatory for the success of an outlet.

3.3.1. Needs

The needs have been classified according to the following sub-categories: information and logistics.

Information

First of all, multiple participants indicated that they require more information regarding the current availability of local and sustainable food in order to know where to get it. Participants are aware of existing outlets via street advertisements or word of mouth, which restricts the knowledge of outlets to their social circle and the area they frequently visit. In order to provide more information a website, social media channels, flyers or an e-mail newsletter are recommended methods.

“I think it would be nice if there is some kind of app, website or newspaper in which they say “Yo, we've got an overview for you”” (Participant E1).

Two participants (E2 & R1) mentioned that an information point should not only contain an overview of outlets. By including additional aspects, like occasional coupons or blog posts consumers can be stimulated to become more involved with the information point.

“It would be nice if there is an occasional message, otherwise you would check the site once or twice and forget about it” (Participant R1).

Participants indicated to be open to buying more local and sustainable food. A central point of information, such as a website, would help in increasing their local and sustainable consumption. To make sure consumers regularly check the website, providing additional information is recommended. This could be in the form of blog posts or coupons.

Location

Besides knowing where to find local and sustainable food, the act of buying should fit in the existing grocery routines of consumers. The participants' needs regarding the logistics of the outlet were not mentioned by any of the participants from Wageningen. The participants from Ede and Renkum indicated that the accessibility of an outlet highly influences the choice of whether to visit. According to one participant (R1), an outlet needs to be centrally located and easily implemented in their existing routine. Next to this, there needs to be a wide range of products and products should be affordable.

“... it is especially necessary for it to be accessible and easy for consumers, and attractive, and of course pricing plays an important role in all this” (Participant R1).

The fact that the participants from Wageningen did not mention the logistics of the outlet could be because multiple outlets already exist in the municipality. This could make inhabitants less interested in a new outlet. However, this was not discussed with the participants during the interview. No follow-up questions were prepared beforehand, and only when the data was analysed this issue came to light. What is important to consider is the fact that the participants indicated that buying more local and sustainable food needs to be easily implemented in their routines.

Concludingly, even though participants are open to buying more local and sustainable food it is important to consider that it should easily fit in their existing routines. Providing the consumers with information regarding where to buy local and sustainable food can help.

3.3.2. Wishes

The wishes have been classified according to the following sub-categories: local and sustainable food, local outlet, and wishes for future involvement.

Local and sustainable food

First of all, the category of wishes regarding local and sustainable food relates to when participants consider a product local or sustainable. One of the wishes for local and sustainable food is to eliminate (plastic) packaging, which was mentioned by four participants.

“Then I prefer package free [instead of organic], because then you know the environmental impact is lower” (Participant W1).

Next to the packaging of a product, two participants (R1 & E1) indicated that they wish to receive information about the origin of the product, ingredients and production method.

“So, we check for the responsible fish label, has this fish had a good life?” (Participant R1).

Two participants who are highly involved with local and sustainable food indicated that the definition of local can be interpreted in many ways. This can be because they have acquired knowledge on the issue and are therefore more critical towards certain notions or certification schemes. These participants expressed the wish for foods to be as local as possible, as some products cannot be produced locally in a strict sense. An alternative would be to offer the most local option of a product.

“A banana cannot be locally sourced, but a banana from Spain would be relatively local. I think you should look more to the relative local instead of the absolute local” (Participant E2).

Participants indicated that it is difficult to understand to what extent a ‘sustainable’ product truly is sustainable. More information about the origins of a product, and maybe even its carbon footprint could help in this. This can be related to the overall need for more information.

Local outlet

An outlet is preferably centrally located. Regarding its form, multiple options were stated by the participants. Examples are a stand on the weekly market, a specialised store or an online store with pick-up points. An outlet could also be part of an existing chain supermarket, like Albert Heijn, in the form of a shelf with local and sustainable products. Seven out of eight participants mentioned one or more of these possible forms for an outlet. Four participants, at least one from each municipality, mentioned a stand on the weekly market.

Though the outlet should be easy to access, six participants indicated that they are willing to invest a bit more effort to use an outlet of local and sustainable food instead of their current preferred supermarket. These participants showed different levels of involvement. However, all did indicate to be interested in buying more local and sustainable. It is therefore not so much the current level of involvement that consumers show that could indicate the success of a future outlet, it might be the ability to attract a wide range of consumers who are interested in buying more local and sustainable food.

“Yes, I would invest extra effort in that [a store with a broad product range of only local and sustainable products]. I would go shopping once a week and get all my groceries from that store” (Participant E2).

However, three participants (R1, E1 & E2) indicated that the outlet should contain a broad range of products that prevent the participant from having to visit multiple stores for their groceries.

“It would prefer it if everything is close together, and if everything is close together at the weekly market, I would visit that market, if everything is close together in the Albert Heijn, I

would go there, but I am not a person that visits seven different cute little stores, each for a different product” (Participant R1).

Even though these findings regarding a new centrally located outlet are highly relevant, it needs to be noted that in Wageningen participants mainly talked about using existing initiatives. Again, this can be due to the high amount of existing initiatives in the municipality. Therefore, it is recommended to explore options for collaboration with existing initiatives. This collaboration should be aimed at creating a point in Wageningen where products are centrally gathered, rather than establishing a new physical point. When creating a future outlet, it is important to create a wide product-range. This is because doing groceries is seen by most as something that needs to be done as efficiently as possible. To attract a wide range of consumers, this needs to be considered.

Future involvement

Regarding future involvement, one participant from Renkum (R2) indicated that they did not want to be involved beyond purchasing. Three out of eight participants indicated that they would be willing to get more involved in the logistics of the outlet, but only for small tasks that do not take up too much time. Four out of eight participants indicated they would like to join excursions and workshops, if they align with their schedule.

“If it is non-committal and I could just think "what am I going to do today, hey let's check this out!", something like that” (Participant W3).

The two participants that are students (W1, E1), both indicated that they are willing to work on a farm.

“Helping at a farm seem fun and interesting” (Participant E1).

Overall, students are more flexible with regards to their time-management, while money often plays a bigger role in their decisions regarding groceries. Therefore, students might be willing to do voluntary work on farms or in an outlet in return for some food. This is an important finding to consider when designing an outlet. While people that work full-time might be less interested in actively being involved, students might be willing to fulfil this task.

Concludingly, a clear need for the outlet is that it is centrally located and has a broad product range. What was shared by most participants was the wish for the outlet to be easily implemented in their current routine. As the University of Wageningen is located in the region, students might be open to invest more time into being actively involved in return for some free food.

3.4. What are the constraints for consumers in the three municipalities to get involved with local and sustainable food?

In the following part the constraints consumers face when being involved with local or sustainable food will be discussed. This chapter will be structured by making use of the following types of constraints: availability, time and logistics, lack of information, lack of clarity regarding ‘local’ and ‘sustainable’ food, price, and COVID-19.

Availability of local and sustainable products

The availability of local and sustainable products has been identified as a constraint by four out of the eight participants. Some food products are not available at a local level or in a sustainable variant. Therefore, it is impossible to attain a complete local and sustainable diet if one wishes to consume these products. As one participant indicated:

“But with some products you have to change your own consumption behaviour. No bananas, no coffee, that’s hard for me” (Participant E2).

One participant also indicated that when doing groceries, one often needs to buy more than only food products. Next to the availability, a participant mentioned that it is impossible to find all local and sustainable products you need in one shop:

“Often you do not shop just for groceries [...] sometimes you need other stuff too, so if you are in a hurry [it is easier to go to a supermarket that has everything]” (Participant W3).

One participant was asked a follow-up question about whether they would prefer the possible future outlet to expand its product range with non-local products in order to create an all-encompassing product range. They explained that it is important to understand that consumers will go to different shops regardless, as there will always be some products that are not available at the local shop – for example, cleaning supplies, or toilet paper. The participant stated that when trying to create an all-encompassing product range chances are that “you are operating competitively rather than with the aim of being distinctive” (Participant E2). This participant argued that a future outlet should be enhancing initiatives with the same philosophy that already exist, rather than competing with them.

This is an interesting point to consider when developing a future outlet; finding a balance between meeting the needs of consumers with regards to availability, while not trying to compete with other existing initiatives. The aim of a future outlet is to create an alternative food system. By cooperating with initiatives that strive for the same goal, it might be easier to achieve this aim. Instead of competing with similar initiatives, cooperation could be a means to compete with the established order, and eventually create an alternative food system. As participants indicated that it might be interesting to cooperate with existing initiatives, this is especially relevant. Cooperation with a competitor is less likely than with an initiative which only enhances the existing outlet.

Time and logistics

Time and logistics touch upon the often-dispersed locations where one can buy local and sustainable food, and the fact that consumers often do not want to spend much time on groceries. It was the constraint with the highest number of mentions; 29 in total, spread over the eight interviews. Every single participant mentioned this constraint at least once. On average, it was mentioned most in Ede with 11 mentions. One participant summarized this constraint as follows:

“I think it is more out of convenience that people only decide a day beforehand "this is what I want to eat". And then they expect that to be available. And that they can find everything in one place” (Participant W1).

The constraint of time and logistics also influences possible forms of future involvement. All participants from Renkum, and one from Ede and one from Wageningen mentioned that time is a constraint for becoming more involved in the future. Although most participants – except for one – are willing to increase their future participation, this involvement mostly entailed buying more local and sustainable food, or putting a bit more effort into buying more local and sustainable food.

“I think this is very important, but I am not the person with the green thumb or the one who likes cooking, so I hope there are plenty of other people who are willing to do that. I am willing to contribute to make something a success, but I am not going to be the one to do it” (Participant R1).

This quote exemplifies how consumers might be willing to become more involved provided that others will be doing the more time-consuming jobs that come along with such initiatives. However, as explained in the chapter above, some consumers were in fact willing to be more actively involved. It is therefore important to understand who your consumers are and how you can use the different wishes,

needs and constraints to create a functioning outlet. Overall, participants indicated to be willing to become more involved in ways that are more open-ended. It is therefore recommended to make sure the outlet is able to function by making use of more open-ended forms of involvement.

Lack of information

All participants of both Ede and Wageningen mentioned information as a constraint that affects their shopping behaviour. Information is mostly needed to increase their purchases of local and sustainable food in the future. The lack of information was mostly identified as not knowing what food products could be bought where, and at what time.

"There are a lot of farms in this region where you can get something, but you never know "can I get something at THIS place?", "can I just enter their farm?" (Participant E2).

This participant identified to be willing to invest some extra time in their grocery routine. However, the lack of information regarding which farms sell their produce on the farm forms a constraint. Participants also mentioned that more information about where to buy local food for a fair price was currently lacking. Therefore, providing consumers with information regarding where to buy local food, for what price, and how it is produced, is important to incentivise consumers to increase their purchases of local and sustainable food.

Lack of clarity regarding 'local' and 'sustainable' food

Regarding achieving a higher level of transparency about the production process of local and sustainable food, two out of the four participants from Wageningen explained that it is often difficult to know whether a 'sustainable' product is truly sustainable. Only two participants directly mentioned this problem, however, others touched upon it indirectly as well. For example, by talking about how you can buy "sustainable food", in between parenthesis" (Participant R2). One participant from Wageningen clearly explained what this constraint entailed:

"When you buy fresh fish, fish caught in the wild, you always have to make sure it is not tuna, but with other types of fish, the farming can be done in a responsible way. So, it is a bit hard to figure everything out. [...] you cannot honestly say one thing is better than the other. There are too many factors to be considered and you are not doing that whilst hauling a shopping cart through the store, then you just take whatever you need" (Participant W4).

This quote exemplifies how difficult it is to understand all factors that influence the actual sustainability of a product. As a consumer it is difficult to understand and consider all these elements when doing groceries. Particularly because consumers are often disconnected from the product that is being bought. Being in direct contact with the producer can eliminate this problem. Therefore, it is recommended to provide consumers with transparency through for example facilitating doing groceries directly at the farm, or by creating transparent information which is easily accessible for consumers. An online environment would be best suited for the provision of information. It is important to consider that consumers value knowing whether their groceries are sustainable and to what extent.

Price

Even though time and logistics was mentioned significantly more, money, with 12 mentions, was the constraint with the second highest amount of mentions.

"I mostly think that if you compare it [regular product] to a quote unquote sustainable product, you are at 150% of the price" (Participant R2).

Six participants, two from each municipality, identified money as a constraint to buy more local and sustainable food. One participant (W2) stated that even though they know the low prices of the supermarket are not fair to most producers, these are the prices to which they compare the local and sustainable products to. One participant (E1) explained that as a student, they must consider the wishes

of their roommates. Household members thus influence decisions that are being made with regards to local and sustainable food. While these participants argue that local and sustainable food does not fit their budgets, another participant (W3) argued that SFSC could eliminate this issue, as intermediary actors would be excluded from the value chains.

The fact that the price of local and sustainable food is seen as a constraint, is caused by the low prices in supermarkets. In order to overcome this constraint, it is recommended to be transparent about how prices are derived. Knowing you are paying a honest price could function as an incentive for consumers to spend a bit more on local or sustainable products.

COVID-19

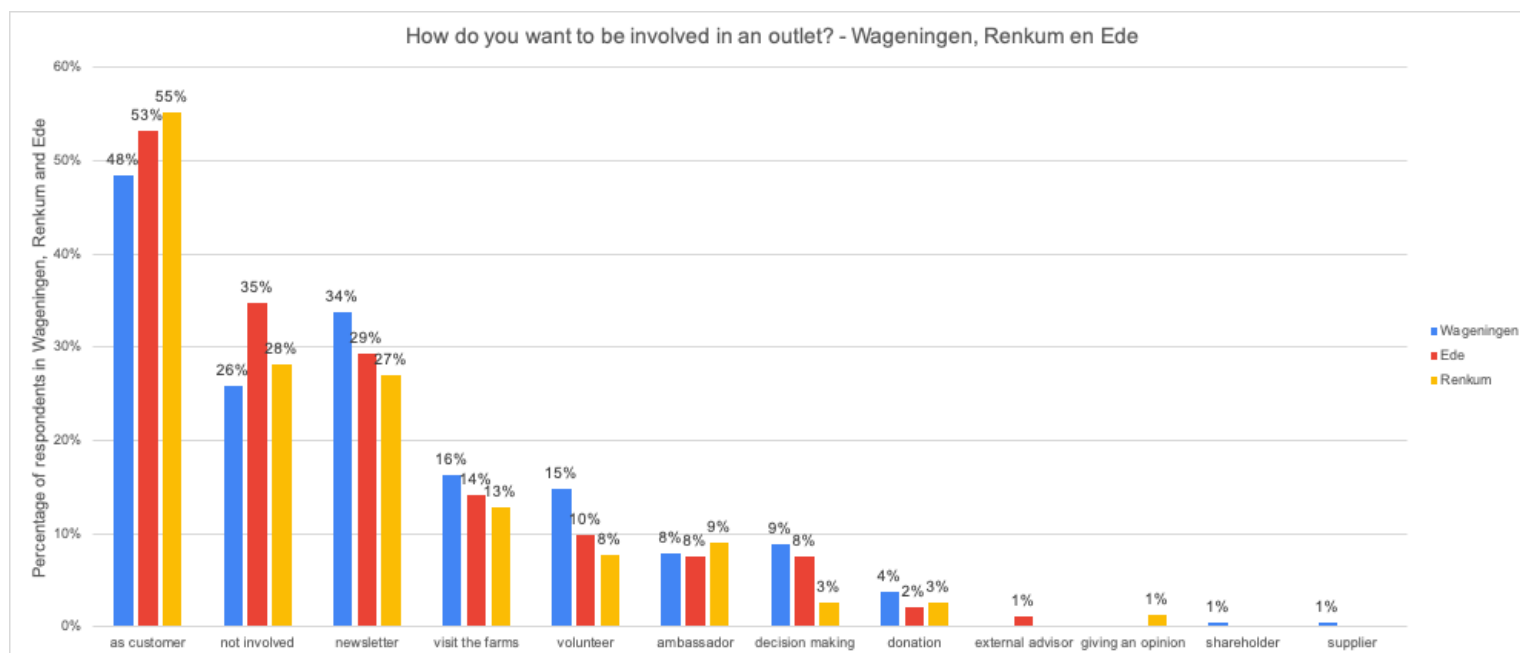
As a last current constraint, one participant from Wageningen mentioned COVID-19 as a factor currently constraining them to buy more local and sustainable food. Since COVID-19, they did not feel comfortable going to the local market where there are stalls with local and sustainable food. Even though the constraint was only mentioned by one participant, it was included in our analysis as it is important to consider when opening an outlet. This constraint could be partially solved by providing the consumer with an online environment where local and sustainable products can be ordered.

