

Honours Thesis in Environment, Sustainability, and Society
Submitted in partial fulfillment of the requirements
for the degree of Arts (Combined Honours)

Act Think Eat Drink, Locally?

**Understanding the Motivations of Student Consumers to Support the Local Food
Movement in Nova Scotia**

By: Sam Maize

Supervisor: Dr. John Cameron

April 14st, 2014

Dalhousie University

DALHOUSIE UNIVERSITY

DATE: April 14th, 2014

AUTHOR: Sam Maize

TITLE: Act Think Eat Drink, Locally? Understanding the Motivations of Student Consumers to Support the Local Food Movement in Nova Scotia

DEPARTMENT OR SCHOOL: College of Sustainability

DEGREE: Bachelor of Arts, Environment, Sustainability & Society and International Development Studies
CONVOCATION: May YEAR: 2014

Permission is herewith granted to Dalhousie University to circulate and to have copied for non-commercial purposes, at its discretion, the above title upon the request of individuals or institutions. I understand that my thesis will be electronically available to the public.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

The author attests that permission has been obtained for the use of any copyrighted material appearing in the thesis (other than the brief excerpts requiring only proper acknowledgement in scholarly writing), and that all such use is clearly acknowledged.

Signature of Author

Abstract

The local food movement has become a popular alternative to industrialized agriculture in the global North. The goals of the local food movement are to support local farmers, build strong local communities and to reconnect the consumer to the source of their food. This paper challenges the local food movement, arguing that consumers tend to fetishize local food without asking the critical questions that led to the local food movement in the first place. This paper argues that the local food movement has become romanticized as a social good, and that rather than addressing the issues of the global food system, the local food movement represents an exit strategy instead of addressing the problems within the global food system. In order to explore the research question, “what motivates students in Nova Scotia to eat local?”, a survey of 148 student consumers was conducted at Dalhousie University. Survey responses reflect the popular rhetoric of the local food movement, supporting the local food movement for its perceived environmental superiority, ethical production and economic benefit. The local food movement is based on well-meaning values; however, it is moving away from deeper concerns of equity and citizenship. The local idea becomes problematic when our sense of justice becomes territorially bounded by a shared, exclusionary, sense of place. This paper argues that local activity could be adapted to offer more equity and stability to higher, more global levels of the food system. This would contribute to the resilience of the food system as a whole, while allowing for the values of the local food system to be extended beyond a bounded sense of place.

Key words: citizenship, commodity fetishism, consumer, cosmopolitanism, ecological citizenship, food, food system, local food movement, survey, sustainability.

Table of Contents

Abstract.....	3
Table Of Contents.....	4
Acknowledgements.....	5
Introduction	6
Research Question.....	9
Purpose of Study	10
Literature Review.....	12
Research Methods	28
Findings.....	30
Survey Results	30
Emergent Themes.....	33
Summary of Findings.....	35
Discussion	36
Conclusion.....	45
References.....	47
Appendices.....	50
Appendix A.....	50
Appendix B.....	55

Acknowledgements

I would like to thank my supervisor, Dr. John Cameron, for his guidance, support and wealth of knowledge throughout the project. I would like to thank Dr. Susan Tirone, Dr. Tetjana Ross and Professor Steve Mannell for their help in shaping this paper, for sharing their ideas and constructive criticisms. I would also like to thank my fellow classmates for their support and for keeping each other motivated throughout the year.

I. Introduction

“Food is the one thing that you get to have a brand new relationship with everyday”

Paula Anderson, Food Journalist

Act Think Eat Drink, Locally?

For almost everyone in the global North and for many in the global South, to eat is to participate in a global food system. Today, many of our dietary staples consist of food that comes from the soils of far away places and ends up on our dinner plates. The global food system has broadened our palates. While the global food system has made international food a household reality, it has also created an even greater disconnect between farm and plate across the globe.

The local food movement has become a popular alternative to industrialized agriculture in the global North. The local food movement can be defined as the "collaborative effort to build more locally based, self-reliant food economies - one in which sustainable food production, processing, distribution, and consumption is integrated to enhance the economic, environmental and social health of a particular place" (Feenstra, 2002, p. 99). The goal of this paper is to provide a critical reflection of the motivations to support sustainable alternatives, using the local food movement as an example. It is about exploring the realignments and alternatives occurring within food systems, as well as the social and geographic contexts in which these occur. It provides an understanding of the messy ways in which ideals, sometimes very strong ones, are reconciled with people's attempts to make a more sustainable living for themselves and their communities (Hetherington, 2005). The central argument of this thesis is that consumers tend to fetishize local food without asking the critical questions that led to the local food movement in the first place. This paper argues that the local food movement has become romanticized as a social good, and that rather than addressing the issues of

the global food system, the local food movement represents an exit strategy – buy local in order to avoid complicity in the global food system – rather than addressing the problems within the global food system.

In this context, much attention has been focused on the benefits of local food. The move towards eating locally produced food is at once a social movement, a diet and an economic strategy that form a popular response to a global industrialized food system in distress (DeLind, 2010). Popular rhetoric among local food movements is that local food is produced by your neighbours. Only natural ingredients. Regionalism is smart. Minimizing processing delivers taste. Jobs for neighbours. It is a rational movement. Quality is better. Save the planet. Eat well. Splendour in diversity. Traditional craftsmanship. Good food doesn't like to travel. Think global, consume local. Made for neighbours. Get political. Stay connected to the producer. Buy this product forever. Be radical (Faegan, 2007). This popular rhetoric for supporting local food is subject to constant media exposure and receives a great deal of public attention via social media (DeLind, 2010). Local food movements, practices and literature convey structures of resistance to the conventional globalized food system (Faegan, 2007).

The food we eat is a factor of our everyday lives. Food and place are intertwined in complex ways that are central to culture and society (Faegan, 2007). Food nourishes but it also signifies (Pietrykowski, 2007). The practices of growing, buying, cooking and eating food reflect and shape our cultural and personal identities. Food represents more than taste and nutrients; our food habits are a portrayal of a deeper relationship with the rest of the world and thus our political and cultural identities. Food can form the basis for social and political movements through acts of consumption, and therefore offers an understanding of the complex social and cultural relationships that are formed through our actions as consumers and how the effects of these actions reflect a sustainable way of

living (Pietrykowski, 2007). There is a complex relationship between food consumption, culture and sustainability.

The industrialization of agriculture has threatened the traditional cultural relationships between consumers and their dinner plates by increasing the physical and social distance between food producer and consumer (Pietrykowski, 2007). As the industrialization of agriculture increases, we increasingly know less and less about the food we eat (Pietrykowski, 2007). Food systems analyst Michael Pollan writes that, “Much of our food system depends on our not knowing much about it, beyond the price disclosed by the checkout scanner; cheapness and ignorance are mutually reinforcing. And it's a short way from not knowing who's at the other end of your food chain to not caring—to the carelessness of both producers and consumers that characterizes our economy today” (Michael Pollan, 2006, p. 245).

The act of local food consumption can have significant benefits for individuals, communities and the environment (Pietrykowski, 2007). Local food consumption has become a popular form of participation in the larger sustainable agriculture movement in opposition to the industrialized agricultural system (Mariola, 2008). However, the rise of local food movements as a response to a globalized food system can also “foster a romanticized, apolitical stance that unreflexively frames localism as a social good” (Mariola, 2008, p.193). Many critiques of local food movements are less concerned with the perceived environmental benefits, which can be argued for and against on a case-by-case basis, and more focused on how the idea of localism overlooks issues of social sustainability (Mariola, 2008). As a social movement, DeLind (2010) argues that local food is moving away from deeper concerns of equity, citizenship, place building and sustainability. Food is central to community, place and sustainability. It is therefore necessary to understand the role that food systems can and will play in achieving social

equity and sustainability, as well as the motivations of consumers to support one food system rather than another.

Alternative food systems have been supported as part of the answer to the unsustainable excesses of market-driven globalization, by policymakers, academics and farmers alike (Maxey, 2006). However, Michael Winter (2003) argues that the social dimension of sustainable agriculture remains largely unexplored. Today, there is a growing willingness to question the sustainability of our systems and assumptions in human society (Maxey, 2006).

There is a need to support local farmers, build strong local communities and connect to the sources of our food and the people who grow it, which are all good things that localism stands for (Barron, 2008). It is necessary to resist the obsessions with efficiency as well as the widening inequality driven by neoliberalism, which are things localism resists and opposes. It is also necessary to have food security that does not put us all at the mercy of “ravenous, exploitative, environmentally destructive and monopolistic corporations” (Barron, 2008, p.13). However, we must also question the local food movement as it calls us to draw in our economic and social boundaries, to geographically limit our obligations to others (Kloppenburg, 1996).

Research Question

The Research question is “what motivates students in Nova Scotia to eat local?”

Purpose of this study

The purpose of this study is to gain an understanding of consumer motivations to support local food systems in order to provide critical insight into the assumption that local food systems are the best way to promote social equity and environmental sustainability. Consumer motivations to support or to not support the local food movement will be captured through survey responses reflecting on food choices. Understanding the motivations of student consumers to support or to not support local food movements will allow for critical insight into the social and environmental concerns that are so complexly involved in food systems, both local and global. The study will add to a larger body of sustainability literature that explores how citizenship that is expressed through consumer acts contributes (or not) to sustainability as a whole. The research will explore the social, economic and environmental motivations of student consumers to purchase locally produced food in Nova Scotia. This study will explore the social costs and benefits of local food movements in order to foster a more holistic understanding of a sustainable food system (Mariola, 2008). The study aims to 1) gain an understanding of student consumer motivations to buy locally produced food in an increasingly globalizing world; 2) understand the extent that local food is fetishized as a social good; 3) understand how citizenship is expressed through actions of consumerism.

This research seeks to better understand the motivations of students in Nova Scotia to support the local food system in order to contribute to a broader understanding of local food movements as an alternative to the conventional food system in order to contribute to the development of food systems that are both more sustainable and more equitable. While this paper analyzes student consumer motivations in Nova Scotia, the conclusions of this paper address the larger issues surround food systems that extend beyond Nova Scotia.

Section II of the paper examines the relevant literature, introducing the global food system and the local food system in Nova Scotia. The study builds critical arguments on the literature surrounding the local food movement, cosmopolitanism and ecological citizenship. Section III introduces the survey methods of the study, outlining the connections between the primary research and secondary research. Section IV outlines the findings of the survey, exploring the motivations of student consumers to support the local food movement in Nova Scotia. Section V provides an in depth discussion and explores the connections between citizenship, local food and student consumer motivations. This section discusses the links between the arguments present in the literature with the findings of the survey. Section VI draws on the discussion and presents conclusions while exploring the possibilities for future research.

II. Literature Review

The literature in this study provides arguments that raise important questions about the local food movement. While literature from a variety of fields is explored, it is the connections between these different ideas that form the arguments of this thesis. Literature on the global food system and the food system in Nova Scotia provide relevant background literature. Literature discussing cosmopolitanism and ecological citizenship provide a theoretical framework that form the foundation of the arguments presented in this paper. Critical literature surrounding local food movements is central to the arguments formed in this paper.

Global Food System

Over the last 50 years, most of the world's agriculture has transitioned from small-scale farms into industrial scale agriculture with technology replacing human and animal power and chemical inputs replacing natural ones (Hirandandi, 2010). The focus of industrialized agriculture has been to increase the efficiency of agricultural production in order to increase profitability. However, with this increase in efficiency, there has been an increase in the consumption of fossil fuels, water and land at unsustainable rates (Horrigan, Lawrence, & Walker, 2002). The intensive use of pesticides has raised health concerns for farm workers, consumers and the environment (Horrigan, Lawrence, & Walker, 2002).

