

## **APPENDIX**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**Appendix I: Assessed studies in the integrated research review**

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
<b>STUDIES WITH A FOCUS ON ORGANIC PURCHASING</b>						
<b>Chang &amp; Zepeda, 2005 (Australia)</b>	Identification of issues that hinder or promote demand for organic food	Focus group discussions	Organic shoppers  (But in the results section the authors did not differentiate because results are not different from the conventional shoppers)	<ul style="list-style-type: none"> <li>• Environmental concerns (p.158)</li> <li>• Animal welfare (p.158)</li> <li>• Protecting small farms and rural communities (p.158)</li> <li>• No GMOs (p.159)</li> <li>• Help poor farmers (p.162)</li> <li>• Political statement (against multinationals) (p.162)</li> <li>• Better for the environment if more farms were organic (p.162)</li> <li>• Sustainability (p.160)</li> </ul>	<ul style="list-style-type: none"> <li>• Personal health (p.158)</li> <li>• Avoid chemicals (p.161)</li> <li>• Taste and flavor (p.161)</li> <li>• Avoid growth hormones and antibiotics in meat (p.162)</li> <li>• Avoid allergic reactions to chemicals (p.162)</li> </ul>	<ul style="list-style-type: none"> <li>• Alternative lifestyles (p.159)</li> </ul>

<b>Study &amp; Country</b>	<b>Research subject</b>	<b>Method</b>	<b>Consumer type</b>	<b>Ethical Motives</b>	<b>Non-Ethical Motives</b>	<b>Others</b>
<b>Harper &amp; Makatouni, 2002 (UK)</b>	Identification of main beliefs and attitudes towards organic food of organic and non-organic food buyers	Focus group discussions	Organic buyers	<ul style="list-style-type: none"> <li>• Animal welfare (p.293)</li> <li>• Fair trade (p.294)</li> <li>• Environmental concerns (p.294)</li> <li>• Support of small scale farmers (p.294)</li> <li>• Animal treatment and living conditions (p.294)</li> <li>• Caring about a happy life for the animals (p.294)</li> <li>• Trading conditions (p.297)</li> </ul>	<ul style="list-style-type: none"> <li>• Concern about immunity to antibiotics (p.294)</li> <li>• Health concerns related to pesticides, additives, excess amounts of fat, salt, sugar (p.294)</li> <li>• Food safety (p.297)</li> </ul>	
<b>Hill &amp; Lynchhaun, 2002 (UK)</b>	Revealing consumer attitudes towards organic food	Secondary data, focus group discussions, observation	Organic consumers	<ul style="list-style-type: none"> <li>• Better for the environment (p.533)</li> <li>• Concerns about GM foods (unclear in which sense) (p.533)</li> <li>• Animal welfare (p.533)</li> </ul>	<ul style="list-style-type: none"> <li>• Health (p.532)</li> <li>• Taste (p.533)</li> <li>• Concerns about GM foods (unclear in which sense) (p.533)</li> <li>• Food safety (p.533)</li> <li>• Nutritious food (p.533)</li> <li>• Availability</li> </ul>	<ul style="list-style-type: none"> <li>• Care for the family (p.533)</li> </ul>

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
					(p.536) <ul style="list-style-type: none"> <li>Out of routine (p.538)</li> </ul>	
<b>Hjelmar, 2011 (Denmark)</b>	Exploration of the main drivers for organic purchasing	In-depth interviews with open questions	Organic minded consumers	<ul style="list-style-type: none"> <li>Origin (shorter transportation, lesser pesticide use in Denmark) (p.338)</li> <li>Acting responsible as a consumer (p.339)</li> <li>Better for the world (p.339)</li> <li>Animal welfare (living conditions, less/no antibiotics, slaughtering procedures etc.) (p.339)</li> <li>Seasonality (p.339)</li> </ul>	<ul style="list-style-type: none"> <li>Efficiency (p.338)</li> <li>Convenience (p.338)</li> <li>Availability, visibility and supply (p.338)</li> <li>Taste (p.338)</li> <li>Quality (p.338)</li> <li>Origin (freshness, quality) (p.338)</li> <li>Health (p.339)</li> <li>Avoid pesticides (health) (p.339)</li> </ul>	<ul style="list-style-type: none"> <li>Preserving traditional values in the countryside (p.339)</li> <li>Leaving a better world for future generations (p.339)</li> <li>Lifestyle (Vegetarian) (p.339)</li> <li>Care for the family/raising children (p.339/340)</li> </ul>
<b>Makatouni, 2002 (UK)</b>	Understand the motives behind purchasing organic food	Laddering interviews	Regular organic shoppers	<ul style="list-style-type: none"> <li>No pesticides (for environmental balance) (p.349)</li> <li>Respect the environment (p.349)</li> <li>Space of animals (p.349)</li> </ul>	<ul style="list-style-type: none"> <li>Taste and texture (p.349)</li> <li>No pesticides (for health reasons) (p.349)</li> <li>Health (p.349)</li> </ul>	<ul style="list-style-type: none"> <li>Being a good mother (p.349)</li> </ul>