Concludingly, the constraint time and logistics was most mentioned by all three municipalities. This fits the assumption that doing groceries is seen as something that must be done in a time efficient way. Therefore, visiting various producers is seen as a constraint. For Renkum and Ede, money was the second most important constraint, while for Wageningen this was lack of information, and after that money. This could be due to the participants' financial situation and could have been different if other participants were selected. The lack of information could be because many different initiatives exist, but do not advertise in one central point. Consumers value local and sustainable food, clear information should be provided to them to stimulate the buying process. Barriers such as price, knowing how sustainable a product truly is, and knowing where to buy local and sustainable food for a fair price, can partially be overcome by providing consumers with information. Therefore, we recommend to create a central, partially online, platform that contains information about where to buy products, how these products are made, and how the price was derived can all help to incentivise consumers to buy more local and sustainable. Providing consumers with online information, could create a link with producers in real life.

3.5. What type of consumer involvement with local and sustainable food should an outlet provide for, according to the consumers of the three municipalities?

In order to answer this sub-question, first the output from Irini Janssen's questionnaire will be discussed. This includes the answers of whether consumers want to be involved with the outlet, and in what ways they want to be involved. Secondly, the output of the focus group discussions will be discussed, which provide a more in-depth explanation of the different ways of involvement, together with descriptions of what consumers consider important in the outlet.

In Irini Janssen's questionnaire, the following question was asked: "Would you like to be involved in an outlet?". Possible answers were 'yes', 'no' or 'maybe'. The results are the following: in Wageningen, 55% answered maybe, 24% answered yes and 21% answered no. In Ede, 47% answered maybe, 18% answered yes and 35% answered no. In Renkum, 55% answered maybe, 17% answered yes and 28% answered no. The answers to this question can be found in a pie chart for each municipality in Appendix 7B. All respondents who answered 'yes' or 'maybe' got a follow-up question concerning how they would like to be involved. Respondents could pick multiple options from a list of 11 ways of



involvement. If they answered ‘no’, they were categorized in ‘not involved’. The results are shown in Figure 3.3. The categories of involvement that are most popular are mostly passive forms of involvement (such as being a customer or receiving a newsletter). A reason for this could be that these forms of involvement take the least time and energy, wherefore it is easier to insert in daily routines. Money-related forms of involvement (giving donations or being a shareholder) are not popular. Non-committal options such as excursions and volunteering can be found in between.

Figure 3.3: Bar chart of the ways that respondents of municipality Ede, Wageningen and Renkum wish to be involved with an outlet for local and sustainable food.

While the bar chart provides the study with the context of consumer involvement in the three municipalities, it does not provide the reasoning behind the consumers’ answers. Therefore, focus group discussions have been conducted. In the following part, the reasoning behind why consumers want to be involved or not, and what this involvement entails for them, will be discussed based on the output of the focus group discussions. This part will be structured as follows: first it will be discussed how consumers are currently involved with local and sustainable food, secondly it will be discussed how consumers want to be involved in the future, thirdly it will be discussed how they want to be involved within the outlet, and lastly ideas of the consumers regarding the outlet will be discussed. A separation has been made between the focus group discussion of Wageningen and Renkum and the discussion of Ede, as there will be two separate advices for both areas.

3.5.1. Focus group Wageningen and Renkum

Consumer involvement with local and sustainable food: Current involvement

All six participants explained to be involved with local and sustainable food. Participants W5 lives in Wageningen, age between 56-65 and went to university. W5 owned an organic supermarket for over 35 years and expressed to mainly buy local and organic food. Participant W6 lives in Wageningen, age between 36-45 and went to university. W6 is currently working to set up a ‘Herenboerderij’ (which is a farm owned by on average 200 households, who pay the farmer to grow food and share the output (Herenboeren, 2020)). Next to that, they grow their own vegetables and mainly buy organic food. Participant W7 lives in Wageningen, age between 21-26 and is a student at the University of Wageningen. They are involved in a student farmer’s association, and mainly buys local and organic food. W8 lives in Wageningen, age between 46-55, and went to university. W8 has been doing research in the field of SFSC and local food initiatives for over 20 years and expressed to sometimes buy organic food. Participant W9 lives in Wageningen, age between 21-26, and is a student at the University of

Wageningen. They expressed the willingness to buy organic food, but at the end of the month there is often not enough money left for this. Participant R3 lives in Renkum, age between 46-55 and went to an applied university. R3 used to buy meat and dairy products directly from the farm, but stopped consuming these products, and therefore finds it too much effort visiting the farms for only vegetables and fruits.

Consumer involvement with local and sustainable food: Future involvement

The participants expressed that their preferred ways of becoming more involved with local and sustainable food are the ones that cost the least time and effort. Four of the participants wished to be more involved by receiving a weekly vegetable box from a local farmer.

“A vegetable box from local farmers, because I find that the easiest. I can just pick-up a box every week” (Participant R3).

“Inside my vegetable boxes there is always a small note with five sentences about how it is going at the farm. That I always find nice to see” (Participant W7).

Next to the ideal ways of future involvement, participants mentioned other ways in which they wanted to become more involved. Two participants expressed that they want to get more involved through a community garden with people from their neighbourhoods.

“A community garden, because you can achieve a lot with it, but you are not busy with it for the whole week” (Participant W7).

“A community garden sounds very nice and fun to do with the people from the neighbourhood, preferably a piece of ground. Yeah, that you connect with your neighbourhood and inhabitants and together can cultivate something beautiful” (Participant R3).

Besides the community gardens, other participants want to get involved through either helping at a local farm (R3), or by receiving a share of the producer’s output through a monetary investment in a farm (W5 and W7). One participant (W6) wants to do this by setting up a ‘Herenboerderij’. Overall, the participants prefer easy ways of becoming more involved, but are also willing to put more effort in it if the involvement stimulates community-building or if it results in a share in the farmer’s output. This shows that participants want to receive something from their involvement.

Consumer involvement with the outlet

The question about in what ways the consumers want to become involved with the outlet appeared to be a difficult one, as many participants remained quiet. A reason for this can be that the participants are already involved with local and sustainable food, and extra tasks might not fit their time schedule. The main interest of the participants is to become involved with the outlet through buying products.

“My role is that I mainly buy the products. A couple of times per year I can contribute to a one-time event” (Participant W7).

Next to that, two participants expressed interest in reading a newsletter, which includes stories about the farmers, the origins of the food, and provides an overview of the activities. The same two people also discussed their interest in activities provided by the outlet. The purpose of the activities should be to connect the consumer directly to the producer, for example by arranging excursions to the farmland.

“If there is a cheese producer who says: next weekend we are going on Saturday in the morning to the farm where the cows are located and after that we go to the cheese factory. That, I definitely want to do” (Participant W9).

“I think it is also important that you know where which products come from. That you can see the fields, or that you know from which cows the milk comes from. That gives me the feeling

that it is local. If you're cycling past it, or when taking a walk: then you realize, this is where my food comes from. Then it becomes alive. I would only be more inclined to eat local. You see and feel that it is local, that it is no lie. [...] If it is going to be a shop, you can describe per shelf or product who the producers are, and where the food comes from. Also, there can be an annual brochure, an extensive newsletter or update about who the producers are. It can be an annual brochure with an agenda of all activities and people involved. It can be in the form of a book, or that you can talk to someone in the shop about where the products come from" (Participant W9).

The participants expressed that for them there is no need to be directly involved with the decisions made about what the outlet should entail. However, all participants agreed that if there are doubts about whether to include a product or not, or when the opinion of customers is needed, they are willing to share their ideas via, for example a poll. What they do require is transparency about the decisions made.

"I think that there should be a lot of transparency about the choices which have been made. If there is transparency, I trust that the right people make the right decisions" (Participant W7)

"What I find very important is a regular conversation, and opinions or polls, that is never a bad thing. Actually, that is something you can't do enough" (Participant W5).

In comparison to how the participants want to get involved with their local and sustainable food and how they want to get involved with the outlet, there is a clear difference. While people expressed to be willing to actively participate in a community garden, or to at the farmer's land, the aspired involvement with the outlet did not extend beyond the following: buying food, giving opinions through polls/surveys, reading a newsletter, joining excursions and helping in a one-time event. A reason for this can be that the participants are actively involved, and do not have the time or energy to put in more effort. The answers on how the participants want to be involved with the outlet indicate that they are curious about where their food comes from and want to learn more about. In order to connect consumers to the outlet, it is therefore recommended to focus on connecting the consumers with the origins of their food by providing information and organizing excursions to the farmland.

Wishes regarding the outlet

Regarding the ideas for the outlet, two participants expressed that the outlet should have a large product range, as they noticed that a small product range is a constraint for them to return to a shop. Next to that, one participant (W5) argued that the prices of organic and local food is often too high. Two other participants (W7 and W9) expressed the same issue. Therefore, it is recommended to consider asking lower prices for students or people from a low-income class for example. Next to that, they can be asked to do voluntary work in exchange for free food. As for the location of the outlet, three participants from Wageningen argued that if the outlet would be situated in Renkum, it would be too far away.

"On my way to Renkum I would cross the Hoge Born, and I live close by Kardoen. But after that, I would not manage to go to Renkum" (Participant W5).

This participant expressed to be willing to invest some time and effort in buying local and sustainable food. However, if the outlet would be situated further away from the already initiatives located in and around Wageningen, it would be too much effort going there. Overall, the participants from Wageningen agreed that a whole new physical outlet in Wageningen is not needed, due to the numerous initiatives that already exist. This could also be an explanation for the low interest of becoming involved with the outlet.

"I think that we have many existing initiatives that have been developed. Therefore, I do not need a new outlet. I think it is important that we support the existing initiatives and develop them. You can consider starting a conversation with these initiatives, to develop more involvement and connection. [...] I am inclined to say: let us be thankful for what we have, and

let's strengthen this with each other [...] I think in this way we can contribute to local and sustainable food" (Participant W5).

"I agree with participant W5, and I think it is smart to look at what initiatives there are, and to consider whether adding a new one will add anything" (Participant W6).

Nevertheless, all participants argued that bringing together sustainable products from local farmers in one central point is needed, as it takes a lot of effort to visit different farms in Wageningen. The participants argued that this can be achieved by working together with existing initiatives in Wageningen. Therefore, it is recommended not to establish a new point, but to work together with existing initiatives (such as "De Gieterij", a shop that already sells package-less local and sustainable products) to see what products are missing there and to widen the product range. For consumers this would be ideal, but it is necessary to discuss this with the existing initiatives, because it is unknown whether they would be willing to cooperate. For Renkum, different arguments were made by the participants.

"I would like to have a point where I can buy local products in the centre, or close to the centre of Renkum. If the point would be in Wageningen, it would have to be on the Renkum-side of Wageningen, because I do everything by bike. [...] Otherwise it is too much effort to gather all my products" (Participant R3).

"Moreover, a point in Renkum would be very nice, especially in the shopping street, which can definitely use a flourishing shop" (Participant W5).

Based on the perception of the participants, fewer initiatives exist in the municipality Renkum, therefore a new physical outlet in the city centre of villages in municipality Renkum is recommended.

Next to the discussions of physical outlet, five participants expressed the wish for an online outlet. All participants expressed to preferably do their groceries in a shop, but they argued that an online shop can be a great addition to reach a larger audience.

"A physical location is conducive for involvement. But at the same time, I have the feeling that this whole movement towards local producing should be as inclusive as possible, and therefore you need things such as online ordering. That combination needs to be considered" (Participant W6).

An online outlet, in addition to a physical one, is recommended for the municipality of Wageningen and Renkum. In Wageningen there are already numerous physical initiatives. For both Renkum and Wageningen the participants expressed the need for more information on where to buy local and sustainable products and about the origins of the products. This information can be provided online, together with an overview of excursions and voluntarily work to stimulate consumer involvement.

Regarding the values of what the outlet should stand for, 'local' was mentioned by four participants. Next to that, transparency was discussed extensively. As mentioned by one participant (W7) in a quote on the use of polls before, there needs to be transparency about the choices that have been made regarding the product range of the outlet. The logic behind this is that when there is transparency, the participants will trust that the right choices are being made.

"A clear statement or principles behind the production process, that you are being clear in what you do and why you do it. [...] I think that the clarity is very important for the involvement of the customers. I call that the origin of the product" (Participant W5).

Concludingly, regarding the different ways of becoming involved with the outlet, the participants are inclined towards ways which take the least effort: buying the food in the outlet (for example through vegetable boxes), giving opinions through polls/surveys, reading informative newsletters about the origins of the food, joining excursions and helping at a one-time event. For Wageningen, the participants do not see the need for a new outlet but want the project to cooperate with already existing initiatives to establish a central point with a large range of products. In the city centre of villages in municipality Renkum, a new physical outlet would be preferable, as the participants felt there are fewer initiatives present. In order for the consumers to stay connected with the origins of their food, excursions to the farms are recommended. Next to that, information should be provided in the shop or in newsletters about the origins of the food. Information provision is recommended to ensure transparency about the decisions made in the outlet, which the participants all agreed on is vital for them to trust the outlet is working to be as sustainable as possible. Information about the products and excursions can be best brought together in an online outlet, where people can also order local and sustainable food in order to increase the accessibility.

3.5.2. Focus group Ede

Consumer involvement with local and sustainable food: Current involvement

All seven participants expressed to be involved with local and sustainable food. However, the degree of involvement varies between the participants. Participant E3 lives in Ede, age between 21-26 and is a student at the Wageningen University. They expressed to not be very involved with local and sustainable food, and they only buy it rarely, but expressed the wish to buy it more often if it is more accessible. Participant E4 lives in Ede, age between 21-26 and is a student at the Wageningen University. They pay attention to what products are local and sustainable but finds it difficult to visit the farmer shops for this. Next to that, participant E4 is active at the Wageningen Student Farm. Participant E5 lives in Bennekom, age between 26-35 and went to university. They are involved with global food systems through their work, in which they advise and train companies in developmental countries. Participant E5 lives in Ede, age between 46-55 and went to applied university. They grew up self-sufficiently, preferably only eats seasonal products, wants to stimulate the local economy and wants to know where their products come from. Participant E7 lives in Ede, age 46-55 and education is unknown. They expressed not to be very much involved with local and sustainable food besides the occasional buying of products, but they want to learn more about it. Participant E8 lives in Ede, age between 36-45 and went to applied university. They are currently buying products from farmers around Ede and have a vegetable box from Vita. Participant E9 lives in Wageningen (but was born in Ede), age between 21-26 and is a student at the Wageningen University. E9 described themselves as very concerned with local and sustainable food, as they mainly go to organic supermarkets and farms, while also being active at the Wageningen Student Farm.

Consumer involvement with local and sustainable food

The focus group discussion for Ede was conducted before the focus group for Wageningen and Renkum. For the participants it was unclear what was meant by ‘involvement with local and sustainable food’. The moderators have tried to explain it and tried to steer the discussion away from the outlet and back to the topic of involvement with local and sustainable food. Nevertheless, this did not have the intended consequences. Therefore, this sub-category had little output and has been removed.

Consumer involvement with the outlet

Regarding the ways in which the participants want to become involved with the outlet, three participants indicated that they are willing to play a role in spreading knowledge and information about local and

sustainable food. The reason for this is that they deem it important for other people in Ede to become enthusiastic about local and sustainable food.

“Well, I think that I can make people aware, I think it suits me to get into that. I am willing to search for ways to reach people in Ede” (Participant E8).

“I find it interesting [...] and to look on a Facebook platform if there are people interested and then create a group together and get started with this. I do not say I am going to do this, but I find this a nice role, just to talk to different actors like the municipality or other inhabitants or the mayor” (Participant E9).

“I think a lot still can be done and that there is a lot ignorance. I would like to participate in these kinds of campaigns” (Participant E6).

The willingness to play a role in the spreading of information can possibly come from the fact that five participants expressed that they want to have more information about where to buy local and sustainable food in and around Ede. It is recommended to appoint ambassadors for different neighbourhoods in Ede or smaller villages around Ede, and to use word of mouth as a way of spreading information about local and sustainable food.

Next to this, three participants expressed interest in becoming more involved with local and sustainable food by visiting a farm shop for groceries and meeting the farmer (E9). Furthermore, participant E5 wanted to help in the distribution of local food and participant E9 wants to become involved through the delivery of groceries to people who cannot pick it up themselves. Next to that, participant E8 expressed the wish to visit open days on the farm to see how they do things. These preferred ways of involvement with the outlet have in common that the participants want to come more directly into contact with the producers. This can be achieved by organising excursions, or by visiting a farm shop. A reason why consumers want to be more in direct contact with the producers can be the authentic feeling that they get from it. Regarding the interest in becoming involved with delivery, it is recommended to make a scheme of all consumers who want their food to be delivered, and to divide the weeks between the interested consumers to deliver the products.

Wishes regarding the outlet

Four participants argued a central point where to buy local and sustainable food, as it is now often relatively far away, outside of the city centre. The distance and the dispersed locations make that it is not easy to fit in the daily routines of the participants.