Industrialized agriculture has changed in response to the growing demand of more affluent consumers, who want more variety and more stock on supermarket shelves. The variety of agricultural commodities available to consumers has increased substantially in the last 50 years (Lyson, 2006). The global food system has been guided by neoclassical market based economics, based on the principle of continual growth. At one time, the

consumer had a fairly standard choice of products on supermarket shelves; today, however, the case is being made by large agribusinesses that consumers are no longer satisfied with the homogenous choices that have had in the past (Lyson, 2006).

The industrialization of agriculture has increased the gap geographically and socially between consumers and food producers. The global food system has become at once decentralized and centralized. It has become decentralized in that global production is largely dispersed, often far away from where it is purchased and consumed (Kloppenburger, 1996). At the same time, the global food system has become increasingly centralized in that the production of food is becoming limited to a smaller number of regions, on a smaller number of farms. Smaller, family run farms have declined in number being replaced by larger industrial operations (Lyson, 2006). The political and economic control of the global food system is more centralized in the hands of transnational agribusinesses (Kloppenburger, 1996).

Commodity Fetishism

Gavin Friedell (2011) argues that the very nature of the global food system serves to mask the relationship between producers and consumers, preventing accountability between them. When consumers are confronted with various products on supermarket shelves, they appear as independent commodities, free of connection to the workers or consequences of their production (Friedell, 2011). Karl Marx referred to this distancing between consumer and commodity as commodity fetishism (Friedell, 2011). The commodity becomes a “fetishized as an independent object with its own intrinsic value – a ‘\$10 bag of coffee,’ – rather than being the end result of the work of other people” (Friedell, 2011, p. 3). Rather than being just a cup of coffee, coffee is an example of a commodity that has complex social and environmental consequences associated with its production (Friedell, 2011). Kloppenburger (1996) further argues that one of the most

salient characteristics of the global food system is the economic and social distancing that is created between consumer and product. From a brief analysis of the global food system, it can be clearly seen that it is a flawed system and that the flaws need to be addressed. The global food system, in its current form, is by no means the answer to a sustainable food system in the future.

Nova Scotia Food System

Agriculture plays a significant part in the Canadian economy, contributing 12% of Canada's gross domestic product (Hirandandi, 2010). Following the global trend, the Canadian agricultural landscape has seen a shift towards a concentration of agriculture in the hands of a few larger agribusinesses. Approximately 2% of farms are responsible for producing 35% of Canada's food (Hirandandi, 2010). Canadian agriculture is largely industrial, and accounts for 10% of the country's greenhouse gas emissions (Hirandandi, 2010). According to the Nova Scotia Department of Agriculture, the average farm in Nova Scotia is 106 hectares, which is significantly lower than the national average of 295 hectares (Devanney & Reinhardt, 2011). In 2006, Nova Scotia has 3,795 farms, with the majority farms producing fruit or livestock (Devanney & Reinhardt, 2011). In 2007, agriculture, not accounting for the fishing industry, contributed 1.8% of the provincial economy. International exports are a major driver of Nova Scotia's agricultural sector, consisting of 60% of the total output of the agri-food sector and worth \$277 million in 2010 (Devanney & Reinhardt, 2011). The United States is Nova Scotia's main export partner, accounting for \$110 million of Nova Scotia's agri-food exports in 2010 (Devanney & Reinhardt, 2011).

The agricultural sector in Nova Scotia employs 5,300 people (Statistics Canada, 2014). Temporary foreign workers under the Seasonal Agricultural Worker Program (SAWP) (Horgan & Liinamaa, 2012) account for a significant portion of agricultural

labour in Nova Scotia. From 2006 to 2010, the number of temporary foreign workers in Nova Scotia almost tripled (Horgan & Liinamaa, 2012). In 2010, there were 2,505 temporary workers in Nova Scotia (Horgan & Liinamaa, 2012). Temporary workers are more susceptible to exploitation than Canadian workers due to language and social barriers (Horgan & Liinamaa, 2012). Implications of the SAWP for participants' include reduced access to health care, workplace safety, weak enforcement of labour codes, unsafe transportation, social exclusion, discrimination and racism (Horgan & Liinamaa, 2012).

Across Nova Scotia, the provincial government is promoting local food initiatives. There is also a rise in citizen-based local food movements (Stiles & Cameron, 2008). Cooperative and citizen-to-farmer initiatives are being renewed. A study by Farmers' Markets of Nova Scotia (2013) analyzed the economic impact of farmers markets in Nova Scotia. The report outlines that the average market saw 1,373 market patrons on the day of study, with an average expenditure of \$16.50 at the market (Crawford & Butler, 2013). The average Nova Scotia household spends \$147.33 per week on food (Crawford & Butler, 2013). This means that the average market consumer spent just over 23% of their weekly food budget at the market (Crawford & Butler, 2013). The Farmer's Markets Nova Scotia report also indicated that over 65% of respondents were motivated to shop at the farmer's markets to support local farmers, with a desire for locally sourced, sustainable food (Crawford & Butler, 2013). There is significant support for local food and farmer's markets in Nova Scotia. This support of an alternative food system signifies a resistance parallel to those emerging elsewhere worldwide, marking a shift against industrialized agriculture (Stiles & Cameron, 2008).

In spite of local food movements, a 2010 study by the Halifax-based Ecology Action Center (EAC) found that the diet of Nova Scotia is primarily made up of imported

foods from outside the province. The average distance that food has travelled to grocery store shelves in Nova Scotia has risen in recent years, and grocery stores are sourcing more products produced outside Nova Scotia (Scott & MacLeod, 2010). The EAC study found that on average, the food we eat, including transport of inputs like feed and machinery to farms, from farms to processors and transport to stores, travels a distance of 8,240 km (Scott & MacLeod, 2010). However, the financial and GHG emissions associated with transportation costs are often only a minor portion of the cost and environmental impact of food (Jones et. al, 2008). The EAC report noted that when produced by the global, industrialized food system, food produced in large quantities can actually have a lower ecological impact per unit than food that is locally produced on a small scale (Scott & MacLeod, 2010). Statistics Canada data shows that over the last 40 years, food import levels are rising (Scott & MacLeod, 2010). Today, most of the food on grocery store shelves is imported from outside of Atlantic Canada. Although local food movements are on the rise in Nova Scotia, the province remains heavily reliant on food produced and imported from outside of the province.

Local Food Movements

One response to the global food system is the rise of locally-based food systems that are comprised of diversified farms using ‘sustainable’ agricultural practices to supply fresher food to consumers to whom producers are linked by community and economy (Kloppenburg, 1996). A considerable amount of opposition is building against the global food system by farmers and consumers through their support of alternative local food systems (Winter, 2003). As previously mentioned, the local food movement can be generally defined as a "collaborative effort to build more locally based, self-reliant food economies - one in which sustainable food production, processing, distribution, and consumption is integrated to enhance the economic, environmental and social health of a particular place" (Feenstra, 2002, p. 99). According to the Canadian Food Inspection

Agency (CFIA), local food is defined as food that is produced in the same province in which it is sold, or food sold across borders within 50 kilometers of the province of origin (CFIA, 2013). The goals of the local food movement are to purchase one's food from nearby farmers to create a more resilient, equitable and energy efficient food system (Mariola, 2008); improving access for community members for a more nutritious diet; creating direct links between farmers and consumers; creating local jobs; improving working conditions; and develop policies that promote local food production and consumptions (Feenstra, 2002).

Local food has become the rising star of the sustainable agriculture movement (Mariola, 2008). Support for local food is widespread in books, academic publications, and various websites. There are a variety of reasons for purchasing locally produced food, including the belief that local food is fresher, buying local food strengthens the local economy, it fosters more intimate producer and consumer relationships and for participating in a more equitable alternative to the conventional food system (Mariola, 2008). While DeLind (2010) argues that there are deep social challenges associated with local food movements, Scott and MacLeod (2010) suggest that perhaps the social benefits of buying local food are the most important reason to buy locally.

There are many motivations for choosing a local diet, including but not limited to, the belief that local food is fresher; that buying local keeps money in the local economy; that buying local fosters closer relationships between producers and consumers; and that buying local creates a more equitable marketplace by rejecting the hegemony of the conventional food system (Mariola, 2008). Local food systems are often perceived to involve direct relationships between the consumer and producer, bringing them closer both geographically and socially (Faegan, 2007). An underlying goal of local food movements is to reconstruct the geography of food systems within closer, more intimate

spaces. Starr et al. (2003) write that foodsheds embed the system in a moral economy attached to a particular community and place, just as watersheds reattach water systems to a natural ecology. Local food movements seek to foster closer community relationships and self-dependence. The perceived ‘possibilities’ of the local food movement include greater food democracy (increasing the role of citizens in management and control of the food system), reduced environmental impact associated with food, healthier food and increased wealth within local communities (Holloway et al., 2006; Feenstra, 2002). The opposition to the global food system is justified in concerns over human health, food safety, environmental consequences, animal welfare and fair trade (Winter, 2003). However, it is important to explore whether the local food movement is as much an emotional response to the global food system as a rational one. Do consumers fetishize local food without asking all of the critical questions that the local food movement seeks to address? These concerns are motivating factors for consumers to distance themselves from the global food system and to move towards alternative and local food systems (Winter, 2003). These goals have been widely communicated among local food movements and in academic literature, but what is still largely missing is whether and how these goals are translated in practice (Holloway et al., 2006).

Food Miles

The environmental superiority of local food systems has primarily focused on the notion of food miles (Coley, Howard, & Winter, 2008). Food miles are understood as the distance that food travels from farm field to consumer. Food miles are one factor of a food item’s carbon footprint. Food miles often portray only a small portion of the total carbon footprint. A carbon footprint is the total amount of greenhouse gases emitted during the production, processing and retailing of a food product (Jones et al., 2008). A food product’s carbon footprint can be used to inform consumers about the impacts of different products (Jones et al., 2008).

Due to these concerns, there is a growing advocacy for food systems that reduce food miles (Jones et al., 2008). This advocacy is based on the assumption that local food is a solution to the footprint of a food item, based on the notion that food miles are responsible for a large portion of the footprint (Coley, Howard, & Winter, 2009). Arguments in favor of localism assume, as well as reinforce, associations between local, taste, naturalness, nutritional value, environmental superiority and local economy (Jones et al., 2008). Support for local food suggests that it is better overall to consume local food than food that is not locally produced (Jones et al., 2008).

However, research compiled by Coley, Howard, & Winter (2009) indicates that purchasing the most geographically local produce does not necessarily result in the lowest carbon footprint. There are many factors involved, and the implications of associated food miles is only a small portion of a food products overall impact. There is a need to factor in issues of biodiversity, landscape, employment and social justice (Coley, Howard, & Winter, 2009). Local food is often considered to have fewer emissions than food produced elsewhere (Kloppenburg, 1996). Transportation is only one factor in a food's production chain, in order to get a complete understanding of the costs of a food's production, there is a need to factor in farm activities, processing, retailing, consumption and waste disposal (Jones et al., 2008). Hinrichs (2000) cautions that spatial relations do not equal ecological relations, and that the energy and emissions involved in the production of food involves far more than just the distance travelled. Food that travels long distances from farm to plate are reliant on fossil fuels for production and transport; however, the production, transportation, storage and consumption of local food are fundamentally reliant on the same fossil fuels, and in some cases emit more emissions (Mariola, 2008). There are similar elements in the production systems of both the local and global food systems. An important motivation for eating local is the belief that local food is superior in energy efficiency; however, it is important to ask if local is always

more efficient. Jones et al. (2008) suggests that the lack of published studies analyzing the emissions of the entire food chain make it currently impossible to state whether or not local food systems emit fewer green house gases than non-local food systems. Consumers are not simply confronted with a choice of local good and global bad (Coley, Howard, & Winter, 2009). The local argument does not stand up on the basis of food miles alone, and therefore its perceived environmental superiority falls into question.

