

**CONSUMER MOTIVATIONS AND BARRIERS
TOWARDS PURCHASE OF LOCAL BEEF**

by

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ABSTRACT

This research focuses on factors that serve as motivators or as barriers for consumers in their purchase of local beef. To understand the purchasing habits and preferences of the consumer, a designed survey was used. A convenience population was recruited and encouraged to participate in the survey online.

Supporting local agriculture was found to be the highest motivating factor for purchase of local beef within the survey population. That was followed by taste, environment, humane treatment, and health benefits, in that order. Women agreed to all motivating factors at a statistically significantly rate greater than their male counterparts.

Price was found to be the largest barrier to the purchase of local beef among the respondents. Lesser barriers were appeal of specifics, convenience, unfamiliar brand, and quality. Statistically significant differences were noted between respondents who had actually purchased local beef versus those that would consider such purchase. Respondents with prior purchasing experience did not perceive the listed barriers to be as inhibitory to their purchase as those who had no prior buying experience.

Recommendations produced from this research encourage farmer groups and individual farms to focus on their customer characteristics through key motivating factors, women, and those supporting local agriculture. Finding ways to encourage consumers to try local beef should combat barriers to purchase. Farmers markets

should create an experience that customers want to come to and enjoy and individual producers should be relatable and available to customers.

Future research could include a large, randomized population of respondents that could give a more accurate description of the typical American consumer with opportunity to expand into other motivating or barrier influences. Other ideas for research could include other motivating and barrier factors, as well as open ended questions and focus groups to gain further insights into the consumer mind with regard to local beef.

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CHAPTER I: INTRODUCTION

Local food has been satisfying the needs of humans from early mankind to the backyard gardens found throughout the world today. Certain foods, such as beef, present unique challenges to an ever-urbanizing population. There are some that do not own the land or share the commitment to the animal, the land, or the practice of farming. However, a subset of those people appreciate the practice of farming and are willing to pay a premium to a farmer who can show good practices and produce a fine product. This study hopes to identify this population and factors that may convert others. Local foods have created a new niche market, outside of current factors of organic, hormone free, antibiotic free, and sustainable. Gaining knowledge of the locavore market will allow for greater understanding of how to further develop this market.

Due to advances in technology and logistical patterns of food production, food travels on a nationwide and global basis. While the local food movement has been present for decades, Thilmany noted a true mark of the momentum was the New Oxford American Dictionary recognizing “Locavores” as the 2007 word of the year (Thilmany, Bond and Bond 2008). Also in 2007, *Time* declared “local” to be the new “organic” with the increase in popularity and growth of the market (Cloud 2007). The idea behind locavores is to try to eat foods grown or produced within a 100-mile radius of home. Proponents of local eating speak to the positive impacts on farms, food production, and the environment (Francis 2010). With the growth in the local food movement, there has been a dramatic response from farmers. The number of U.S. Farmer’s markets has doubled in the past decade and there has been a noted increase in the number of Community Supported Agricultural

organizations (CSAs), where consumers become shareholders within a farm for a proportion of output (Thilmany, Bond and Bond 2008).

1.1 Research Problem

While Pollan and Kingsolver, encourage consumers to enjoy the benefits of the locavore lifestyle, local leaders within every community across America have the influence to shape their individual markets (DeLind 2010). As individual farmers and local farmer markets attempt to grow and earn consistent customers, they must appropriately market to the consumer. However, in this relatively new market, it is difficult to design the correct marketing plans and product arrangement because of a lack of information about the motives of those purchasing local food as well as knowledge regarding barriers that keep customers away. Due to the swift growth of this market, it is imperative for farmers to understand the consumer perspective and respond appropriately to take full advantage of this opportunity.

Previous research in the local food movement is limited. Most literature consists of encouraging consumers to try the locavore lifestyle, with individual authors expressing their personal experiences regarding motives and barriers to the local food life. For appropriate growth of this niche market, there must be understanding of the individual consumer perceptions of possible motives and barriers toward purchase of local beef. Therefore, the posed research question is: Which key factors serve as motives and barriers toward purchase of local beef by the consumer? This research will investigate consumer's ideas of multiple motivating and barrier factors and which factors affect their purchasing habits.

1.2 Objectives

The overall research objective is to determine what motivates a consumer to purchase local beef and what barriers consumers face in that purchase. To reach that objective, the individual motives and barriers that consumers feel in their actual purchases or planned purchases were examined. By having consumers quantify their motivating and barrier factors, we can discover what the driving factors are for the local beef consumer. The specific objectives are as follows:

- Determine which of the following motivating factors have the greatest effect on consumer purchase: Health, Local Support, Environment, Taste, and Humane Treatment. The factors are examined with reference to buying patterns and demographics.
- Determine which of the following barrier factors have the greatest effect on consumer purchase: Price, Convenience, Unfamiliar Brand, Quality, and Appeal of Specifics. The factors are examined with reference to buying patterns and demographics.

This research will be instrumental for farmer groups and individual farmers to better meet the wants of their consumers. With this increased understanding, marketing plans can be designed to accurately target the needs of the consumer.

1.3 Method Overview

A questionnaire was presented in an online survey to investigate the research questions. Respondents were recruited to the study from a convenience population, consisting of academic, social, and professional connections. Those that participated in the survey provided basic demographic information and answered a series of questions concerning their beef purchases. The survey responses were collected and analyzed in

SPSS, providing frequency, crosstab, and ANOVA data. The results offered a foundation of data from which to make inferences and provide recommendations. Recommendations are made to effectively market local beef products and ensure the success of the local food movement.

Review of theoretical concepts and relevant literature are provided in Chapter 2. Chapter 3 describes the research design and defines the constructs measured in the survey. In Chapter 4, the findings from the survey results are presented. Discussions of the motivating and barrier factors are in Chapter 5, along with a discussion of recommendations. Chapter 6 is a conclusion of the work, which lists study limitations, implications for the cattle industry, and suggestions for further study.

CHAPTER II: THEORY

2.1 Theoretical Foundations

2.1.1 Motivation

The process that elicits, controls, and sustains certain behaviors is motivation. Basic foundations of motivation exist in efforts to minimize pain and maximize pleasure or working for a goal versus enjoying a current state. However, motivation can also be controlled by less-obvious reasons including morality, mortality, and altruism (Seligman 1990). To examine motivation as it relates to consumer analysis, the theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg will be explored.

Freud's motivation theory proposes that psychological forces not fully understood by the person and resting in the unconscious mind motivate individuals. In making purchasing decisions, consumers may choose a product based on their state of desire, but could also incorporate shape, size, color, and touch on a subconscious level (Kotler and Keller 2009). Due to the lack of understanding that individuals have for their own behavior, survey design becomes of high importance. If the survey is crafted correctly, the data received may show the true motivations of the consumer.

Maslow's hierarchy of needs clearly displays how man can prioritize his needs. Man must first take care of his physiological needs with food, water, shelter, and clothing. Next, security becomes a factor, with the need to be secure from physical danger. Man will then seek love and affiliation with a sense of belonging and intimacy with others. Subsequently, he will work to achieve self-esteem and uniqueness. Man will then search for meaning and purpose. Finally, with all other needs being fulfilled, Maslow suggests that man will work toward self-actualization; achieving one's full potential (Maslow 1987). By segmenting needs from most to least pressing, Maslow proposes why people are concerned with

specific needs at certain times (Kotler and Keller 2009). While food is of the highest importance as a physiological need, a person would not place stipulations upon where the food came from to fulfill this need. In examining motivation to purchase local beef, the level of need for those consumers will likely come in the form of the less pressing levels of affiliation, esteem, purpose, and self-actualization needs as the choice of where to purchase beef would be less physiological and more psychological.

Figure 2.1: Maslow's Hierarchy of Needs (Maslow 1987)



The two-factor theory developed by Herzberg was created to measure motivation within the workplace (1966). However, this simplistic design of the theory allows it to also provide insight into the motivation of multiple facets of life. He explains that there are factors that cause dissatisfaction - dissatisfiers, and factors that cause satisfaction -

satisfiers. Herzberg professes that the absence of dissatisfiers will not motivate purchase; the product must also have satisfiers. Through survey analysis, knowledge should be gained as to which factors are satisfiers and dissatisfiers to consumers choosing local beef. Therefore, farmers can increase purchases of local beef by creating an adequate balance of satisfiers and dissatisfiers.

These theories can be brought together to demonstrate how motivation impacts the behaviors and attitudes of the consumer. Freud's theory of the unconscious mind shows that although a segment of the mind may be inaccessible to the conscious mind, it will have an effect upon behaviors and emotions. Through Maslow's needs, the motivation to fulfill one's needs causes the consumer to take action. Herzberg's two-factor theory provides insight into why an individual makes a specific selection; this can be understood by recognizing the motivating satisfiers and dissatisfiers specific to the individual.

2.1.2 Consumer Behavior

In the quest to understand the motivations of consumers to purchase local beef, we must identify with consumer behavior. Kotler and Keller (2009) describe consumer behavior as "the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants." Such behavior can be influenced by three factors: culture, social, and personal.

Each individual is raised within a certain culture of family, community, and other key institutions that may affect how an individual views the world and the products in it (Kotler and Keller 2009). If an individual is brought up in a cultural environment that places emphasis on reducing their carbon footprint and maintaining a certain healthy diet, they could develop leanings toward a locavore lifestyle. Those raised in a subculture located in and around farming will grow up eating farm fresh food and would be more likely to

purchase local beef due to the exposure they gained throughout childhood. Due to the premium prices demanded for local beef, income and social class affect consumer's willingness to purchase locally. Those with more money tend to be less price sensitive as compared to those with a lower income and will accept the premium price of a local beef product. The traditions of family and other key institutions can create comfort and security for a person by mirroring the food choices by which they were raised; therefore, the culture of an individual may influence their local beef consumption.

The social factors influencing a consumer's buying behavior can range from reference groups and family to social roles and statuses. Reference groups may influence members from different angles. They may bring exposure of new behaviors and lifestyles, influence attitudes and self-perspective, and bring pressure to conform to the group – possibly through specific product and brand choices. Individuals outside a group may also be influenced through an individual's aspirations to join or conversely if one wishes to dissociate with a group by taking an opposite stance (Kotler and Keller 2009). These groups are highly influenced by the opinion leader in any decision making process.

In *Blue Ocean Strategy*, Kim and Mauborgne (2005) discuss the importance that influencers can have over a group. Through a top-down mobilization initiative, groups can be motivated to alter their vision based on the ideas of the opinion leader, or kingpin. There are national leaders that encourage eating food products grown within a local range of home, but kingpins may be present within a local farmer's market too, inspiring consumers to think about local food options. These voices provide information and value to individual consumers making a choice of where to purchase beef. Whether the consumer recognizes it or not, the kingpins have laid a foundation of emotions encouraging

local purchase. Those individuals striving to attain a certain role of status within a group or family will adhere to the words of the opinion leader. In striving to be a part of a group, to distance oneself from a group, or to gain approval of a kingpin, consumers allow social factors to affect their consumption of local beef.

