

## Consumers motivations for buying local and organic products in developing vs developed countries

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### Abstract

*Despite numerous studies reporting on organic consumer profiles, little is known on consumers motivations for buying local and organic products. More precisely, do consumers prefer local products because they want to support local producers or do environment and the question of food miles matter in their choice ? Besides, very little is known about organic consumers in developing countries, since most surveys are generally conducted in developed countries. Our purpose is to fill this double gap. By conducting qualitative surveys based on individual interviews in four developing countries (Brazil, Egypt, Uganda and China) and two European countries, France and Denmark, we plan to study consumers choice for organic products from supermarkets, farmers markets or local organic food network respectively. Products are selected to cover examples of imported organic products that compete with comparable products of local origin.*

*First results from Brazil and France show that French consumers are more concerned by the environment than Brazilian consumers, but that most consumers in both samples are not concerned by food miles and their subsequent environmental impacts. Results also shed light on different patterns related to commitment of supporting small or local farmers, and suggest implications for policy makers.*

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