



Local and Organic Foods in Laramie: Analyzing Consumer Opinions

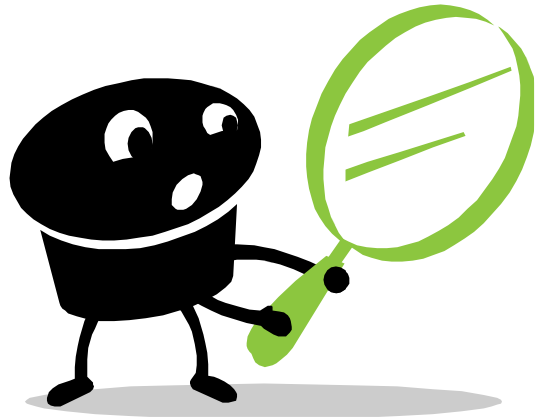
Louisa Gietz
Senior Honors Project



What comes to mind when you
hear the terms **'Organic'**
and **'Local'**?



Focusing in...



What message is getting through to consumers?



Do consumers have a clear definition of terms?



What ideas/opinions characterize these definitions?

Do you shop Local or Organic?



- 50 consumers in Laramie
 - interviews @ stores
 - interviewed acquaintances
- Asked a series of 13 scripted questions
- Voice recorded
- IRB approval



Definitions....

... most people know what they're talking about.

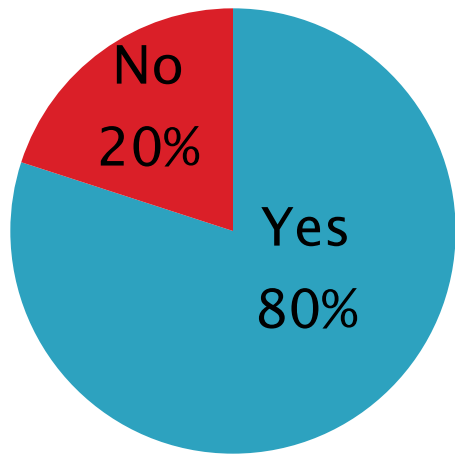
“Organic crops are raised without using most conventional pesticides, petroleum-based fertilizers, or sewage sludge-based fertilizers.”

–USDA

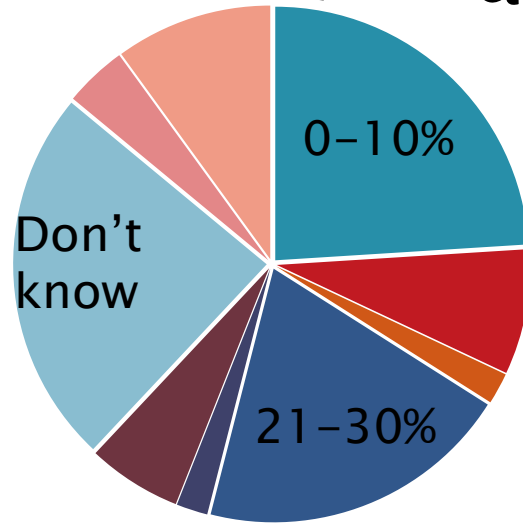
A “locally or regionally produced agricultural food product” is less than 400 miles from its origin, or within the State in which it is produced.

– 2008 Food Conservation and Energy Act

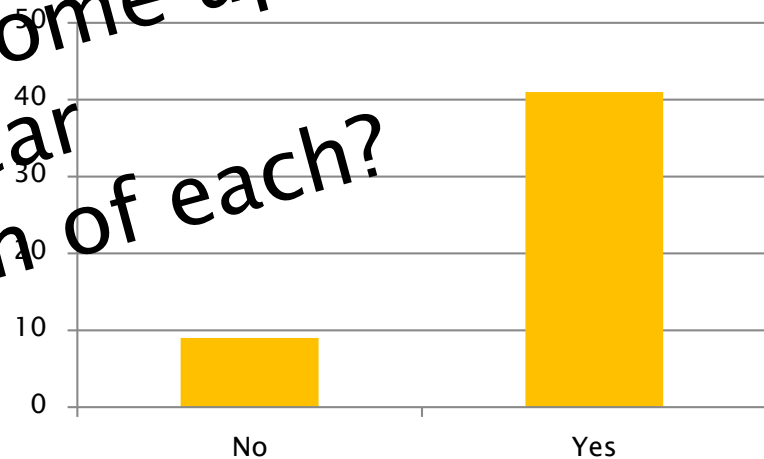
Do you shop local or organic?



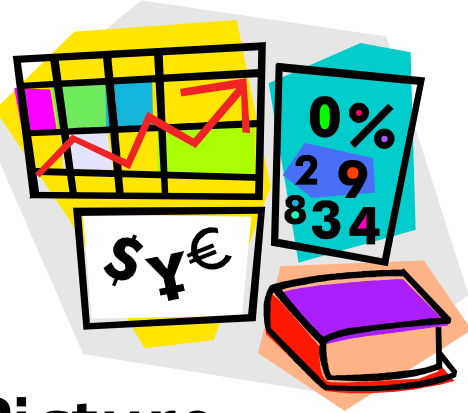
How many people in Laramie shop that way?



Can you come up with a clear definition of each?



Motivation?



Big Picture



Personal




The 'In' group and the 'out' group?

- ▶ Is there a difference in how someone thinks depending on whether or not they shop organic or local?




No Statistical Difference

Between how you shop and...

- if you can define local/organic
 - if you would buy local or organic as a priority
 - if groups or individuals benefit
 - if you think organic is pricey because of the name
 - how many people you think shop that way.
- 

Observations & Future Research

- ▶ Element of social control
 - ▶ Sample size and parameters
 - ▶ Why are there no statistical correlations?
- 

Questions?....