A Romanticized Social Good

DeLind (2010) argues that the popular support of local food movements is shifting local food, as both a concept and as a social movement, away from deeper concerns of equity, citizenship, place building and sustainability. Mariola (2008) cautions that local food movements, while concerned with environmental sustainability, overlook fundamental issues concerning social sustainability, including social justice.

Additionally, Winter (2003) argues that acts of participation in local food movements do not necessarily foster an environmentally conscious consumer. Critiques of local food movements suggest that they can foster a “romanticized, apolitical stance that unreflexively frames localism as a social good” (Mariola, 2008, p. 193). DeLind (2010) and Mariola (2008) emphasize how local food movements overlook issues of social justice by framing issues in local contexts, separating local actions and consequences from larger global social inequities.

Arguments for localism suggest that if we could meet all our own needs through our own production, then we can wipe our hands free of any controversies, of the possibility of unethical consumption (Barron, 2008). The idea of localism suggests that growing someone else’s local food in our own backyards may be ethically and environmentally preferable to trading with them (Barron, 2008). To a farmer in Nova Scotia the local argument makes sense, the benefits they receive from the support of the

local community are real. But for a farmer outside of the local boundary, perhaps a farmer in Bolivia, the local argument of the global North does not make sense and could radically undermine their income and well being (Barron, 2008). A popular concern for consumers who choose to support the local food movement is the impact of their decisions on individual farmers and the local economies that surround the farmer (Faegan, 2007; Jones et al., 2008). The decision to preferentially purchase local food is also a decision not to support farmers, regions, or economies beyond what they consider to be local. The impact of these decisions may have impacts on the well being of producers or the development of regions, or even larger environmental and political impacts (Jones et al., 2008). Agricultural regions are not made equal in their capacity for agricultural production, and a local-only demand is often an insufficient source of revenue for farmers to support themselves and to maintain their agricultural livelihoods (Barron, 2008).

Bounding Citizenship

The local movement is based on the well-meaning communitarian ideals of “embedding local farmers and consumers in relations of regard, empathy and trust” (Barron, 2008, p.13). However, when our sense of justice becomes territorially bound by a shared and exclusionary sense of place, it becomes problematic. Localism “can be based on a category of ‘otherness’ that reduces the lens of who we care about” (Barron, 2008, p.13). Barron (2008) asks, “why should those relations of regard, empathy, and trust not be extended to those outside our perceived boundaries of local?”

The idea of setting territorial boundaries on justice creates a separation between the haves and the have-nots (Barron, 2008). Local food movements are inherently concerned with the ideas of place and community. The boundaries created by defining what is considered local imply an increased responsibility to those who one has

relationships with in a smaller geographic or cultural local sphere, rather than to those who could be considered extra-locals, whose lives may be largely centered outside of the local boundary. Boundaries are largely human constructs, creating social, cultural, economic and political implications in how we act and relate to others within and outside these boundaries (Faegan, 2007). Local food movements need to be aware of the possible inequalities caused by the creation of both economic and social boundaries (Barron, 2008). Setting boundaries on our responsibilities to others can contribute to injustices, rather than solve them (Barron, 2008).

The boundaries created by localism provide justification for giving preferential treatment to those who we consider our own by virtue of their proximity to us (Barron, 2008). Gillian Brock (2005) discusses the geographical boundaries of obligation in her work, *Does Obligation Diminish with Distance?*. In this work, Brock argues that distance does not diminish one's moral obligation to others. Brock's argument is based in the idea that while we grow up surrounded by only a handful of people that shape our lives, there are relationships and interactions that we do not immediately or inherently relate too, but that have large impacts on our lives and upbringings. This is also true for the complex consumer to producer relationships inherent in food systems. Brock (2005) relates that in an increasingly globalized world, where we face many global crises, 'our basic obligations to all are not and cannot be diminished by distance'. It is important that consumers consider these obligations when they choose to support the local food movement. By giving preferential treatment to those considered local, the local food movement fails to address our obligations to those distant from ourselves, outside of what we consider local. Claire Hinrichs (1998) argues that spatial relations are assumed to correspond with desirable forms of social and environmental relations. Hinrichs' (1998) argues that making local a proxy for the good and global a proxy for bad overstates the value of proximity and obscures more equivocal social and environmental outcomes.

Local food movements are seen as an alternative to the hegemony of the conventional food system (Mariola, 2008). However, DeLind (2010) and Winter (2003) both argue that local food movements do not eliminate the economic nature of the relationship between the buyer and seller. The majority of local food research and local food programs have focused on the market potential and economic outcomes of local food movements as vehicles from which to realize food system reform (DeLind, 2010).

The idea of local is problematic in an increasingly globalized world. Social or environmental relationships do not always map consistently or predictably with constructed boundaries. The inclusion and exclusion created by boundaries create concerns of what, or who, is considered in, or considered out of these constructed terrains (Faegan, 2007). When dealing with food systems, it is important to consider what types of food are grown, how it is grown, where it is grown, and who it is grown by, within a specific region (Barron, 2008). Faegan (2007) explains that the production and consumption activities involved in food systems are typically well beyond the local scale, and that the social and economic relationships involved often span outside of these region specific boundaries. Faegan (2007) suggests that the idea of local is intrinsically related to the idea of the extra-local (a person or place outside of the local boundary), and that their interdependence complicates the idea of boundaries that local creates. There are spatial relationships and interdependences between what is considered local and what is considered to be extra-local that need to be explored.

Consumption decisions that are made in the household or in the supermarket are inextricably linked with social values and social meaning, and can be seen as signifiers of cultural allegiance and social relationships. Consumption can therefore be seen as a moral activity, one that supports and strengthens particular forms of social solidarity, and which is symbolic of collective values and interrelationships (Douglas and Isherwood 1996).

Scott & MacLeod (2010) state that knowing the social circumstances surrounding a product can affect the food buying decisions of consumers. They continue to argue that as the gap between consumers and producers widens, as a result of the globalization of the conventional food system, that ignorance of food production grows and consumers will make poorer decisions with their food dollars (Scott & MacLeod, 2010).

Ecological Citizenship

Ecological citizenship has become an internationally stated objective, calling for individuals to care and act towards protecting the environment (Hobson, 2010). This calls for an active citizen rather than a passive citizen. Environmental problems and their effects are often global in scale, and therefore require solutions well beyond the local scale (Saiz, 2005). In order to create sustainable solutions to environmental problems in an increasingly globalized world, there is the need for a local-global relationship and understanding. Social issues are a vital component of environmental issues. The idea of ecological citizenship has developed as a new kind of citizenship, which seeks to address ecological issues on both the local and global scales (Saiz, 2005). Ecological citizenship stems from the idea of cosmopolitanism. Thomas Pogge (1992) explains that the central idea of cosmopolitanism is that “every human being has a global stature as an ultimate unit of moral concern” (Pogge, 1992, p. 49). Pogge argues that all human beings are held in moral relations to one another, and are therefore required to respect the status of others as units of moral concern (Pogge, 1992). Cosmopolitanism is the idea that all humans have obligations to all other humans, ‘beyond those to whom we are related by the ties of kith and kind, or even the more formal ties of shared citizenship’ (Appiah, 2006, xv). This notion of responsibility and obligation in regard to place is crucial in the discussion of food systems.

Ecological citizenship stems from cosmopolitanism as a justice-based account of how we should live, acting to reduce the environmental and social impacts of our everyday lives on others (Seyfang, 2006). Ecological citizenship builds on the values of cosmopolitanism to incorporate ecological concerns (Seyfang, 2006). Ecological citizenship addresses issues within our everyday lives as global citizens, and attempts to understand how our actions impact the environments of others. The concept of sustainable consumption is fundamental to both the sustainable development paradigm as well as the notion of ecological citizenship. It requires individuals to act responsibly and to understand the impacts of their everyday lives on those in their local communities as well as those who may be geographically or culturally distant from themselves (Hobson, 2010; Seyfang, 2006). The current consumption patterns of the developed world have large negative environmental impacts. Consumption, along with production, is argued by Hobson (2010) to be one of the main causes of global environmental degradation. Concerns about sustainable consumption are becoming increasingly prominent, although action taken by consumers to reduce consumption may be far less (Evans, 2011).

Commodity Fetishism

Consumption patterns have stemmed from social customs that have developed along with the industrialization of society (Friedell, 2011). The idea of commodity fetishism has risen along with modern consumption patterns. The term commodity fetishism was coined by Karl Marx, referring to the idea within modern capitalism that a commodity itself becomes “fetishized as an independent object with its own intrinsic value, rather than being the end result of the work of others” (Friedell, 2011, p.3). There is a disconnect created between the real nature of the commodity and the consumers perception of the commodity. It is from this idea that we can connect a simple yet direct act, such as drinking a cup of coffee, to more complex power relations involved in daily

practices that sustain conditions of inequality (Friedell, 2011). Consumption can be seen as a new style of political practice, in which a number of citizenly acts can be undertaken through daily practices (Spaargaren & Moi, 2008). As consumers, citizens can act on their responsibilities to others by making ethical consumption choices. By making ethical consumption choices, consumers reduce the risk of harm to others or to the environment (Spaargaren & Moi, 2008). Ecological citizenship fosters the idea of sustainable consumption and adds to the sustainable development paradigm by encouraging critical thought in consumer choices (Hobson, 2010).

Understanding Alternative Food Systems

There is a need to go beyond the typical ‘narrow’ focus on production to a broader analysis of complete food systems if we, as a society, are serious about food and creating a sustainable food system on local, national and global scales (Dahlberg, 1993). It is necessary to approach the food system on many levels and across many distances (DeLind, 2010). Dahlberg (1993) believes that the guiding principles and relationships basic to a regenerative food system are ecology, ethics and equity. These are described as the use and restoration of the natural resource base; the recognition of our kinship to all other life forms; and the fair distribution of resources, voice and power (Dahlberg, 1993). DeLind (2010) suggests that local food movements share a lot in common with Dahlberg’s regenerative food system. However, as Barron (2008) argues, the localism argument limits empathy, trust and regard to those within constructed local boundaries. The localism argument overlooks the social implications of relating justice to territorial boundaries. It is important to understand how or if these social implications are considered within a local context and in relationship to extra-locals.

There are many relationships involving ownership and control, social justice and ecological impact that are bound into a simple spatial referent by ideas of localism

(Barron, 2008). Born and Purcell (2006) argue that ultimately, local food systems are no more likely to be sustainable or more just than systems at other scales. It is important to analyze food systems beyond the simple question of where food comes from and to also examine the social and environmental conditions that surround a food's production and consumption and whether they are just (Barron, 2008). Ultimately, there is a need for concern that those who are most concerned about the ethics of eating argue for progress towards localism, an idea based on sentiments that may not be so progressive and more so self serving (Barron, 2008).

