

Comparing organic urban consumers in developing and developed countries: First results in Brazil and France

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Despite numerous studies reporting on sustainable consumption or organic consumer profiles, there is a gap in thorough understanding of organic consumers in different places, since most of studies only investigate organic consumption in most developed countries. The goal of this paper is thus to compare French and Brazilian organic consumers, so as to know if people think and behave differently or similarly in different places.

Individual interviews were conducted in each country, with consumers in organic producers market in Brazil, and consumers who buy organic products from farmers markets or local

organic food network in France. Products were selected to cover examples of different choice situations such as imported organic products that compete with comparable products of local origin, or organic local products in supermarkets that compete with similar products from other distribution outlets.

Results show common consumer concerns such as quality or personal and family health, and common preference for local and organic products but for different reasons. However, results also shed light on different patterns related to environmental concerns or commitment to supporting small or local farmers.

The impacts of the findings of this study relate to a diversity of topics such as social mobilization for sustainable agriculture, local organic food networks and environmental concerns.