Personal factors have been shown to have significant effects upon consumer behavior; factors range from age and stage of life to lifestyle and core values. An individual's lifestyle is a pattern of living with choices encompassing specific activities, interests, and opinions (Kotler and Keller 2009). Should one participate in local farming activities and hold interests and opinions that include reducing carbon footprints or supporting local farmers, this choice of lifestyle allows for a consumer to be more prone to purchase local beef. Looking beyond attitude and behavior involves a consumer's core values, their underlying belief system. While people may adjust attitudes or feelings, core values represent their true desires and purchase behavior for the long term (Kotler and Keller 2009). The local food movement has flourished due to consumer feelings, within these core values, that a decision to eat local is a positive choice (Francis 2010). Consumer's purchase of local beef is affected by internal ideals ranging from treatment of animals to protecting the environment or individual health choices.

This thesis intends to understand the motivation that consumers gain through their culture, social factors, and personal factors. The goal is to uncover whether an individual's desire for healthy foods, return to their roots, support the local farmer, support a reduced carbon footprint, or adhere to core values leads them to make a purchase of local beef.

2.2 The Locavore Movement

The local food movement has gained popularity throughout the past decade. Proponents of the local food movement have written articles, books, and opinion pieces

encouraging others to follow suit for a variety of reasons. The majority of literature available on the local food movement focuses primarily on teaching the population how to follow a local diet. While locavore leaders profess opinions as to why individuals should choose a local diet, data concerning the motivations and barriers that a consumer faces in the actual purchase of local food is scarce (Francis 2010).

Pollan, author of *Food Rules*, has been promoting the health, economic, and environmental values of choosing local foods since the late 1980s. Although his works are reasonable (Pollan 2009), his personal ideas provide little insight into the minds of all consumers. In addition to Pollan, many groups encouraging the purchase of local food promote the ideas and experiences of Barbara Kingslover with her book, *Animal, Vegetable, Miracle*. While the ideals she professes appear to be consistent throughout most locavore groups, she writes of her sole motivations for choosing a locavore lifestyle describing her family's experience of eating only locally purchased or self-grown foods for a year. Kingslover (2007) depicts the challenges of eating exclusively local, but cherishes the health and environmental benefits that her fresh diet brought to the table.

Heavy support for local beef production has come in part from the exposure of how beef, specifically ground beef, is produced and regulated in the United States. In 1977, Irwin Feller provided a full description of the stages used in the manufacturing and distribution of ground beef from a feedlot. He also focused on the regulation throughout the multiple levels of government and the gaps created throughout the process (Feller 1977). The documentary film and companion book, *Food Inc.*, have stirred up greater support for the local movement. The book and film focus on the industrialization of agriculture and the effects it has had on food, making large scale manufactured foods

appear to have unhealthy effects upon those that choose to consume them. The film and book encourages consumers to look for better local options for their diet. Rather than choosing the superstore manufacturers of beef, *Food Inc.* encourages consumer to seek grass fed cattle from local farms (Weber 2009).

More recently, ABC exposed consumers to “pink slime”, or lean finely textured beef (LFTB) in industrial meat operations. This beef consists of low-grade trimmings, simmered in low heat to separate fat and tissue and sprayed with ammonia to kill germs. This process was created to increase efficiency by cutting down on waste produced in processing. LFTB is present in 70% of the ground beef sold in supermarkets. This report resulted in meat suppliers acknowledging whether or not they sold meat using this process (Avila 2012).

Thilmany et al. (2008) provided a summary of works concerning consumers choosing to purchase produce direct from the farmer. Through examining survey results and using data from over sixty years worth of farmer’s market research, they determined the primary motivation of those choosing to purchase produce directly was an environmental issue. The consumers are influenced by the decrease in mileage the food must travel. Due to this reduction, less fuel is used and fewer carbon gas emissions produced. This research provides a long-term review of farmer’s market consumers, not accounting for the recent surge in consumer motivation to purchase local beef. Thilmany did not examine any barriers that these consumers faced with their purchases.

While beef and produce are dual-present in the local market, differences in consumer motivations for purchase exists between the two segments. First, even the smallest yard can allow an individual to grow fresh produce, whereas the requirements to raise a cow are

much more substantial. This forces locavores to seek a farm from which to purchase local beef as opposed to home grown. Additionally, differences in food preferences, such as vegetarians and omnivores, will play a large role in food choice. Therefore, local consumers will be searching only for products to meet their specific food needs.

In focusing her research on a low-income, urban neighborhood of Lansing, Michigan, DeLind (2010) became concerned that the local food movement is moving in many directions that are not the most advantageous for overall sustainability and success. DeLind questions whether those speaking on a national level in support of the movement, like Pollan, are the most appropriate voices for local consumers of regional areas to follow. Motivations for individual consumers could be strongly influenced by which locavore leader they choose to follow. DeLind encourages local leaders to accept greater responsibility in their local market.

Due to the surge of interest from consumers for local products, more farms have begun to implement a direct marketing strategy (DMS) to increase gross sales and allow the consumer greater access to fresh, local products (Detre, et al. 2011). Detre et al. showed that young farmers located in a region with a large metropolitan consumer base are more likely to develop a DMS. With this research, farmers would be able to better design a DMS strategy to encourage consumers to purchase local beef products by emphasizing the types of things that motivate consumers. For example, placing a heavy emphasis on the health aspects of local beef in a promotional mailing to potential customers if that factor was shown to be of importance.

In 2011, Carly Whorton investigated characteristics a consumer must possess to be supportive of local purchases and pay premium prices for locally produced fruits and

vegetables. Through a survey, she found that consumers were likely to purchase local fruits and vegetables due to the idea that the products were chemical free, promoted sustainability, and tasted great. Negative perceptions toward local purchases in her study were a lack of supply and consumer unwillingness to pay a premium price for the product (Whorton 2011). This research provided insight and dimension to the idea of consumer motivations toward local fruit and vegetable purchases on a national level.

While local food groups throughout the United States profess similar reasons for consumers to support local farmers, there is little documentation of what factors actually motivate consumers or create barriers to making a local food purchase. Investigating the motivations of consumers to purchase a local beef product will involve new data and research.

CHAPTER III: METHODS

This section discusses the data used in this research. The survey instrument and design will be detailed in the first section with a data overview to conclude the chapter.

3.1 Survey Design

The survey was conducted through the online software package Qualtrics, through Kansas State University. Qualtrics allowed for ease in developing the survey with general branching that presented respondents with questions appropriate to the individual based on prior responses. Specifically, branching was incorporated in the first question of whether the respondents had purchased local beef within the past year. Those that had made a purchase then responded to questions concerning motivating factors, barrier factors, type of purchase, and demographics. Respondents that had not made a purchase were asked if they would consider such a purchase to determine if they were appropriate for further questioning. Those that indicated they would consider a local beef purchase then followed a similar question path as those that had made a purchase. However, respondents who indicated they would not consider the purchase of local beef were branched to demographic questions and the end of the survey. The survey instrument was designed to assess the motivating and barrier factors that had the greatest effect on the sampled consumers in terms of local beef purchasing. Included were questions about their individual purchasing habits, purchase preferences, and demographics.

Respondents were recruited to participate in the survey through an email invitation. The author sought potential respondents from academic, business, and social contacts. Invitations were sent out via email and Facebook with a webpage link to access the survey. The survey sample was gathered through convenience and is not as representative of the

whole population as a random sample would be. This population was used to limit the cost of sample expense and for the ease of access. Because a random sample was not used, there are gaps in the demographic population of respondents, such as no low-income responses. The webpage was open to all and there was not individual login information. The survey was offered for two weeks in the middle of April 2012. To procure more respondents, the final question of the survey served for snowball sampling¹, allowing respondents to recommend other contacts that could provide quality input on our issue. Names submitted by respondents were sent an email invitation to participate in the study with a link to the online survey.

3.1.1 Survey Focus

The focus of this survey was to determine factors that motivate or serve as barriers to the consumer in purchasing local beef. Before respondents began the survey it was of vital importance that they understood the definition of local beef. Respondents were instructed as follows: *“For the purposes of this survey, local beef is defined as beef produced within a 100-mile radius of your home. Purchases could be made at a farmer’s market, a butcher shop, or a supermarket that purchases locally, or directly from the producer. Any size purchase should be considered, no matter the quantity, whether it be one pound or one whole cow. Beef purchases from national suppliers or any producer outside of a 100-mile radius of your home is NOT considered local beef.”*

3.1.2 Beef Purchases

The local beef purchasing experience of respondents was used for branching and crosstab analysis. Whether a respondent had purchased local beef within the past year was

¹ Snowball sampling is a sampling technique to recruit future subjects by having existing study subjects recommends their acquaintances.

used in the first question. Other purchasing questions included how often and in what quantity respondents purchased beef.

3.1.3 Motivating and Barrier Factors

The motivating and barrier factors were assessed using a five-point scale.

Respondents were asked to rank each factor from strongly agree (1) to strongly disagree (5). There are five motivating factors and five barrier factors. To ensure that the factors were communicated appropriately, each factor was assessed with 2 questions; resulting in ten statements. The specific factors used in the survey were chosen due to their prevalence in the literature reviewed and based on the author’s personal experience of the local beef industry. Table 3.1 below lists the five motivating factors and table 3.2 below lists the five barrier factors and the statements used to assess each factor.

Table 3.1: Motivating Factors for Purchase of Local Beef

Motivation Factor	Scale Item
Health	<ul style="list-style-type: none"> • Local beef is a healthier option. • Local beef will be better for me, free from antibiotics and hormones.
Local Help	<ul style="list-style-type: none"> • I like the idea of supporting my local farmers. • Local beef purchase has a positive effect on my local agricultural community.
Environment	<ul style="list-style-type: none"> • Buying local reduces my carbon footprint by reducing emissions produced by a supply chain. • It is environmentally responsible.
Taste	<ul style="list-style-type: none"> • It tastes better. • Local beef has a superior flavor.
Humane	<ul style="list-style-type: none"> • Local beef is raised humanely. • Smaller, local producers treat their cattle better than feedlots.