It is the need for critical thought and understanding that must be explored when understanding the sustainability of food system alternatives. Exploring how the relationships between farm and plate address citizenships and social equity is necessary in analyzing food systems. Can the problems of the global food system be addressed through consumer-based strategies, or does it need to go further and require political action?

III. Research Methods

The research was conducted through a voluntary survey of students at Dalhousie University, Halifax, Nova Scotia. This research was conducted in order to develop a better understanding of the motivations of student consumers to buy locally produced food in Nova Scotia. The survey gathered responses that reflect whether the motivations of individuals to buy local are economic, social, or environmental in nature. Participants were Dalhousie students in the faculties of Arts and Social Sciences and Business. There was a total of 148 participants in the study, collected from two classes: *INTD 1100- Halifax and the World* (120 respondents) and *BUSI 6005 – Strategy Implementation* (28 respondents). These classes were approved by the instructors and the Dalhousie Ethics Board. The research did not attempt to look for or analyze any differences between students in these two classes. Rather, the total study population was analyzed together in order to understand the motivations of student consumers. Students in arts and social sciences made up 60.1% of the study population, with business students making up 24.3% and science students 15.5%. 24% of respondents were from Nova Scotia; the larger majority of respondents were from the rest of Canada, 57.4%.

Participation in the study was voluntary and anonymous. In order to increase the trustworthiness of this study, the data collection is backed with a thorough literature review that contributes quantitative and qualitative information into the data analysis. Upon completion of the survey, the responses were coded and analyzed using SPSS Statistics. SPSS allowed the researcher to understand correlations in the responses in groupings associated with different variables using cross tabulations and frequency tools. The responses from respondents in the two classes were very similar, and there was no indication of any differences or trends between the two data sets. The survey was

conducted in February 2014 and the data was coded and analyzed in March 2014. The Dalhousie Ethics Board approved the ethics submission in February 2014.

IV. Findings

Survey Results

The results of the survey are indicated as follows. The percentage show indicates the percentage of the total study population that indicated a particular response.

1. Please indicate your main area of study:

[60.1%] *Arts & Social Sciences* [24.3%] *Business* [15.5%] *Sciences*

2. Please indicate where you are from:

[24.3%] *Nova Scotia*

[4.7%] *Maritimes, excluding Nova Scotia (New Brunswick, PEI, Newfoundland)*

[52.7%] *Rest of Canada*

[18.2%] *Outside Canada*

3. Are you responsible for purchasing and preparing the food that you eat?

[43.2%] *Yes* [56.1%] *No (e.g. live in residence, at home with parents)*

4. Please rank the following factors on how they influence what food you buy:

1 – Most Important 8 – Least Important

[31.8%] *Price*

[4.7%] *Organic*

[1.4%] *Ease of Preparation*

[2.7%] *Fair Trade*

[34.5%] *Taste*

[3.4%] *Locally Produced*

[26.4%] *Nutritional Value/Health*

[0.7%] *Culture/Heritage*

The above percentage represents the factor being ranked as the most important influence on food choice.

5. In terms of where food is produced, what do you consider to be local? (Please choose one)

[12.8%] *Halifax Regional Municipality*

[56.8%] *Nova Scotia*

[24.3%] *Maritime Provinces (New Brunswick, Nova Scotia, Newfoundland, Prince Edward Island)*

[5.4%] *Canada*

6. How much of your weekly food spending would you consider locally produced food? (Please choose one)

[27%] <\$10

[37.8%] \$11-20

[15.5%] \$21-30

[4.1%] \$31-40

[6.1%] >\$40

[8.1%] I do not buy locally produced food.

[1.4%] Did not answer question.

7. How many times per month do you shop at the Halifax Seaport Farmer's Market? (Or another local food retailer)

[38.5%] Never

[54.1%] 1-2 times a month

[7.4%] 3-4 times a month

[0%] 5 or more times a month

8. Please rank the following motivations for why you go to the Halifax Seaport Farmer's Market (Or another local food retailer)?

1 – Most Important 8 – Least Important

[39.2%] It is enjoyable to go [8.1%] I like to know where my food comes from

[1.4%] To meet and talk with producers [10.1%] Buying local food is more sustainable

[3.4%] To try new foods [3.4%] Better selection

[10.8%] To buy groceries [10.8%] To support the local economy

The above percentage represents the factor being ranked as the most important motivation to go to a local food retailer.

9. Which locally produced foods do you buy in Halifax?

[62.2%] Fruit

[32.4%] Eggs

[28.4%] Meat & Fish

[24.3%] Bread

[56.1%] Vegetables

[20.9%] Sweets/delicacies

[32.4%] Milk

[10.8%] Other

10. Why do you buy locally produced food in Nova Scotia?

[55.4%] Buying local food supports local agriculture and the local economy

[25%] I like to know the producer and how my food is produced

[35.8%] Local food is more ethically produced (e.g. better production conditions, livelihoods for producers)

[38.5%] Local food is healthier

[43.9%] Local food has a lower environmental impact than imported food produced elsewhere

[20.9%] Local food is more likely to be organic

11. Please check the following if you agree with the statement:

[87.2%] Buying locally produced food helps farmers in Nova Scotia

[69.6%] Buying locally produced food is a more sustainable option than food produced elsewhere

[70.9%] Food that travels a lesser distance has fewer environmental costs

[38.5%] Locally produced food is more likely to be organic

[55.4%] Locally produced food is more ethically produced (e.g. better production conditions, livelihoods for producers)

12. Do you buy food products if you are aware of the negative social or environmental impacts associated with its production? (e.g. non-fair trade coffee, chocolate, bananas)

[73.6%] Yes

[25%] No

[1.4%] Did not answer question.

13. Of the food products you buy that are not produced locally, why do you buy them (check all that apply)?

[45.9%] Diet/nutritional value

[23.6%] Organic, but produced elsewhere

[66.2%] Better selection (e.g. fresh fruit and vegetables in winter)

[64.2%] More convenient

[34.5%] Ease of preparation

[72.3%] Lower cost

[70.3%] Cannot be produced locally (e.g. bananas, coffee)

14. Which is more important to you (choose one):

[41.9%] A food product produced locally

[20.3%] A food product that is organic, but not locally produced

[29.7%] Local and organic is not something I consider when I buy food

[8.1%] Did not answer question

15. Please rank the following activities in their importance to Sustainability?

1 - Most important 8 - Least important

[16.9%] Reducing water usage

[10.1%] Recycling

[11.5%] Reducing energy usage

[7.4%] Buying locally produced food

[9.5%] Renewable energy development

[2.7%] Buying organic food

[21.6%] Reducing green house gas emissions

[13.5%] Social Justice

The above percentage represents the factor being ranked as the most important activity to addressing sustainability.

Emergent Themes

Nova Scotia is Local

56% of respondents considered food produced within the province of Nova Scotia to be local. This aligns with the Canadian Food Inspection Agency's definition of local food, which considers local food as food that is produced in the same province in which it is sold, or food sold across borders within 50 kilometers of the province of origin (CFIA, 2013). An additional 24.3% responded that they would consider food produced in the Maritimes to be local. This suggests that perceptions of local are defined more so by constructed boundaries rather than geographical distance. The use of provincial boundaries to define local can be very problematic as geographic distances across provincial boundaries may be closer than distances between two locations within the same province.

Buying Local to Support Local

55.4% of respondents indicated that their main motivation to buy local food was to support local agriculture and the local economy. Additionally, 87.2% of respondents believe that purchasing locally produced food helps to support farmers in Nova Scotia. Over half of survey respondents (54.2%) indicated that they visit a local food retailer 1-2 times a month. When asked which is more important, a food product produced locally or organically, 41.9% of respondents indicated that a product produced locally was more important than an organic product, which was favored by 29.7% of respondents. This suggests that motivations to buy locally produced food focus on benefiting those connected within the consumer's perception of local.

Better for the Environment

The majority of respondents (69.2%) believe that locally produced food is a more environmentally sustainable option than food produced elsewhere. Similarly, 70.9% believe that food that travels a lesser distance has fewer environmental costs associated with its production and processing. However, only 43.9% indicated that a smaller environmental impact was a motivation to buy local. These responses support Coley, Howard, and Winter (2008) and Jones et al. (2008), who suggest that the superiority of local food in terms of food miles is assumed rather than proven.

Local is More Ethical

55.4 % of respondents believed that local food is more ethically produced. However, only 35.8% indicated that this was a motivation to purchase locally produced food. The assumption made by over half of the study population that local food production is inherently more ethical in nature than food produced elsewhere suggests that consumers may have perceived notions of the local food that they have not critically examined. This is similar to the assumed idea that local food is more environmentally superior.

Taste and Price

Taste and price were indicated as the most important factors that influence student consumers to purchase their food. These indicators were ranked significantly higher than organic, fair trade and locally produced food. This indicates that personal benefit amongst consumers plays a significant role in their consumption choices. 38.5% of respondents indicated that local food is healthier and that it was a motivation to buy locally produced food. Similarly, 38.5% indicated that local food was more likely to be organic.

Consumer Actions, Consumer Consequences

73.6% of respondents indicated that they would still buy foods even if they know the negative consequences involved in the food's production. This raises an interesting discussion between consumer understanding and consumer actions. Popular food commodities such as bananas and coffee cannot be produced locally in Nova Scotia. It is interesting that despite knowing that there are potential social or environmental consequences related to a commodity, that consumers would still buy the product. This relates to the idea of commodity fetishism and the disconnect created between farm and plate.

Summary of findings

The findings of this survey help to understand the motivations of student consumers to support the local food movement in Nova Scotia. Responses reflect the motivations of student consumers to participate and not to participate in the local food system. Responses gave insight into how students perceive themselves as consumers and how their consumer actions affect others. There are a number of issues present from survey responses in regard to arguments made in literature discussing local food movements.

V. Discussion

The motivations of student consumers to support the local food movement are reflective of their conscious or subconscious actions as ecological citizens. As previously stated, ecological citizenship is a justice based account of how we should live, and how we should act to reduce the social and environmental impacts of our daily, everyday lives on others (Seyfang, 2006). The inherent role that food plays in our everyday lives makes our food choices, as consumers, acts of practicing and participating in ecological citizenship. The global nature of the food system ties our consumer choices to our cosmopolitan obligations. Our motivations to choose one food product over another, to buy local or to not buy local, reflect how we perceive our actions to how they impact others, both connected to us in our local boundaries and to those who are geographically and culturally distant from ourselves.

The popular rhetoric of the local food movement is that regionalism is smart; it creates jobs for neighbours; it is a rational movement; it will save the planet; that good food doesn't like to travel'; you should be radical. Arguments by Mariola (2008) and Faegan (2007) are that this rhetoric disconnects the consumer from critical thought and from critical reflection on the true nature of the social consequences of their actions. It is important to distinguish between the goals of the local food movement and the reality of the local food system. Friedell (2011) suggests the idea of commodity fetishism, that when consumers are confronted with the choice of various products on supermarket shelves, they appear as independent commodities, not connected to the workers or social implications resulting from their production. Has the local movement fetishized local food as a social good? Does the fact that an apple is grown locally make them healthier or more sustainable than an apple produced in Ontario or California? To what extent do student consumers fetishize local food, understanding it as inherently good without

critically analyzing the social and environmental relationships involved in local food production?

