



Aalborg Universitet

Business Models for Local Foods

Esbjerg, Lars; Pedersen, Maja; Pederson, Robert; Kristensen, Niels Heine; Borup-Jørgensen, Caroline Franch; Søndergaard, Helle Alsted

Published in: Conference Proceedings

Publication date: 2014

Document Version Early version, also known as pre-print

Link to publication from Aalborg University

Citation for published version (APA):

Esbjerg, L., Pedersen, M., Pederson, R., Kristensen, N. H., Borup-Jørgensen, C. F., & Søndergaard, H. A. (2014). Business Models for Local Foods: Finding a Way to the Market. In J. Stanton, M. Lang, & K. Grunert (Eds.), Conference Proceedings: Part 3 (pp. 9-25). Institute of Food Products Marketing.

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- ? Users may download and print one copy of any publication from the public portal for the purpose of private study or research. ? You may not further distribute the material or use it for any profit-making activity or commercial gain ? You may freely distribute the URL identifying the publication in the public portal ?

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.



Table of Contents for Conference PROCEEDINGS

International Food Marketing Research Symposium

19-20 June 2014 Aarhus, Denmark

Editors: Dr. John Stanton Dr. Mark Lang

Guest Editor: Dr. Klaus Grunert

Published by Institute of Food Products Marketing Refereeing statement: All articles published in these proceedings have been blind peer reviewed ISBN 978-0-9856080-2-6 June 19-20, 2014

Consumer Behavior

Natascha Loebnitz, Klaus G. Grunert "The Impact Of Subjective And Objective Knowledge On Consumers Risk Perceptions And Evaluation Of Food Shape Abnormalities"

Franco Rosa, M. Vasciaveo "Language, ethnical identity and consumer behavior: a cross-cultural study of marketing communication in the region FVG" **Natascha Loebnitz, Olivier Butkowski, Stefanie Bröring** "The Relative Importance Of Experience Versus Credence Attributes In Consumers' Acceptance Of New Food Technologies For Different Product Categories"

Jean Darian, Louis Tucci, Cynthia Newman "An Analysis Of Consumer Motivations For Purchasing Fair Trade Coffee"

Students' Workshop

Marilia Bonzanini Bossle, Fernanda Maciel Reichert, Ariane Mello Silva Avila, Deisi Viviani Becker, Marcia Dutra De Barcellos "Constraints And Perspectives For A Meat Geographical Indication In A Developing Country"

Caroline De Bondt, Anneleen Van Kerckhove, Maggie Geuens "Disrupting The Healthy-Tasty Trade-Off: How Healthy Food Is Perceived To Be Tasty By Means Of Shape Modification"

Neil George Chalmers, Cesar Revoredo-Giha, Simon J. Shackley "Would A Carbon Consumption Tax Reduce Scottish Household Demand For High Carbon Meat Products?"

Gustavo Porpino, Juracy Parente "Food Waste Paradox: A Study Of The Antecedents Of Food Disposal In Low Income Households That Cook From Scratch"

Antje Korn, Ulrich Hamm "Impact Of Communicating Sustainable Production Qualities Of Extensively Produced Suckler-Cow Based Beef On Consumer Preferences In Discrete Choice Experiments"

Product/Country Specific

Jessica Aschemann-Witzel, Klaus G. Grunert, Lisa E. Bolton "Red Wine Wonder-Pill? US And Danish Supplement Consumer Reaction To Resveratrol" Marija Cerjak, Marina Tomić, Nina Fočić, Robert Brkić "Behaviour And Attitudes Of Sparkling Wine Consumers In Croatia"

Karla Marie Paredes "Consumers' Perspectives On Food In Tubes In Sweden: An Exploratory Study"

Labeling/Segmentation

Svetlana Bialkova, Lena Sasse, Anna Fenko "Backfired Expectations: The Effect Of Labels And Advertising Claims On Consumers Response"

Teresa Del Giudice, Francesco La Barbera, Riccardo Vecchio, Fabio Verneau "Anti-Waste Labeling And Consumers Willingness To Pay"

Caterina Contini, L. Casini, C. Romano, G. Scozzafava, V. Stefan, H.J. Juhl, L. Lähteenmäki, K. Grunert "Labelling Information And Decision-Making: Influence Of Health Claims On Extra-Virgin Olive Oil Choices In Denmark And Italy"