Each question began with the statement: “I purchase local beef because:” or “If I were to purchase local beef it would be because:”

The “Health” factor assesses purchasing local beef for health reasons. This factor relates to consumers attitudes and ideas towards hormone, antibiotic, or supplement treatments given to cattle or the leanness of the animal. The factor of “local help”

represents motives of support for the local agricultural community, knowing one’s local farmer, and knowing where one’s food comes from. The “Environment” factor represents choosing local foods to reduce the carbon emissions produced in large-scale food production. The factor of “taste” represents if local beef is purchased because it has a better flavor. The final factor, “humane” is to reflect local beef purchases motivated by the treatment of animals. This factor may be important to consumers who believe that local producers provide better conditions for their cattle as compared to feedlots.

Table 3.2: Barrier Factors for Purchase of Local Beef

Barrier Factor	Scale Item
Price	<ul style="list-style-type: none"> • Local beef is more expensive. • I can get a better price through national brands.
Convenience	<ul style="list-style-type: none"> • Buying local is inconvenient. • Finding a quality local producer can be difficult.
Unfamiliar Brand	<ul style="list-style-type: none"> • The lack of labeling. • I am more confident with a brand name product.
Quality	<ul style="list-style-type: none"> • Inconsistent quality. • I am not sure what I am getting.
Appeal of Specifics	<ul style="list-style-type: none"> • I desire graded meat (i.e. prime, choice, select) • I desire a certain % lean.

The question began with the statement “The following is a barrier for me in purchasing local beef:”

The first barrier toward purchase of local beef is the high “price” factor. Local beef prices are typically set at a premium compared to national brands, which may deter some consumers. The “Convenience” factor taps into how easy or difficult it is for consumers to make purchases from local producers. The factor “unfamiliar brand” represents the branding and advertising done by national brands; these brands have built brand loyalty in consumers, which can be a barrier in the purchase of local beef. The “quality” factor describes the barriers a consumer might face regarding not being sure which cuts are available and the potential inconsistency between producers. The “appeal of specifics”

factor characterizes barriers dealing with the lack of specific information on local beef compared to national brands (e.g., meat grade and lean percentage). National brands describe meat with specific percentages of fat and meat grade, whereas, most local beef producer do not list such information.

3.1.4 Demographics

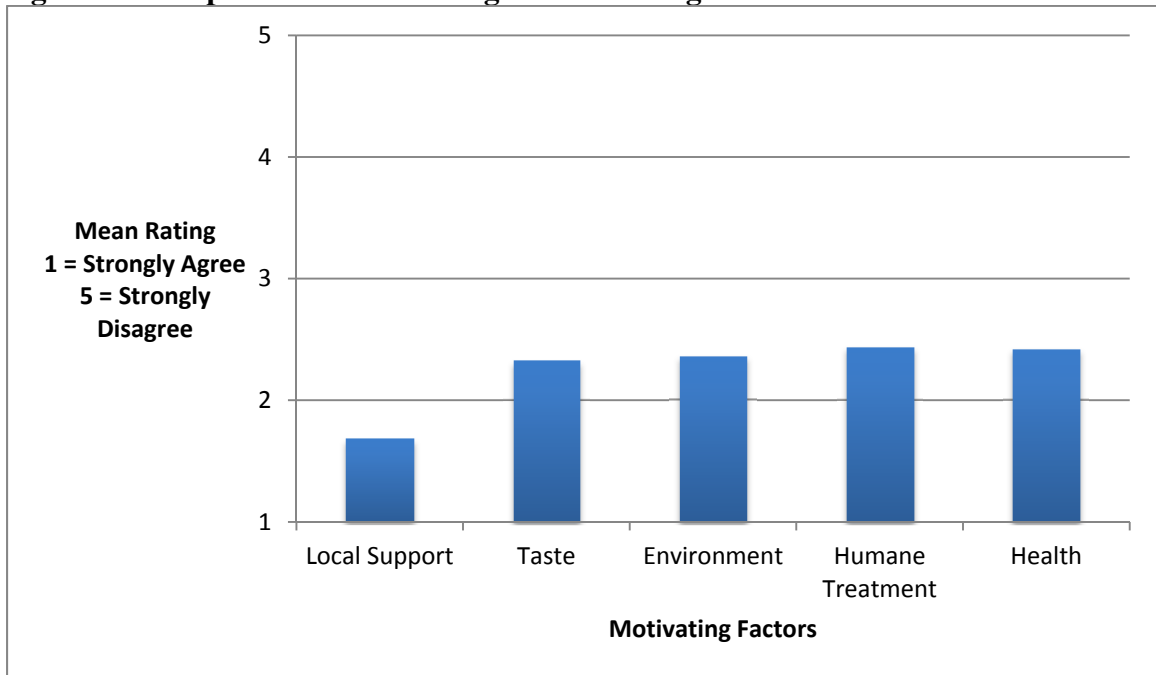
The demographics section of the survey allows for an examination into possible significant differences in responses from alternate parts of the population. It is also interesting to see which demographic groups agree on the specific questions. By using the demographic information gathered, we would be able begin painting the picture of the local beef consumer.

3.2 Data Overview

The survey conducted in April 2012 served as the sole data resource for this research. Respondents were granted full anonymity, thus all responses were self-reported with no way of being checked. The snowball-sampling question provided twenty-six additional contacts to invite for response. Because the survey was set as an open link website, without individual login information, it is not known how many of these individuals completed the survey. The total number of respondents that began the survey was 447, with 417 completing the entire questionnaire.

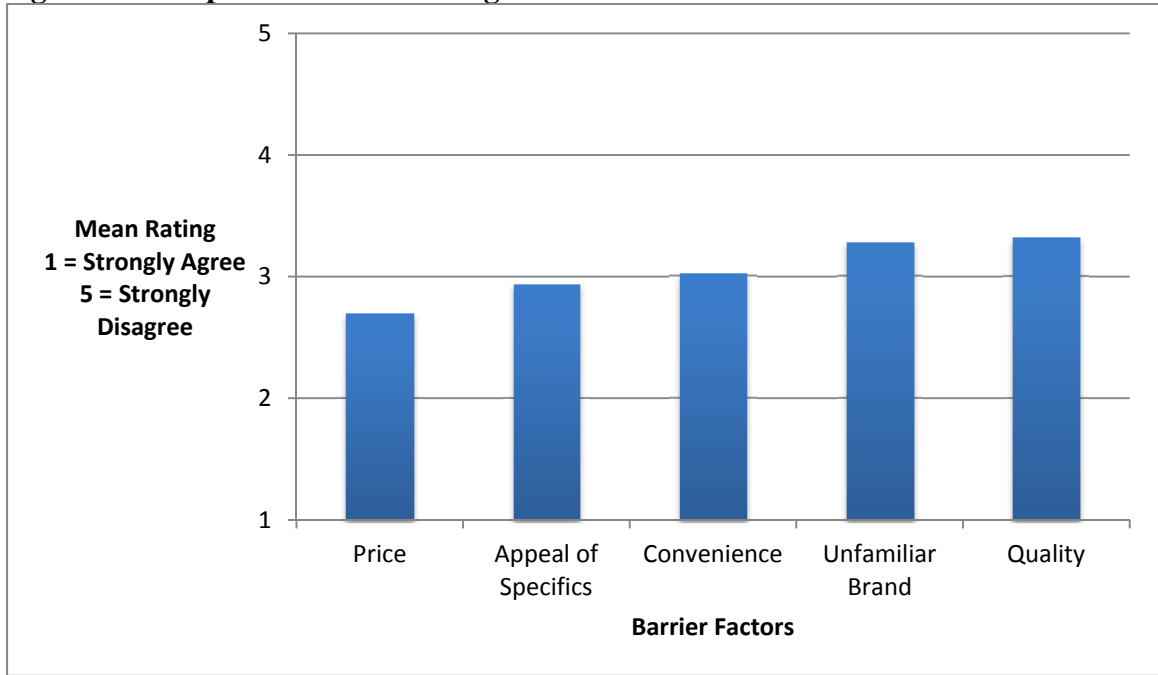
The majority of respondents agreed with all motivating factors. Factors rated as motivating purchase of local beef from most to least are as follows: local support, taste, environment, humane treatment, and health. The mean rating of respondents was recorded for each scale item and divided by two to describe the ratings on a 1 to 5 scale, with 1 being strongly agree, 3 being neutral, and 5 meaning strongly disagree.

Figure 3.1: Respondents mean ratings of Motivating Factors



Respondents showed greater variability in the barriers toward purchase of local beef. The predominate factors serving as barriers to purchase were price, appeal of specifics, and convenience. Unfamiliar brand and quality had a greater number of respondents disagree with the factors as barriers to purchase.

Figure 3.2: Respondents mean ratings of Barrier Factors



Among the 58.6% of respondents that purchased local beef within the past year, monthly purchase of beef was the most popular frequency with 22.5%, followed by quarterly (20.3%), annually (19.5%), and semi-annually (18.2%). Weekly and bi-weekly purchasing ranked at the bottom with each receiving 9.7% of respondents. The most common quantity of purchase was a small purchase of 1 to 10 pounds, with 66.8% of respondents. Large package purchases (quarter, half, or more) were next with 18.7%, trailed by small packages of 11 to 25 pounds (8.1%) and medium packages of 26 to 50 pounds (6.4%).

Due to the manner in which respondents were solicited via a convenience sample, it is expected to see differences in demographics between the survey sample and the U.S. population. Survey respondents were 60% female, while the U.S. population is 50.8%. Respondents were highly educated, with over 54% having a bachelor's degree or higher; only 27.9% of the U.S. population carries matching levels of education. Household size

was comparable, with a national average of 2.59 people per household and a survey average of 2.8. The survey sample was affluent, with more than 60% of respondents making \$50,000 or more; whereas the median U.S. income is \$51,914. While 56.5% of the U.S. population is in the age range of 18-65; all of the survey respondents reside in that age range, save three respondents over 65 (Bureau 2012). Due to the lack of respondents over 65, that age group was eliminated and participants over 65 were included in the category for over 55.

CHAPTER IV: FINDINGS

The survey results are broken into four sections to address the primary objectives of the study, the motivations and the barriers that consumers face in the purchase of local beef, demographic purchasing habits, and a summary of findings. The first objective is to determine the motivating factors that have the greatest effect upon consumers. Second, the barrier factors that consumer face in their purchase of local beef are examined. Motivating and barrier factors were ranked on a 1 to 5 scale, with 1 being strongly agree, 3 representing neutral, and 5 being strongly disagree. Because there were two scale items for each factor, the 2 items for each factor were summed together and divided by 2. Each factor for the motivations and the barriers is described with the data for the overall survey respondents and for those subsets that showed statistically significant differences in opinion.