Jones et al. (2003) make the argument that the environmental superiority of local food, based on food miles and transportation, does not stand up. However, 70.9% of respondents indicated that food that travels a lesser distance has fewer environmental costs. The motivation to support local food for its environmental superiority was popular among respondents, supporting the argument that the benefits of local food are more perceived than real. Additionally, 55.4% of respondents believed that local food is more ethically produced, while it can be seen that local agriculture in Nova Scotia employs temporary foreign workers (Horgan & Liinamaa, 2012). There are often severe social consequences associated with temporary foreign workers in Nova Scotia and in Canada, including language barriers, poor housing, discrimination and racism (Horgan & Liinamaa, 2012). Local food movements often assert that local food is inherently more sustainable and equitable than the global food system. Consumer motivations to support the local food movement, as indicated by respondents in this study, reflect the popular rhetoric within the local food movement that local is better. However, there are deeper, more complex relationships within food systems

To better understand the motivations of student consumers to support and participate in the local food movement, participants were asked, *What is the main benefit of your choosing to buy locally produced food?*. While responses varied, they largely focused around the idea of local as a place in which they wish to see their economic benefit and to contribute to improving the social situations within their idea of local. Responses suggest that motivations to support the local food movement in Nova Scotia were to resist the global food system and to participate in an alternative that supports their local community, drawing in the economic and social benefits to within their

territorially bounded sphere of local. The following discussion analyzes the responses of individuals. Individual responses are not representative of the entire study population; however they illustrate examples of the popular motivations revealed by the survey population.

Better for People and the Planet

As Mariola (2008) argues, the local food movement as a response to the globalized food system fosters ‘a romanticized, apolitical stance that unreflexively frames localism as a social good’. The following respondent, reflecting on their motivations to support the local food movement, notes the resistance to the global food system and their desire to re-localize food, “*I feel good in doing so – its better for people and the planet – I want to de-corporatize and re-localize our food system.*” As a social movement, DeLind (2010) argues that shifting food choice towards local food is moving away from deeper concerns of equity, citizenship, place building and sustainability. By suggesting ‘*I feel good in doing so...*’, there is an element of self-benefit in their motivation as well as the concern ‘*for people and the planet*’. There is the assumption in this response that re-localizing our food system will benefit people and the planet, but creates a sense of irony in that drawing in our sense of place in regard to food will benefit the ‘*people and the planet*’ outside of their notion of local.

Arguments in favor of localism assume and reinforce the associations between local, taste, naturalness, nutritional value, environmental superiority and local economy (Jones et al., 2008). 55% of respondents indicated that supporting local agriculture and the local economy was a motivation to buy local food. 70.9% of respondents agreed with the statement that food, which travels a lesser distance, has a lower environmental impact. Many responses indicated the assumed environmental superiority of local food in terms of food miles, as well as shortening the distance that their dollar travels, “[*The*]

Main benefit of choosing to buy local food is supporting my local economy and reducing environmental impacts of food miles.” and *“It decreases the food mile and greenhouse emissions and supports local farmers and local industry/economy”*. As previously discussed, Jones et al. (2008) and Coley, Howard, and Winter (2009) argue that there is no evidence that local food is more environmentally superior to imported food. Rather it is assumed that the idea of proximity, inherent in discussions of the local food system, justifies the environmental superiority of local food over imported food. The food mile concept overlooks the deeper complexities of agricultural production and ties these more complex ideas into simpler associations of place and closeness as being environmentally superior.

Creating a Conscious Consumer

To reiterate DeLind’s (2010) argument that popular support of local food movements shifts local food away from deeper concerns of equity and citizenship, Winter (2003) also argues that acts of participation in local food movements does not necessarily foster a conscious consumer. However, responses imply that the act of supporting local food movements encourages consumers to think critically about their choices, *“The main benefit of my choosing to buy locally produced food is that I understand from who and where it is coming from, and the implications that has for the local environment and economy. A local food movement will encourage people to think critically about their choices and their privileges.”* 25% of respondents indicated that knowing the producer and how their food is produced was a motivation for supporting local. While this response suggests that critical thought is encouraged, it concentrates the benefit of locally produced food *‘for the local environment and economy’* (a motivation supported by 54% of respondents), disregarding the environment and economy outside the local boundary. To build on the arguments of DeLind and Winter, motivations to support the local food movement often focus critical thought within the local boundary, and see the local as

where the benefit of their actions lie. This ‘critical thought’ focuses on how actions benefit the local rather than others outside this boundary. The benefit of consumer actions is largely directed to the local, *“The main benefit of choosing to buy locally produced food is that it is usually healthier, fresher, and I know it came from a nice place/ it was produced with the producers justly getting their fair share of money and credit.”* 87.2% of survey respondents agree that buying locally produced food supports farmers in Nova Scotia, and a further 54% indicated supporting local agriculture and the local economy as a motivation to support local food.

But what about the ‘others’ outside of the local? How does the local food movement address the larger social and environmental implications of the global food system other than within the territorial bounded local? It seems that participation in the local food movement fosters the ideals of ecological citizenship but rather than create a cosmopolitan consciousness and make the critical connection to food and social equity outside of a bounded place, this critical thought becomes bounded within a constructed place. Bounding justice, obligation, by favoring local over other becomes problematic when trying to address social equity. The local food movement seeks to address issues of social equity, however, by bounding obligations to a preferred place, it loses its’ grounding in ecological citizenship and overlooks issues of social justice.

On the other hand, conversations about local food movements can spark an interest in consumer habits and create reflection on the ideals of ecological citizenship, *“[I] Do not buy locally produced foods because I don’t see the main issues at hand, only read about them. No Exposure. Therefore, I end up not caring too much. It’s cruel to think so I know, but I want to change my habits as a consumer”*. This response reflects the need for critical thought amongst consumers, and makes the important connection between consumer choices and the impacts on others. 29.7% of respondents indicated

that local food is not something they consider when buying food. However by suggesting that *'it's cruel to think so'*, the respondent seems to believe that they have some obligation to others, or that their actions may impact the well-being of others.

Among responses it can also be highlighted that consumers are not always concerned with the results or potential consequences of their food choices, *"I honestly just don't look to see where it's produced. If it's local great if not I'll still buy it."* 29.7% of survey respondents answered that neither local nor organic was not something they consider when purchasing food. This suggests that the critical thought needed in consumer choices may be lost in the general disconnect that has been created between farm and plate by the global food system. It seems that the distance placed between producer and consumer may for some provide a lack of concern, or lack of knowledge, or a lack of responsibility from their actions. The local food movement may act as a vehicle, which generates conversations about consumer actions, yet it falls short in creating the necessary conversations about ecological citizenship and the critical reflection of participation in sustainable alternatives. The local food movement simplifies the complex social relations inherent in food systems into a simplified notion of constructed local space and place.

Local as a Bounded-Place

The local movement is based on well-meaning communitarian ideals, "embedding local farmers and consumers in relations of regard, empathy and trust" (Barron, 2008). However, this idea becomes problematic when our sense of justice becomes territorially bound by a shared, exclusionary, sense of place. As reflected in the responses above, localism "can be based on a category of 'otherness' that reduces the lens of who we care about" (Barron, 2008). This raises the question of why should those relations of regard, empathy, and trust not be extended to those outside our perceived boundaries of 'local'?

(Barron, 2008). One response that proved problematic in regard to this was, *“Supporting the local economy while still knowing your food choice is probably the healthiest option”*. By linking the idea of *‘healthy’* to the idea of local, not in terms of nutritional value, makes a connection that local is an inherently better option. In addition to this response, a popular rhetoric among responses was, *“Buying local food supports local economy”* and *“Living in residence has limited the amount of groceries I buy but buying local is important for a sustainable future. It keeps money within the local economy and provides better livelihoods to local farmers”*.

While the purchasing of local food keeps dollars within the local sphere, it disregards the economies of *‘others’* whose livelihoods depend on trade and interactions over a greater geographic, and often global landscape. The notion that supporting the local economy *‘provides better livelihoods to local farmers’* creates the notion that the well-being of farmers within the local sphere is given preference over the well-being of farmers outside the local realm. Why favor one farmer over another? Why support a farmer in Nova Scotia over a farmer in Ontario, Alberta, or in Bolivia or New Zealand? The values of cosmopolitanism and ecological citizenship would argue against this favoritism. As citizens, do our obligations not extend past the perceived idea of bounded place to everyone as human beings? How is the justification to benefit the well-being of someone over the well-being of another?

Of course there are more reasons to support locally produced food than economy and livelihoods. 25% of respondents suggested that they preferred to have more knowledge of the production of their food, *“[The] Main benefit is the knowledge of where and how the food was produced.”* This claim is justified, as it is important to have the knowledge of food production and the implications involved, whether discussing alternative food movements or the global food system. However it could be argued that

this knowledge should not be confined within the local sphere. There is also evidence that the ‘*knowledge*’ in regard to this local may be reflected in Mariola’s (2008) argument that local fosters ‘a romanticized, apolitical stance that unreflexively frames localism as a social good’, often based on general assumptions as seen in the following response, “*Locally produced food is healthier, more ethically produced, and helps local economy*”

While local food may in some cases be healthier, and that spending dollars within the local economy does help the local economy, the idea that local food is ‘*more ethically produced*’ is troublesome. 54% of respondents agreed that locally produced food is more ethically produced. The motivation to support local food in order to make more socially responsible choices falls short. In many cases, the romanticized notion of local food production as *more ethically produced* or as more socially responsible has no grounds to stand on. Many local producers employ foreign labour, paying low wages and often with social implications for those workers.

Local Makes Sense to Local

To a farmer in Nova Scotia the local argument makes sense, the benefits they receive from the support of the local community are real. There is no harm in creating community or in knowing the producer of your food. Getting your hands dirty and reconnecting the land is a respectful way to make a livelihood. To those who participate in the local food system, the local argument makes sense, “*I feel better about buying food that is local. It gives me a better conscience knowing my money is going to somewhere closer to ‘home’ is always good too.*”. Supporting local is justified in the idea that the benefit stays in your community, and closer to you, ‘*closer to home*’. You can ‘*feel better*’ about your consumer choices because you are supporting local, local is better right?

For a farmer outside of the 'local' boundary, the argument for local, seen in the local food movements in the global North do not make sense (Barron, 2008). As ecological citizens, the local argument does not make sense. The response of one participant, representative of less than 1% of responses, provides a unique and critical insight in this issue, reflecting the values of ecological citizenship, "*Though I do purchase local food occasionally, I wouldn't consider myself part of the local produce movement because I would like to benefit farmers in other countries, not just in my own region*" This response offers a response that summarizes what the local food movement fails to address, the notion of '*not just in my own region*'. Ecological citizenship address issues within our everyday lives as global citizens. It requires individuals to act responsibly and to understand the impacts of their everyday lives, on those in their local communities as well as those who may be geographically or culturally distant from themselves (Hobson, 2010; Seyfang, 2006). It goes beyond the bounded notion of local, beyond the territorial boundary that localism creates which limits the scope of our regard, empathy and trust.

VI. Conclusion

In this study, a survey of student consumers in Nova Scotia was conducted in order to gain an understanding of student consumer motivations to buy locally produced food in an increasingly globalizing world, to understand the extent that local food is fetishized as a social good and to explore how citizenship is expressed through actions of consumerism. The focus of this study was to draw a connection between citizenship, food and sustainability, between which there is a complex relationship.