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<ul style="list-style-type: none"> <li>• Happier animals(p.349)</li> <li>• Less cruelty to animals (p.349)</li> <li>• Responsibility for animals and their rights (p.349)</li> <li>• No antibiotics/hormones (animal health) (p.349)</li> </ul>	<ul style="list-style-type: none"> <li>• No antibiotics/hormones (human health) (p.349)</li> <li>• GM free (for health reasons) (p.349)</li> </ul>	
<b>Stolz et al., 2009 (Germany &amp; Switzerland)</b>	Assessment of consumer attitude towards organic food	Focus group discussions	Occasional organic shoppers	<ul style="list-style-type: none"> <li>• Animal welfare (living space, feed without GMOs etc.) (p.164, p.166, p.167)</li> <li>• No pesticides (p.166)</li> <li>• Seasonality (p.166)</li> <li>• Avoiding GMOs (p.167)</li> <li>• Avoiding antibiotics (p.167)</li> <li>• Short transportation distances (p.169)</li> <li>• Support local agriculture (p.169)</li> <li>• Regional origin of e.g. eggs, yoghurt</li> </ul>	<ul style="list-style-type: none"> <li>• Taste (p.160)</li> <li>• No artificial flavors and food additives (health) (p.161)</li> <li>• Origin (related to taste) (p.163)</li> <li>• Seasonality (related to taste) (p.163)</li> <li>• Avoidance of chemical pesticides (for health reasons) (p.165)</li> <li>• Less antibiotics</li> </ul>	

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
				<p>(related to trust issues) (p.169)</p> <ul style="list-style-type: none"> <li>• Ecofriendly production (p.173)</li> </ul>	<p>and better food for organic chicken (health) (p.167)</p> <ul style="list-style-type: none"> <li>• No GM technologies (health) (p.167)</li> <li>• No industrial farming (quality) (p.173)</li> </ul>	
<b>Zanoli&amp;Naspetti, 2002 (Italy)</b>	Consumer motivations in the purchase of organic food	Semi-qualitative interviews (laddering approach)	Regular organic consumers	<ul style="list-style-type: none"> <li>• Ecology (p.649)</li> <li>• Sustainable future (p.649)</li> <li>• Lower environmental impact (p.649)</li> </ul>	<ul style="list-style-type: none"> <li>• Health (p.649)</li> <li>• No pesticides (health) (p.649)</li> <li>• Taste/texture and odor (p.649)</li> <li>• Wholesomeness and physical well-being (p.649)</li> <li>• Happiness and inner harmony (p.649)</li> </ul>	<ul style="list-style-type: none"> <li>• Hedonism and achievement, get the most of life (p.649)</li> <li>• Altruism and relationship with others (p.649)</li> </ul>
<b>Zepeda et al., 2006 (USA)</b>	Exploration of the attitudes	Focus group discussion	Organic food shoppers	<ul style="list-style-type: none"> <li>• Origin (not specified why) (p.389)</li> <li>• No GMOs (p.389)</li> </ul>	<ul style="list-style-type: none"> <li>• Taste (p.389)</li> <li>• Appearance (p.389)</li> </ul>	<ul style="list-style-type: none"> <li>• Lifestyle (vegan food) (p.389)</li> <li>• Ethnic food (p.389)</li> </ul>

