

# Direct sales of local producers in the Harz region – Challenges and first findings on the way to a culinary region



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# Outline

1. Local Products
  - Definition
  - Local products in tourism
2. Challenges for Local Producers
3. Farm Shop Study
  - Goal and Methodology
  - First Results
  - Limitations
4. Conclusion

# What is a Local Product?

- Example “Harzer Käse”
  - Since 1921: Production of the “Harzer Roller” in the Harz region (Vienenburg/ **Lower Saxony**)
  - Since 2005: Production in (Leppersdorf/ **Saxony**)



*Without production facility in the Harz region: Is the “Harzer Käse” still a local product?*

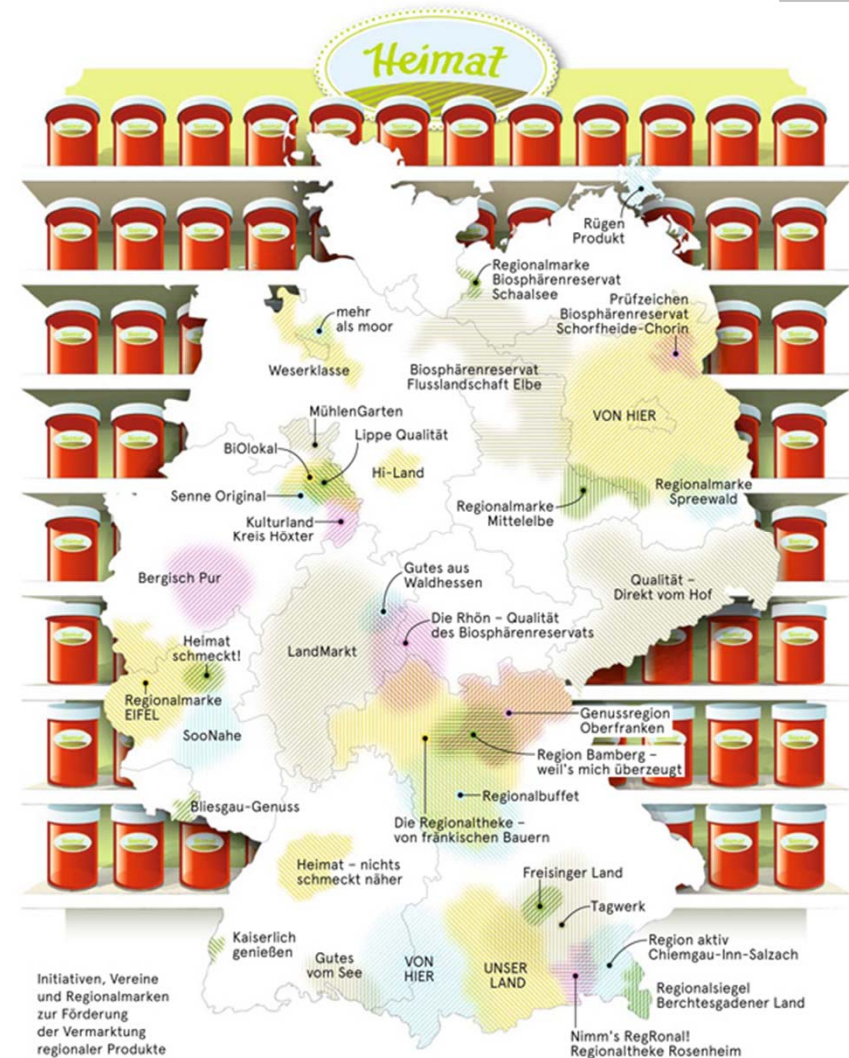


# Term: "Local Product"

- No universal definition
- Different criteria of origin in regional signets of the federal states
- "Local" in retail often just refers to place of production



BMWi 2012, p. 7ff.