“Often it is just too far away” (Participant E9)

“It is hard for me to pick up food at the farm as I only have a bike” (Participant E4).

“So, it would be great if there is a central point. Where you can pick up everything you need” (Participant E8).

However, the participants argue that one central location is not enough. It could be expanded with an online platform to make it easier for consumers to be involved. One participant (E7) argued that only an online platform is needed, as it is easy to order your products online, to pick it up or let it be delivered at your door. Participant E5 argued that an online initiative, such as Picnic would be a good idea, as it has been proven to be successful. However, another participant (E8) felt that delivery of products is a shame as much kilometres must be travelled and therefore prefers multiple pick-up points throughout Ede. This will make it as easy as possible for consumers in Ede to pick up their food.

“I believe more in an online solution, à la Crisp or à la Bol.com. A platform where local and organic farmers can advertise their products and where you can tick a box to pick it up at a local point” (Participant E7).

“I think that online is the most useful and then you can pick it up somewhere at maybe multiple pick-up points at various places in Ede, that it will be as easy as can be for consumers to pick it up” (Participant E8).

Ede is a large municipality, therefore it is recommended to establish several pick-up locations. An example given of a location is a public building. The participants like to have a place to pick up local and sustainable food in their neighbourhood. In this way, purchasing local and sustainable food would be less time consuming and more accessible, also for the people without a car.

“I was thinking about making a food forest in the neighbourhood Noord-Oost. [...] The other thing I was thinking about are church gardens. A third thing I was thinking about are schools, but that was already mentioned before” (Participant E9)

“I would create a pick-up point or logistic centre at station Ede/Wageningen” (Participant E6).

All in all, the quotes above show that accessibility for everybody and convenience are important for the consumers in Ede. This leads to the desire for a physical location with products from different producers or multiple pick-up points throughout the municipality which will make sure that there is always a pick-up point in the neighbourhood. Besides the physical locations, there is also a need for an online platform with an overview of all the available products and the option to order them online.

Furthermore, the need for more information about local and sustainable food and bringing people together around this topic is important. Three participants indicated that campaigning and making others aware could be suitable tasks for them and they would like to get involved in this way. Other types of involvement that the participants found interesting were open days or activities on farms so they can see where their food comes from and get into contact with the farmers.

4. Discussion

This chapter will critically reflect on the major findings and unexpected outcomes of the research. Furthermore, it will discuss the limitations and strengths of the research and will provide recommendations for future research.

4.1 Major findings and unexpected results

One of the major findings of the research was that there is no need for a new outlet regarding local and sustainable food in the municipality of Wageningen. The participants from Wageningen indicated that there is already a broad range of local and sustainable food and they would like to see these different producers, shops and other initiatives working together. This result was unexpected as a major part of the producers and consumers involved in the 'Goed Punt'-project are from Wageningen. Furthermore, as there already is a platform 'Wageningen Eats Sustainable' ('Wageningen Eet Duurzaam') in Wageningen and sustainability has an important role in the city, it was expected that especially the inhabitants of Wageningen would be enthusiastic about this new initiative. In contrast, they stated that there are already enough initiatives, and that information is lacking about what is already present in Wageningen. Therefore, they expressed the need for more information about where you can buy local and sustainable food and to have existing initiatives work together.

Another key insight of this research was that the definition of local food given by inhabitants of Wageningen, Renkum and Ede is quite different from the definition of VA. Within the 'Goed Punt!'-project local food is considered food that is produced within the borders of the municipality. However, the results of the questionnaire showed that the inhabitants of the three municipalities often take a wider range than is used in the project. For example, in Renkum 30% of the inhabitants view local in a range of 10 to 30 kilometres. In Wageningen and Ede respectively 35% and 37% of the inhabitants view local as within 30 to 50 kilometres. Besides that, there were participants that regard everything produced in the Netherlands as local. Remarkable is that the academic definition defined by Eriksen (2013) is more holistic compared to the definition of the inhabitants. The inhabitants only consider the geographical proximity. A close relationship between consumer and producer (relational proximity) is nevertheless associated with the concept of sustainability. For VA and the members of the 'Goed Punt!'-project it is important to consider this wider scale of local, when composing their product range, as choosing a smaller scale of local might result in a smaller product range while the inhabitants of the municipalities are open to buy products from further away. It is also important to communicate and be transparent about their reasoning on this topic.

This links to another major finding, namely that in all three municipalities it was indicated that consumers value transparency and clear communication about choices to include specific products and when something is considered 'local' and 'sustainable'. The participants of the focus group indicated that they do not always trust certification programmes and therefore would like to see clearly what is meant by 'local' and 'sustainable' and how this is put into practice. This wish for transparency can originate from news about 'greenwashing' and the extensive publicity of products and companies who claim to be sustainable who are present in every sector, while not being clear in what way (Ottman, 2017).

The final key finding was that convenience is very important to the participants. Inhabitants of the three municipalities are interested in the topic of local and sustainable food and would like to be involved with it, but it should not cost too much extra time. They prefer to receive more information and to be involved by reading a newsletter and buying food. There is a strong wish for a central location which

is easily accessible and close-by. Participants indicated that they are willing to do something extra but do not have much time to offer. This has implications for the 'Goed Punt!'-project as they would like to involve consumers in the organization of the outlet to prevent producers from having to do too much work. An unexpected result related to this was that students indicated that they are willing to help with several tasks, whereas people who are working fulltime are only willing to help out occasionally. This was unexpected as students often are already very busy with studies, student jobs, associations and travelling back to their families during the weekend. More involvement was expected from the other groups in society too. As only a limited amount of people was spoken to, this difference between groups in society can also be accidental as the most involved students are maybe also most willing to participate in a study on local and sustainable food.

4.2. Meaning of findings

The findings of sub-question three aimed to determine the 'needs' and 'wishes' of consumers regarding a possible outlet. The formulations of the interview guide did not make a clear distinction between needs and wishes, which resulted in a small number of identified needs. Only 30 out of 294 quotes indicated a need, compared to 96 quotes with wishes. During the interview analysis one could interpret certain comments as needs, however, because the respondent did not indicate them as an essential aspect, these comments were counted as a wish rather than a need. The lack of identified needs seemed to indicate that the consumers do not have many needs for an outlet, however, due to the incomplete interview guide, it is not known if this is true. It might be that there are more specific needs that are now identified by this research as wish.

The constraints indicated in sub-question four indicated what types of constraints exist. The absence of measurable indicators impose uncertainty on the knowledge when something is considered a constraint and when it is not. For example, the constraint time: If an outlet is located 10 minutes away by bike, it is considered a constraint for some consumers, whereas others consider a travel time of 20 minutes a constraint. The same counts for the constraint of a lack of money. For some people, when the price of a product is 10% more expensive compared to in the supermarket, this is already a constraint, while for others it only becomes a constraint when the price is 50% higher. If constraints were researched as a measurable indicator, a more concise advice regarding the constraints could have been given.

Important to consider while interpreting the results is the attitude-behaviour gap (Boulstridge & Carrigan, 2000). The respondents provided answers regarding their willingness to become involved, but will they actually become involved when given the chance? This willingness was not researched in this study as the outlets have not been realized yet. It is important for the 'Goed Punt!'-project team to take this into account when setting up the outlets. Future research can compare the actual involvement of consumers in an outlet to the willingness as indicated during interviews or focus group discussions.

The performed research did not consider COVID-19 restrictions in the design of an outlet. However, during the time period in which the research was done, COVID-19 was still very present in society and might have influenced how people think about where their food comes from. Therefore, it is not certain if the same answers will be given when COVID-19 is over and if this influences the willingness of involvement of people. Getting involved with new people during COVID-19 may not feel good to people, while on the other hand they have more time available than they had without COVID-19 (DeFilippis et al., 2020). It is unknown whether the results of this research would have changed, if the COVID-19 virus was not present in society at the time of this research.

4.3 Limitations and strengths of the research

The biggest limitation of this research was the number of respondents. Only a limited amount of people participated in the interviews and focus groups. Besides that, the number of participants of the interviews, focus groups and questionnaire were not equally distributed among the three municipalities. For example, the focus group data for the municipality of Renkum originates from one participant. The data was not representative for the municipality of Renkum; however, it is still included because the participant provided relevant insights for this research. Also, the division between men and women who filled in the questionnaire was unequal, more women filled in the questionnaire. The specific reason for this is unknown. However, this could be because still in many households the woman is mainly responsible for domestic work like doing groceries and cooking (Cockburn-Wootten et al., 2008), which makes them already more involved with food. This all prohibits the possibility to generalise the collected data. However, the goal of this research was to gain valuable insights regarding the consumer wishes, needs, constraints and forms of involvement, and not to collect generalisable data. Also, the time available for this project was limited, making it impossible to collect generalisable data.

Additionally, part of the research was based on data from a questionnaire made by Irini Janssen. The questionnaire contained some leading questions and structural flaws that were indicated by the research team. For example, the question regarding involvement did not clearly state what was meant by 'involvement', which might have caused respondents to interpret the question wrong. Data from this questionnaire have been used regardless, because the output contained valuable insights in the consumer's definitions of 'local' and 'sustainable', and it reached many people. For this project it was not possible to yield that amount of data from a new questionnaire within the allocated time period. Also, the subject of involvement has been thoroughly discussed in the focus group in order to yield more representative results regarding willingness to become involved. Using the data of the questionnaire allowed the team to spend more time on in-depth consumer research.

A limitation of organising online interviews and focus groups is the absence of non-verbal cues. Body language could not be read, and facial expressions were more difficult to identify from a small screen. Also, nodding and other bodily responses were often not registered. One general flaw of using focus groups is that you cannot hear everybody's opinion as some people are more vocal than others. This is not the case during interviews. However, the strength of focus group discussions is also that people can talk to each other and that this can lead to new insights. During the focus groups the online setting caused participants to take over the conversation. Despite of this, the interviews and focus groups yielded relevant results. By performing online interviews, the team was more flexible in planning the interviews and time was used more efficiently, because there was no travel time. Both the focus group and the interviews were conducted without having to adhere to any COVID-19 restriction due to the online nature, and COVID-19 did not form a constraint for participants to participate in this research.

Lastly, the interviews have been conducted by all team members. This caused the more in-depth questions of the interview, which were not included in the interview guide, to be different, depending on the interviewer. This affected the consistency of the interview results. However, the main points were the same for all interviews due to the interview guide.

One of the strengths of this research is that a mixed methods approach was used. For each sub-question it was discussed which method could provide the best possible answer to that sub-question. Complementing the questionnaire and scoping literature review with interviews and focus group discussion led to more in-depth knowledge about the wishes, needs and constraints of the inhabitants of all three municipalities. The results that were found during the analysis of the questionnaire served as valuable input for the semi-structured interviews and focus groups. By building on the semi-

structured interviews, it was possible to create the right questions for the focus group discussion. If only a questionnaire had been used and analysed, the results would have been less in-depth. By letting participants discuss about involvement and the type of outlet, they complemented each other which creates discussions about topics that would not have been possible with only the use of semi-structured interviews.

The use of direct quotes from the interviews and focus group discussion is another strength of this research. The interviews and focus group discussions were fully transcribed which made it possible to use direct quotes of participants. The use of direct quotes provides the reader with the actual opinion of the respondent, without the interpretation of the researcher. It creates transparency about the data that is used and allows the reader to interpret the data themselves.

4.4. Relevance of findings for the area of research and recommendations for future research

As indicated in the literature study the last decade there has been done much research on SFSCs and on how to change the food system into a more sustainable one. This research contributes to this field of study as it investigates the possibility of creating SFSCs in the region Wageningen, Renkum and Ede. Furthermore, the research indicates some findings that might be applicable on SFSCs in general. For example, the research found that people are willing to get involved in local and sustainable food as they find this an important topic. However, they want this involvement to be as easy and convenient as possible. They wish for a loose type of involvement, where they can decide themselves if they invest more time this week or not. This is important to take into consideration when creating SFSCs and developing the organizational structure. As it is acknowledged that culture influences food consumption practices, it should also be acknowledged that to change a food system, cultural factors need to be considered. This research shows a Dutch perspective which is based on an individualized world and not taking much time for preparing and eating food.

Three recommendations for future research can be given. Firstly, a more representative group respondents can be used. Not only by using more respondents, but also by using respondents with a diverse background (income, age, values). This will create a better overview of the wishes, need and constraints of consumers for inhabitants of a specific municipality. However, only participants that already have an interest in local and sustainable food should be included, because people who are not interested in this will not come to the outlet. Research could be done on how to reach more people and how to make other people interested.

The second recommendation for future research is to include the perspective of the producers. In this research only the consumer perspective is taken into consideration. However, the perspective of the producer is crucial for the design of the outlet. The results of a research which contains both consumers and producers might provide contradictory interests. Matching these perspectives is the biggest challenge for designing an outlet.

Thirdly, a feasibility analysis needs to be performed for each municipality. This way the possible success of the outlet can be measured, and lessons can be taken from this. Indicating success factors and failures can create valuable insights before implementing this concept outlet on a larger scale and in more municipalities. Together with this, research could be done on collaborating with existing initiatives for local and sustainable food instead of competing with them. Besides it would be interesting to also consider the motivations behind eating and buying local food, when this is known, the outlet can better respond to this demand.

5. Conclusion

In this Conclusion, the main research question *What type of outlets for local and sustainable food, which foster consumer involvement, optimally fit the wishes and needs of the consumers in Wageningen, Renkum and Ede?* will be answered.

There are several key findings relevant when answering the research question. Some of these key findings apply in general, whilst others are specific for a certain municipality. First, there is a general need for more information regarding the different options of buying local and sustainable food there are in the three municipalities. There are already a lot of producers, farm shops, pick-up points and communal gardens, but these options are not known to all of those who are interested. Tied to this, is the wish for transparency regarding products, production processes and product origin. Lack of information was mentioned as an important constraint towards involvement with local and sustainable food. Time, distance to market and money are identified as other important constraints. This can be overcome by choosing a central location which is accessible to a wide range of inhabitants and by rewarding volunteers with free products or by making use of price differentiations. Price differentiations could imply that prices are adjusted depending on consumers' hourly wage or monthly income. Next to this, long opening hours and multiple accessible pick-up points were mentioned by the participants as incentivizing.

Secondly, participants of all municipalities mentioned that they would like to be involved in a potential outlet for local and sustainable food. However, not all of them see themselves as an active volunteer. Rather, passive forms of involvement were listed, such as buying the food in the outlet (for example through vegetable boxes), giving opinions through polls/surveys, reading a newsletter, joining excursions and helping at a one-time event. Most people are not willing to organise the outlet themselves, but they would like to participate in low-key activities if it is noncommittal. The literature study on successful examples of involvement, combined with the wishes and needs from the inhabitants showed that the involvement should be consumer-based (in contrast to producer-based) and community focused in Ede and Renkum, while in Wageningen it should be a loosely organized consumer-based initiative.

Furthermore, the perception of the concept 'local' by participants is broader compared to how it is defined by the 'Goed Punt!'-project. Results showed that local food is seen as 'from the region', meaning a 30 to 50 km radius between the consumer and the producer. A radius of 0 to 10 km was mentioned the least. Therefore, a take-away for the 'Goed Punt!'-project initiators, is to widen their perception about this concept, in order to offer a wider product range and meet consumer wishes.

Concerning the type of outlet which optimally fits these needs and constraints, an online solution would be best suited with specific criteria per municipality. This online platform should be both a website and a mobile application, to reach as many inhabitants as possible. In addition, it should be available in both Dutch and English. However, differences between the three municipalities need to be kept in mind. It is therefore recommended to design three outlets instead of two, which was previously requested by the 'Goed Punt!' project team. During the research, it was found that the municipalities of Wageningen and Renkum cannot be seen as one. Participants mentioned that a physical location is necessary to stimulate citizen involvement, hence a combination of both physical locations and an online environment should be implemented. Some specific differences per municipality are: In Wageningen, there was no desire expressed for a new outlet. Possibly this is since many options already exist in the municipality. In Wageningen, the wish was expressed for a collaboration between all these producers, both offline and online. In Ede, participants expressed that there are less options available close by. As such, a new outlet is would be certainly welcome there. Possibly with multiple pick-up points, as the municipality is rather big. Furthermore, a need was expressed for ambassadors who share enthusiasm on local and sustainable food. In Renkum, the expressed desire for a new physical outlet was similar. Especially if such an outlet would be situated in the city centre, which would foster community building among local citizens. A

very important take-away for the outlet to be is that it should not be a competitor of the already existing initiatives that foster local and sustainable food, but it should be supplementary, extending the market share instead of taking a piece out of it. This way, the outlet could be the missing piece that needs to be added to the landscape of local and sustainable food.