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
	regarding organic purchases	s		<ul style="list-style-type: none"> <li>• Labor practices (p.389)</li> <li>• Small farms (p.389)</li> <li>• Animal welfare (p.389)</li> <li>• Impact on the environment (p.389)</li> <li>• No chemicals (p.389)</li> <li>• Locally produced (p.389)</li> <li>• Regenerative production process (p.390)</li> <li>• Less energy (p.390)</li> </ul>	<ul style="list-style-type: none"> <li>• Health (p.389)</li> <li>• Nutrition (p.389)</li> <li>• No GMOs (p.389)</li> <li>• Freshness and safety (p.389)</li> <li>• Quality (p.390)</li> <li>• Natural (p.390)</li> <li>• Familiarity (p.392)</li> </ul>	<ul style="list-style-type: none"> <li>• Knowing the farmer (p.390)</li> <li>• Certification creates trust (p.390)</li> </ul>
<b>Zepeda &amp; Deal, 2009 (USA)</b>	Explaining organic and local food purchase behavior	Semi-structured interviews	Heavy organic buyers/Light organic buyers	<ul style="list-style-type: none"> <li>• Avoid pesticides/hormones (environmental protection) (p.698)</li> <li>• Avoid soil degradation (p.699)</li> <li>• Better animal treatment (p.699)</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid pesticides/hormones (health) (p.698)</li> <li>• Taste/quality (p.699)</li> <li>• Nutritional value (p.699)</li> <li>• Avoid spread of disease (Health) (p.699)</li> </ul>	<ul style="list-style-type: none"> <li>• Life events such as the birth of a child, someone's death or health issue of family member/friend (p.699)</li> <li>• Fashion trend/lifestyle choice (p.701)</li> </ul>

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
<b>STUDIES WITH A FOCUS ON LOCAL PURCHASING</b>						
<b>Berlin et al., 2009 (USA)</b>	Identification of consumer's views on the food system (local, small-scale and organic)	Focus group discussions and individual interviews	Organic food buyers and people who do not buy organic food	<ul style="list-style-type: none"> <li>• avoid amendments (p.270)</li> <li>• support local production/people/economy (p.271)</li> <li>• avoid worker exploitation (p. 271)</li> <li>• farm worker safety (p.271)</li> <li>• environmental protection (water and others) (p.271)</li> </ul>	<ul style="list-style-type: none"> <li>• Freshness (p.270)</li> <li>• avoid amendments (p.270)</li> <li>• Safety(p.271)</li> <li>• Familiarity (p.271)</li> <li>• Taste (no preservatives) (p.271)</li> </ul>	<ul style="list-style-type: none"> <li>• Integrity of food (p.271)</li> <li>• Knowing the farmer (p.271)</li> </ul>



Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
<b>Bingen et al., 2011 (USA)</b>	Identification of coping strategies related to eating local food	Focus group discussions	Local food activists	<ul style="list-style-type: none"> <li>• Concern about industrialized agriculture (loss of farms and rural communities) (p.413)</li> <li>• Considering food miles (p.413)</li> <li>• Lack of residues and contaminants (environment) (p.413)</li> <li>• Energy savings (p.413)</li> <li>• Animal welfare (p.413)</li> <li>• Economic support to local community (p.413)</li> <li>• Support family farms (p.413)</li> </ul>	<ul style="list-style-type: none"> <li>• Flavor and comfort (p.413)</li> <li>• Freshness (p.413)</li> <li>• Lack of residues and contaminants (health) (p.413)</li> <li>• Taste (p.413)</li> <li>• Nutritious (p.413)</li> <li>• Sensual (good smell) (p.413)</li> <li>• Seasonality (pleasure) (p.414)</li> </ul>	<ul style="list-style-type: none"> <li>• Connection with what you are eating (p.414)</li> <li>• Personal experiences (e.g. reading a relevant book)</li> <li>• New social connections or networks (p.414)</li> <li>• Know farmers (p.414)</li> <li>• Know other consumers (p.414)</li> <li>• Safe food for the family (incl. pets) (p.414)</li> </ul>
<b>Chambers et al., 2007 (UK)</b>	Identification of views and behaviors towards local (national and	Focus group discussions	No classification of consumer types	<ul style="list-style-type: none"> <li>• Supporting national/local farmers (p.212)</li> <li>• Supporting the British economy (p.212)</li> </ul>	<ul style="list-style-type: none"> <li>• Lower price (p.210)</li> <li>• Familiarity from childhood/past (p.211)</li> <li>• Freshness (short</li> </ul>	