The local food movement is a popular movement that has increased in popularity as a resistance to a global food system in distress. In its current form, the global food system is not sustainable, however, as literature and discussions in this study suggest, the local food movement may not be the solution to the problem. There is a need to support farmers and to reconnect to the sources of our food, good things that the local food movement stands for (Barron, 2008). It is also necessary to create a food system where control is not in the hands of “ravenous, exploitative, environmentally destructive and monopolistic corporations” (Barron, 2008, p.13). However, we must question the local food movement as it calls us to draw in our social boundaries, to geographically limit our obligations to others (Kloppenburger, 1996). This study provides a lens through which the local food movement can be critically analyzed. Survey responses by student consumers suggest that motivations to support the local food movement align with the popular rhetoric surrounding the benefits of local food. However, as literature argues, the benefits may be more perceived than real. There is a need for more holistic research on the impacts of food systems.

The reality of a sustainable food system necessitates an integration of local and non-local and conventional and sustainable (Faegan, 2007). Citizenship expressed

through consumer actions that would support such a system would confront neoliberal and market focused rationales and allow for more comprehensive and critically thought-out consumption decisions. Such a food system would address realities of the interdependence with other spatial scales that local fails to address (Faegan, 2007).

Ecological citizenship is a justice-based account of how we should live. It is a form of citizenship that acts to reduce the environmental and social impacts of our everyday lives on others. Ecological citizenship addresses issues within our everyday lives as global citizens. It requires individuals to act on and to understand the impacts of their everyday lives, on those in their local communities as well as those who may be geographically or culturally distant from themselves (Hobson, 2010; Seyfang, 2006). Dalhberg (1993) argues that local activity could be adapted to offer possibilities and stability to higher, more global levels of the food system. This would effectively contribute to the resilience of the food system as a whole and to allow for the values of the local food system to be extended beyond a bounded sense of place.

The good news is that food is the one thing that you get to have a brand new relationship with everyday, and therefore as consumers we can act responsibly, directly and with critical thought through our food choices. We can act on our cosmopolitan obligations to shape a food system that is based not on assumptions, but on critical analysis of the social and environmental issues involved, therefore contributing to a more sustainable food system through our roles as consumers.

VII. References

- Appiah, K. A. (2006). *Cosmopolitanism: Ethics in a World of Strangers*. *W.W. Norton & Company, New York*.
- Born, B., & Purcell, M. (2006). Avoiding the Local Trap: Scale and Food Systems in Planning Research. *Journal of Planning Education and Research*. 26(2), 195-207.
- Brock, G. (2005). Does Obligation Diminish with Distance?. *Ethics Place and Environment*, 8(3), 3-20.
- Canadian Food Inspection Agency. (2013). Local Food Claims. Retrieved April 11, 2013 from <http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/local-food-claims/eng/1368135927256/1368136146333>
- Coley, D., Howard, M., & Winter, M. (2009). Local food, food miles and carbon emissions: A comparison of farm shop and mass distribution approaches. *Food Policy*, 34. 150-155.
- Crawford, K., & Butler, K. (2013). Cultivating Community Economy: Nova Scotia Farmers' Market Economic Impact 2013. *Farmers' Markets of Nova Scotia*. 1-18.
- Dahlberg, K. (1993). Regenerative food systems: broadening the scope and agenda of sustainability. *Food for the Future*. 75-102.
- DeLind, L. (2010). Are local food and the local food movement taking us where we want to go? Or are we hitching our wagons to the wrong stars? *Agric Hum Values*. 273-283.
- Devanney, M., & Reinhardt, F. (2011). An Overview of the Nova Scotia Agriculture and Agri-Food Industry. *Nova Scotia Department of Agriculture*. Retrieved from <http://novascotia.ca/agri/AO0102-2010-NS-Ag-Overview-w-Appendices.pdf>
- Evans, D. (2011). Consuming conventions: sustainable consumption, ecological citizenship and the worlds of worth. *Journal of Rural Studies*. 27, 109-115.
- Faegan, R. (2007). The pace of food: mapping out the 'local' in local food systems. *Progress in Human Geography*, 31(1). 23-42.
- Feenstra, G. (2002). Creating space for sustainable food systems: Lessons from the field.

- Agriculture and Human Values*. 11, 99-106.
- Friedell, G. (2011). Coffee and Commodity Fetishism.
- Hetherington, K. (2005). *Cultivating Utopia: Organic Farmers in a Conventional Landscape*. Halifax: Fernwood Press.
- Hinrichs, C. C. (2003). The practice and politics of food system localization. *Journal of Rural Studies*. 19. 33-45.
- Hiranandani, V. (2010). Sustainable agriculture in Canada and Cuba: A comparison. *Environment, Development and Sustainability*, 12, 763-775.
- Hobson, K. (2002). Competing Discourses of Sustainable Consumption: Does the 'Rationalization of Lifestyles' Make Sense?. *Environmental Politics*. 11(2), 95-120.
- Horgan, M., & Liinamaa, S. (2012). Double Precarity: Experiences of Former Seasonal Agricultural Workers Who Settle in Rural Nova Scotia. *Atlantic Metropolis Centre*. 46. 1-37.
- Horrigan, L., Lawrence, R., & Walker, P. (2002). How Sustainable Agriculture Can Address the Environmental and Human Harms of Industrial Agriculture. *Environmental Health Perspectives*. 110(5). 445-456.
- Jones, G., Canals, L., Hounsome, N., Truninger, M., Koerber, G., Hounsome, B., Cross, P., York, E., Hospido, A., Plassmana, K., Harris, I., Edwards, R., Day, G., Tomos, A., Cowell, S., Jones, D. (2008). Testing the assertion that 'local food is best': the challenges of an evidence-based approach. *Trends in Food Science & Technology*, 19 265-274.
- Lyson, T.A. (2004). *Civic agriculture: Reconnecting farm, food, and community*. Medford, Massachusetts: Tufts University Press.
- Mariola, M. (2008). The local industrial complex? Questioning the link between local foods and energy use. *Agric Hum Values*. 193-196.
- Maxey, L. (2006). Can we sustain sustainable agriculture? Learning from small-scale producer-suppliers in Canada and the UK. *The Geographical Journal* 172, 230-

- Pietrykowski, B. (2007). You Are What You Eat: The Social Economy of the Slow Food Movement. *Review of Social Economy*. 307-321.
- Pogge, T. (1992). Cosmopolitanism and Sovereignty. *Ethics*, 13(1). 48-75.
- Pollan, M. (2006). *The Omnivore's Dilemma*. Penguin Press.
- Saiz, A. (2006). Globalization, Cosmopolitanism and Ecological Citizenship. *Environmental Politics*. 163-178.
- Scott, J., & MacLeod, M. (2010). Is Nova Scotia Eating Local?. *Ecology Action Centre*. 9-203.
- Seyfang, G. (2006). Ecological Citizenship and Sustainable Consumption: Examining Local Organic Food Networks. *Journal of Rural Studies*. 383-395.
- Seyfang, G. (2007). Consuming Values and Contested Cultures: A critical analysis of the UK strategy for sustainable consumption and Production. *Review of Social Economy*, 62(3). 323-338.
- Spaargaren, G., & Moi, A. P. (2008). Greening global consumption: Redefining politics and authority. *Global Environmental Change*, 18(3). 350-359.
- Starr, A. (2003). Local Food: A social Movement?. *Cultural Studies- Critical Methodologies*. 10(6). 479-490.
- Statistics Canada. (2014). Distribution of employed people, by industry, by province. Retrieved April 13, 2014 from <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/labor21a-eng.htm>
- Stiles, D., & Cameron, G. (2008). Changing paradigms? Rural communities, agriculture, and corporate and civic models of development in Atlantic Canada. *Journal of Enterprising Communities*, 3(4). 341-354.
- Winter, M. (2003). Embeddedness, the new food economy and defensive localism. *Journal of Rural Studies*. 23-32.

VIII. Appendices

Appendix A. Survey



Project Title: Understanding Consumer Motivation to Buy Locally Produced Food in Nova Scotia

We invite you to take part in a research study being conducted by Sam Maize who is a student at Dalhousie University, as part of his Sustainability, Environment, and Society honours project. Taking part in the research is up to you and you can leave the study at any time. There will be no impact on your studies if you decide not to participate in the research. The information below tells you about what you will be asked to do and about any benefit, risk, or discomfort that you might experience. You should discuss any questions you have about this study with Sam Maize.

Who Is Conducting the Research Study

Sam Maize is an undergraduate student at Dalhousie University and is conducting the study under the supervision of Dr. John Cameron as part of his honors thesis project in the Environment, Sustainability, and Society program.

Purpose and Outline of the Research Study

This research looks at the cultural, environmental, and ethical motivations of consumers to purchase locally produced food in Halifax, Nova Scotia. This research looks to critically analyze the sustainability of the local food system and to understand consumer motivations to participate in sustainable alternatives. This research includes a survey of students at Dalhousie University. Upon completion of the survey, the data will be analyzed and a final research project will be produced.

Who Can Participate in the Research Study

Participation in this study is open to all students of Dalhousie University.

What You Will Be Asked to Do

To help us understand what motivates consumers to buy locally produced food and to better understand the local food system, we will ask you to complete an anonymous survey. Participation is voluntary and you under no obligation to complete the survey. Your participation in the study will not affect your performance in your class.

Possible Benefits, Risks and Discomforts

Participation in the study holds no direct benefit to the participant. However, the study seeks to create a better understanding of the local food system in Nova Scotia, which may indirectly benefit participants. This study seeks to add to and build on a larger understanding of sustainability.

The risks associated with participation in this study are minimal, and there are no known risks

for participating in this research. Consent to participate in the study is implied by the completion and return of the survey to the researcher.

Privacy and Confidentiality

The information that you provide us in the survey will be kept private. Only the researcher and researcher's supervisor will have access to this information. Upon completion of data collection and analysis, the researcher will share the findings with his supervisor and honours class. The findings will be anonymous and participants will not be directly identified. **You will not be identified in the research findings or in the final research report.**

Completed surveys will be kept private and securely in the College of Sustainability after they are completed. Surveys will be kept until the successful completion of the thesis project. The project is scheduled to be completed by May 2014. Due to the anonymity of the survey, there is no foreseeable risk of participants being identified in the data analysis or in the completed research.

If You Decide to Stop Participating

Participation in the survey is completely voluntary. If you free to leave the survey at anytime and you are under no obligation to complete the survey.

How to Obtain Results

You will be able view a completed copy of the study in April 2014. Please contact the researcher for details. To obtain research results, please contact the researcher at th987074@dal.ca.

Questions

We are happy to talk with you about any questions or concerns you may have about your participation in this research study. Please contact Sam Maize at 902 209 6888 or th987074@dal.ca or Dr. John Cameron at 902 494-7011 or john.cameron@dal.ca at any time with questions, comments, or concerns about the research study.

If you have any ethical concerns about your participation in this research, you may also contact Catherine Connors, Director, Research Ethics, Dalhousie University at (902) 494-1462, or email: ethics@dal.ca

SUST 4900 Honours Project:

Understanding Consumer Motivations to Buy Locally Produced Food in Nova Scotia

The following research aims to understand consumer motivations to buy locally produced food in Nova Scotia. This research is being conducted for an undergraduate Honours thesis project. Consent to participate in the study is implied by the completion and return of the survey to the researcher. Participation in this research is voluntary and anonymous.

