The term ‘local’ has become a quality distinction marker within the culture of food and beverage as well as the world of sustainability. While “buy local” is a phrase that continues to grow in popularity, what the term means to consumers continues to take shape and influence purchase behaviors.

Local is one of the hottest cues of quality right now in the world of food. It is quickly overtaking organic for many consumers, not just as a moniker for a healthier lifestyle but also as a way for consumers to indulge in gourmet food experiences.

“Local” is evolving from a niche to a powerful category in its own right. More than a bridge between organic and natural, local offers a compelling narrative that resonates with many salient food trends and consumer concerns.

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Local means...

2008
- Buying food products that are grown close to my home and sold within my community
- Buying food products that are fresher because they are grown within 100 miles of me
- Buying products that support small businesses, such as farmers and artisans

2014
- Offers greater transparency and trust
- Is fresher and more seasonal
- Tastes good
- Supports the proximate food economy and community
- Minimizes our carbon footprint

Almost one-fifth of consumers say they have changed their dining habits and are choosing MORE LOCALLY SOURCED seasonal items than a few years ago.

Source: Diners’ Changing Behaviors 2014, The Hartman Group