Study & Country	Research subject	Method	Consumer type	Ethical Motives	Non-Ethical Motives	Others
	imported) foods				transportation) (p.211) • Taste (seasonality) (p.211)	
<b>Naspetti&amp;Bodini, 2008 (Italy)</b>	Identification of important purchase criteria	Focus group discussions	Occasional organic consumers	<ul style="list-style-type: none"> <li>• Respect for the land and the people (p.114)</li> <li>• Small-scale production as contrast to standardized, globalized food (p.115)</li> <li>• Specific food from specific regions (locational advantage) (p.116)</li> </ul>	<ul style="list-style-type: none"> <li>• Quality (p.113)</li> <li>• Safety (p.113)</li> <li>• Freshness (p.113)</li> <li>• Naturalness (p.113)</li> <li>• Seasonality (p.113)</li> <li>• Taste, texture, smell (p.114)</li> <li>• Quality (regional production methods and growing conditions) (p.114)</li> <li>• Short supply chains (freshness) (p.115)</li> </ul>	
<b>Roininen et al.,</b>	Establish	Qualitative	No	• Supporting local	• Freshness	• Trust (the product

<b>Study &amp; Country</b>	<b>Research subject</b>	<b>Method</b>	<b>Consumer type</b>	<b>Ethical Motives</b>	<b>Non-Ethical Motives</b>	<b>Others</b>
<b>2006 (Finland)</b>	personal values, meanings and benefits that consumers relate to local food products	interview techniques (laddering and word association)	classification	<p>economy (p.23)</p> <ul style="list-style-type: none"> <li>• Short transportation (p.23)</li> <li>• Animal welfare (p.24)</li> <li>• Support local production (p.24)</li> <li>• Create economic welfare in the area (p.24)</li> <li>• Short transportation distance (animal welfare, respect for the environment) (p.24)</li> <li>• Clean environment (p.25)</li> <li>• Creates no waste (p.25)</li> <li>• Avoid diseases (animal health) (p.25)</li> </ul>	<p>(p.23)</p> <ul style="list-style-type: none"> <li>• Health (p.24)</li> <li>• Short transportation distance (quality, taste, freshness) (p.24)</li> <li>• Short transportation distance (lower price) (p.24)</li> <li>• Sense of security due to the Finnish origin (p.24)</li> <li>• Avoid diseases (food safety) (p.25)</li> </ul>	<p>origin is known) (p.23)</p>
<b>Zepeda &amp; Leviten-Reid, 2004 (USA)</b>	Investigate consumers' interests, attitudes and motivations for buying	Focus group discussions	Organic and conventional shoppers	<ul style="list-style-type: none"> <li>• Seasonality (p.3)</li> <li>• Less burning of fuel (p.3)</li> <li>• Supporting the local economy to help local farmers (p.3)</li> <li>• Support sustainable</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonality (p.3)</li> <li>• Freshness (p.3)</li> <li>• Flavor (p.3)</li> <li>• Longer lasting produce (p.4)</li> <li>• Familiar from</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment through the visit of a farmers' market (p.4)</li> <li>• Experience with family and friends (p.4)</li> <li>• Transparency (see</li> </ul>

<b>Study &amp; Country</b>	<b>Research subject</b>	<b>Method</b>	<b>Consumer type</b>	<b>Ethical Motives</b>	<b>Non-Ethical Motives</b>	<b>Others</b>
	local food			land use (p.4) <ul style="list-style-type: none"> <li>To avoid toxins (p.4)</li> </ul>	the past (p.4) <ul style="list-style-type: none"> <li>To avoid toxins (p.4)</li> </ul>	where it comes from) (p.4) <ul style="list-style-type: none"> <li>Personal relationships with farmers (helping them out, support them etc.) (p.4)</li> </ul>
<b>Zepeda &amp; Deal, 2009 (USA)</b>	Explaining organic and local food purchase behavior	Semi-structured interviews	Heavy organic buyers/Light organic buyers/rare or none organic buyers	<ul style="list-style-type: none"> <li>Wasting fuel (p.699)</li> <li>Supporting local economy (p.699)</li> <li>Anti-corporate (p.699)</li> <li>National food security (p.699)</li> <li>Locational advantages (p.699)</li> <li>Animal treatment (p.699)</li> <li>Treatment of workers (p.699)</li> <li>Adds uniqueness to a region (p.699)</li> <li>Treatment of the land (p.699)</li> <li>Support local culture (p.702)</li> </ul>	<ul style="list-style-type: none"> <li>Avoid spread of disease (health) (p.699)</li> <li>Quality/freshness (p.699)</li> </ul>	<ul style="list-style-type: none"> <li>Trust (p.699)</li> <li>social interaction with farmers (p.699)</li> <li>informational interaction with farmers (p.699)</li> <li>Entertainment/ambiance (p.699)</li> <li>Feeling of membership in a community (p.702)</li> </ul>