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Appendix 1. Stakeholder analysis

In this appendix, both the short list and the long list of stakeholders are given. The stakeholders that are most important for our project – regarding their interests and power in it – are mentioned in the short list. The long list will provide insight in the interest of the stakeholders in the project, and their power in the project.

Stakeholder's short list

1. Voedsel Anders is an organization that has set up the project 'Goed Punt!' in collaboration with the three municipalities, Vereniging Toekomst boeren and three producers (VoedselAnders, n.d. b). Being the commissioner, this stakeholder is very important for the project and therefore belongs to the short-list. A successful project will allow them to get closer to their goal of opening two outlets with sustainable and local food in the municipalities of Wageningen, Renkum and Ede. They have created the guidelines of the project and thereby have great influence on the outcome of the project.
2. Municipalities of Wageningen, Renkum and Ede. These stakeholders are important, because the project must fit with local policies. Next to that, the municipality of Wageningen is the main applicant of the 'Goed Punt!'-project, while the municipalities of Renkum and Ede are co-applicants of the project (VoedselAnders, July 2020). All three municipalities have their own policy about this (Ede & Food, n.d.; Wageningen Eet Duurzaam, 2020; Gemeente Renkum, n.d.).
3. Research partners. The research partners are Henk Renting and Irini Janssen. They can provide the project with important information regarding the following: Henk Renting focused on best practices of similar projects, while Irini Janssen did research on consumer wishes in Wageningen, Renkum and Ede.
4. Consumers of the three municipalities who are interested in local and sustainable food. It is important for the project to understand the wishes and needs regarding local and sustainable food of this stakeholder, as their involvement is vital in the developing and managing of the outlet.

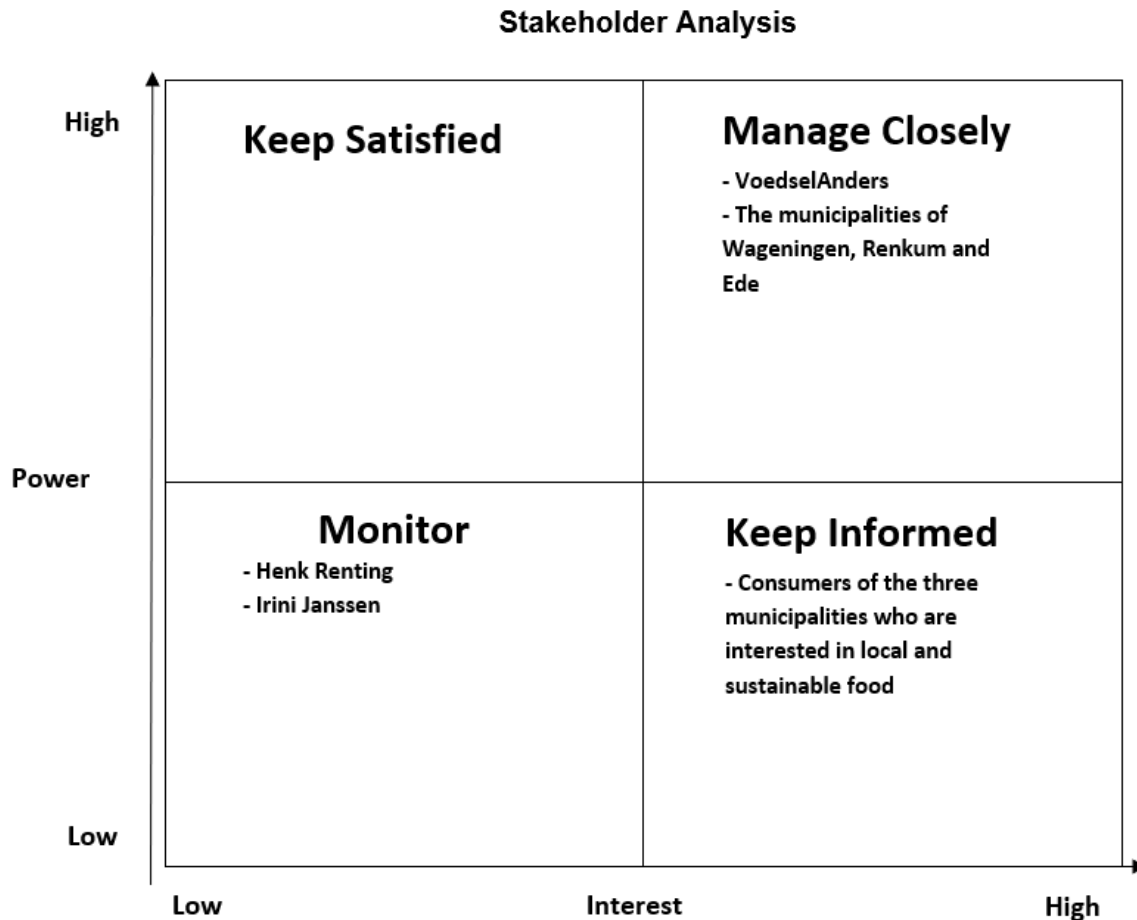


Figure 1. Stakeholder analysis

Stakeholder's long list

1. VoedselAnders is an organization consisting of volunteers who have set up the project 'Goed Punt!' (VoedselAnders, n.d. b). Nevertheless, during the first meeting it became clear that their aim is to make inhabitants and producers responsible for the development and management of the food outlet, thereby shifting power away from the organization. They closely cooperate with local and sustainable food producers
2. Municipalities of Wageningen (Janneke Bruil), Renkum (André Menting) and Ede (Wicha Benus). These stakeholders are important, because the project must fit with local policies. Next to that, the municipality of Wageningen is the main applicant of the 'Goed Punt!'-project, while the municipalities of Renkum and Ede are co-applicants of the project (VoedselAnders, July 2020). All three municipalities have their own policy about this (Ede & Food, n.d.; Wageningen Eet Duurzaam, 2020; Gemeente Renkum, n.d.).
3. The province of Gelderland and the European Union subsidize the project through 'POP3 Korte voorzieningsketens'. These partners support the ideas of 'Goed Punt!', but have no direct influence on the design of the project.
4. Vereniging Toekomstboeren is a national association that supports initiatives for a sustainable farming future, such as 'Goed Punt!'. VA cooperates with Vereniging Toekomstboeren on this project. The contact persons are Klarien Klingen and Maria van Maanen.

5. Biologische boerderij Veld en Beek, Stadsbrouwerij Wageningen and Pluktuin de Bosrand. These three producers of local and sustainable food are co-initiators of the 'Goed Punt!'-project. The outcome of this report can provide recommendations for a possible outlet, which is in their interest.
6. Research Partners: The research partners are Henk Renting and Iridi Janssen. They can provide the project with important information regarding. Henk Renting focuses on best practices of similar projects, while Iridi Janssen did research on what consumer wishes in Wageningen, Renkum and Ede are.
7. Consumers of the three municipalities who are interested in local and sustainable food. It is important for the project to understand the wishes and needs regarding local and sustainable food of this stakeholder, as their involvement is vital in the developing and managing of the outlet.

Appendix 2: Questionnaire Irini Janssen

1. Geslacht:
2. Leeftijd:
3. Opleidingsniveau
4. Kruis aan in welke gemeente u woont:
5. Vul uw postcode in:
6. U heeft keuze uit verschillende broden. Ze zijn allemaal fijn volkoren. Welke optie kiest u?
7. Waarom kiest u deze optie?
8. U heeft keuze uit de volgende producten. Alle producten bevatten een inhoud van 350 gram. Welk product koopt u?
9. Waarom kiest u deze optie?
10. U heeft keuze uit de volgende tomaten. Alle opties bevatten even veel gram en komen uit Nederland. Welke tomaten zou u kopen als u moest kiezen?
11. Wanneer beschouwt u voedsel als duurzaam?
12. Wanneer beschouwt u voedsel als 'lokaal' geproduceerd?
13. Hieronder vindt u 18 mogelijke kenmerken van voedselproducten. Als u boodschappen doet, welke 5 kenmerken vindt u het belangrijkste voor uw algemene keuze van voedselproducten? Stel uw top 5 samen.
14. Wat vindt u van een solidaire prijzen?
15. Hoe vaak haalt u boodschappen in huis?
16. Heeft u het afgelopen jaar bij het kopen van de boodschappen bewust gekeken naar de regio of het land van herkomst?
17. Voor welke productgroepen is de regio of het land van herkomst van belang wanneer u boodschappen doet?
 - [Zuivel]
 - [Verse groente en fruit]
 - [Vlees]
 - [Conserven (jam, honing, enz.)]
 - [Pasta, aardappels, etc.]
 - [Verwerkte producten]
18. Geef uw woonsituatie aan:
19. Indien samenwonend of met kinderen: Wie maakt met name de aankoopbeslissingen in het huishouden?
20. Hoeveel consumeert u gemiddeld aan voedsel voor uzelf per week?

21. Heeft u in het afgelopen jaar een voedingsmiddel gekocht waarvoor u meer betaalde, maar wat u toch kocht omdat het een lokaal product is?
22. Heeft u in het afgelopen jaar een voedingsmiddel gekocht waarvoor u meer betaalde, maar wat u toch kocht omdat het een duurzaam product is?
23. Zou u betrokken willen zijn bij een nieuw afzetpunt (winkel, afhaalpunt etc) voor lokaal en duurzaam geproduceerd voedsel?
24. Hoe zou u eventueel betrokken willen zijn?
25. Heeft u nog andere opmerkingen of ideeën met betrekking tot het stimuleren van lokaal en duurzaam geproduceerd voedsel in uw gemeente?
26. Mag er contact met u opgenomen worden voor verdere vragen van dit onderzoek?
27. Wilt u op de hoogte blijven van dit initiatief? Laat dan hier uw naam en emailadres achter. Dan maakt u bovendien kans op een van de drie lokale, duurzame borrelpakketten die wij onder deelnemers verloten!

Appendix 3: Overview articles literature review

Categories:

Purple = consumer based, loosely organized initiatives

Blue = consumer based, community focused initiatives

Yellow = network-based initiatives

Green = producer-based initiatives

Red = Involvement only focussing on the act of buying

Boundary negotiations in a self- Organized Grassroots-Led Food Network: The Case of REKO in Finland	
Authors	Ehrnström-Fuentes, M., Leipämaa-Leskinen, H.
Source	Journal; American Journal of Agricultural Economics
Year of publication	2019
Country	Finland
Aims/purpose	Understanding the complex social processes involved when people with a diverse set of interests and motivations interact in a self-organised food network.
Methodology	Embedded single case-study. Data included interviews, news items, Facebook posts, and official documents.
Outcomes and details	<p>This article analyses the REKO network in Finland, which translated means Fair consumption. In closed Facebook groups, consumers can place their food orders underneath farmers' announcements. This initiative was originally set-up by engaged consumers. The article focusses on grassroot innovations which are "innovative networks of activists and organizations that lead bottom-up solutions for sustainable development; solutions that respond to the local situation and the interests and values of the communities involved" (Seyfang and Smith, 2013). Part of these grassroot-led initiatives is the in- and exclusion of potential new members. In the REKO network this was done by both consumers and producers. Weekly pre-orders could be posted on Facebook and the pick-up points were located at easily accessible parking lots. "Self-organized local groups were most effective at meeting local demands, and thus there was no need to set up a formal organization" (p.10). REKO was loosely organized in the sense that there was no existent (or pre-existing) strategy created by the ones who created the platform. It was organized through "spontaneous interactions" (p.16) between its members.</p> <p>Concludingly, grassroots organizations have hybrid boundaries regarding who is in/excluded, or more general (organizational) principles.</p>
Key findings related to scoping question	The network was successful when it was small; FB groups could respond to local needs, and power was situated both at producer and consumer side. However, when the network grew interests became to dispersed.

Social And Solidarity Economy: The case of an urban consumption co-operative in Greece	
Authors	Petropoulou, E.A.
Source	Journal; Partecipazione e Conflitto
Year of publication	2018
Country	Greece
Aims/purpose	Understand the capacity of a Greek Urban Consumer co-operative through sustainable consumption patterns to utilise local-traditional resources in order to empower local communities in times of crisis. And to provide insights into the nature and meanings of a more sustainable and just economy.
Methodology	Case study. Data included in-depth interviews.
Outcomes and details	<p>The article discusses “sustainable community movement organisations” (Forno & Graziano) or “social and solidarity economy” (Dash, 2014), by analysing the Greek Urban Consumer Co-operative ‘Nontropo’. Nontropo members attempt to create a more sustainable local economy by adapting their consumption behaviour. It is argued that these alternative development models are fruitful in times of crisis as they enhance flexibility. Different organizations fit the S&SE framework, such as “cooperatives, social businesses, self-help groups, community organizations, informal worker associations, service NGOs, solidarity funding initiatives, etc” (p.74). One essential element of S&SEs is that it attempts to change the goal of production to create profit, to produce to meet social needs.</p> <p>Nontropo is an urban consumer solidarity co-operative. It is a café-shop in which products from included producers is sold. Nontropo buys these products directly from the producers. The café-shop is managed through community action, some professionals and some amateurs. It has a horizontal and non-hierarchical structure; decisions are made on the basis of advice of the ones with experience in a specific field. In this initiative, “food [is seen] as a vehicle of change” (p.83). Consumers can buy local or organic food at fair prices, while producers receive fair prices in return as well. This can be established by eliminating intermediaries.</p> <p>“Nontropo has established an electronic platform of direct communication between themselves, consumers and producers, thus benefiting local production”. This platform provides the consumer and producers with information but is also used to plan activities with the members.</p>
Key findings related to scoping question	The article showed that a co-operative might be a good way to establish an S&SE. However, Nontropo is functioning because of the dedication of community members. The wish to change the food system is valued so much that people are willing to spend a lot of time in the functioning of the initiative. This shows that for a fixed, more community like, organization, a group of people need to invest time in order for it to be successful. What this example does show is how both producers and consumers can provide from SFSCs.

Social innovation and sustainable rural development: The case of a Brazilian agroecology network	
Authors	Rover, O.J.; Corrado de Gennaro, B.; Roselli, L.
Source	Journal; Sustainability
Year of publication	2017
Country	Brazil
Aims/purpose	To understand whether and how Ecovida has instigated innovations that relate to its horizontal and decentralized structure, its participatory certification of organic food, and its dynamic relationship with the markets based on local exchanges and reciprocal relations.
Methodology	Qualitative case study including participant observation and analysis of documents
Outcomes and details	This article assesses the Ecovida Agroecology Network in Southern Brazil, where farming families NGOs and consumer organizations, together with other social actors are involved. The aim of this network is to transform the food system, into a decentralized social network, spanning over a large territory favouring small-scale farmers by providing them access to the market and providing them with a different treatment from public policies. For such a network to succeed, social innovation is needed. Social innovation can happen when a change “in attitudes, behaviour or perception amongst its participants” (p.8) occurs. This way, a group can become a network in which people share interests and focus on collaborative action within, and beyond the group itself. Ecovida was created by NGOs and farmers’ groups, few years later consumer organizations joined. It is required to participate in the organization in order to take part in the network. Participation can occur through joining a farmers’ group, helping in an association or a cooperative, etc. Part of this network is participatory certification, which “involves the exchange of knowledge and shared learning between its members, as well as specific inspection by crossed monitoring” (p. 7). This implies that connected farmers check on each other to see if required criteria are met in order to be part of the network.
Key findings related to scoping question	Ecovida provides clarity for consumers regarding what they buy. Certificates are created and checked by members of the association. However, there is a big role for the organization, not a lot of co-creation from the part of consumers. The main organization has the power to decide who is in- or excluded from the network. Not a bottom-up initiative, from the consumer perspective.

Food networks: collective action and local development. The role of organic farming as boundary object	
Authors	Favilli, E.; Rossi, A.; Brunori, G.
Source	Journal; Organic Agriculture
Year of publication	2015
Country	Italy

Aims/purpose	Analyse the innovation potential of a local food network, which sees different actors that cooperate to build a local organic food production-provision system and progressively develop a broader mobilization on food issues, health and sustainability
Case	Crisoperla; Italian association involving organic farmers, social farming and fishermen cooperatives, consumers' groups and association and agronomists. An association aimed at promoting organic farming and sustainable lifestyles and development models. First relationship developed between farmers. Consumers were added in order to broaden the opportunities for sales
Methodology	Participatory action research, and desk research
Outcomes and details	The article analyses Crisoperla; an Italian association involving "organic farmers, social farming and fisherman cooperatives, consumers' groups and associations, and agronomists" (p.235). The association is focussed on promoting organic farming. It originated between farmers, and consumers were later incorporated to increase sales opportunities. Organic farming and food are elements around different actors can bind in a search to create a common vision and activities. Collective action is required to create change at the level of social practice. Collective action can stimulate growth at the local level, improving the socio-economic situation of farmers and consumers. Cooperation is essential in trying to achieve sustainability at the production and consumption side. These networks are consumer-oriented networks. An aspect of this network is that some involved actors, are nodes in other networks. The boundaries are thus fluid; opportunities in terms of relationships or initiatives exist. This article argues that in order to stimulate organic farmers, consumers need to be involved. This explains the central role of consumers in the network. Consumers are part of the organizational structure; it is a formal organization with a flexible and informal model of governance. Actors involved in the initiative discuss through online communication. Producers and consumers were able to establish a direct relationship through farmers' markets and shops, direct selling on farm and trade relations with consumer organizations. From the consumers' side, the direct relationship with the organic farmers, based on reciprocity and trust, allows them to have access to quality and safe food at a fair price. The core value of the association is the intrinsic value of organic farmers. This core value is shared in activities such as public workshops, demonstrations, or conferences. By doing this the local community is hopefully reached. The critical points of the development of this network are "mostly connected to the continuity of actors' involvement" (p.242) which has its limitations.
Key findings related to scoping question	You need some core consumers, who are actively involved (while acknowledging the set-backs of voluntary work). Through this, it is possible to create direct relationships between producers and a wider array of consumers. An open network can increase organic farming/consumption practices, and through the active involvement of the consumers, the ideology can be spread in the wider community.
Producers' cooperative products in short food supply chains: consumers' response	
Authors	Koutsou, S.; Sergaki, P.