To determine if significant differences on the motivation and barrier factors existed between groups, the results were analyzed using a one-way analysis of variance - ANOVA, between-groups design. In those cases where the F statistic is significant ($p < .05$), then the Tukey HSD (Honestly Significant Difference) multiple comparison test was reviewed to understand which groups were significantly different from the others. The Tukey test compares all possible pairs of means, based on a studentized range distribution (q). To make comparisons the Tukey test calculates a critical value by the following equation:

$$\bar{d}_T = q_T \sqrt{\frac{MS_{s/A}}{n}}$$

In the equation q_T is the studentized range statistic, $MS_{s/A}$ is the mean square error from the overall F-test, and n is the sample size for each group. The determined critical value is compared to the calculated differences in all possible pairs of means. If the difference in a

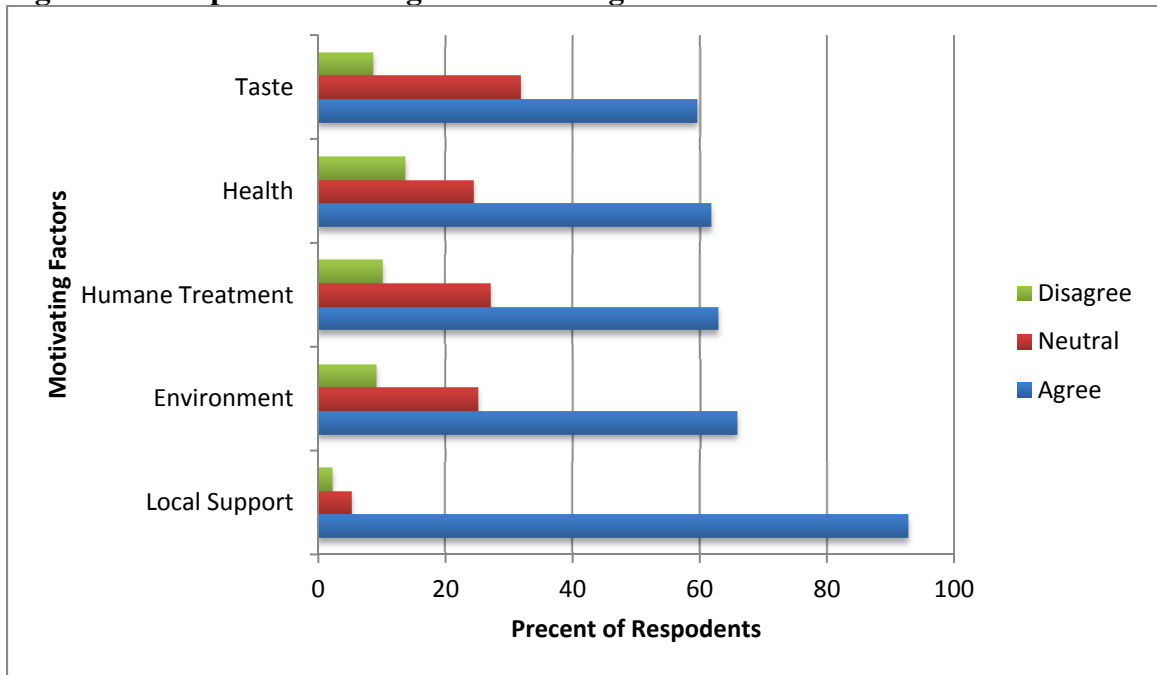
pair of means is calculated higher than the critical value, then the comparison is significant (Newsom 2006).

This procedure was followed wherever group differences are discussed below. ANOVA analysis was used to examine each motivating and barrier factor against the following variables: (1) whether or not the respondent had purchased local beef, (2) gender, (3) age, (4) education, (5) income, (6) household size, (7) frequency of purchase, and (8) quantity of purchase.

4.1 Motivating Factors

All motivating factors for the purchase of local beef proved to be important considerations for the majority of respondents. Figure 4.1 shows the summary statistics of the ratings of agree, neutral, or disagree from the survey respondents. It is clear that the survey respondents found Local Support of farmers to be the key motivating factor in the purchase of local beef, with 92.7% of respondents agreeing. Taste was the most neutral motive, with 31.8% of respondents ranking taste as neither agree nor disagree. The most disagreement in a motivating factor was found with Health; with 13.7% of respondents disagreeing to the idea of improved health as motivating their local beef purchase. The factors will be described in order of agreement.

Figure 4.1: Respondents ratings of Motivating Factors



4.1.1 Local Support

Local support was rated as the highest motivating factor in the survey. There is little variance among demographic categories and purchasing patterns with respect to how they rated the support for local agriculture factor. Statistically significant differences for local support were with gender, income, and age. While males agreed with local support being a motivating factor (1.90), females agreed to a statistically significant greater extent (1.53). Two income groups rated less agreement with local support as a motive; those with a household income of less than \$25,000 and those \$200,000 or more. Those respondents aged under 25 found less agreement with the statement as a motivation for purchase as compared to all other age groups.

4.1.2 Environment

Reducing one's carbon footprint and being environmentally responsible rated high among the respondents. However, gender, age, and income all showed statistically significant differences of opinion in regards to the environment motivating factor. Females

(2.11) were more influenced by this motive than males at 2.72. Amongst the age ranges, the oldest and youngest groups had differences that are statistically significant, those over 55 found greater agreement with the motive (2.01) as compared to those under 25 (2.50). With regard to income, significant differences of opinion were noted where the \$25,000-\$49,999 group found the environment to be of greater motivation for purchase (2.19) as opposed to those with incomes of \$200,000 or more (2.62). Table 4.1 shows the Tukey HSD data comparing household income levels and their rating of the environment as a motive for purchase. The significant differences are shown by the \$25,000 to \$49,999 group being only in the column labeled “1” and the \$200,000 or more group being solely in column “2”. In this table, and those similar ones that follow, the numbers in the far right columns are means of the factor. Means located in the same column are not significantly different from each other.

Table 4.1: Income and Environment Motive

What is the annual income level of your household?	N	Subset for alpha = 0.05	
		1	2
\$25,000 to \$49,999	63	2.19	
\$50,000 to \$99,999	129	2.32	2.32
\$100,000 to \$200,000	71	2.33	2.33
Less than \$25,000	79	2.47	2.47
Above \$200,000	33		2.62

4.1.3 Humane Treatment

Treatment of cattle ranked as the third most important motivating factor influencing the purchase of local beef. Statistically significant differences were noted with regard to gender and age. Females agreed to a greater extent (2.23) that humane treatment of animals served as a motivating factor for purchases than did males (2.73). The oldest

subset of respondents, over 55 (2.13), rated greater agreement with humane treatment being a motivating factor as compared to the youngest subset, under 25 (2.61), as represented in table 4.2.

Table 4.2: Age and Humane Treatment Motive

Age	N	Subset for alpha = 0.05	
		1	2
Over 55	36	2.13	
25 - 34	104	2.32	2.32
45 - 54	40	2.43	2.43
35 - 44	69	2.44	2.44
Under 25	126		2.61

4.1.4 Health

Health as a motivating factor for the purchase of local beef ranked toward the bottom of the list. Differences in the data were noted in gender, age, and how often the respondent purchased beef. Females agreed to a greater degree (2.17) than males (2.77) that health was a motivating factor for local beef purchases. As shown in table 4.3, respondents over 55 rated health as having a greater influence for purchase compared to other age groups. Those respondents that purchased on a monthly basis (2.19) found health to be a more motivating factor for local beef purchase than those that purchased quarterly (2.83), shown in table 4.4.

Table 4.3: Age and Health Motive

Age	N	Subset for alpha = 0.05	
		1	2
Over 55	34	1.96	
25 - 34	105	2.35	2.35
35 - 44	70		2.42
45 - 54	40		2.51
Under 25	128		2.55

Table 4.4: Frequency of Purchase and Health Motive

How often have you purchased local beef?	N	Subset for alpha = 0.05	
		1	2
Monthly	52	2.19	
Semi-Annually	42	2.29	2.29
Bi-weekly	23	2.35	2.35
Weekly	22	2.41	2.41
Annually	46	2.71	2.71
Quarterly	48		2.83

4.1.5 Taste

Taste was rated as the factor least likely to motivate a local beef purchase.

Differences in opinion were noticed in the data with regard to gender, age, and also between those that have purchased local beef versus those that would consider purchasing local beef. For gender, females agreed to a greater extent (2.17) that taste was a motivating factor for purchase, compared to males (2.50). Those over 55 agreed that a higher level that taste motivated purchase of local beef as compared with those under 25, rating 2.04 and 2.56 respectively, these figures are represented below in table 4.5. Respondents that had purchased local beef agreed to a greater extent (2.21) that taste was a motivating factor for purchase over those that had not yet purchased but would consider a local beef purchase (2.53).

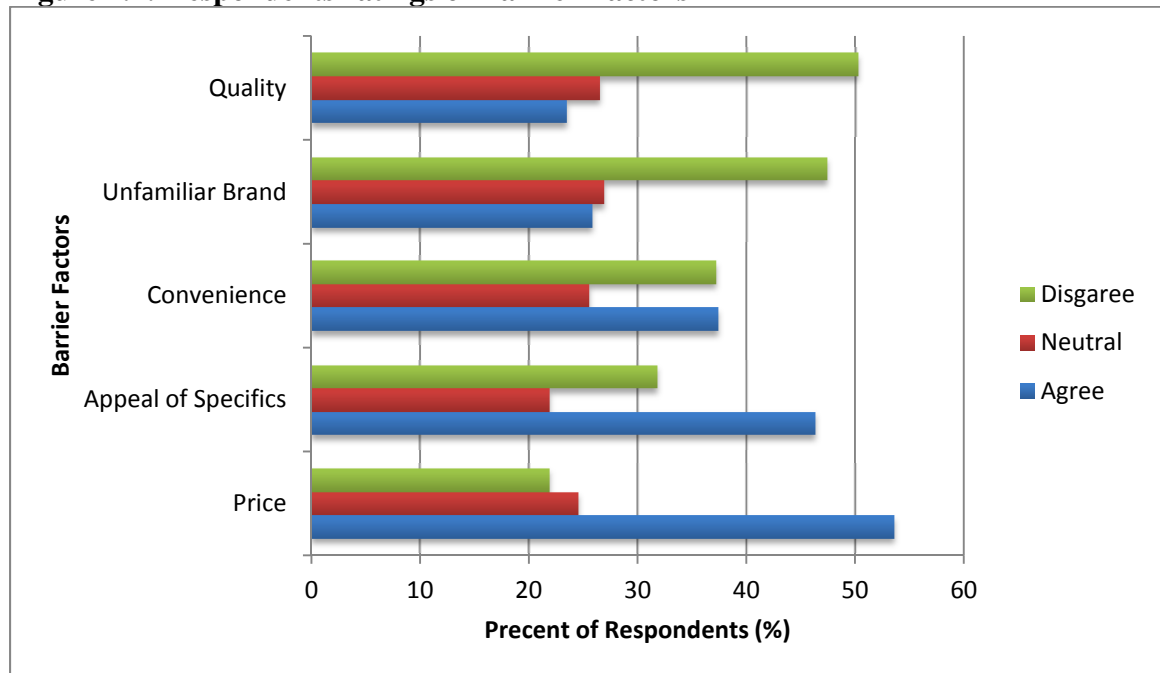
Table 4.5: Age and Taste Motive

Age	N	Subset for alpha = 0.05	
		1	2
Over 55	35	2.04	
25 - 34	105	2.13	2.13
35 - 44	70	2.33	2.33
45 - 54	40	2.35	2.35
Under 25	128		2.56

4.2 Barrier Factors

The barriers of local beef purchasing showed greater variance in responses among survey respondents. While a greater number of respondents agreed that price and appeal of specifics were barriers to purchase, convenience was a split with no clear majority, while unfamiliar brand and quality were mostly not rated as barriers to local beef purchasing.