**Appendix II: Consumption goals sorted by ethical Food Choice Motives**

<b>Ethical Food Choice Motive</b>	<b>Organic</b>	<b>Local</b>
Animal welfare	Animal welfare Animal treatment Animal living conditions Caring about a happy life for the animal Less/no antibiotics Humane slaughter Living space Less cruelty against animals Respect animal rights Responsibility for animals No hormones Feed without GMOs Short transportation distances	Animal welfare Short transportation distances Animal treatment Avoid diseases
Environmental protection	Environmental concerns No GMOs/Concerns about GMO foods Better for the environment/world Sustainability Seasonality No pesticides Respect for the environment Short transportation distances Regenerative production process Saving energy Avoid soil degradation	Avoid amendments Environmental protection Protecting water and others Consideration of food miles Residues and contaminants Energy savings Short transportation distances Avoid waste Seasonality Support sustainable land use Avoid toxins

Ethical Food Choice Motive	Organic	Local
		Treatment of the land
Political values	Political statement (against multinationals) Consumer responsibility	Concern about industrialized agriculture/Anti-corporate Loss of farms and rural communities National food security
<i>Religion</i>	<i>No Statements</i>	<i>No Statements</i>
Local/Regional production	Support/helps small scale farmers Protecting rural communities <i>Locational advantages</i>	Support local economy Support family farms Support national/local farmers/people Support small-scale production Locational advantages Adds uniqueness to a region
Social embeddedness	Help poor farmers Regional origin creates trust Care for the family Being a good mother Preserving traditional values in the countryside Leaving a better world for future generations Altruism and relationship with others Knowing the farmer Certification creates trust Lifestyle	Integrity of food Knowing the farmer New social connections/networks Knowing other consumers Safe food for the family Trust because the product origin is known Entertainment through FM Experience with friends and family Transparency (see where it comes from) Personal relationships with farmers (e.g. helping them, support them etc.) Informational interaction with farmers

Ethical Food Choice Motive	Organic	Local
		Ambiance at the FM Feeling of membership in the community
Fairness	Fair trade Trading conditions Labor practices	Avoid worker exploitation Farm worker safety

**Appendix III: Ethical consumption goals sorted by relationship types**

Study	Competition	Complementarity	Exclusion
<b>Chang &amp; Zepeda, 2005 (Australia)</b>	<ul style="list-style-type: none"> <li>• Organic – budget, availability, time (p.158 f)</li> <li>• Organic – convenience (p.159)</li> <li>• Organic – food security (p.159)</li> <li>• Organic – distance of transport (p.160)</li> <li>• Organic – large corporate farms (p.160)</li> <li>• Organic – Contamination by neighboring farms (p.160)</li> <li>• Organic – freshness (p.162)</li> <li>• Organic – local (p.162)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – Healthiness (p.159)</li> <li>• Organic – harmony with nature (p.160)</li> <li>• Organic – sustainable communities (p.160)</li> <li>• Organic – not harmful to the environment (p.160)</li> <li>• Organic – tastefulness (p.161)</li> <li>• Health – no pesticide application (p.162)</li> <li>• Animal welfare – price premium (p.164)</li> <li>• Avoidance of soil/environmental degradation – acceptance of a price premium (p.164)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – GMOs (p.159)</li> <li>• Organic – local (p.162)</li> <li>• Organic – price (p.162)</li> <li>• Organic – inconvenience/availability (p.162)</li> <li>• Organic – lacking freshness (p.162)</li> </ul>
<b>Harper &amp; Makatouni, 2002 (UK)</b>	<ul style="list-style-type: none"> <li>• Organic – trust (p.296)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – free range (chicken) (p.293)</li> <li>• Organic – Healthiness (p.295)</li> <li>• Appropriate living conditions – Healthiness (p.296)</li> <li>• Animal welfare – food safety (p.297)</li> </ul>	
<b>Hill &amp; Lynchhaun, 2002 (UK)</b>	<ul style="list-style-type: none"> <li>• Organic – lack of improved taste (p.534)</li> <li>• Organic – price (p.534)</li> <li>• Organic – availability (p.536)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – care for the family (p.533)</li> <li>• Organic – Healthiness (p.533)</li> <li>• Organic – Taste (p.533)</li> <li>• Organic – better for the environment (p.533)</li> <li>• Organic – product safety (p.533)</li> <li>• Care for the environment – Health (avoiding chemicals) (p.535)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – lack of taste benefits (p.534)</li> <li>• Organic – price (p.534)</li> </ul>
<b>Hjelmar, 2011</b>	<ul style="list-style-type: none"> <li>• Organic – convenience (p.338)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – taste (p.338)</li> </ul>	