Source	Journal; British Food Journal
Year of publication	2019
Country	Greece
Aims/purpose	Investigate an innovation concerning a short food supply chain created by a newly established producers' cooperative in Greece that sells fresh milk to consumers via automatic vending machines; the consumers' response towards this innovation; and the financial performance of the cooperative. The name of this initiative is Thesgala (do you want milk).
Methodology	Case study – structured questionnaire (quantitative)
Outcomes and details	<p>In this article, the authors identified five unique consumer categories according to consumer motive, of which social motives are considered in the sample as the most important. The cooperative's financial indicators are satisfying, especially taking the economic crisis into account.</p> <p>SFSCs apply to a broad range of food producers-consumers configurations such as farmers' markets, farm shops, collective farmers' shops, community-supported agriculture, etc. SFSCs can transform the role of consumers from "passive followers to leaders in restructuring the food supply system" (p.199). Most of the time SFSC initiatives are consumer-based, and not producer-based. There are some problems for consumers with initiating SFSCs, however this article shows that forming a cooperative is a means to overcome these problems. "From a consumer standpoint, there seems to be strong interest in supporting cooperatives and local products" (p.201), showing that it might be worthwhile to start such an initiative as a producer.</p> <p>Thesgala was created because producers couldn't compete with the high criteria and low prices of big retailers, so they started a cooperative. They installed automatic milk vending machines in the "urban centre of the cattle breeding region" (p. 202). Cow's milk is freshly refilled daily, prices are somewhat lower than in supermarkets, while producers receive more profit. After some success, other dairy products were added such as yoghurt and cheese. The price was a motivation for consumers to switch to this milk, but quality was slightly more important. It was also easy to access because the vending machines operate 24h a day and are located in urban centres.</p>
Key findings related to scoping question	Bottom-up/civil-society based initiatives are important to create SFSCs. This article shows that even though Thesgala was initiated by producers, they were able to understand what their needs were, as well as the needs from the consumers. The consumers were able to buy fresh milk, at easily accessible location, from local cow breeders for a slightly lower price than the price they would pay in the supermarket. This while not having to put extra effort into buying local. This example shows that it is important to understand what consumers want as well.

Organic shoppers' involvement in organic foods: self and identity	
Authors	Kim, Y.
Source	Journal; British Food Journal
Year of publication	2019
Country	n.a.
Aims/purpose	Understand how identities drive customer values, attitudes toward organic foods and satisfaction, all of which influence world or mouth (WOM).
Methodology	Quantitative survey
Outcomes and details	This article found that strongly defined social identity and role identity are significant antecedents of consumer health conscious and socially responsible consumer behaviour. "Felt involvement is a "consumer's overall subjective feeling of personal relevance" [...] some consumers have high involvement in purchasing organic foods" (p.144). "Involvement in organic foods moderates the relationship between customer values and attitudes" (p.144). Being involved with organic food, buying organic food, will strengthen the relationship between being healthy and how one perceives organic foods. Which can eventually increase one's involvement with organic food. In this article, being involved with organic food implies buying organic food.
Key findings related to scoping question	This article uses a different type of involvement. For example, survey question about involvement was as follows; <i>to me organic foods are/do [important, of concern to me, mean a lot to me; valuable; matter to me; significant; meaningful]</i> .

Food activists, consumer strategies, and the democratic imagination: Insights from eat-local movements	
Authors	Huddart Kennedy, E.; Parkins, J.R.; Johnston, J.
Source	Journal; Consumer Culture
Year of publication	2018
Country	Canada
Aims/purpose	Conceptualize social change through a consumer-focused "shopping for change lens" by asking the following two questions; <i>how do activists in the local food movement come to diagnose and critique the conventional industrial food system? And what roles do they envision for participants in the sustainable food movement?</i>
Methodology	Comparative case-study
Outcomes and details	The main finding of this article was that despite the sophisticated understanding and civic commitment of movement activists, the eat-local movement is limited by a reliance on individual consumption as the dominant pathway for achieving eco-social change. "Democratic imaginations encourage a productive path forward (allows scholars to recognize the attractiveness of consumer-focused approaches) while also putting forward a nuanced critique of their limitations at the

	broader level of political discourse (e.g.; is our imagination limited to a change in shopping choices?)” (p151). Ethical consumption can be seen as some sort of politically informed behaviour. It can be seen as a form of resistance, especially when people feel cynical about the current political system. In this light, activities such as community gardening can be viewed to have transformative potential. Respondents felt they couldn’t solve the problem of an unsustainable food system at an individual level, and therefore, wanted to be involved in collective action. However, not everyone thinks this, which can make it difficult to create collective action/involvement. When being actively involved in such movements, one should not overestimate the presence of one’s own preferences in others. It is not the case that everyone will continue to buy at farmers’ markets once they tasted the food there. Explaining where the price comes from can make consumers understand and be more open to it. It is also important to be open about labour practices, and costs. Coming to farms and seeing how it works only help to attract consumers who can afford it.
Key findings related to scoping question	This article shows how one’s own involvement in an initiative can affect one’s own subjectivity regarding the potential of it. Not everyone thinks the same. However, what this article did show was that being open about production practices, labour circumstances, and costs is important for consumers. Only by taking collective action, the political act of buying local instead of supporting big retailers, can have a big influence.

Social innovation an Italy's Solidarity Purchase Groups as "Citizenship labs"	
Authors	Forno,.; Gresseni, C.; Signori, S.
Source	Book chapter: Putting Sustainability into practice
Year of publication	2015
Country	Italy
Aims/purpose	Analyse the expansion of political consumerism by connecting it to new social movement organizations, and by identifying it as a specific form of collective action.
Methodology	Quantitative; Close ended survey questions
Case	Gruppo di Acquisity Solidale; GAS or solidarity purchase group.
Outcomes and details	This article discusses the case of Gruppo di Acquisity Solidale, A GAS, or solidarity purchase group in Italy. “GAS groups create a space for civic learning, building social capital, and considering opportunities for political mobilization, often counteracting or aiming to substitute inefficient governance in the realms of environmental stewardship and labour protection” (p.3). GASs are “mutual systems of provisioning, usually set up by groups of people who cooperate to buy food and other commonly used goods directly from producers that are equitable to both parties” (p.4). The aim of these groups is to create alternatives to the current unsustainable consumer society. High levels of commitment are required for members of the GAS, as they are community-driven initiatives. Activities can entail; “collecting orders from other group members, checking availability with the provider, travelling to pick up the order, paying in advance for everyone else, and

	arranging a time and place for other members to come by, pay up, and collect their share” (p.6). The connectedness between the GAS members is seen as an important element, and professionalization is seen as a risk. Work is evenly distributed between the members, and meetings are occasionally organized where choices can be made about where certain products are bought. GAS initiatives often attempt to reach the wider community/public by educating through different activities. GASs are simultaneously involved in two diverse but interrelated practices. One; these organizations try to reduce the information deficit among citizens about the environmental and social issues of global supply chains through organizing events. Two, “through collective purchases, they experiment with new solutions, intervening directly in local-food provisioning chains, identifying critical issues pertaining to delegation, representation, participation, and labour division” (p.21).
Key findings related to scoping question	GASs require very active consumers. The teaching aspect of it enables to incorporate a wider range of consumers. However, not everyone might be willing to spend a lot of time in picking up orders and disseminating it again (or paying for a whole group at once). The events can enable the initiative to grow and become even more successful. Core elements are transparency, dividing tasks, and educating the larger public.

A cross-cultural consumers’ perspective on social media-based short food supply chains	
Authors	Elghannam, A.; Arroyo, J.; Eldesouky, A.; Mesias, F.J.
Source	British Food Journal
Year of publication	2018
Country	United Kingdom
Aims/purpose	The purpose of this paper is to get a consumer’s cross-cultural insight on the potential of using social networking sites as short food supply chains (p. 2210).
Methodology	A qualitative approach, using free listing tasks and sentence completion techniques, was adopted in this research (p. 2210).
Outcomes and details	The most significant result that emerges from this study is that a high percentage of consumers within the three countries might be interested in these new short food chains. Also, the study offers food companies the most relevant motivations and barriers of consumers for their engagement to this initiative. Also, the study provides categories of foods that consumers would purchase via these chains in each country (p. 2210).
Key findings related to scoping question	The use of qualitative analysis has provided a useful approach to gain an insight into consumer’s acceptance of food purchasing through social networks. On other side, consumers in the whole sample seemed to be sceptical about buying fresh and highly perishable products especially fruits and vegetables (p. 2218). Our project focusses most on fresh products, so we need to look critically if this kind of initiative can work. Especially trust in producers is important to make the social networking sites a success for short food supply chains.

Building community, benefiting neighbors: “buying local” by people who do not fit the mold for “ethical consumers”	
Authors	Schoolman, E.
Source	Journal of Consumer Culture
Year of publication	2020
Country	USA
Aims/purpose	Challenging the notions that ethical consumption is for the elite and that buying local has to do with ecological thinking. Article will show other reasons for people to engage in local food than the environment (p.286).
Methodology	Data for this article comes from in-depth interviews with a socioeconomically and politically diverse group of individuals (p. 290).
Outcomes and details	The research suggests that buying local by supporting businesses in general, and not just food producers, seen as rooted in regional economic and civic life, is widespread even among people lacking in cultural capital, economic capital, or interest in conventional politics (p.287). Furthermore, buying local among people who are not identified as the “typical” ethical consumer is not consciously connected to concern for environmental problems. Rather, the buying local practiced by this understudied group is driven by a desire to directly benefit community members and secure public goods such as good jobs, walkable downtowns, civic pride, and safe streets. The fact that buying local is directed at a wider array of members and secure public goods such as good jobs, walkable downtowns, civic pride, and safe streets (p. 287).
Key findings related to scoping question	The article shows reasons for people to buy local. This is much broader than just environmental reasons, people also buy local to support their community and to make sure there are good jobs in the region. When buying local the citizens make sure the people in their community have an income. This is interesting for the project as another motivation for consumers to be involved with local and sustainable food than the general motivation that is better for the environment.

Consumer preferences and influencing Factors for Purchase Places of Organic Food Products: Empirical Evidence from South India	
Authors	Nandi, R.; Bokelmann, W.; Gowdru, N.V.; Dias, G.
Source	Indian Journal of Marketing
Year of publication	2014
Country	India
Aims/purpose	To gain knowledge about consumer’ preferences regarding purchase places of organic food (p. 5)
Methodology	Two-stage method. First stage: simple ranking procedure, second stage: quantified preferences of first stage are regressed using Seemingly Unrated Regression model (SUR) (p. 6).
Outcomes and details	The results revealed that the most preferred purchase places for organic food products were specialized organic stores and supermarkets. The least preferred purchase places were the local open markets and conventional retail

	shops. Furthermore, the results from seemingly unrelated regression showed that the preferences about places to purchase organic food products were mainly influenced by gender, education, family size, and family income (p. 14). For people to buy organic food especially trust in producers and quality of the products is marked as important.
Key findings related to scoping question	This article focussed mainly on shopping behaviour and how organic food products can be marketed to be more popular. This is not what we are looking for in our research as for us involvement is more than only the act of buying.

Co-creating Value in sustainable and alternative food networks: the case of community supported agriculture in New Zealand	
Authors	Savarese, M.; Chamberlain, K.; Graffigna, G.
Source	Journal Sustainability
Year of publication	2020
Country	New Zealand
Aims/purpose	The aim of this study was to explore how community supported agriculture farms create value for sustainability practices from both farmer and consumer perspectives in order to find new levers to engage consumers towards pursuing better food consumption models (p. 1).
Methodology	A qualitative study: using focused ethnography principles (p.1), ethnographic observations and in-depth interviews (p. 5)
Outcomes and details	Results: The results show that community supported agriculture is a complex concept based on the active participation of consumers as carers of economic, social, and environmental values. These values are all strongly connected, and together contribute to create an ecosystem where sustainable food practices can be promoted through a “learning by doing” process. Conclusions: This research offers new ways to re-connect and collaborate with consumers in the era of sustainable food consumption (p.1). CSAs offer a real place to re-create social networks for people, where they can discuss and share their experiences, to make sense of them through food consumption. The CSA in particular becomes a vibrant community where consumers feel a sense of belonging, and by strengthening this sense they feel more connected and keener to contribute to the co-creation process (p.15)
Key findings related to scoping question	Social element is very important, the interaction between consumers or between consumer and producer. Things like seasonal dinners/parties or educational events at the pickup point are good way to inform and engage people (p.7). Also, newsletters and conferences are effective (p. 7). Consumers say education about how to preserve food and use it (recipes) are important (p. 8). Creating a sense of belonging in an individualized world (p. 8). These are all elements that make consumer involvement successful. Furthermore, it became clear that the relationship between farmers and consumers is important.

Identify costumer involvement during organic food purchase trough FCB grid	
Authors	Ghosh, S.; Barai, P.; Datta, B.
Source	Journal of International Food & Agribusiness Marketing
Year of publication	2019
Country	India
Aims/purpose	Identifying costumer involvement during purchase of organic food in India (p. 237)
Methodology	Use of stratified systematic probabilistic sample to find respondents. 868 responses were used for Structural Equation Modelling to test the structural model. Data analysis was carried out in IBM SPSS AMOS 20 using Structural Equations Modelling (SEM) to test the conceptual model (p. 242).
Outcomes and details	The study shows that consumer behavioural intention is directly influenced by health consciousness. It also gets indirectly influenced by social consciousness through perceived food quality (p.237). A person's perceived relevance of an object based on their needs, values, and interests can lead to involvement. This study confirms that organic food is a high-involvement product, which needs to be promoted through information strategy. This finding will help marketers develop necessary communication strategies for organic food promotion (p. 249/250).
Key findings related to scoping question	This article uses a different form of involvement. High involvement is seen as people actively overthinking their choices when buying organic food products. However, this is still only the act of buying as involvement, while we are looking for a different kind of involvement. The one thing that could be useful for our research is that it is stated that education and communication are important to make consumers more involved. This could also be the case when looking to a broader form of involvement.

The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity	
Zohrad	
Authors	Ghali-Zinoubi, Z.; Toukabri, M.
Source	Journal Trends in Food Science and Technology
Year of publication	2019
Country	Tunisia
Aims/purpose	The paper focuses on the consumer involvement in organic consumption and sensitivity to price as motives of consumer purchase intention as well as the moderating role of the product regional identity.
Methodology	Questionnaires, sample survey according to judgement
Outcomes and details	The findings allowed us to deduce that the interviewed Tunisian customers intend to buy organic olive oil because they are concerned about preserving both their health and their environment. Also, these customers are more

	involved in regional organic products and can pay high prices to buy these products in order to profit from their safety, traceability and high quality (p. 175). The more sensitive the customer is to product prices, the less likely he is to purchase an organic product which is actually more expensive than conventional ones, particularly in Tunisian context. However, this sensitivity is much less acute when it comes to a regional product. This can be interpreted by the fact that the consumer is willing to pay more to acquire a regional organic product that meets the requirements of food safety, and is superior in terms of freshness, traceability and quality (p. 178). Communicating the benefits of organic consumption for health and the environment and providing enough information about the product are becoming a priority for managers and producers who strive to motivate the customer into buying this category of products.
Key findings related to scoping question	This article is focussed on price sensitivity of products and the purchase of organic food. This is not the type of involvement that we use in our research.