Figure 4.2: Respondents ratings of Barrier Factors



4.2.1 Price

Survey respondents viewed price as the primary barrier in the purchase of local beef. For the price barrier, statically significant differences were found based on household size, age, purchase quantity, and those that have purchased versus those that will consider purchase. Displayed in table 4.6, households of 1 or 3 person(s) agreed to a greater extent (2.56 and 2.50 respectively) that price was a barrier compared with households of 5 or more persons (2.97). As shown below in table 4.7, those respondents under 25 rated a higher level of agreement (2.51) with price as a barrier than those aged 45-54 (3.03).

Whereas purchasers of large packages disagreed with price being a barrier at 3.41, those that purchased by the pound (2.67) or medium size packages (2.74) agreed that price could be a barrier, these differences are shown in table 4.8. Those that have purchased local beef agree to a lesser extent (2.83) that price can be a barrier compared to those that had not yet purchased but would consider doing so (2.48).

Table 4.6: Household Size and Price Barrier

What is the current size of your household?	N	Subset for alpha = 0.05	
		1	2
3	65	2.50	
1	64	2.56	
4	78	2.69	2.69
2	121	2.76	2.76
5 or more	48		2.97

Table 4.7: Age and Price Barrier

Age	N	Subset for alpha = 0.05	
		1	2
Under 25	128	2.51	
25 - 34	105	2.64	2.64
35 - 44	68	2.82	2.82
Over 55	36	2.88	2.88
45 - 54	40		3.03

Table 4.8: Quantity of Purchase and Price Barrier

In what quantity do you tend purchase local beef?	N	Subset for alpha = 0.05	
		1	2
By the pound, 1-10 pounds	155	2.67	
Medium package, 26 – 50 pounds	15	2.74	
Small package, 11 – 25 pounds	19	2.90	2.90
Large package, quarter cow, half cow or more	43		3.41

4.2.2 Appeal of Specifics

Appeal of Specifics, consumers desiring a grade label or specific leanness, was rated as the second largest barrier in the purchase of local beef among respondents. Statistically significant differences were observed with regard to purchase quantity, and those that have purchased versus those that will consider purchase. Displayed in table 4.9, respondents that tend to purchase beef in large quantities disagreed (3.67) with appeal of specifics being a barrier contrasted with those purchasing by the pound (2.86), small packages (2.81), or medium packages (3.0). Those that had previously purchased local beef agreed less (3.02) with the appeal of specifics factor being a barrier as contrasted by those that would consider purchasing local beef, but had not yet done so (2.80).

Table 4.9: Quantity of Purchase and Appeal of Specifics Barrier

In what quantity do you tend purchase local beef?	N	Subset for alpha = 0.05	
		1	2
Small package, 11 – 25 pounds	18	2.81	
By the pound, 1-10 pounds	154	2.86	
Medium package, 26 – 50 pounds	15	3.0	
Large package, quarter cow, half cow or more	43		3.67

4.2.3 Convenience

As a barrier factor, the survey respondents were evenly split as to the question of convenience being a barrier to purchase. The only statically significant difference noted was between those that have previously purchased local beef and those that would consider local beef purchase. While those that have purchased local beef disagreed with the factor

as a barrier (3.32), those that would consider purchasing beef viewed convenience as more of a barrier (2.54).

4.2.4 Unfamiliar Brand

With the barrier factor of unfamiliar brand, there was a switch in the data where more respondents disagreed with the factor than agreed, indicating that this factor does not hinder local beef purchases. There were differences of opinion with regard to gender, income, age, purchase quantity, and those that have purchased local beef versus those that would consider the purchase of local beef. Females disagreed to a greater extent (3.39) as compared to males (3.21) that the unfamiliar brand factor would be a barrier to purchase. With regard to household income, those with \$25,000 or less and those with \$200,000 or more, agreed that unfamiliar brand was a barrier to purchase at levels of 2.94 and 2.97, respectively. However, all other segments of income disagreed with the barrier factor at the following rates: \$25,000-\$49,999 (3.33), \$50,000-\$99,999 (3.49), and \$100,000-\$200,000 (3.38). Difference in ratings is shown in table 4.10, all age ranges had similar rating of disagreement with unfamiliar brand as a barrier, except for those under 25, who found agreement with unfamiliar brand as a barrier. Respondents that make large beef purchases disagreed to a greater extent with unfamiliar brand being a barrier to purchase as compared to smaller package purchasers, as displayed in table 4.11. While those that have purchased and those that would consider of local beef both disagreed with unfamiliar brand being a barrier factor, those that have purchased disagreed to a greater extent, 3.02 and 2.80 respectively.

Table 4.10: Age and Unfamiliar Brand Barrier

New Age	N	Subset for alpha = 0.05	
		1	2
Under 25	125	2.91	
35 - 44	69		3.38
45 - 54	39		3.45
Over 55	36		3.46
25 - 34	105		3.51

Table 4.11: Purchase Quantity and Unfamiliar Brand Barrier

In what quantity do you tend purchase local beef?	N	Subset for alpha = 0.05	
		1	2
By the pound, 1-10 pounds	155	3.21	
Medium package, 26 – 50 pounds	14	3.25	
Small package, 11 – 25 pounds	18	3.53	3.53
Large package, quarter cow, half cow or more	43		3.98

4.2.5 Quality

The survey respondents disagreed with quality as a barrier factor. There were statically significant differences on this factor with regard to age and previous purchasing experience. Those over 55 and 25-34 found statistically significant greater disagreement with quality as a factor as compared to those under 25, table 4.12 shows the mean rating of each age group. Those that have purchased local beef rated quality as less of a barrier to purchase (3.48), versus those that would consider purchasing local beef (3.06).

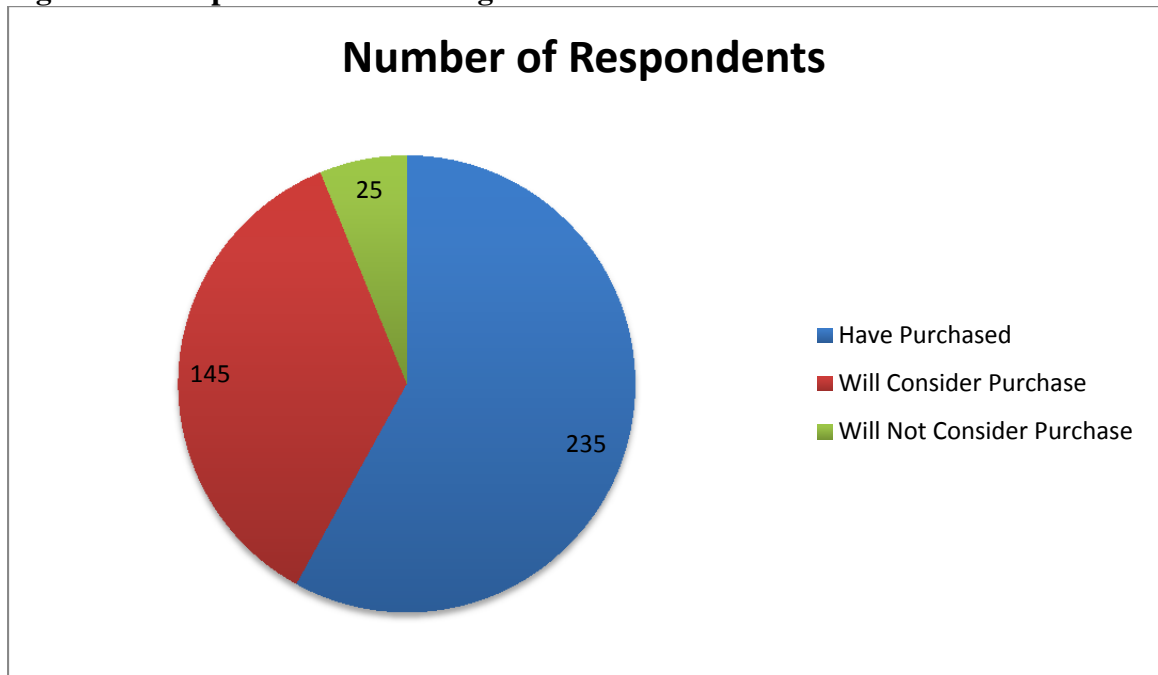
Table 4.12: Age and Quality Barrier

Age	N	Subset for alpha = 0.05	
		1	2
Under 25	127	3.02	
45 - 54	40	3.36	3.36
35 - 44	68	3.44	3.44
Over 55	35		3.49
25 - 34	105		3.53

4.3 Demographics of Purchasing Habits

Respondents were branched through the study based on their response to the first two questions concerning purchase of local beef. Figure 4.3 displays the number of respondents that have purchased local beef within the last year, those that would consider purchase of local beef, and those that would not consider the purchase of local beef.

Figure 4.3: Respondents Purchasing Patterns of Local Beef



A greater percentage of male (65.6%) respondents had purchased local beef within the last year as compared to females (52.7%). Gender difference was also noted in whether

or not respondents would consider purchasing local beef. 17.9% of males said they would not consider purchase, whereas on 13.0% of females reported they would not consider local beef purchase. Differences in recent purchase were also noted with differences of household income. Those with incomes of \$200,000 or more had more experience in purchasing local beef, as reported in Table 4.6.

Table 4.13: Household Income and Previous Purchase of Local Beef

Household Income	Percent that Have Purchased
Less than \$25,000	56.0%
\$25,000 to \$49,999	54.4%
\$50,000 to \$99,999	57.1%
\$100,000 to \$200,000	59.0%
\$200,000 or more	70.6%

4.4 Summary of Findings

Respondents rated motivating factors for purchase in the following rank order: local support, environment, humane, health, and taste. Women responded with statistically significant higher levels of agreement to all motivating factors as compared to males. The survey population rated barrier factors in the following rank order: price, appeal of specifics, convenience, unfamiliar brand, and quality. Previous purchasers of local beef found statistically significant greater disagreement with the barrier factors compared to those that had not purchased. Demographic differences showed to have an effect on purchasing habits with males having greater purchasing experience, but less willingness to try local beef if they had not before. Additionally, those respondents in the highest income bracket (\$200,000 or more) were more likely to have purchased local beef.