1. Please indicate your main area of study:

Arts & Social Sciences Business Sciences

2. Please indicate where you are from:

Nova Scotia
 Maritimes, excluding Nova Scotia (New Brunswick, PEI, Newfoundland)
 Rest of Canada
 Outside Canada

3. Are you responsible for purchasing and preparing the food that you eat?

Yes No (e.g. live in residence, at home with parents)

4. Please rank the following factors on how they influence what food you buy:

1 – Most Important 8 – Least Important

Price Organic
 Ease of Preparation Fair Trade
 Taste Locally Produced
 Nutritional Value/Health Culture/Heritage

5. In terms of where food is produced, what do you consider to be local? (Please choose one)

Halifax Regional Municipality
 Nova Scotia
 Maritime Provinces (New Brunswick, Nova Scotia, Newfoundland, Prince Edward Island)
 Canada

6. How much of your weekly food spending would you consider locally produced food? (Please choose one)

<\$10
 \$11-20
 \$21-30

\$31-40

>\$40

I do not buy locally produced food.

7. How many times per month do you shop at the Halifax Seaport Farmer's Market? (Or another local food retailer)

Never

1-2 times a month

3-4 times a month

5 or more times a month

8. Please rank the following motivations for why you go to the Halifax Seaport Farmer's Market (Or another local food retailer)?

1 – Most Important 8 – Least Important

It is enjoyable to go

I like to know where my food comes from

To meet and talk with producers

Buying local food is more sustainable

To try new foods

Better selection

To buy groceries

To support the local economy

I do not go the Halifax Seaport Farmer's Market (or another local food retailer)

9. Which locally produced foods do you buy in Halifax?

Fruit

Eggs

Meat & Fish

Bread

Vegetables

Sweets/delicacies

Milk

Other: _____

10. Why do you buy locally produced food in Nova Scotia?

Buying local food supports local agriculture and the local economy

I like to know the producer and how my food is produced

Local food is more ethically produced (e.g. better production conditions, livelihoods for producers)

Local food is healthier

Local food has a lower environmental impact than imported food produced elsewhere

Local food is more likely to be organic

From the above list, what are your top two reasons for buying local food?

1. _____ - Most important

2. _____ - 2nd most important

11. Please check the following if you agree with the statement:

- Buying locally produced food helps farmers in Nova Scotia
- Buying locally produced food is a more sustainable option than food produced elsewhere
- Food that travels a lesser distance has fewer environmental costs
- Locally produced food is more likely to be organic
- Locally produced food is more ethically produced (e.g. better production conditions, livelihoods for producers)

12. Do you buy food products if you are aware of the negative social or environmental impacts associated with its production? (e.g. non-fair trade coffee, chocolate, bananas)

- Yes No

13. Of the food products you buy that are not produced locally, why do you buy them (check all that apply)?

- Diet/nutritional value Organic, but produced elsewhere
- Better selection (e.g. fresh fruit and vegetables in winter) More convenient
- Ease of preparation Lower cost
- Cannot be produced locally (e.g. bananas, coffee)

14. Which is more important to you (choose one):

- A food product produced locally
- A food product that is organic, but not locally produced
- Local and organic is not something I consider when I buy food

15. Please rank the following activities in their importance to Sustainability?

1 - Most important 8 - Least important

- Reducing water usage Recycling
- Reducing energy usage Buying locally produced food
- Renewable energy development Buying organic food
- Reducing green house gas emissions Social Justice

16. What is the main benefit of your choosing to buy locally produced food? Or, if you do not buy locally produced food, why not?

- Check box to give permission for researcher to quote anonymously.

Appendix B. Ethics Review

Date: Feb 13, 2014

To: Dalhousie Social Sciences and Humanities Research Ethics Board

Project #: 2013-3165

Title: Understanding Consumer Motivations to Buy Locally Produced Food in Nova Scotia

The required revisions as stated by the Research Ethics Boards have been made and highlighted below. More detail has been given to the recruitment process in Section 2.4.1. The informed consent process in section 2.5 has been given clarity and more detail. Please see page 1 of the Consent Form (page 12 of this document) for information regarding student participation and class performance, as well as information informing students that consent to participate is implied by the completion and return of the survey. Section 2.6 has been given more detail regarding how the survey data will be stored. Thank you for taking the time to review this ethics submission, and for reviewing the revisions made to the original submission.

Sincerely,

Sam Maize

Bachelor of Arts, Combined Honours in Sustainability,

Environment, and Society &

International Development Studies (Candidate)

Dalhousie University

Th987074@dal.ca

UNDERGRADUATE STUDENT SUBMISSION

RESEARCH ETHICS BOARDS

DALHOUSIE UNIVERSITY

This form should be completed using the guidance document
http://researchservices.dal.ca/research_7776.html

SECTION 1. ADMINISTRATIVE INFORMATION

[File No: _____]

Office Use

Indicate the Research Ethics Board to review this research:

Health Sciences OR Social Sciences and Humanities

Project Title: SUST 4900 Honours Project: Understanding Consumer Motivations to Buy Locally Produced Food in Nova Scotia
--

1.1 Student researcher: Sam Maize			
Department	College of Sustainability		
Degree program	Combined Honours, Sustainability & International Development Studies		
Email	Th987074@dal.ca	Phone	(902)-209-6888
I agree to conduct this research following the principles of the Tri-Council Policy Statement <i>Ethical Conduct for Research Involving Humans</i> and consistent with the University Policy on the Ethical Conduct of Research Involving Humans.			
Student signature:			

1.2 Supervisor Name: Dr. John Cameron			
Department	International Development Studies		
Email	John.Cameron@dal.ca	Phone	(902)494-

			7011/3814
<p>I have reviewed the attached ethics application prior to its submission for ethics review, including the scientific/scholarly methods of the research project which is described in the ethics application, and believe it is sound and appropriate. I will ensure this research will be conducted following the principles of the Tri-Council Policy Statement <i>Ethical Conduct for Research Involving Humans</i> and consistent with the University Policy on the <i>Ethical Conduct of Research Involving Humans</i>.</p> <p>Supervisor signature:</p>			

<p>1.3 Department/unit ethics review (if applicable). Minimal risk research only.</p>
<p>This submission has been reviewed and approved by the research ethics committee.</p> <p>Authorizing name and signature:</p> <p>Date of approval:</p>

SECTION 2. PROJECT DESCRIPTION

2.1 LAY SUMMARY [500 words]

In lay language, briefly describe the rationale, purpose, study population and methods.

This study will explore the cultural, environmental, and ethical motivations of consumers to purchase locally produced food in Halifax, Nova Scotia. Environmental problems are a result of actions created on a local scale while their effects are felt globally, and therefore solutions are required at both the local and global scales. Sustainable consumption is a fundamental concept in the paradigm of sustainable development, which calls for individuals of high-income countries to consider, and to take action on the environmental impacts of their consumption practices. The study will focus on the local food system in Nova Scotia. While the study will create an understanding of why consumers buy locally produced food, it will also analyze the impact of the local food system itself. The study will be backed by existing literature to understand what motivates people to buy local in a global economy and how their responses reflect arguments for and against the local food movement.

This study seeks to 1) understand the motivations of consumers to buy locally produced food; 2) understand whether the motivations of consumers to buy locally concern the wellbeing of others that are culturally and geographically distant from themselves; 3) develop an understanding of how citizenship is increasingly being expressed through actions of consumerism 4) provide a critical analysis of the local food system as a sustainable alternative.

By answering these questions, this study will add to a better understanding of how people understand and participate in sustainable alternatives. It will create a critical analysis of the local food system in Nova Scotia while developing an understanding of why people act local in a globalized world. This study will create a better understanding of how we motivate people to act and participate in sustainable alternatives.

The population of the study includes students at Dalhousie University. Data collection for the study will be conducted through a voluntary survey in classes at Dalhousie. Participants will complete a hard copy of the survey during their class time, which will then be collected by the researcher upon completion. Data will then be analyzed using SPSS social analysis software. All hard copies of the survey will be kept safely in the College of Sustainability.

2.2 RESEARCH QUESTION

State the hypotheses, the research questions or research objectives.
<p>The Research questions are, “what motivates people to buy locally produced food in Nova Scotia?”</p> <p>And</p> <p>“Do the motivations of consumers to buy locally produced food reflect the local food system as a sustainable alternative?”</p>

2.3 RECRUITMENT
2.3.1 Describe how many participants are needed and how this was determined.
<p>The study aims to survey 300 participants in order to gain a statistically valid understanding of the greater student population. This number was determined through consultation with the textbook in reference to <i>Research Designs: Quantitative and Qualitative Perspectives, Fourth Edition</i> by Ted Palys and Chris Atchinson. The participants will all be students at Dalhousie University.</p> <p>In order to reach the intended 300 participants for the study, I will be contacting the professor of one more class for permission to survey their students. This additional class will be chosen by approaching professors in the Faculty of Science at Dalhousie University, through contacts with the College of Sustainability. The intended population of the study will include one class from Arts and Social Sciences, Business, and Science.</p>
2.3.2 Describe recruitment plans and append recruitment instruments. Describe who will be doing the recruitment and what actions they will take, including any screening procedures. Describe any inclusion / exclusion criteria.
<p>The researcher will conduct recruitment. Students in classes in Arts, Business, and Science faculties will be studied with the permission of instructors. Instructors will be contacted in advance by email with an explanation of the study. Any questions or concerns will be answered by the researcher or project supervisor.</p> <p>Students will be asked to voluntarily participate in the survey by the researcher during their scheduled class time. Participation is optional and anonymous. Participants must be students of Dalhousie University.</p> <p>In order to make the process as concise and clear as possible, there will be only one version of the consent form. This will be included as page one of the survey. Additionally, the professor will read aloud the consent</p>

form to ensure that all participants understand the study and that consent is genuinely informed.

Step by step recruitment and the recruitment script is as follows:

- The professor will introduce the researcher and the study to students in the classroom.
- Professor will indicate that students will have 15 minutes of class time to complete the survey.
- The professor will read the consent form. The consent form will also be handed out as the first page of the survey should students wish to read it again. Professor will explain that students are not required to complete the survey, and that participation in the study will not affect student's performance in the class in anyway.

The recruitment script will read as follows:

Understanding Consumer Motivations to Buy Locally Produced Food in Nova Scotia

You are invited to take part in a research study being conducted by Sam Maize who is a student at Dalhousie University, as part of his Sustainability, Environment, and Society honours project. You should discuss any questions you have about this study with Sam Maize who can be contacted at th987074@dal.ca.

Sam Maize is an undergraduate student at Dalhousie University and is conducting the study under the supervision of Dr. John Cameron as part of his honors thesis project in the Environment, Sustainability, and Society program.

This research looks at the cultural, environmental, and ethical motivations of consumers to purchase locally produced food in Halifax, Nova Scotia. This research looks to critically analyze the sustainability of the local food system and to understand consumer motivations to participate in sustainable alternatives. This research includes a survey of students at Dalhousie University. Upon completion of the survey, the data will be analyzed and a final research project will be produced.

To help the researcher understand what motivates consumers to buy locally produced food and to better understand local food systems, we will ask you to complete an anonymous survey. If you consent to participate, please find and fill out the attached survey. Your responses will remain anonymous. The survey will be collected upon completion. Taking part in the research is up to you and you can leave the study at any time. Your participation in the study will not affect your performance in your class. Consent to participate in the study is implied by the completion and return of the survey to the researcher.

- The professor will ask the researcher to give a more in depth explanation of the research.
- The survey will then be handed out in hard copy, to all students. Students who wish to participate will do so. Students who do not wish to participate can leave the survey blank. As indicated in the consent form, informed consent is indicated by the completion of the survey and by handing it back to the researcher.
- The researcher will collect all blank and all completed surveys.
- The researcher will thank the class and professor for their time, and exit the classroom.

See Appendix [B] for instructor permission form.

See Appendix [A] for consent form. A hard copy of the consent form will be presented to participants along with a hard copy of the survey.