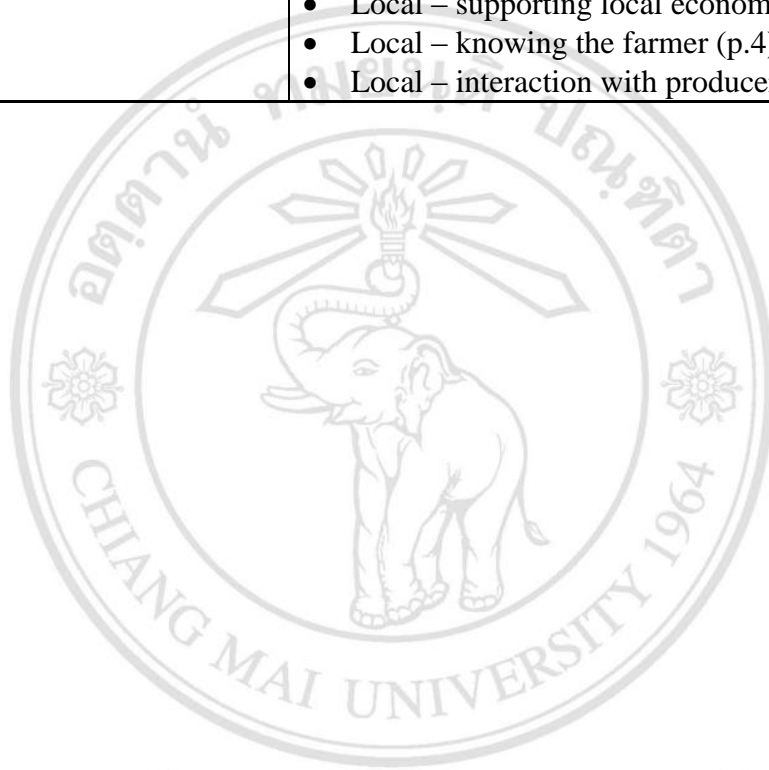
Study	Competition	Complementarity	Exclusion
<b>(Denmark)</b>	<ul style="list-style-type: none"> <li>• Organic – prices (p.338)</li> <li>• Organic – availability and selection (p.338)</li> <li>• Organic – taste (p.338)</li> <li>• Organic – shelf-life (p.338)</li> <li>• Organic – long transportation ways (p.339)</li> </ul>	<ul style="list-style-type: none"> <li>• Animal well-being– better taste/quality (p.338)</li> <li>• Organic – short distance transportation (p.338)</li> <li>• Organic – less pesticides (p.338)</li> <li>• Avoiding pesticides – Healthiness (p.339)</li> <li>• Organic – preserving traditional values (p.339)</li> <li>• Conservation of the environment – responsibility for future generations (p.339)</li> <li>• Organic – seasonality (p.339)</li> <li>• Organic – animal welfare (p.339)</li> <li>• Organic – trust in the label (p.339)</li> <li>• Organic – small-scale production (p.340)</li> </ul>	
<b>Makatouni, 2002 (UK)</b>		<ul style="list-style-type: none"> <li>• No pesticides – healthiness (p.349)</li> <li>• No pesticides – care for family health (p.349)</li> <li>• No pesticides – environmental balance (p.349)</li> <li>• Living space of animals – healthiness (p.349)</li> <li>• No antibiotics – healthiness (p.349)</li> </ul>	
<b>Stolz et al., 2009 (Germany &amp; Switzerland)</b>	<ul style="list-style-type: none"> <li>• Organic – off-season production (p.172)</li> <li>• Organic – long transportation distances (p.172)</li> <li>• Organic – high fat content (p.172)</li> <li>• Organic – high prices (p.174)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – good taste (p.165)</li> <li>• Organic – less pesticides (p.165)</li> <li>• Organic- no GMOs (p.167)</li> <li>• Organic – healthiness (p.172)</li> <li>• No pesticides – healthiness (p.173)</li> <li>• Organic – extensive production systems</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – Not knowing the farmer (p.174)</li> <li>• Organic – off-season production (p.172)</li> <li>• Organic – long</li> </ul>

