

consumption in Apulia region, South of Italy

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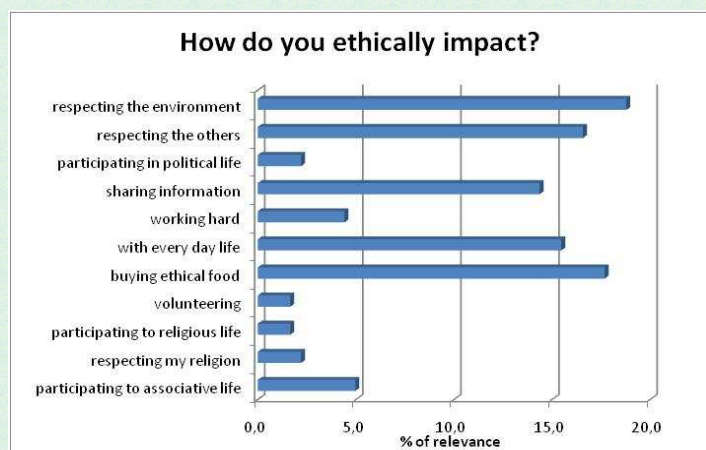
Introduction

In the recent years there has been a growing concern and debate about ethical values linked to organic foods production and consumption. The growing interest in organic and ethical production and trade has been both consumer driven and trade driven (Browne *et al.*, 2000). Although the debates around the ethics of organic food have typically been framed around a divide between production and consumption (Clarke *et al.*, 2008). Therefore, the present research focus on perceptions and motives of ethical consumer. It's aimed initially at exploring the knowledge and awareness of apulian consumers about the link between ethical values and organic production and consumption.

Methodology

An online self-administered questionnaire was conducted on samples of 63 apulian adults. The participation was entirely anonymous; responses have been analyzed in aggregate only. All consumers interviewed for this preliminary explorative research were asked to indicate what, in their view, the "ethical value". The concern of ethical food consumption identified by respondents can be classified into three main questions: (i) How do you ethically impact? (ii) why do you buy ethical? (iii) Where do you buy ethical?.

Preliminary results

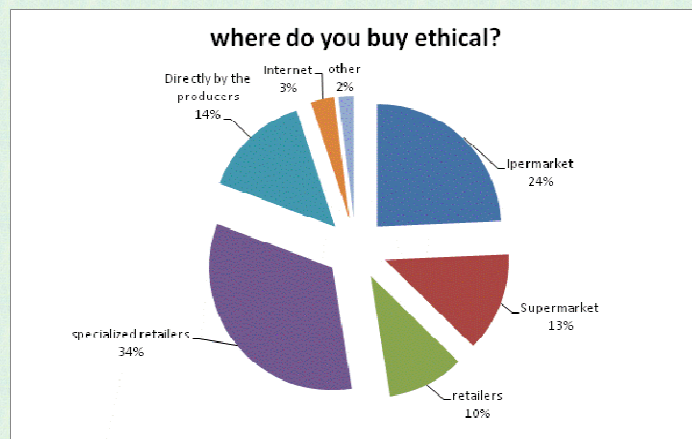


The 63 surveyed subjects surprisingly were equally distributed among women and men. The 87.3% of the sample have an academic education or higher. The average of family size is of 3 people, and 54% has some vulnerable subject within such (kids, elder, people with some disease or allergy).

Concerning the degree of knowledge about ethical food all respondents seem to be strongly motivate since just one over the total surveyed does not know about it. However the ethical food is bought by 78% of the sample.

Motivation comes also from the idea that by simply purchasing it is possible to have ethical impact (85%).

As for the informative channel, it seems that direct communication is the most likely way to be informed about ethical food (30%).



Conclusions

This study has shown that social value oriented consumers (22.1%) are likely to form intentions to consume organic food. Consumers who are concerned with environmental protection (14.8%), help developing countries (12.8%) and help local producers (11%) may be another important target. Interestingly, food safety and health problem gather the 22% of responses. Furthermore, the preliminary results suggest that ethical aspects of organic food consumption seem to be more linked to social values, environmental protection food safety and health.

References

Browne A., Harris P., Hofny-Collins A. Pasiecznik N. and Wallace R., 2000. Organic production and ethical trade: definition, practice and links. *Food Policy* 25 (200) 69-89.

Clarke N., Cloke P., Barnett C. and Malpass A., 2008. The space and ethics of organic food. *Journal of rural studies* 24 (2008) 219-230.

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