2.4 METHODS AND ANALYSIS

2.4.1 Discuss where the research will be conducted, what participants will be asked to do and the time commitment, what data will be recorded using what research instruments (append copies). Discuss any blinding or randomization measures. Discuss how participants will be given the opportunity to withdraw.

The research will be conducted in classes at Dalhousie University. Participants will be asked to voluntarily complete a short survey during their class time with the prior permission of the course instructor. The surveys will be collected upon completion in the classroom. Students who wish not to participate are under no obligation to do so, and participation is completely voluntary and anonymous. Participants who wish to participate will be given a paper copy of the survey designed for the study. Participants will be asked to take 15 minutes of their class time (with prior permission by course instructor) to fill out the paper survey, which upon completion will be collected by the researcher. Participants will be informed that they are under no obligation to complete the survey and that they are free to withdraw at any time.

Specific classes include: INTD 1100 - Dr. John Cameron

BUSI 6005 - Dr. Sujit Sur

The researcher has worked with professors of these courses before and has clearly communicated the goals of the project.

2.4.2 Describe your role in this research and any special qualifications you have that are relevant to this study (e.g. professional experience, methods courses, fieldwork experience).

The role of the researcher includes study design, data collection, and data analysis. This study is being completed in partial fulfillment of the Environment, Sustainability, and Society honours project. The researcher has previous experience in study and survey design in SUST 3502: Campus as a Living Lab and SUST 4000: Capstone Project.

2.4.3 Describe plans for data analysis in relation to the hypotheses/questions/objectives.

The research question aims to gain an understanding of consumer motivations to support the local food system. The study will be backed with a thorough literature review to provide a theoretical framework. Data collected in the survey will be analyzed using Statistical Software Package, which is available through the Dalhousie IT Department. Statistical Software Package will allow the researcher to understand common themes and motivations from the results of the survey. Responses given in the survey will be coded and grouped to allow the researcher to understand common trends in the survey data. As an example, the research may be interested to find that (x)% of respondents prefer to buy locally produced food rather than buy the same food from a grocery store. This will be used in the thesis project to understand why students in Nova Scotia buy locally produced food, or why they do not.

Survey participation and results are anonymous and there is no anticipated risk to participants from using SPSS software to analyze survey data.

2.4.4 Describe and justify any use of deception or nondisclosure and explain how participants will be debriefed.

Not applicable

2.4.5 Describe any compensation, reimbursement or incentives that will be given to participants (including those who withdraw).

Not applicable

2.5 INFORMED CONSENT PROCESS

Describe the informed consent process (i.e. how and when the research will be described to the prospective participant and by whom, how the researcher will ensure the prospective participant is fully informed of what they will be asked to do). If non-written consent is proposed, describe why and the process. If a waiver of informed consent is sought, address the criteria in the guidance document and TCPS articles 3.7 and/or 5.5. Address how any third party consent (with or without assent) will be managed. Describe any plans for ongoing consent, and/or community consent. Discuss how participants will be given the opportunity to withdraw (their participation and/or their data, and any limitations on this).

Append copies of all consent forms or any oral consent script.

The details, background, and purpose of the study will be available to participants before they complete the survey. However, due to the anonymity of the survey, participants will not receive direct feedback concerning the results of the study. Participants who wish to see the results of the study will be able to do so by contacting the researcher upon completion of the honours project.

Students will be made aware that their participation is voluntary when the professor verbally reads the consent form. The consent form also indicates that student performance will not in any way be affected by participation in the study. In addition to the professor verbally reading the consent form, a hard copy will be handed out as page 1 of the survey.

Please see Appendix A for informed consent script. This will be read to participants and a hard copy will be made available for students to read.

2.6 PRIVACY & CONFIDENTIALITY

2.6.1 Describe how data will be stored and handled in a secure manner, how long data will be retained and where, and plans for its destruction.

Completed surveys will be stored by the office of Dr. John Cameron, in a locked filing cabinet until the honours thesis project is successfully defended and submitted to the College in May 2014. Dr. Cameron's office is located on the 3rd floor of the Henry Hicks Academic Building. Upon completion of the project, the completed surveys will be destroyed.

2.6.2 Address any limits on confidentiality, such as a duty to disclose abuse or neglect of a child or adult in need of protection, and how these will be handled. Such limits should be described in consent documents.

Not applicable

2.6.3 Does your use of any survey company or software to help you collect, manage, store, or analyze data mean that personally identifiable information is accessible from outside of Canada?

No

Yes. If yes, describe your use of the company or software and describe how you comply with the

2.6.4 Describe the measures to be undertaken for dissemination of research results and whether participants will be identified (either directly by name or indirectly). If participants will be quoted in reports from the data, address consent for this, including whether quotes will be identifiable or attributed. Describe how participants will be informed of results that may indicate they may be at risk (in screening or data collection), if applicable.

Participants will not be identified directly in the dissemination of research and data analysis. The study population will include participants from different faculties, in which participants may be analyzed indirectly. Additionally, participants will be indirectly analyzed in terms of where they come from, by indicating a non-specific geographic region. There is no anticipated risk to participants of being identified in the study.

2.7 RISK & BENEFIT ANALYSIS

2.7.1 Discuss what risks or discomforts are anticipated for participants, how likely risks are and how risks will be mitigated.

Participation in the study is minimal risk. Participation in the survey is voluntary and survey is anonymous. Therefore there is no anticipated risk resulting from participation in the survey. Surveys will be collected by class and field of study. Participants will be asked to indicate where they come from by selection general, non-specific region. Beyond this there will be no personal information collected.

2.7.2 Identify any direct benefits of participation to participants (other than compensation), and the indirect benefits of the study (e.g. contribution to new knowledge)

The benefit of participation in this study to the participants is indirect. The results of this study will contribute to an understanding of the local food movement in Nova Scotia. It will provide new knowledge and understanding of people's motivations to buy locally produced food and how they understand the effects of this action towards others.

2.8 CONFLICT OF INTEREST

Describe whether any conflict of interest exists for any member of the research team in relation to potential research participants (e.g., TA, fellow students), and/or study sponsors, and how this will be handled.

The participants of the study will be students of Dalhousie University. The research is also a student of Dalhousie University. There is the potential that fellow students may participate in the survey. However, the survey is anonymous and participants will provide no individual identity information. The potential conflict of interest involving the use of the thesis supervisor's class as part of the study population will be remedied by clearly communicating to participants in the class that participation is voluntary and that their participation or choice to not participate in the study will not affect their performance in the course. The survey is anonymous and therefore survey results will remain anonymous and confidential.

Not applicable

SECTION 3. APPENDICES

3.1 Appendices Checklist. Append all relevant material to this application. This may include:

- Recruitment Documents (posters, verbal scripts, online postings, any invitations to participate, etc.)
- Screening Documents
- Consent Forms (see section 3.2 below)
- Research Instruments (questionnaires, surveys, interview or focus group questions, etc.)
- Debriefing Forms
- Permission Letters (Aboriginal Band Council, School Board, Director of a long-term care facility)

3.2 Consent Form

Guidance on the information to be provided in the consent form is described in *Guidance for Submitting an Application for Research Ethics Review – Undergraduate Students*, available on the Research Ethics website.

A sample consent form follows and may be used in conjunction with the information in the *Guidance* document to help you develop your consent form. Remember to use clear, simple language (grade 8 comprehension level and no technical jargon or acronyms) in a readable font size.

Appendix A.



CONSENT FORM [INFORMATION FOR STUDENTS]

Project Title: Understanding Consumer Motivation to Buy Locally Produced Food in Nova Scotia

We invite you to take part in a research study being conducted by Sam Maize who is a student at Dalhousie University, as part of his Sustainability, Environment, and Society honours project. Taking part in the research is up to you and you can leave the study at any time. There will be no impact on your studies if you decide not to participate in the research. The information below tells you about what you will be asked to do and about any benefit, risk, or discomfort that you might experience. You should discuss any questions you have about this study with Sam Maize.

Who Is Conducting the Research Study

Sam Maize is an undergraduate student at Dalhousie University and is conducting the study under the supervision of Dr. John Cameron as part of his honors thesis project in the Environment, Sustainability, and Society program.

Purpose and Outline of the Research Study

This research looks at the cultural, environmental, and ethical motivations of consumers to purchase locally produced food in Halifax, Nova Scotia. This research looks to critically analyze the sustainability of the local food system and to understand consumer motivations to participate in sustainable alternatives. This research includes a survey of students at Dalhousie University. Upon completion of the survey, the data will be analyzed and a final research project will be produced.

Who Can Participate in the Research Study

Participation in this study is open to all students of Dalhousie University.

What You Will Be Asked to Do

To help us understand what motivates consumers to buy locally produced food and to better understand the local food system, we will ask you to complete an anonymous survey. Participation is voluntary and you under no obligation to complete the survey. Your participation in the study will not affect your performance in your class.

Possible Benefits, Risks and Discomforts

Participation in the study holds no direct benefit to the participant. However, the study seeks to create a better understanding of the local food system in Nova Scotia, which may indirectly benefit participants. This study seeks to add to and build on a larger understanding of sustainability.

The risks associated with participation in this study are minimal, and there are no known risks for participating in this research. Consent to participate in the study is implied by the completion and return of the survey to the researcher.

Privacy and Confidentiality

The information that you provide us in the survey will be kept private. Only the researcher and researcher's supervisor will have access to this information. Upon completion of data collection and analysis, the researcher will share the findings with his supervisor and honours class. The findings will be anonymous and participants will not be directly identified. **You will not be identified in the research findings or in the final research report.**

Completed surveys will be kept private and securely in the College of Sustainability after they are completed. Surveys will be kept until the successful completion of the thesis project. The project is scheduled to be completed by May 2014. Due to the anonymity of the survey, there is no foreseeable risk of participants being identified in the data analysis or in the completed research.

If You Decide to Stop Participating

Participation in the survey is completely voluntary. If you free to leave the survey at anytime and you are under no obligation to complete the survey.

How to Obtain Results

You will be able view a completed copy of the study in April 2014. Please contact the researcher for details. To obtain research results, please contact the researcher at th987074@dal.ca.

Questions

We are happy to talk with you about any questions or concerns you may have about your participation in this research study. Please contact Sam Maize at 902 209 6888 or th987074@dal.ca or Dr. John Cameron at 902 494-7011 or john.cameron@dal.ca at any time with questions, comments, or concerns about the research study.

If you have any ethical concerns about your participation in this research, you may also contact Catherine Connors, Director, Research Ethics, Dalhousie University at (902) 494-1462, or email: ethics@dal.ca

Appendix B.

DRAFT PERMISSION EMAIL TO PROFESSORS

[DATE]

Dear [Name of Professor]

My name is Sam Maize and I am currently completing my honours thesis project in the College of Sustainability at Dalhousie University.

My honours thesis project is looking at the motivations of consumers to buy local and developing an understanding how the local food movement is understood in terms of sustainability. In order to gather research for this project, I am looking to survey Dalhousie students. I would like to ask you for permission to conduct my research survey in one of your classes. The survey is voluntary and students are under no obligation to complete it. The survey should take no longer than 15 minutes.

If you have any concerns please let myself or thesis supervisor Dr. John Cameron know.

Please let me know if surveying one of your classes would be a possibility,

Thank you,

Sam Maize

Contact Information:

Sam Maize

Th987074@dal.ca

902-209-6888

Dr. John Cameron

John.cameron@dal.ca

902-494-7011