Study	Competition	Complementarity	Exclusion
	<ul style="list-style-type: none"> <li>Local – organic (p.175)</li> </ul>	<p>(p.173)</p> <ul style="list-style-type: none"> <li>Organic – animal welfare (p.175)</li> </ul>	<p>transportation distances (p.172)</p>
<p><b>Zanoli&amp;Naspetti, 2002 (Italy)</b></p>	<ul style="list-style-type: none"> <li>Organic purchase – expensive (p.649)</li> <li>Organic purchase – lack of availability (p.649)</li> <li>Organic – price (p.649)</li> <li>Organic – convenience (p.649)</li> </ul>	<ul style="list-style-type: none"> <li>No chemicals – healthiness (p.649)</li> <li>No chemicals – ecology (p.649)</li> <li>Lower environmental impact – healthiness (p.649)</li> <li>Organic – relationship with others (p.649)</li> </ul>	
<p><b>Zepeda et al., 2006 (USA)</b></p>	<ul style="list-style-type: none"> <li>Small, local producers – organic from corporations (p.390)</li> <li>Organic – long transportation (p.390)</li> <li>Organic – price issue (p.390)</li> <li>Organic – quality (p.390)</li> <li>Organic – lack of familiarity (p.392)</li> </ul>	<ul style="list-style-type: none"> <li>Organic – locally produced (p.390)</li> <li>Organic – knowing the farmer (p.390)</li> <li>Certification – convenience (p.390)</li> <li>Local- less energy for transportation (p.390)</li> <li>Organic certification – trust (p.390)</li> </ul>	
<p><b>Zepeda &amp; Deal, 2009 (USA)</b></p>	<ul style="list-style-type: none"> <li>Organic – lack of trust in label (p.699)</li> <li>Organic – convenience (p.699)</li> <li>Organic – stuck in routines (p.699)</li> <li>Organic- knowledge of benefits (p.699)</li> <li>Organic – availability (p.700)</li> <li>Organic – price (p.701)</li> <li>Local – organic (p.702)</li> </ul>	<ul style="list-style-type: none"> <li>Avoidance of pesticides/hormones – healthiness (p.700)</li> <li>Environmental protection – healthiness (p.700)</li> <li>Organic – better quality (p.700)</li> <li>Local – food safety (p.702)</li> </ul>	<ul style="list-style-type: none"> <li>Organic – lack of trust in label (p.699)</li> <li>Local – organic (p.702)</li> </ul>
<p><b>Berlin et al., 2009 (USA)</b></p>	<ul style="list-style-type: none"> <li>Organic – produced locally (in Vermont) (p.271)</li> <li>Local – lack of time (p.270)</li> <li>Local – organic (p.271)</li> </ul>	<ul style="list-style-type: none"> <li>Local – less pesticides (p.270)</li> <li>Local – trust/integrity (p.270/271)</li> <li>Local – food safety (p.271)</li> <li>Shorter transportation/closer production –</li> </ul>	<ul style="list-style-type: none"> <li>Local – organic (p.271)</li> </ul>