Guang Huang, Dayin Lu, Klaus G. Grunert, Yanfeng Zhou "Chinese Urban Consumers Segmentation Based On Modified Food-Related Lifestyle"

Food Policy/ Choice

Themistoklis Altintzoglou, Siril Alm, Pirjo Honkanen "Parents Think, But Children Know; Reaching Child Consumers By Giving Them A Voice"

David Pearson, **Thomas Pearson** "UNESCO Gastronomic Cities: Using Food To Brand A City As A Cultural Icon"

Renee B. Kim, Yan Chao, Zhang Qiao "Comparative Analysis Of Food Risk Management Quality (FRMQ) Of The Public Vs. The Private Sectors: Chinese Consumers' Perspectives"

Joanna Henryks, Julie Brimblecombe, Graham Bidstrup "Supporting Healthier Food Choices In Remote Indigenous Communities: Developing A Food Choice App"

Joseph Karugia, Julliet Wanjiku, Michael Waithaka, Suresh Babu "Persistence Of High Food Prices In Eastern Africa: What Role For Policy?"

Local

Chrishoper M. Whartson, Renee Shaw Hughner, Lexi Macmillan, Claudia Dumitrescu "Community Supported Agriculture Programs: A Novel Venue For Theory-Based Health Behavior Change Interventions"

Lars Esbjerg, Maja Pedersen, Robert Pederson, Niels Heine Kristensen, Caroline Borup-Jørgensen, Helle Alsted Søndergaard "Business Models For Local Foods: Finding A Way To The Market"

Jeffrey M. Campbell, Elisa Martinelli, Ann Fairhurst "Italian And U.S. Consumers Of Local Foods: An Exploratory Assessment Of Invariance"

Johanna Lena Hasselbach, Jutta Roosen "Talking To The Sustainable Consumer - Motivations Behind Preferences For Local Or Organic Food"

Students' Workshop

Felix Adamu Nandonde, John Kuada "Empirical Studies Of Food Retailing In Developing Economies"

Alexandra Festila, Polymeros Chrysochou, Aleksandra Georgieva, Diana Todorova "Should It Be Green Or Not? A Content Analysis Of Packaging Design Of Organic Food"

Carole Jégou, Laure Saulais, Bernard Ruffieux "The Closer To The Product Category, The Less Spoilt For Choice? Consumer Behavior Evidences From Field Experiments In A Restaurant Setting"

Corinna Feldmann, Ulrich Hamm "Local And/Or Organic: A Study On Consumer Preferences For Organic Food And Food From Different Origins"

Sustanability

Beate Richter, Wolfgang Bokelmann "Significance Of Food Losses In The German Food Industry: A Qualitative Research"

Anne C. Bech, Maruxa Garcia, Thorkild Nielsen, Bianca Pop, Grace Viera, Begoña Perez Villarreal "Consumers' Perception Of Sustainability In Food Chains: Perspectives For Future Marketing"

Meredith Lawley, Dawn Birch, Jane Craig "Sustainable Seafood: Understanding Current Stakeholder Perspectives"

Retailing

Justin Beneke "Developing A Profile Of Private Label Brands In South Africa And Beyond: Market Insights And Trends"

Ulrich Juergens "Discounter Versus Supermarket Customers In The Food Retail Industry - A German Case Study"

Cristina Calvo-Porral, Selena Bellosta-Benedetto, Andrés Faiña, Paulino Montes-Solla "Relational, Functional Benefits And Customer Value In Large Retailing: A Cross-Format Comparative Analysis"

Justin Beneke "Key Influencers Of Private Label Branded Breakfast Cereal: A South African Perspective"

Product/Country Specific

Daniele Asioli, Maurizio Canavari, Luca Malaguti "Fruit Branding: Factors Affecting The Adoption Of New Pear Variety Angelys® In The Italian Food Market"

Luis A. Ribera, Mechel S. Paggi, David P. Anderson, Marco A. Palma, Ronald D. Knutson "Potential Impacts Of Transatlantic Trade And Investment Partnership (T-TIP) On The Fresh Vegetable And Beef Trade"

Mary Luz Olivares Tenorio, Anita Linnemann, Stefano Pascucci, Ruud Verkerk, Martinus A.J.S. Van Boekel "Misaligned Preferences And Perceptions On Quality Attributes Of Cape Gooseberry (Physalis Peruviana L) Supply Chain Actors"