CHAPTER V: DISCUSSION

With the data and statistical results analyzed, this chapter will discuss motivating and barrier factors. The chapter is concluded with a discussion of recommendations for the varying levels of the beef business affected by these findings. This includes the beef industry within local farmer's markets and individual beef producers.

5.1 Motivating Factors

In data analysis, it is interesting to examine the differences in response from the survey respondents. With regard to motivating factors, females had a statistically significant difference of opinion compared to their male counterparts on every local beef purchase motivating factor. This shows that women within the survey population showed greater agreement with each motivating factor. Conceivably, women feel a greater sense of motivation to purchase local.

It was noteworthy to discover the difference in opinion between the youngest subset of respondents, under 25, and the oldest, over 55. The two age groups rated statistically significant differences with regard to local help, humane treatment, and taste; with the younger subset rating less agreement with the factors as motivating. Those under 25 also noted less agreement as compared to all age groups with regard to the environment as a motivating factor on a statistically significant level. Respondents over 55 found greater agreement with health as a motivating factor when compared to all other age groups. Perhaps, this could show that the younger population feels less motivation to purchase local beef and the older population feels greater motivation.

Those respondents with household incomes over \$200,000 showed statistical differences from other incomes with regard to their lower level of agreement to local support and environment being motivating factors. It was curious to note that those in the

income group of less than \$25,000 agreed with those over \$200,000 on the factor of local support. Perhaps those respondents currently in the lower income brackets are students or new graduates likely to join the bracket of those making over \$200,000.

The difference in agreement among frequency of purchase is perplexing. Statistical significance was noted between those that purchased quarterly and those that purchased monthly. The monthly buyers found a higher level of agreement with health as a factor as compared with quarterly buyers. With the increase in use of monthly menus, those that purchase on a monthly basis could be placing health as a high priority. Understanding why quarterly buyers had the greatest disparity could possibly be explained in further research.

The only statistically significant difference in agreement amongst those that have purchased versus those that would consider purchase was with regard to taste. Those that have purchased had greater levels of agreement with taste as a factor for purchase. This finding shows that when it comes to local beef, the proof is in the pudding.

5.2 Barrier Factors

Data analyzed concerning barriers to purchase shows differences in the thoughts of respondents. Price is often an issue of economies of scale, small producers will demand a higher price for the divided small quantity purchases, but the large cow purchases will be less per pound. Females disagreed to a greater extent that unfamiliar brand would be a barrier to purchase. That would imply that in beef purchases, males have greater brand loyalty or greater aversion to the unknown.

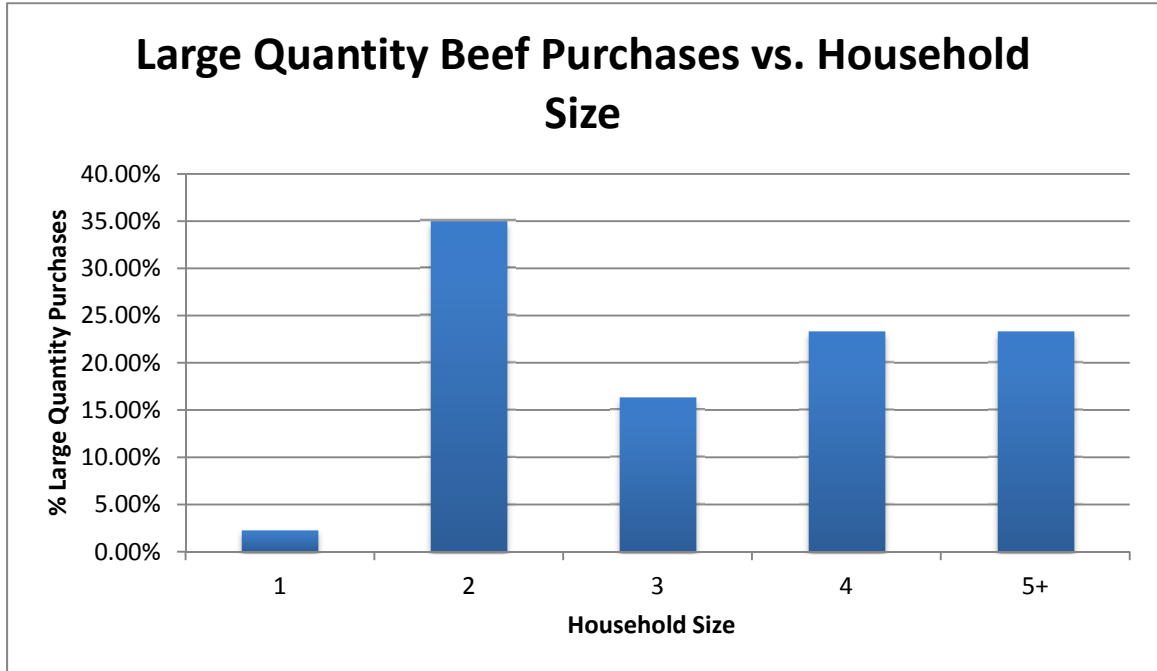
Those under 25 found greater agreement with the following barrier factors: price, unfamiliar brand, and quality. That youngest group rated statistically significant greater agreement with price as a barrier compared to those 45-54 and quality as a barrier compared to those over 55 and 25-34. All age groups disagreed with unfamiliar brand as a

barrier to a greater level than those under 25. Perhaps, the agreement of barriers by this young population is representative of less interest in the purchase of local beef.

As with the motivating factors, the income groups that paired together in a statistically significant difference from the other groups were those with a household income of over \$200,000 and those with less than \$25,000. This pair agreed that unfamiliar brand would be a barrier as opposed to all other groups disagreeing with that as a barrier. As with motivations, it can be speculated that those with incomes under \$25,000 are young with high money making potential and mature standards of their future income class.

With respect to household size, those with five or more in the household had statistically significant differences of opinion from those with household sizes of three and one. Whereas the smaller size household viewed price to be a barrier, household of five or more were almost neutral on price as a factor. This would insinuate that bigger families find value in purchasing local beef. Also, it is reasonable to consider that these large households are purchasing in large quantities, thus buying at a lower price per pound. The correlation matrix of our study shows a corresponding increase in those that purchase beef in large quantities as the household grows. The anomaly is the household size of two, which showed the highest percentage of large quantity purchases, results are displayed below in Figure 5.1.

Figure 5.1: Large Quantity Beef Purchases vs. Household Size



Considering those large package buyers, statistically significant differences were seen with large package buyers versus other groups of buyers with regard to price, appeal of specifics, and unfamiliar brand. In all three categories, those respondents that tend to purchase in large quantities disagreed to a greater extent, showing that those making large purchases encounter less problems in their purchase of local beef due to these barriers.

Those that have purchased local beef had statistically significant differences in all barrier factors from those that would consider purchase. Every barrier factor was met with greater disagreement from those that have purchased. This suggests that the actual experience of purchasing local beef is easier than expected.

5.3 Recommendations

While examining the motivations and barriers that consumers face in the purchase of local beef is the objective of this work, uncovering such information matters little if no

producers or marketers implement the knowledge gained. This section will present recommendations for farmer groups and individual beef producers.

5.3.1 Farmer Groups

The increase in organized farmer's markets has come with an upturn of sophistication. These markets are organized using publications and advertisements. The data show that women agreed on a higher level to be motivated for local purchase; this fact would show that these markets should look to women as primary purchasers. Because the under 25 year old population found less agreement with motivating factors and greater agreement with barrier factors, marketing efforts should be focused on alternate age groups, specifically those over 55 who seemed to have higher levels of motivation for purchase. The dramatic agreement from the survey respondents with regard to supporting local agriculture should be used to position marketing efforts. Because local support rated highly without much disagreement, messages that play on the local support theme should be favored in large-scale campaigns. Those that had actually experienced a purchase dismissed the barriers presented in the study; therefore, recruiting consumers to try the products will likely encourage long term purchasing. To encourage consumer to try local beef, experienced buyer's perspectives should be shared, providing potential buyers with sources of information concerning purchasing and reducing barriers.

Individual farmer's markets create a unique environment that should be embraced by producers. Customers of the farmer's market may not be looking to relate to a brand, but with the seller. The farmer's market in San Luis Obispo, California, was recently heralded in *Sunset* magazine for the experience that was created within, thus bringing more customers to the market (Sunset 2011). Other markets should use this one as an example to encourage new customer to come and try local products.

5.3.2 *Individual Producers*

Today's small, family run, local operations must be able to incorporate the business savvy decisions that their larger corporate competitors utilize to support their farms.

Individual farms should recognize those ideas presented in the previous section of viewing females as primary customers and focusing on local support. However, farmer groups do not design the packages that individual farms sell. In response to the removal of barriers by those consumers that have purchase experience, farmers can gain lasting customers, if they can get them to try it.

One recent market test explored donations of local beef packages to medical-based charity auctions have been tested. These groups were picked due to the draw of high-income consumer, profound advertising, and possibility of gaining customers. While the long-term success of this endeavor remains to be seen, the short-term success has been evident; equal amount of beef has been sold as has been donated.

While handing out samples at a market will likely not provide consumers with the full effect of local beef purchase, trials could be achieved through smaller package design or donations. Produce growers have found success in the local market with CSAs. A beef CSA could combat issues of package size with monthly, bi-monthly, or quarterly deliveries; supplying a constant quantity without the need for the consumer to purchase additional freezer space. As females have been identified with this research to show higher levels of motivation toward purchase of local beef, focusing marketing efforts on females could prove fruitful. A possible opportunity to reach multiple females with beef products could be through organized parties. These parties exist throughout the United States, selling things such as Tupperware, clothing, and jewelry. Food is often present at these

small gathering and producers could ensure their products were presented and tested. This same trial process could be used in alternate places where females congregate.

CHAPTER VI: CONCLUSION

6.1 Summary of Study

The overall objective of this research was to determine the key factors that motivate and factors that stand as a barrier in the purchase of local beef by consumers. Analysis of the data demonstrates significant influences encouraging and discouraging purchase, as well as the demographic and purchasing characteristics of potential local beef customers.

The agreement with motivating factors for purchase clearly demonstrates that the survey respondents were strongly influenced by the idea of supporting local agriculture. While taste ranked second using the mean rating of all respondents, it ranked at the bottom of the list with the percentage of respondents that agreed with the aspect. This suggests that those that agreed with the statement felt strongly about the superior taste of local beef. While gender response was different in this category, gender impacted all motivating factors similarly. The other motivating factors were rated in importance as environment, humane treatment of cattle, and health.