Study	Competition	Complementarity	Exclusion
		trust (p.271) <ul style="list-style-type: none"> <li>• Local – supporting the community (p.271)</li> <li>• Local – lower content of preservatives (p.271)</li> <li>• Organic – supporting the local economy (p.271)</li> <li>• Organic – local (p.271)</li> <li>• Local – environmental conservation (p.272)</li> </ul>	
<b>Bingen et al., 2011 (USA)</b>	<ul style="list-style-type: none"> <li>• Local – seasonality (p.414)</li> <li>• Local – availability/seasonality (p.414)</li> <li>• Local- time/convenience (p.414/415)</li> </ul>	<ul style="list-style-type: none"> <li>• Local – taste/freshness/smell (p.413)</li> <li>• Local – less contaminants and residues (p.413)</li> <li>• Local – animal welfare (p.413)</li> <li>• Local – energy concerns (p.413)</li> <li>• Local – community/farmer support (p.413/414)</li> <li>• Local – seasonality (p.414)</li> <li>• Local – connecting with people (p.414)</li> <li>• Local – safe food for the family (p.414)</li> </ul>	<ul style="list-style-type: none"> <li>• Local – availability/seasonality (p.414)</li> </ul>
<b>Chambers et al., 2007 (UK)</b>	<ul style="list-style-type: none"> <li>• Local – high price (p.210)</li> <li>• Local – choice and convenience (p.211)</li> <li>• Local – lack of time and opportunity (p.211)</li> <li>• Seasonality – choice of products (p.211)</li> </ul>	<ul style="list-style-type: none"> <li>• Local – lower price (p.210)</li> <li>• Local – quality (p.211)</li> <li>• Freshness – short transportation distances (p.211)</li> <li>• Seasonality – improved taste (p.211)</li> <li>• Local – support farmers in the area (p.212)</li> </ul>	<ul style="list-style-type: none"> <li>• Local – seasonality (p.211)</li> </ul>
<b>Naspetti&amp;Bodini, 2008 (Italy)</b>	<ul style="list-style-type: none"> <li>• Local – organic (regarding quality concerns) (p.114)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – local (p.113)</li> <li>• Local – freshness (p.113)</li> </ul>	<ul style="list-style-type: none"> <li>• Organic – GMOs (p.114)</li> </ul>

Study	Competition	Complementarity	Exclusion
	<ul style="list-style-type: none"> <li>• Local – availability (p.114)</li> <li>• Local- Organic (referring to food safety) (p.114)</li> </ul>	<ul style="list-style-type: none"> <li>• Quality – seasonality(p.113/116)</li> <li>• Seasonality – geographical origin (p.114)</li> <li>• Knowing the farmer – freshness (p.114)</li> <li>• Small-scale farming – trust (p.1145)</li> <li>• Knowing the farmer – food safety (p.115)</li> <li>• Local – better taste (p.115)</li> <li>• Short supply chains – quality (p.115)</li> <li>• Short transportation distances – freshness (p.116)</li> </ul>	
<b>Roininen et al., 2006 (Finland)</b>	<ul style="list-style-type: none"> <li>• Local – high price (p.23)</li> <li>• Local – quality (of conventional food) (p.24)</li> </ul>	<ul style="list-style-type: none"> <li>• Local – freshness (p.23)</li> <li>• Local – short transport (p.23)</li> <li>• Local – security (p.23)</li> <li>• Local – contribution to local economy (p.23)</li> <li>• Local – trust (transparency) (p.23)</li> <li>• Short transportation – freshness (p.25)</li> <li>• Local – animal welfare (p.25)</li> <li>• Local – Healthiness (p.25)</li> <li>• Local – environmental protection (p.25)</li> <li>• Short transportation – good taste (p.25)</li> <li>• Short transportation – lower price (p.25)</li> <li>• Short transportation – animal welfare (p.25)</li> <li>• Short transportation- respect for nature (p.25)</li> </ul>	
<b>Zepeda &amp;Leviten-Reid, 2004 (USA)</b>		<ul style="list-style-type: none"> <li>• Local – freshness (p.3)</li> <li>• Short transportation – less wasting of fuel (p.3)</li> </ul>	

Study	Competition	Complementarity	Exclusion
		<ul style="list-style-type: none"> <li>• Local – supporting local economy (p.3)</li> <li>• Local – knowing the farmer (p.4)</li> <li>• Local – interaction with producers (p.4)</li> </ul>	



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