Linking Local Food Systems and the Social Economy? Future Roles for Farmers' Markets in Alberta and British Columbia	
Authors	Wittman, H; Beckie, M.; Hergesheimer, C.
Source	Journal Rural Sociology
Year of publication	2012
Country	Canada
Aims/purpose	This article examines the potential of farmers' markets to play a catalyst role in linking local food systems to the social economy in western Canada (p. 36).
Methodology	Three rounds of questionnaires with open-ended questions.
Outcomes and details	We found that negotiations over the definition of local food systems, the dynamics of supply and demand government representatives in each province. We found that negotiations over the definition of local food systems, the dynamics of supply and demand relationships, and perceptions of "authenticity" affect the positionality of farmers' markets in relation to other marketing channels within regional food systems (p. 36). What is perceived as 'authentic' and 'good, local food' is socially constructed and based on values of produces and consumers and can vary between regions (p.54). Farmers markets are developed by grass-root efforts promoting environmental and socio-economic benefits (p. 55). Participants saw scaling up as potentially threatening values of authenticity, inclusion, education and economic advantages (p. 55). Face-to-face interaction between producers and consumers was part of branding 'authenticity'. Face-to-face transactions build trust (p. 56).
Key findings related to scoping question	This study shows how farmers markets can be successful in involving consumers with their food. The possibility to talk face-to-face with the producer is something that consumers value and gives them a feeling of trust and authenticity which makes that they will come back to this place.

A General Equilibrium Theory of Contracts in Community Supported Agriculture	
Authors	Sproul, T.W.; Kropp, J. D.
Source	American Journal of Agricultural Economics
Year of publication	2015
Country	N.a.
Aims/purpose	Using the General Equilibrium theory model, we generate several testable hypotheses to be explored in future research they are based on two types of contracts that are prevalent in CSA. Additionally, we present an overview of the data necessary to test the propositions and potential challenges that might arise in related empirical work.
Methodology	General Equilibrium theory model and literature study
Outcomes and details	Benefit for farmers is that the (financial) risk is shared. Consumer benefits associated with CSA program membership include access to locally grown, fresh products throughout the growing season, improved nutrition, and cost saving as well as social benefits. These social benefits are for example sharing of interests.

	Besides that, consumers want to be involved to support their local producers (p. 1347). CSA contracts let consumer buy directly a part of the farm's production which lowers the risk for farmers. The risk is now shared between producers and consumers (p. 1357).
Key findings related to scoping question	This study shows predominantly the benefits for farmers with risk-sharing contracts in CSA. Furthermore, it presents some social benefits of CSA for consumers and other consumer benefits like locally grown products that are fresh and in the end cost saving. The article shows clearly that CSA is a successful example of involvement of consumers with local and sustainable food.

Sustainable food, ethical consumption and responsible innovation: insights from the slow food and “low carbon food” movements in Taiwan	
Authors	Lin, Y.
Source	Journal Food, Culture and Society
Year of publication	2020
Country	Taiwan
Aims/purpose	This case study of Taiwan contributes to this discussion by showing both the possibilities and limitations of food localism as a movement that draws from both “local” and “global” cultural elements. The study also aims to contribute to our understanding of how the local food movement manifests in the Asian context, given that the literature is dominated by scholarship from the West. This study should therefore be a helpful comparative not only to local food movements in Asia but also to the manifestations of those movements in different contexts, cultures, and languages around the world (p. 5/6).
Methodology	Ethnography consisting of participant observation and in-depth interviews
Outcomes and details	My findings also show that Low-Carbon Food Movement (LCFM) has transformed the production side, while Slow Food Movement (SFM) is potentially changing the cultural tastes of local consumers by commodifying the idea of “slow food” and terroir. Meanwhile, both SLM and LCFM have provided venues for democratic discussion of the localization of the food system and have the political potential to change the social hierarchy of food in Taiwan by elevating the status of ethnic cuisines (p. 13.) Local food activism is not without limitations. First, leveraging the global discourses on sustainable and healthy food movements could also lead to tolerating social inequality at the local level. Both SFM and LCFM were initiated by people from the middle class, and lower-class consumers residing in urban areas or college students who have less purchasing power are often excluded from these movements. Second, more full-scale studies on lifecycle assessments of the local food system and the contingencies of its advantages are needed. Local food movements in Taiwan focus on “scale” without discussing whether the practices of all small farmers are environmentally sustainable. There are young, educated farmers who are open to experimentation and the certification of sustainable agriculture, but there are other small farmers who are reluctant to participate in sustainable agriculture. Third, the movements often

	emphasize “home cooking” instead of “dining out” as a solution to the problems of the food system, but too much focus on this solution may reinforce pre-existing gender inequalities at the household level (p. 14).
Key findings related to scoping question	Food businesses have taken advantage of online platforms to sell local products while advancing local food advocacy. Virtual stores, for example, have become popular channels through which to sell the harvests of small farmers, and social media platforms make it convenient to take orders and maintain producer-consumer relations. Many of them recognize the importance of media, in particular social media (p.11). The involvement of the culinary profession in the movement has also encouraged the marketing of the local (p.13). According to the article the (social) media channels have rebranded ‘local’ and that ‘local’ food does not always shorten the food chain, it still shows the great potential of social media and virtual stores in involving consumers with local food.

Appendix 4: Overview participants interviews and focus groups

Table 1. Overview participants of semi-structured interviews

Municipality	Code	Description of persons	Age
Ede	E1	Student who attempts to buy as much organic and Fairtrade for her own groceries. Does not mind paying slightly more for ‘good’ food. Constraints are time, accessibility and lack of knowledge.	20-25
Ede	E2	Is very interested in buying local and sustainable. Really sees changing the food system as something necessary. Currently buys local product at various local retailers. However, does indicate that time and money can be constraints.	36-45
Renkum	R1	Buys everything organic and vegetarian (at times fish from specific certificates). Attempts to buy as much local and tries to stimulate other family members to do the same. Values efficiency and accessibility. Is open to put a bit more effort in buying local, but only to a certain extent.	36-45
Renkum	R2	Occasionally buys local food, but mainly cares about the taste of it. The origins of products, or the effort required to buy do not matter as much as the taste.	46-55
Wageningen	W1	Student on a vegan diet. Buys everything locally from farmers. Does not buy at non-organic supermarkets. Is a volunteer in return for free local food. Prefers local over organic and wants to buy package-free.	20-25
Wageningen	W2	Is interested in buying more local and sustainable food but does not have the necessary information to do this. Time is a constraint for her, but money even more so.	36-45
Wageningen	W3	Buys a lot organic or local, and money is not a constraint. However, other priorities exist, making it undesirable to visit a lot of different farmers to be able to buy more local and sustainable. Efficiency is important.	56-65
Wageningen	W4	Buys mostly organic or local, and money is not a constraint. Lack of motivation and time form a restraint for going to multiple shops or supermarkets to get everything on the shopping list. Finds it difficult to understand what sustainable truly is.	56-65

Table 2. Overview of participants focus group discussions

Municipality	Code	Description of persons	Age
Wageningen	W5	Owned his own organic food store for 35 years, is very involved. Only buys organic and mostly local food.	56-65
Wageningen	W6	Wants to start his own 'Herenboerderij', has his own kitchen garden, eats almost only organic.	36-45
Wageningen	W7	Student, is a member of Wageningen Student Farm, tries to buy as much organic and local as possible. Looks at the origin of the product. Has a subscription for a vegetable bag of Tuinderij de Stroom every week.	21-26
Wageningen	W8	Has 20 years of experience in researching Short Value Chains. Buys organic from time to time, but thinks it is not always the most sustainable solution. Wants convenience and a low price.	46-55
Wageningen	W9	Student buys organic food in the beginning of the month (when there is still money on his bank account). Doesn't want to put in a lot of effort in his food practices.	21-26
Renkum	R3	Does not eat meat and very little dairy products She thinks farms are too far away to go to.	46-55
Ede	E3	Student, not very involved, only buys local and/or sustainable when it is easy. Wants to be involved when its closer/easier.	21-26
Ede	E4	Student pays attention if what she buys is local and/or sustainable. Buys Dutch food at the greengrocer. Finds it hard to buy food at the farms.	21-26
Ede	E5	Actively busy with the global food systems, gives trainings and advise to cooperatives in the Global South.	26-35
Ede	E6	Finds the local economy very important, wants to know where her food comes from, likes to eat seasonal and is raised to be self-sufficient.	46-55
Ede	E7	Not very involved with local and sustainable food but is interested. From time to time goes to farmer shops.	46-55
Ede	E8	Buys groceries at farms in Ede and has a vegetable bag of Vita. Buys meat at the farms. Accessibility is very important for her.	36-45
Ede	E9	Buys food at Odin, Veld&Beek and De Nieuwe Ronde, is therefore very much aware of local and sustainable food.	21-26

Appendix 5: Interview guide

Instructies afnemen interviews

Teams: zorg ervoor dat je minstens 5 minuten van tevoren klaar zit, zodat de respondent niet (te lang) zit te wachten.

Telefoon: bel niet voor de afgesproken tijd. Wordt er niet opgenomen? Wacht 2 minuten en bel dan opnieuw. Weer niet opgenomen? Wacht 5 minuten en bel dan voor de laatste keer. Blijf bij je telefoon en zet het geluid aan zodat je hoort wanneer de respondent terugbelt.

Stap 1 is van tevoren in te vullen (behalve leeftijd)

De titels hoeven niet benoemd te worden ter overgang (mag wel). Voor soepele overgangen kun je de schuingedrukte tekst gebruiken of improviseren.

Start bij stap 2. Het interview wordt door twee personen afgenomen, persoon 1 voert het interview uit en persoon 2 maakt aantekeningen. Persoon 2 houdt ook de tijd in de gaten, of de belangrijkste vragen worden behandeld en mag ingrijpen als dit mis dreigt te gaan.

Via MS Teams: persoon 2 heeft haar microfoon uit staan en zet deze alleen aan om in te grijpen. Persoon 2 start de opname.

Via telefoon: persoon 1 belt via luidspreker. Persoon 2 luistert mee via Teams en kan opmerkingen plaatsen in de chat. Persoon 2 start de opname.

Stap 3: start de opname na stap 2, maar vóór stap 3. Als de respondent ja zegt, is dat prima. Zorg ervoor dat de bevestiging ook opgenomen is. Als de respondent nee zegt, geef dan aan het essentieel is voor het onderzoek dat het opgenomen wordt. Geef aan dat de gegevens aan het einde van het vak verwijderd worden en niet worden gedeeld met mensen buiten onze groep (ook niet met de opdrachtgever) en dat de antwoorden anoniem worden verwerkt. Als de respondent het alsnog niet wil, geef dan aan dat je hier begrip voor hebt en dat hij/zij zo beknopt mogelijk moet antwoorden zodat wij het bij kunnen houden met notuleren en dat het interview trager zou verlopen.

Stappen 4, 5, 6, bevatten op het eerste niveau (de eerste “bullet point”) de vragen voor het interview. Op het tweede/derde niveau staan verdiepende vragen die aan de hand van de antwoorden kunnen worden gesteld of voorbeelden van antwoorden (gebruik deze alleen als de respondent de vraag niet goed begrijpt).

Mocht je te weinig tijd hebben om alle vragen te behandelen met de respondent, focus je dan op de delen met een zwarte kleur. Deze hebben prioriteit. De [blauwgekleurde](#) delen zijn minder belangrijk.

Achtergrondinformatie (vooraf)

Naam:

Leeftijd:

Geslacht:

Woonplaats:

Telefoon of Teams:

Introductie (4 min)

Verwelkom de respondent en bedankt hem/haar voor zijn/haar interesse en tijd. Zeg dat we het sterk waarderen dat hij/zij mee wil werken aan ons onderzoek.

Stel jezelf voor (naam, studie). Indien via Teams stel je persoon 2 ook voor, via telefoon niet mededelen dat er een tweede persoon is.

Wij zijn/ik ben student(en) aan de Wageningen Universiteit en voor een consultancy vak doe(n) wij/ik onderzoek in opdracht van Voedsel Anders.

Doel onderzoek: inzicht krijgen in de wensen, behoeften en eventuele belemmeringen van consumenten in de gemeentes Wageningen, Ede en Renkum met betrekking tot lokaal en

duurzaam voedsel. Graag horen wij uw mening met betrekking tot deze zaken, er zijn geen foute antwoorden tijdens dit onderzoek.

Het interview duurt 25-45 minuten. Vraag of de respondent stip om de eindtijd weg moet of dat er ruimte is voor 5 tot 10 minuten uitloop, indien nodig.

Toestemming (1 min)

Voor verwerkingsdoeleinden wordt dit gesprek opgenomen. Deze opname wordt uiterlijk 31 oktober 2020 verwijderd. Uw gegevens worden niet met derden gedeeld en volledig anoniem verwerkt. Geeft u hier voor toestemming?

Bedankt voor uw toestemming, dan kunnen we verder met het interview. Graag wil ik u vragen uzelf kort voor te stellen. (begin vraag 4)

Achtergrondinformatie (over de respondent) (10 min)

Laat de respondent kort vertellen wie hij/zij is.

Vraag naar de mening ten opzichte van het huidige voedselsysteem, duurzaamheid, lokaal voedsel. Waarom wil je meedoen aan dit onderzoek?

Bepalen type consument

Bent u iemand die bewust lokaal en duurzaam voedsel koopt? Dit houdt in dat u actief producten van lokale ondernemers koopt, bijvoorbeeld in een gespecialiseerde winkel of via een voedselpakket.

Zo ja: in welke mate (volledig dieet/versproducten/alleen als de keuze er is/zo nu en dan)

Indien biologisch --> Houdt u zich bewust bezig met de herkomst van uw producten of alleen of iets biologisch is of niet?

Zo nee --> volgende vraag

Dit waren meer de algemene vragen, we zouden nu graag dieper in gaan op uw wensen en behoeften omtrent lokaal en duurzaam eten.

Subvraag 3: Wat zijn de wensen en behoeften van de consumenten in de drie gemeentes wat betreft de betrokkenheid bij lokaal en duurzaam voedsel? (20 min)

Wensen en behoeften omtrent koopgedrag

- Waar doet u doorgaans uw boodschappen en waarom?
 - Zou u hier verandering in willen brengen?
 - Zo ja, waarom?
 - Zo nee, waarom niet?
- Bent u op de hoogte van alle mogelijke afzetpunten van lokaal en duurzaam voedsel in uw omgeving?
 - Zo ja, hoe komt u aan deze informatie?
 - Zo nee, hoe zou u op de hoogte willen blijven?
 - Mail/brieven/posters/website/lokale krant/etc.
- Wat vindt u van het huidige aanbod van lokaal en duurzaam voedsel in uw omgeving? (*Dit mag m.b.t. producten zijn, maar ook de manier van aanbieden*)
- Als u de optie had om te bepalen hoe het aanbod van lokaal en duurzaam voedsel eruit mocht zien en hoe het verkocht zou worden, hoe zou het er dan uit zien? (*Creativiteit wordt warm aanbevolen, alles kan/mag!*)

Binnen het project is betrokkenheid ook een belangrijk onderwerp. Wat verstaat u onder betrokkenheid? --> laat respondent antwoorden

Betrokkenheid wordt binnen het project gedefinieerd als jezelf ergens voor inzetten. Het gaat verder dan enkel het kopen en consumeren van lokaal en duurzaam eten, de bereidheid om moeite en tijd te investeren in lokaal en duurzaam eten. Denk hierbij aan het bezoeken van boerderijen om te leren waar het eten vandaan komt, een workshop volgen, vrijwilligerswerk doen bij een afzetpunt, etc. Wat vindt u van deze definitie? --> laat respondent antwoorden en ga verder met de vragen

Betrokkenheid

- Wat verstaat u onder betrokkenheid?
 - Ter info, betrokkenheid is voor ons een vorm van je ergens voor inzetten: niet alleen maar het kopen van lokaal en duurzaam voedsel, maar ook de bereidheid om tijd en moeite te investeren in dit onderwerp (bijv. het bezoeken van relevante bedrijven, meedoen aan een workshop, vrijwilligerswerk, et cetera).
- Bent u betrokken bij lokaal en duurzaam voedsel? (*Kan ook puur koopgedrag zijn.*)
 - Zo ja, op welke manier?
 - Zo nee, waarom (nog) niet?
- Zou u (nog meer) betrokken willen worden bij lokaal en duurzaam voedsel?
 - Zo ja, hoe? Denk hierbij ook aan het uitproberen van nieuwe producten/het ontvangen van recepten om met lokale producten te koken, een bezoekje van een streekmarkt, een lokale bierproeverij, een workshop...
- Zou u bereid zijn op vrijwillige basis bij te dragen aan een mogelijk afzetpunt voor lokaal en duurzaam voedsel? (*Dit is slechts ter informatie, u bent nergens toe verplicht met uw antwoord op deze vraag!*)
 - Zo ja, op welke manier?

Voor ons is het relevant om te weten wat mensen willen, maar ook om te weten wat mensen belemmert om meer betrokken te raken met lokaal en duurzaam voedsel. Ervaart u belemmeringen of moeilijkheden?