Price of local beef and appeal of specifics were rated by the survey respondents as barriers to purchase. Other barrier factors were viewed as neutral or were seen as less important among respondents. Statistical differences of opinion due to price were noted in multiple areas including household size, purchase quantity, and those that have purchased versus those that would consider purchase. These differences indicate that larger families, respondents that purchase in large quantities, and those with past purchase experience noted a value in the purchase of local beef. Those that purchased in large quantities and

those that had past purchase experience also dismissed the appeal of specific barrier factors. Convenience, unfamiliar brand, and quality followed as lesser barriers to purchase.

6.2 Limitations of Study

Limitations for data analysis are present within this study. First, the convenience sample used to recruit respondents contributes to differences in the sample versus the U.S. population. Therefore, this research is unable to make statements that generalize to the larger U.S. population. Compared to U.S. national averages, survey respondents in this study had a higher percentage of females, greater levels of education, and superior household incomes. While these differences could be by chance, they could also be descriptive of the local beef consumer.

The survey was posted on an open website that respondents were encouraged to access. There were no limitations for access. Therefore, there could have been repeat or accidental respondents incorporated in the analysis.

The potential motivation and barrier factors were predetermined by the author and listed in the survey, not allowing for input of other factors that may have an effect on purchase. Although these factors were created based on a review of the literature and the author's experience in the industry, there could be other factors that are encouraging or discouraging consumers to purchase local beef that were not taken into account. Additionally, the factors were listed in general terms; therefore, there is room to investigate further within each factor. For example, the heavy local support from respondents could be investigated more deeply to determine if it is the local farm that consumers wish to support or simply the local economy. Additionally, with the price barrier, research could uncover a price point in which consumers would not see a barrier to purchase.

6.3 Policy and Strategy Implications

With each state desiring to encourage residents to spend locally, programs have been created to heighten the awareness and support of the local food movement (Tennessee Department of Agriculture Market Development Division 2012). The current focus by states has shown to be appropriate by the results of this study that find support of local agriculture to be the strongest motivating factor encouraging local beef purchase.

Beef production in the United States is a multibillion-dollar industry. The beef industry, as a whole, cannot pull support away from large-scale beef producers, especially with the impending global food crisis. While this study finds that some consumers possess motivations to purchase local beef products, the industry cannot pull away from the success that has been built upon for decades. Farmer groups and individual farmers should use caution in their marketing and sales of local beef not to disrupt the sustainability of large-scale production and its necessity to the economy and food supply. The locavores have created a niche market that producers can and should market in, but not at the expense of the beef industry.

There is a growing segment of the population searching for alternatives in beef purchase. The March 2012 report of “pink slime” in ground beef created concern from American consumers about industry practices in the beef industry (Avila 2012). Reports such as that may cause more consumers to search for protein options that originate outside of the large-scale production of beef. In meeting the needs of those customers, individual farmers can provide a face for consumers to relate to and form long lasting relationships of mutual benefit.

Potential marketing campaigns for individual farmers could be influenced by the data gathered in this research. Females and an older population are shown to have greater

motivation toward purchase; therefore, it would be appropriate to advertise where that population receives media. In most suburban areas, there are local society publications that could be appropriate to reach mature females. Because the local support was seen as such a highly rated motivating factor, customers might appreciate knowing and relating to their producer. This requires being open and available to customers within farmer's markets and on your farm. Farm visits and open houses could be designed to allow customers to view the operation and identify with their farmer.

6.4 Suggestions for Future Research

While this research studies the motivations and barriers that consumers are facing there is opportunity to gain a greater understanding of the consumer mind with regard to local beef. A number of respondents from a randomized population would allow for more complete data of the motivations of the average U.S. consumer. Due to the specific factors verbalized in the survey, focus groups and discussion questions would provide additional data into the mind of consumers.

Further research confined to survey and focus groups within this area should come with caution. The local food movement is a developing market and defining the locavore life by consumer research could limit future potential. Henry Ford stated, "If I'd asked customers what they wanted, they would have told me, 'A faster horse!'" Apple founder, Steve Jobs, firmly believed in Ford's statement and gave no credence to the idea of market research to discover what consumers want. With a newborn market, leaders must recognize that the consumer does not always know what they want, because they have not seen it yet (Issacson 2012). It is the responsibility of the farmer's markets and individual farmers to develop and market a product that meets the needs of consumers, thus ensuring the sustainability of the local beef industry.

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APPENDIX A: SURVEY PRINTOUT

Consumer motivations and barriers to purchasing local beef.

The local food movement continues to gain popularity within the consumer sector. This survey is designed to better understand the individual consumer motivations and barriers toward the purchase of local beef. For the purposes of this survey, local beef is defined as beef produced within a 100-mile radius of your home. Purchases could be made at a farmer's market, a butcher shop or supermarket that purchases locally, or directly from the producer. Any size purchase should be considered, no matter the quantity, whether it be one pound or one whole cow. Beef purchases from national suppliers or any producer outside of a 100-mile radius of your home is NOT considered local beef. Thank you for your participation!

Q1 Have you purchased local beef (100 miles or less from your home) within the past year?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To I choose to purchase local beef because:

Answer If Have you purchased local beef within the past year? No Is Selected

Q2 Would you ever consider the purchase of local beef?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To What is your gender?

Answer If Have you purchased local beef (100 miles or less from you... No Is Selected
 And Would you ever consider the purchase of local beef? Yes Is Selected

Q3 If I were to purchase local beef it would be because:

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Local beef is a healthier option. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the idea of supporting my local farmers. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying local reduces my carbon footprint by decreasing emissions produced by a supply chain. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It tastes better. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef is raised humanely. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef will be better for me, free from antibiotics and hormones. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef purchase has a positive effect on my local agricultural community. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is environmentally responsible. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef has a superior flavor. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smaller, local producers treat their cattle better than feedlots. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Have you purchased local beef (100 miles or less from you... No Is Selected
 And Would you ever consider the purchase of local beef? Yes Is Selected

Q4 The following is a barrier for me in purchasing local beef:

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Local beef is more expensive. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying local is inconvenient. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The lack of labeling. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistent quality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I desire graded meat (i.e. prime ,choice, select) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get a better price through national brands. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding a quality local producer can be difficult. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident with a brand name product. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not sure what I am getting. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I desire a certain % lean (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Have you purchased local beef (100 miles or less from you... Yes Is Selected

Q5 I choose to purchase local beef because:

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Local beef is a healthier option. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the idea of supporting my local farmers. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying local reduces my carbon footprint by decreasing emissions produced by a supply chain. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It tastes better. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef is raised humanely. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef will be better for me, free from antibiotics and hormones. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef purchase has a positive effect on my local agricultural community. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is environmentally responsible. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local beef has a superior flavor. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smaller, local producers treat their cattle better than feedlots. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Have you purchased local beef (100 miles or less from you... Yes Is Selected

Q6 The following is a barrier for me in purchasing local beef:

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Local beef is more expensive. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying local is inconvenient. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The lack of labeling. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistent quality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I desire graded meat (i.e. prime ,choice, select) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get a better price through national brands. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding a quality local producer is difficult. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more confident with a brand name product. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not sure what I am getting. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I desire a certain % lean (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Have you purchased local beef within the past year? Yes Is Selected

Q7 How often have you purchased local beef?

- Weekly (1)
- Bi-weekly (2)
- Monthly (3)
- Quarterly (4)
- Semi-Annually (5)
- Annually (6)

Answer If Have you purchased local beef (100 miles or less from you... Yes Is Selected

Q8 In what quantity do you tend purchase local beef?

- By the pound, 1-10 pounds (1)
- Small package, 11 – 25 pounds (2)
- Medium package, 26 – 50 pounds (3)
- Large package, quarter cow, half cow or more (4)

Q9 What is your gender?

- Male (1)
- Female (2)

Q10 What is your age?

- Under 25 (1)
- 25 - 34 (2)
- 35 - 44 (3)
- 45 - 54 (4)
- 55 - 65 (5)
- Over 65 (6)

Q11 What is the highest degree you have completed in school?

- No degree (1)
- High school diploma (2)
- Some college, no degree (3)
- Associates degree (4)
- Bachelor's degree (5)
- Graduate degree (6)

Q12 How would you classify yourself as a food purchaser within your home?

- Head purchaser (1)
- Frequent purchaser (2)
- Occasional purchaser (3)
- Non-purchaser (4)

Q13 What is the current size of your household?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 or more (5)

Q14 What is the annual income level of your household?

- Less than \$25,000 (1)
- \$25,000 to \$49,999 (2)
- \$50,000 to \$99,999 (3)
- \$100,000 to \$200,000 (4)
- Above \$200,000 (5)

Q15 We are interested in expanding the number of people who take this survey. Do you know of anyone we should contact to take this survey? If so, please enter their email addresses here so that their opinion may be counted.

APPENDIX B: FREQUENCIES OF SURVEY QUESTIONS

**Question 1: Have you purchased local beef (100 miles or less from your home)
within the past year?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	253	56.6	58.6	58.6
	No	179	40.0	41.4	100.0
	Total	432	96.6	100.0	
Missing	System	15	3.4		
Total		447	100.0		

Question 2: Would you ever consider the purchase of local beef?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	153	34.2	85.5	85.5
	No	26	5.8	14.5	100.0
	Total	179	40.0	100.0	
Missing	System	268	60.0		
Total		447	100.0		

Questions 3 & 5 – Motivations/Health: Local beef is a healthier option.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	88	19.7	23.2	23.2
	Agree	126	28.2	33.2	56.3
	Neither Agree nor Disagree	138	30.9	36.3	92.6
	Disagree	20	4.5	5.3	97.9
	Strongly Disagree	8	1.8	2.1	100.0
	Total	380	85.0	100.0	
Missing	System	67	15.0		
Total		447	100.0		

Questions 3 & 5 – Motivations/Local Support: I like the idea of supporting my local farmers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	206	46.1	54.1	54.1
	Agree	138	30.9	36.2	90.3
	Neither Agree nor Disagree	33	7.4	8.7	99.0
	Disagree	3	.7	.8	99.7
	Strongly Disagree	1	.2	.3	100.0
	Total	381	85.2	100.0	
Missing	System	66	14.8		
Total		447	100.0		

Questions 3 & 5 – Motivations/Environment: Buying local reduces my carbon footprint by decreasing emissions produced by a supply chain.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	79	17.7	20.7	20.7
	Agree	123	27.5	32.2	52.9
	Neither Agree nor Disagree	145	32.4	38.0	90.8
	Disagree	24	5.4	6.3	97.1
	Strongly Disagree	11	2.5	2.9	100.0
	Total	382	85.5	100.0	
Missing	System	65	14.5		
Total		447	100.0		

Questions 3 & 5 – Motivations/Taste: It tastes better.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	96	21.5	25.2	25.2
	Agree	120	26.8	31.5	56.7
	Neither Agree nor Disagree	145	32.4	38.1	94.8
	Disagree	13	2.9	3.4	98.2
	Strongly Disagree	7	1.6	1.8	100.0
	Total	381	85.2	100.0	
Missing	System	66	14.8		
Total		447	100.0		

Questions 3 & 5 – Motivations/Humane: Local beef is raised humanely.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	58	13.0	15.3	15.3
	Agree	116	26.0	30.6	45.9
	Neither Agree nor Disagree	175	39.1	46.2	92.1
	Disagree	21	4.7	5.5	97.6
	Strongly Disagree	9	2.0	2.4	100.0
	Total	379	84.8	100.0	
Missing	System	68	15.2		
Total		447	100.0		

Questions 3 & 5 – Motivations/Health: Local beef will be better for me, free from antibiotics and hormones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	16.8	19.6	19.6
	Agree	105	23.5	27.5	47.1
	Neither Agree nor Disagree	150	33.6	39.3	86.4
	Disagree	32	7.2	8.4	94.8
	Strongly Disagree	20	4.5	5.2	100.0
	Total	382	85.5	100.0	
Missing	System	65	14.5		
Total		447	100.0		

Questions 3 & 5 – Motivations/Local Support: Local beef purchase has a positive effect on my local agricultural community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	158	35.3	41.4	41.4
	Agree	165	36.9	43.2	84.6
	Neither Agree nor Disagree	47	10.5	12.3	96.9
	Disagree	10	2.2	2.6	99.5
	Strongly Disagree	2	.4	.5	100.0
	Total	382	85.5	100.0	
Missing	System	65	14.5		
Total		447	100.0		

Questions 3 & 5 – Motivations/Environment: It is environmentally responsible.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	84	18.8	22.2	22.2
	Agree	118	26.4	31.1	53.3
	Neither Agree nor Disagree	152	34.0	40.1	93.4
	Disagree	21	4.7	5.5	98.9
	Strongly Disagree	4	.9	1.1	100.0
	Total	379	84.8	100.0	
Missing	System	68	15.2		
Total		447	100.0		

Questions 3 & 5 – Motivations/Taste: Local beef has a superior flavor.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	83	18.6	21.8	21.8
	Agree	104	23.3	27.3	49.1
	Neither Agree nor Disagree	164	36.7	43.0	92.1
	Disagree	19	4.3	5.0	97.1
	Strongly Disagree	11	2.5	2.9	100.0
	Total	381	85.2	100.0	
Missing	System	66	14.8		
Total		447	100.0		

Questions 3 & 5 – Motivations/Humane: Smaller, local producers treat their cattle better than feedlots.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	80	17.9	21.1	21.1
	Agree	134	30.0	35.3	56.3
	Neither Agree nor Disagree	129	28.9	33.9	90.3
	Disagree	19	4.3	5.0	95.3
	Strongly Disagree	18	4.0	4.7	100.0
	Total	380	85.0	100.0	
Missing	System	67	15.0		
Total		447	100.0		

Questions 4 & 6 – Barriers/Price: Local beef is more expensive.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	32	7.2	8.4	8.4
	Agree	170	38.0	44.6	53.0
	Neither Agree nor Disagree	117	26.2	30.7	83.7
	Disagree	47	10.5	12.3	96.1
	Strongly Disagree	15	3.4	3.9	100.0
	Total	381	85.2	100.0	
Missing	System	66	14.8		
Total		447	100.0		

Questions 4 & 6 – Barriers/Convenience: Buying local is inconvenient.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	16	3.6	4.2	4.2
	Agree	89	19.9	23.5	27.7
	Neither Agree nor Disagree	92	20.6	24.3	52.0
	Disagree	141	31.5	37.2	89.2
	Strongly Disagree	41	9.2	10.8	100.0
	Total	379	84.8	100.0	
Missing	System	68	15.2		
Total		447	100.0		

Questions 4 & 6 – Barriers/Unfamiliar Brand: The lack of labeling.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	2.2	2.6	2.6
	Agree	73	16.3	19.3	22.0
	Neither Agree nor Disagree	138	30.9	36.5	58.5
	Disagree	119	26.6	31.5	89.9
	Strongly Disagree	38	8.5	10.1	100.0
	Total	378	84.6	100.0	
Missing	System	69	15.4		
Total		447	100.0		

Questions 4 & 6 – Barriers/Quality: Inconsistent quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	1.8	2.1	2.1
	Agree	48	10.7	12.7	14.8
	Neither Agree nor Disagree	141	31.5	37.3	52.1
	Disagree	145	32.4	38.4	90.5
	Strongly Disagree	36	8.1	9.5	100.0
	Total	378	84.6	100.0	
Missing	System	69	15.4		
Total		447	100.0		

Questions 4 & 6 – Barriers/Appeal of Specifics: I desire graded meat (i.e. prime ,choice, select)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	24	5.4	6.4	6.4
	Agree	114	25.5	30.3	36.7
	Neither Agree nor Disagree	111	24.8	29.5	66.2
	Disagree	98	21.9	26.1	92.3
	Strongly Disagree	29	6.5	7.7	100.0
	Total	376	84.1	100.0	
Missing	System	71	15.9		
Total		447	100.0		

Questions 4 & 6 – Barriers/Price: I can get a better price through national brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	25	5.6	6.6	6.6
	Agree	133	29.8	35.1	41.7
	Neither Agree nor Disagree	137	30.6	36.1	77.8
	Disagree	63	14.1	16.6	94.5
	Strongly Disagree	21	4.7	5.5	100.0
	Total	379	84.8	100.0	
Missing	System	68	15.2		
Total		447	100.0		

Questions 4 & 6 – Barriers/Convenience: Finding a quality local producer can be difficult.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	39	8.7	10.3	10.3
	Agree	147	32.9	38.9	49.2
	Neither Agree nor Disagree	83	18.6	22.0	71.2
	Disagree	80	17.9	21.2	92.3
	Strongly Disagree	29	6.5	7.7	100.0
	Total	378	84.6	100.0	
Missing	System	69	15.4		
Total		447	100.0		

Questions 4 & 6 – Barriers/Unfamiliar Brand: I am more confident with a brand name product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	2.2	2.6	2.6
	Agree	82	18.3	21.7	24.3
	Neither Agree nor Disagree	124	27.7	32.8	57.1
	Disagree	119	26.6	31.5	88.6
	Strongly Disagree	43	9.6	11.4	100.0
	Total	378	84.6	100.0	
Missing	System	69	15.4		
Total		447	100.0		

Questions 4 & 6 – Barriers/Quality: I am not sure what I am getting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	7	1.6	1.8	1.8
	Agree	98	21.9	25.9	27.7
	Neither Agree nor Disagree	120	26.8	31.7	59.4
	Disagree	109	24.4	28.8	88.1
	Strongly Disagree	45	10.1	11.9	100.0
	Total	379	84.8	100.0	
Missing	System	68	15.2		
Total		447	100.0		

Questions 4 & 6 – Barriers/Appeal of Specifics: I desire a certain % lean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	35	7.8	9.3	9.3
	Agree	123	27.5	32.5	41.8
	Neither Agree nor Disagree	106	23.7	28.0	69.8
	Disagree	81	18.1	21.4	91.3
	Strongly Disagree	33	7.4	8.7	100.0
	Total	378	84.6	100.0	
Missing	System	69	15.4		
Total		447	100.0		

Question 7: How often have you purchased local beef?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	23	5.1	9.7	9.7
	Bi-weekly	23	5.1	9.7	19.5
	Monthly	53	11.9	22.5	41.9
	Quarterly	48	10.7	20.3	62.3
	Semi-Annually	43	9.6	18.2	80.5
	Annually	46	10.3	19.5	100.0
	Total	236	52.8	100.0	
Missing	System	211	47.2		

Question 8: In what quantity do you tend purchase local beef?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By the pound, 1-10 pounds	157	35.1	66.8	66.8
	Small package, 11 – 25 pounds	19	4.3	8.1	74.9
	Medium package, 26 – 50 pounds	15	3.4	6.4	81.3
	Large package, quarter cow, half cow or more	44	9.8	18.7	100.0
	Total	235	52.6	100.0	
Missing	System	212	47.4		
Total		447	100.0		

Question 9: What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	163	36.5	40.0	40.0
	Female	244	54.6	60.0	100.0
	Total	407	91.1	100.0	
Missing	System	40	8.9		
Total		447	100.0		

Question 10: What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	142	31.8	34.9	34.9
	25 - 34	110	24.6	27.0	61.9
	35 - 44	75	16.8	18.4	80.3
	45 - 54	43	9.6	10.6	90.9
	55 - 65	34	7.6	8.4	99.3
	Over 65	3	.7	.7	100.0
	Total	407	91.1	100.0	
Missing	System	40	8.9		
Total		447	100.0		

Question 11: What is the highest degree you have completed in school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No degree	1	.2	.2	.2
	High school diploma	24	5.4	5.9	6.1
	Some college, no degree	123	27.5	30.2	36.4
	Associates degree	39	8.7	9.6	45.9
	Bachelor's degree	130	29.1	31.9	77.9
	Graduate degree	90	20.1	22.1	100.0
	Total	407	91.1	100.0	
Missing	System	40	8.9		
Total		447	100.0		

Question 12: How would you classify yourself as a food purchaser within your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Head purchaser	215	48.1	53.1	53.1
	Frequent purchaser	96	21.5	23.7	76.8
	Occasional purchaser	86	19.2	21.2	98.0
	Non-purchaser	8	1.8	2.0	100.0
	Total	405	90.6	100.0	
Missing	System	42	9.4		
Total		447	100.0		

Question 13: What is the current size of your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	71	15.9	17.5	17.5
	2	126	28.2	31.1	48.6
	3	71	15.9	17.5	66.2
	4	86	19.2	21.2	87.4
	5 or more	51	11.4	12.6	100.0
	Total	405	90.6	100.0	
Missing	System	42	9.4		
Total		447	100.0		

Question 14: What is the annual income level of your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	92	20.6	22.7	22.7
	\$25,000 to \$49,999	68	15.2	16.8	39.5
	\$50,000 to \$99,999	133	29.8	32.8	72.3
	\$100,000 to \$200,000	78	17.4	19.3	91.6
	Above \$200,000	34	7.6	8.4	100.0
	Total	405	90.6	100.0	
Missing	System	42	9.4		
Total		447	100.0		