Subvraag 4: Wat zijn de belemmeringen voor consumenten om betrokken te raken bij lokaal en duurzaam voedsel? (20 min)

Belemmeringen

Waarom koopt u nog niet altijd lokaal en duurzaam voedsel?

- Te duur --> Vindt u het de extra prijs niet waard of heeft u de financiële middelen niet?
- Beschikbaarheid/tijd --> Bent u bereid om naar een of meerdere winkels te gaan voor uw boodschappen of gaat u het liefste naar één winkel voor alle boodschappen? Waarom?
- Indien onderscheid tussen supermarkt en bakker --> waarom maakt u dit onderscheid niet voor een groenteboer en slager?
- Niet voldoende kennis waar dit verkrijgbaar is --> heeft u behoefte aan een informatiepunt (online of fysiek) met informatie waar u lokaal en duurzaam voedsel kunt kopen?
- Ziet u belemmeringen/moeilijkheden bij het betrokken raken met lokaal en duurzaam voedsel? Dit kan zowel voor uzelf zijn als voor anderen.
- Zo ja, welke?
 - Financiën/Tijd/Beschikbaarheid/Afstand/Aanbod/dieet/Kennis/Interesse/Smaak/kwaliteit
- Zo nee, vraag of de respondent bereid is meer tijd/geld/etc (zie hierboven) te investeren om meer betrokken te raken met lokaal en duurzaam voedsel

Zouden deze belemmeringen verholpen kunnen worden?

Zo ja, door wie en hoe?

Afsluiting (5 min)

Hartelijk dank voor uw medewerking! Tot slot: heeft u nog vragen voor ons?

Als dank voor uw bijdrage aan ons onderzoek hebben wij nog een presentje voor u. Zouden wij dan uw adres mogen? Dan komen wij deze volgende week donderdagavond contactloos met een elektrische auto langsbrengen!

Appendix 6: Focus group discussion guide

Duur 1.5 uur via MS TEAMS

Question to be answered: *“What type of consumer involvement with local and sustainable food should an outlet provide for, according to the consumers of the three municipalities?”*

Instructies afnemen focus groep discussie

- Verdeel de taken vooraf, wie is secretaris, wie is de leidende moderator en wie is de 2e moderator?
 - Secretaris: zegt niets en maakt aantekeningen en observaties
 - Leidende moderator: stelt de vragen, doet de introductie en de afsluiting, leidt de discussie, kapt mensen tijdig af als ze van het onderwerp afdwalen
 - 2e moderator: luistert actief en vraagt door op interessante dingen die opkomen. Kan scherm delen indien nodig, houdt de tijd in de gaten.
- Wees 15 minuten van tevoren aanwezig in Teams. Zit klaar met water voor jezelf, pen en papier.
- Laat mensen niet te lang wachten in de lobby, laat mensen vanaf 19:25 binnen.
- Uiterlijk 19:35 beginnen met de introductie, ook al is niet iedereen er.

Alles in blauw kan je letterlijk zo zeggen

Introductie van onszelf en de gang van zaken: begin max. 19:35

Verwelkom de respondenten en bedank hen voor hun interesse en tijd. Zeg dat we het sterk waarderen dat zij mee willen werken aan ons onderzoek.

[Voordat we ons voorstellen is het goed om te weten of iedereen ons kan horen, en of wij jullie kunnen horen.](#) De leidende moderator vraagt één voor één of ze ‘hallo’ willen zeggen, en kunnen aangeven of ze ons kunnen horen (als dit al is gebeurd bij binnenkomst in de room, sla die persoon dan over). Help iemand max 5 minuten en ga dan door, eventueel kan de 2e moderator dit dan oppakken, diegene apart bellen en het probleem verhelpen.

De moderators stellen zich voor (naam, studie). De leidende moderator stelt de secretaris voor.

[Wij zijn/ik ben student\(en\) aan de Wageningen Universiteit en voor een consultancy vak doe\(n\) wij/ik onderzoek in opdracht van Voedsel Anders.](#)

Doel focus groep discussie: [We zullen vanavond een focus groep doen, dit houdt in dat we samen gaan discussiëren over een vooraf bedacht onderwerp. Het onderwerp van vanavond is betrokkenheid met lokaal en duurzaam eten, en in het specifiek jullie ideeën over een afzetpunt waarin betrokkenheid terugkomt. Wij onderzoeken dit in opdracht van het project GoedPunt! waar er wordt gefocust op het opzetten van afzetpunten van lokaal en duurzaam eten. Wij zijn erg benieuwd naar hoe jullie denken over betrokkenheid met lokaal en duurzaam eten en hoe jullie deze betrokkenheid zien terugkomen in een afzetpunt. Graag horen wij jullie mening met betrekking tot deze onderwerpen, er zijn geen foute antwoorden tijdens dit onderzoek.](#)

Hoe gaat het in z'n werk:

[De focus groep duurt anderhalf uur.](#) Vraag of de respondenten stip op de eindtijd weg moeten of dat er ruimte is voor 5 tot 10 minuten uitloop, indien nodig.

[Heeft iemand bezwaar als dit gesprek wordt opgenomen?](#) Uiterlijk 30 oktober verwijderd (zo ja, 2e moderator gaat ook aantekeningen maken).

Ook is het handig als iedereen een pen en papier bij de hand heeft, zo niet, pak dit dan nu even.

[Voordat jullie jezelf voorstellen willen we het eerst hebben over wat afspraken, zodat deze discussie zo gestructureerd mogelijk gaat. Bij iedereen staat de microfoon in principe uit, totdat je de beurt krijgt om iets te zeggen. Als je iets wilt zeggen kan je je hand in de camera opsteken en dan zullen we je het woord geven, dan kan je jouw microfoon aanzetten. Wij zouden het daarom dus fijn vinden als iedereen zijn camera aan kan doen, heeft iemand hier bezwaar tegen?](#) (zo ja, gebruik het handje bij de drie puntjes in teams). Uitleg van handgebaren:

Reageren op vraag van moderator = hele hand opsteken, net naast je ogen. We zien namelijk niet het hele scherm.

Reageren op participant = 1 vinger opsteken, net naast je ogen.

Als er nog technische vragen zijn met betrekking tot teams, stel ze gerust nadat je jezelf hebt voorgesteld.

Dan is het goed om te weten of we elkaar bij de voornaam mogen noemen. Heb je dit liever niet, dan kan je dat zeggen bij het voorstellen.

Begin met opnemen!

Voorstelrondje begin 19:45:

De leidende moderator geeft ieder het woord.

Wie ben je?

Waarom vind je het leuk om aan deze discussie deel te nemen?

Hoe betrokken voel jij je met lokaal en duurzaam eten. Dit kun je heel erg breed zien: doe je mee aan een initiatief, of kook je vooral lokaal/duurzaam, doe je vrijwilligerswerk?

Zijn er nog vragen voordat we beginnen?

Manieren van betrokkenheid ranking spel begin 19:55

We hebben nu een breder beeld gekregen van hoe iedereen momenteel betrokken is met het lokale en duurzame eten vanuit de omgeving. (Geef een korte samenvatting van welke manieren er zijn genoemd). We zijn benieuwd naar hoe jullie deze manieren van betrokkenheid terug willen zien in een afzetpunt, zo'n afzetpunt hoeft niet per se een fysieke locatie te zijn, maar dit mag natuurlijk wel. We willen jullie nu vragen om zo veel mogelijk manieren van betrokkenheid op te schrijven die jullie aanspreken in de genoemde voorbeelden en die jullie kunnen bedenken. We willen dit doen via Google Jamboard, een online plek waar iedereen memo's op een bord kan plakken. De link is vooraf naar jullie gemaild en daar kan je nu naar toe gaan. Lukt het je niet om toegang te krijgen, laat dit ons vooral weten (lukt het echt niet, deel je scherm en laat mensen dingen roepen zodat wij de memo's maken) Jullie kunnen verschillende memo's maken door links op het vierkantje te klikken met de horizontale strepen, dat is een plaknotitie. We geven jullie even 5 minuten de tijd om zo veel mogelijk manieren op te schrijven. **Let op: zorg dat je bij deze pagina op 1 in.**

Geef ze 5 minuten.

- Oké, dank jullie wel voor alle memo's. Zouden jullie nu vijf memo's van betrokkenheid willen kiezen die je aanspreken en ranken **op je pen en papier die je bij de hand hebt?** Nummer 1 is een manier waarop jij het liefst betrokken zou zijn bij het afzetpunt. Nummer 5 is de manier waarop je het minst graag betrokken zou willen zijn bij het afzetpunt. Geef ze 5 minuten.
- Nu kan iedereen het met elkaar delen. Leidende moderator geeft mensen de beurt. Geef aan dat mensen ook op elkaar mogen reageren door dus een vinger op te steken. Voorbeelden doorvraag-vragen:
 - Waarom ben je het liefst op deze manier betrokken?
 - Waarom ben liever niet betrokken bij de manier van nummer 5?
 - Zou je dit ook echt daadwerkelijk doen? Hoe vaak/hoeveel uur per week?
 - Wil je ook inspraak hebben op de producten/diensten/activiteiten als consument?

Inhoud van het afzetpunt brainstorm begin 20:25

We willen weer een brainstormsessie houden over hoe het afzetpunt er uit moet gaan zien. Houd de antwoorden die bij de vorige vraag zijn gegeven in jullie achterhoofden. Het doel van het GoedPunt! project is uiteindelijk om een afzetpunt te creëren waar consumenten bij betrokken zijn. Hoe zou dat er dus voor u in de praktijk uit kunnen zien? We gaan weer naar de jamboard, je kan nu naar de volgende

pagina gaan door bovenin naar 2/2 te gaan. Hier staat boven “Hoe ziet deze betrokkenheid er in de praktijk uit bij het afzetpunt?” Mocht dit niet lukken laat dit dan weten. Leg de vragen uit. Als je een nieuwe memo toevoegt, zet je voornaam er even bij. Vul per kleur zo veel memo’s toe als je wilt. Voel je niet verplicht bij elke kleur wat in te vullen, maar dit mag natuurlijk wel. Na 10 minuten gaan we het bespreken. Dus schrik niet als er door de microfoon weer gepraat wordt.

Bespreek een paar interessante memo’s en laat mensen vooral met elkaar in discussie gaan.

Vragen om op door te vragen:

- Locatie – ben je bereid hiervoor ook naar een andere gemeente te gaan?
- Producten & activiteiten -Ben je bereid je dieet aan te passen?
- Is het wenselijk als het afzetpunt dient als meer dan een plek om lokale producten te kopen? Denk bijvoorbeeld aan een ontmoetingsplek om het gemeenschapsgevoel te vergroten. Als het wenselijk is, wat zien jullie dan graag terug?
- Core values – zijn de core values een harde eis of een wens?

Afsluiting begin 20:55

Heel erg bedankt dat jullie wouden meewerken aan dit onderzoek. Al deze informatie is heel erg waardevol voor ons onderzoek, we kunnen uiteraard jullie antwoorden anoniem verwerken. We willen jullie als bedankje een presentje geven. Dit willen wij aan het eind van deze week rondbrengen, als het goed is hebben we van iedereen het adres ontvangen. Wil je op de hoogte blijven van ons onderzoek, geef dit even aan, dan kunnen we je het rapport mailen. Dan willen we jullie nog een hele fijne avond wensen en nogmaals heel erg bedankt. Mocht je nog vragen hebben, wij blijven nog even in het gesprek.

Appendix 7: Pie charts, tables translation quotes per sub-question

7.A: Table demographic information participants survey

Categories	Wageningen	Renkum	Ede
Number of respondents	190	78	92
Age			
Under 18 years old	0%	0%	1%
18-25 years old	18%	8%	28%
26-35 years old	22%	21%	7%
36-45 years old	22%	17%	25%
46-55 years old	23%	29%	21%
56-65 years old	11%	22%	17%
Over 65 years old	4%	4%	1%
Gender			
Male	21%	26%	45%
Female	79%	74%	54%
Non-binary	0%	0%	1%

7.B: Pie charts findings sub-question 5

WOULD YOU LIKE TO BE INVOLVED IN AN OULET? - WAGENINGEN

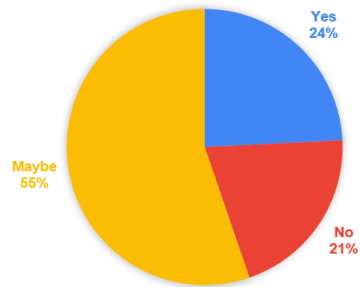


Figure 1 Overview involvement Wageningen

WOULD YOU LIKE TO BE INVOLVED IN AN OULET? - EDE

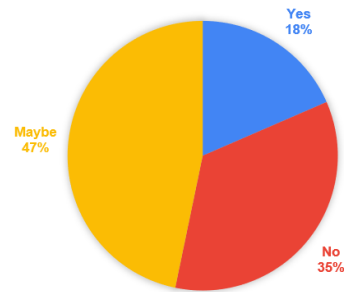


Figure 2. Overview involvement Ede

WOULD YOU LIKE TO BE INVOLVED IN AN OULET? - RENKUM

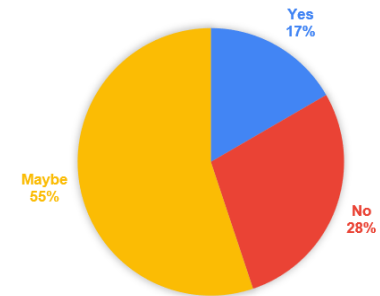


Figure 3. Overview involvement Renkum

7.C: Translation quotes

Table 1. Translation quotes used in sub-question 1

English quote	Original quote
“I usually check things within a range. Preferably within a few kilometres, but if I have to choose, I quickly pick the option that is produced closest to home, and then I also see the Netherlands as being ‘local’ (compared to somewhere else in Europe)” or “Preferably produced within a radius of 25 km, but it’s also fine if it is from somewhere else in the Netherlands (i.e. fish from the North Sea, beer from Limburg)”.	“Ik bekijk het meestal op een schaal. Liefst binnen enkele kilometers, maar als ik een keuze moet maken kies ik snel de optie die het dichtstbij is gemaakt en dan is Nederland soms 'lokaal' (tov elders in Europa)” or “Bij voorkeur binnen een straal van 25km geproduceerd, maar mag ook uit de rest van Nederland komen (bijvoorbeeld vis uit de Noordzee, bier uit Limburg)”.
“It depends on the ingredient... for lupine or soy: the Netherlands or EU. For tomato, meat, potato: within the municipality or a radius of 25 km” or “Without unnecessary transport movements” and “When there is minimal intervention and profit margin by big companies”.	“Hangt van ingrediënt af..... voor lupine of soja; nederland of eu. Voor tomaat, vlees, aardappel; binnen gemeente of straal van 25 km” or “Zonder onnodige transport bewegingen” and “Wanneer de tussenkomst en winstmarge van grotere bedrijven minimaal is”.
“Depending on the product, it is within a range of 10 km (i.e. bread), same province (i.e. vegetables, meat), within the NL (i.e. fish).” Or “If it is grown and/or produced in the surroundings of the selling point. Some parts of the local product might come from further away, if they cannot be produced close by.”	“afhankelijk van welk product het is binnen een straal van 10km (bv brood), zelfde provincie (bv groenten, vlees), binnen NL (bv vis).” or “Als het is geteeld en/of geproduceerd in de omgeving van de verkooplocatie. Bepaalde onderdelen van het lokale product mogen van verder weg komen, als ze niet in de directe omgeving kunnen worden geproduceerd.”.

Table 2. Translation quotes used in sub-question 3.

English quote	Original Quote	Participant	Category
I think it would be nice if there is some kind of app, website or newspaper in which they say "Yo, we've got an overview for you".	Ik denk dat het best fijn zou zijn, gewoon, weet ik veel, een website, app of krantje waarin ze zeggen "Yo, hier is een overzicht".	E1	Consumer needs: information
It would be nice if there is an occasional message, otherwise you would check the site once or twice and forget about it	gewoon een mail nieuwsbrief denk ik, is handig, of inderdaad een website waar je zelf kan gaan checken, maar dan is het wel fijn dat er af en toe een berichtje komt, want anders doe je dat twee keer en dan verwatert het weer natuurlijk.	R1	Consumer needs: information
... it is especially necessary for it to be accessible and easy for consumers, and attractive, and of course pricing plays an important role in all this.	... het vooral nodig is dat het toegankelijk en makkelijk gemaakt wordt voor consumenten, en aantrekkelijk, en natuurlijk speelt de prijs daar ook een rol in.	R1	Consumer Needs: Logistics
Then I prefer package free [instead of organic], because then you know the environmental impact is lower.	Dan heb ik liever verpakkingsvrij, dan weet je al dat het een lage impact heeft.	W1	Consumer Wishes: Local and Sustainable Food
So we check for the responsible fish label, has this fish had a good life?	Dus kijken we wel bij keurmerken van eerlijk, en heeft deze vis een beetje een goed leven gehad?	R1	Consumer Wishes: Local and Sustainable Food
A banana can not be locally sourced, but a banana from Spain would be relatively local. I think you should look more to the relative local instead of the absolute local.	Een banaan kan nu eenmaal niet lokaal, maar als er een uit Spanje zou komen is dat relatief gezien lokaal. Ik denk dat je naar de relatieve lokaal moet kijken en niet naar de absolute lokaal.	E2	Consumer Wishes: Local and Sustainable Food
Yes, I would invest extra effort in that [a store with a broad product range of only local and sustainable products]. I would go shopping once a week and get all my groceries from that store.	Ja daar zou ik wel echt moeite voor doen. Dan zou ik een keer in de week daar alles halen.	E2	Future involvement: Wishes
It would prefer it if everything is close together, and if everything is close together at the weekly market, I would visit that market, if everything is close together in the Albert Heijn, I would go there, but I am not a person that visits seven different cute little stores, each for a different product.	Het liefst wil ik gewoon alles bij elkaar in de buurt, en als alles bij elkaar op een markt is, dan ga ik naar die markt, en als alles bij elkaar in de Albert Heijn is, ga ik daarheen, maar ik ben niet iemand die zeven schattige winkeltjes afaat elk voor een ander product.	R1	Consumer Wishes: Local Outlet

If it is non-committal and I could just think "what am I going to do today, hey let's check this out!", something like that.	Als het gewoon wat vrijblijvend is en van wat zou ik vandaag eens gaan doen, he laat ik daar eens gaan kijken, ja zoiets.	W3	Future involvement: wishes
Helping at a farm seem fun and interesting.	Op een boerderij mee helpen lijkt me heel leuk en interessant.	E1	Future involvement: Wishes

Table 3. Translation quotes used in sub-question 4

English quote	Original Quote	Participant	Category
But with some products you have to change your own consumption behaviour. No bananas, no coffee, that's hard for me.	Maar bij sommige dingen moet je je eigen consumptiegedrag gaan veranderen. Geen bananen of geen koffie, dat vind ik lastig.	E3	Consumer Constraints: Availability
Often you do not shop just for groceries [...] sometimes you need other stuff too, so if you are in a hurry ... [it is easier to go to a supermarket that has everything]	Je doet vaak niet alleen voor het eten boodschappen [...] soms moet je ook ander spul hebben en als je dan haast hebt, dan ja.	W3	Consumer constraints: availability
you are operating competitively rather than with the aim of being distinctive	Dan ben je eerder concurrerend dan onderscheidend bezig.	E2	N.A.
I think it is more out of convenience that people only decide a day before hand "this is what I want to eat". And then they expect that to be available. And that they can find everything in one place.	Het is denk ik meer gemak voor mensen dat ze pas een dag van tevoren bedenken: dat wil ik eten. En dat ze dan gewoon ook verwachten dat dat er is. En dat ze dan alles kunnen vinden op één plek.	W1	Consumer Constraints: Time and Logistics
I think this is very important, but I am not the person with the green thumb or the one who likes cooking, so I hope there are plenty of other people who are willing to do that. I am willing to contribute to make something a success, but I am not going to be the one to do it.	Ik vind het heel belangrijk, maar ik ben niet degene met die groene vingers of die van koken houdt, dus ik hoop dat er heel veel andere mensen zijn die dat wel doen en ik wil wel meehelpen om het een succes te maken, maar ik ben niet degene die dat gaat dóén.	R1	Future Involvement: Constraints
There are a lot of farms in this region where you can get something, but you never know	Je hebt best veel boerderijen in de omgeving waar je wat kan halen, maar je weet nooit 'kan ik hier wat halen', 'kan ik hier zo maar aan fietsen.	E2	Consumer Constraints: Lack of Information

"can I get something at THIS place?", "can I just enter their farm?"			
"When you buy fresh fish, fish caught in the wild, you always have to make sure it is not tuna, but with other types of fish, the farming can be done in a responsible way. So, it is a bit hard to figure everything out." AND "you cannot honestly say one thing is better than the other. There are too many factors to be considered and you are not doing that whilst hauling a shopping cart through the store, then you just take whatever you need."	Ook als je verse vis koopt, wild gevangen vis, moet je natuurlijk op letten dat het geen tonijn is. Maar op het moment dat het een andere vis is, dan kan het zeker heel verantwoord gebeuren. Dus het is allemaal wat lastiger om dat zo te zien" en "je kan dat helemaal niet zeggen, van t één is beter dan het ander. Daarvoor zijn er gewoon te veel factoren die je daarbij zou moeten betrekken, en dat doe je al helemaal niet als je met een winkelwagentje rondrijdt, dan pak je gewoon op dat ogenblik wat je nodig hebt.	W4	Consumer Constraints: Lack of Knowledge about Sustainable Food
I mostly think that if you compare it [regular product] to a quote unquote sustainable product, you are at 150% of the price.	Ik vind het vooral als je het [normale product] vergelijkt met een duurzaam tussen aanhalingstekens product, voor 150% van de normale prijs.	R2	Consumer Constraints: Money

Table 4. Translation quotes used in 1ub-question 5 Wageningen & Renkum

English quote	Original Quote	Participant	Category
A vegetable box from local farmers, because I find that the easiest. I can just pick-up a box every week	Groentepakket van lokale boerderij, omdat ik dat het makkelijkst vind. Ik kan gewoon elke week een pakketje ophalen	R3	Consumer involvement: Whishes for future involvement
Inside my vegetable box there is always a small note with five sentences about how it is going at the farm. That I always find nice to see	Bij mijn groentepakketje zit er altijd een klein briefje met 5 zinnen met hoe het staat op de boerderij. Dat vind ik altijd wel leuk om voorbij zien komen	W7	Consumer involvement: Whishes for future involvement
A communal garden, because you can achieve a lot with it, but you are not busy with it for the whole week	Een gemeenschappelijke tuin, omdat je wel veel voor elkaar kunt krijgen, maar je bent er niet de hele week mee bezig	W7	Consumer involvement: Whishes for future involvement
A communal garden sounds very nice and fun to do with the people from the neighbourhood, preferably a piece of ground. Yeah, that you connect with your neighbourhood and	Een gemeenschappelijke tuin, lijkt mij heel fijn en gezellig om met mensen uit de buurt het liefst een stukje grond hebben. Ja, dat je ook meer binding	R3	Consumer involvement: Whishes for future involvement

inhabitants and together can cultivate something beautiful	je wijk en bewoners krijgt en samen met bewoners iets moois kweken		
My role is that I mainly buy the products. A couple of times per year I can contribute to a one-time event	Mijn rol is dat ik vooral de producten koop. Een paar keer per jaar wil ik best aan een eenmalige oproep meedoen.	W7	Consumer involvement: Whishes for future involvement
If there is a cheese producer who says: next weekend we are going on Saturday in the morning to the farm where the cows are located and after that we go to the cheese factory. That, I definitely want to do.	Als een kaasleverancier zegt: komend weekend gaan we de hele zaterdag in de ochtend naar de boerderij waar de koeien staan en gaan we daarna naar de kaasmaakfabriek, om te laten zien hoe dat gebeurt. Dat sluit daar zeker bij aan.	W9	Consumer involvement: Whishes for future involvement
I think it is also important that you know where which products comes from. That you can see the fields, or that you know from which cows the milk comes from. That gives me the feeling that it is local. If you're cycling past it, or when making a walk: then you realize, this is where my food comes from. Then it becomes alive. I would only be more inclined on to eating local. You see and feel that it is local, that it is no lie. [...] If it is going to be a shop, you can describe per shelf or product who the producers are, and where the food comes from. Also, there can be an annual brochure, an extensive newsletter or update about who the producers are. It can be an annual brochure with an agenda of all activities and people involved. It can be in the form of a book, or that you can talk to someone in the shop about where the products come from.	Ik denk dat ik het ook wel belangrijk zou vinden bij een nieuw idee, dat je weet welk product waar vandaan komt. Dat je de velden kunt zien, of dat je weet van welke koeien de melk komt. Dat geeft mij ook echt het gevoel dat het lokaal is. Als je er langs fietst, of dat je er een keer een wandeling gaat maken. Dan voel en besef je: hier komt mijn eten vandaan. Dan begint het voor mij nog meer te leven. Dan zou ik nog meer geneigd zijn om daar alleen nog maar te gaan eten. Je ziet en voelt dat het lokaal is, en dat het bijvoorbeeld geen leugen is. [...] Ja het zou kunnen als het wat meer in een vorm van een winkel is dat per product of schap bij staat wie de leveranciers zijn, waar het vandaan komt. Dat zou in de vorm van een jaarlijkse brochure zijn, een uitgebreide nieuwsbrief of update over wie de leveranciers zijn. Het zou dan ook direct een jaaruitgave kunnen zijn met ook een agenda van alle activiteiten en van welke mensen er bij betrokken zijn. Het zou in een boekje kunnen, of dat je in de winkel met iemand in gesprek kunt gaan over waar de producten vandaan komen	W9	Wishes outlet: Products
I think that there should be a lot of transparency about the choices which have been made. If	Ik denk dat er vooral veel transparantie moet zijn over welke keuze er is gemaakt. Als dat er is dan	W7	Wishes outlet: values

there is transparency, I trust that the right people make the right decisions	vertrouw ik erop, dat daar de uitte mensen de juiste keuzes maken		
What I find very important is a regular conversation, and opinions or polls, that is never a bad thing. Actually, that is something you can't do enough	Wat ik heel erg belangrijk vindt is een regelmatig gesprek, en peilingen of een poll, is nooit slecht. Kun je eigenlijk niet genoeg doen	W5	Consumer involvement: Whishes for future involvement
On my way to Renkum I would cross the Hoge Born, and I live close by Kardoën. But after that, I would not manage to go to Renkum	Ik zou op weg naar Renkum langs de Hoge Born komen, en woon dicht bij Kardoën. Ik haal het dan niet om in Renkum aan te komen	W5	Constraints
I think that we have many existing initiatives that have been developed. Therefore, I do not need a new outlet. I think it is important that we support the existing initiatives and develop them. You can consider starting a conversation with these initiatives, to develop more involvement and connection. [...] I am inclined to say: let us be thankful for what we have, and let's strengthen this with each other [...] I think in this way we can contribute to local and sustainable food	Ik vind dat we best wel een aantal bestaande initiatieven hebben, die al heel ver zijn ontwikkeld. Daardoor heb ik minder de behoefte aan nog meer nieuwe punten. Ik vind het belangrijk om de bestaande punten te ondersteunen en te ontwikkelen. Je zou ook kunnen overwegen om daarmee meer in gesprek te gaan, om daar meer de betrokkenheid en verbinding mee te ontwikkelen. [...] Ik ben zelf geneigd te zeggen van: laten we gewoon heel dankbaar hebben voor wat we hier hebben in de buurt, en laten we dit versterken met elkaar [...] Ik denk dat je op die manier ook een bijdrage kunt leveren voor lokaal en duurzaam.	W5	Wishes outlet: type outlet
I agree with participant W5, and I think it is smart to look at what initiatives there are, and to consider whether adding a new one will add anything	Ik ben het eens met W5, dat het goed is om te kijken wat er is, en of iets nieuws nog echt wat toevoegt	W6	Wishes outlet: type outlet
I would like to have a point where I can buy local products in the centre, or close to the centre of Renkum. If the point would be in Wageningen, it would have to be on the Renkum-side of Wageningen, because I do everything on my bike. [...] Otherwise it is too much effort to gather all my products	Ja, ik zie wel hier in het centrum of in de buurt van het centrum een punt met het liefst lokale producten. Als ik naar mezelf kijk, moet het wel in deze kant van Wageningen zijn, omdat ik alles op de fiets doe. [...] Anders is het al snel te veel moeite om mijn spullen te halen.	R3	Wishes outlet: location

Moreover, a point in Renkum would be very nice, especially in the shopping street, which can definitely use a flourishing shop	Overigens zou een punt in Renkum heel leuk zijn, vooral in de winkelstraat, die kan zeker nog een mooi florerende winkel gebruiken, dat denk ik wel ja.	W5	Wishes outlet: location
A physical location is conducive for involvement. But at the same time, I have the feeling that this whole movement towards local producing should be as inclusive as possible, and therefore you need things such as online ordering. That combination needs to be considered.	Dat is toch omdat ik denk dat een fysieke locatie bevorderlijk is voor betrokkenheid. Maar ik heb ook tegelijkertijd het gevoel dat deze hele beweging naar het lokaal produceren zo inclusief mogelijk moet zijn, en daar heb je toch dingen als online bestellen ook voor nodig. Daarom de combinatie van afwegen.	W6	Wishes outlet: values
A clear statement or principles behind the production process, that you are being clear in what you do and why you do it. [...] I think that the clarity is very important for the involvement of the customers. I call that the origin of the product.	Een duidelijk statement of uitgangspunten voor de productiewijze, dat je gewoon helder bent in wat je doet en waarom je dingen doet [...] Ik denk dat die duidelijkheid heel belangrijk is voor de betrokkenheid van klanten. Ik noem dat even de herkomst.	W5	Wishes outlet: type outlet

Table 5. Translation quotes sub-question 5 Ede

English quote	Original Quote	Participant	Category
“Well, I think that I can make people aware, I think it suits me to get into that. I am willing to search for ways to reach people in Ede”	Nou ik denk mensen bewust maken, ik denk dat dat wel bij mij past om daarmee aan de slag te gaan. En ik zou wel willen uitzoeken hoe je mensen in Ede kunt bereiken.	E8	consumer involvement; future involvement
“I find it interesting [...] and to look on a Facebook platform if there are people interested and then create a group together and get started with this. I do not say I am going to do this, but I find this a nice role, just to talk to different actors like the municipality or other inhabitants or the mayor”	Ik zou het wel interessant vinden om met de gemeente in gesprek te gaan. Wat de mogelijkheden zijn voor een subsidie om zoiets op te richten. En dan vervolgens op een facebook platform te kijken of er animo is of er meer mensen en dan toch samen een soort groep oprichten. En daar mee aan de slag gaan. Ik zeg niet dat ik dat ga doen hoor, maar dat zou ik een leuke rol vinden, om gewoon in gesprek te gaan met verschillende actoren zoals de gemeente of andere bewoners of de burgemeester.	E9	consumer involvement; future involvement
“I think a lot still can be done and that there is a lot ignorance. I would like to participate in these kinds of campaigns”	Ik denk dat daar ook nog heel veel te halen valt en heel veel onwetendheid is. In dit soort campagnes zou ik graag deelnemen.	E6	consumer involvement; future involvement
“Often it is just too far away”	maar dat is meestal gewoon te ver weg	E9	Constraints
“It is hard for me to pick up food at the farm as I only have a bike”	Ik vind het moeilijk om boodschappen alleen bij boeren zelf te halen, want ik heb alleen maar een fiets	E4	Constraints
“So, it would be great if there is a central point. Where you can pick up everything you need”	Dus dan zou het eigenlijk wel mooi zijn als het dan een centraal punt is. Waar je alles kunt ophalen wat je nodig hebt.	E8	Wishes outlet; location
“I believe more in an online solution, à la Crisp or à la Bol.com. A platform where local and organic farmers can advertise their products and where you can tick a box to pick it up at a local point”	Ik geloof meer in een onlineoplossing, a la Crisp of a la bol.com. Een platform hebt waar de lokale duurzame biologische boeren hun producten kunnen aanprijzen en waar je online voor kan kiezen aanvinken en die je bij een afzetpunt kunt afhalen.	E7	Wishes outlet; location
“I think that online is the most useful and then you can pick it up somewhere at maybe	Ik denk dat dat wel het handigste is, online en dan ergens afhalen en dan misschien diverse	E8	wishes outlet; type outlet/wishes outlet; location

multiple pick-up points at various places in Ede, that it will be as easy as can be for consumers to pick it up”	afhaalpunten op diverse plekken in Ede, dat het voor mensen zo makkelijk mogelijk wordt tussen haakjes om het te halen.		
“I was thinking about making a food forest in the neighbourhood Noord-Oost. [...] The other thing I was thinking about are church gardens. A third thing I was thinking about are schools, but that was already mentioned before”	Als eerste dacht ik aan voedselbossen in de wijk noordoost. Daar kom ik zelf vandaan. Er zijn daar veel stukken groen. Ik denk dat het heel leuk om daar een soort project op te starten zoals in Wageningen. Dus met verschillende eetbare planten, struiken, bomen. En het andere waar ik aan dacht is kerktuinen.	E9	Wishes outlet; location
“I would create a pick-up point or logistic centre at station Ede/Wageningen”	Ik zou een afhaalpunt/logistiek centrum maken bij station Ede Wageningen.	E6	Wishes outlet; location