- Share of local raw materials varies between 50 and 100%

# Local products in tourism

- Present and future tourism trends support the significance of local products in tourism
    - **Pleasure** is getting more and more important on journeys
    - **Culinary** more often becomes an independent **travel reason**
    - Offer of typical local food is **desired by many tourists**
      - e.g. by hiking tourists, bike tourists and cultural tourists
- Destinations integrate culinary themes in their product portfolio



Enderwitz 2008, p. 16ff.; Steinecke 2007, p. 238, FIF 2009.

# Local Products in Tourism

Local products are ...

food and/or

other manual und industrial manufactured products

which take up typical themes

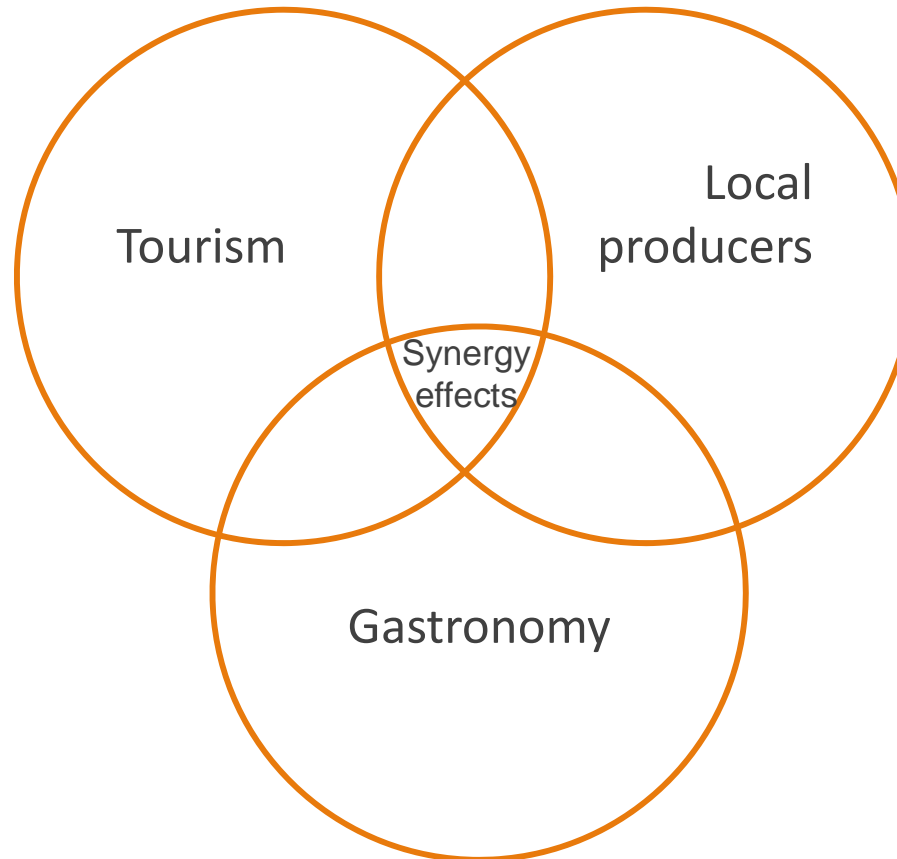
(in the light of historical and cultural background)

and support the traditional character of a region.

The products need to be produced in the region itself.

# Local products, tourism and gastronomy – an interaction

- Profiling chance
- Culinary as travel reason
- Attractive Landscape
- Extended tourism offer
- Addition of infrastructure
- Get to know of local culture



- New target groups
- Sales potential
- Chances for direct sales
- Additional income for companies
- Increased awareness
- Existence protection

- New customers
- Extended product portfolio
- Fresh products
- Connecting factors for Communication/advertising

cf. Hall/Sharples 2003, p. 1;  
Niewodniczanski (1998), p. 17;  
3; Friedrich/Veer/Teitscheid n.d.

# Challenges for Local Producers

- Cooperation
  - between local producers among each other
  - between local producers and gastronomy/hotels
- Distribution of local products
- Availability of local products (seasonality)
- Quality of local producers and their products
- Attractiveness for visitors





# Farm Shop Study

## Goal:

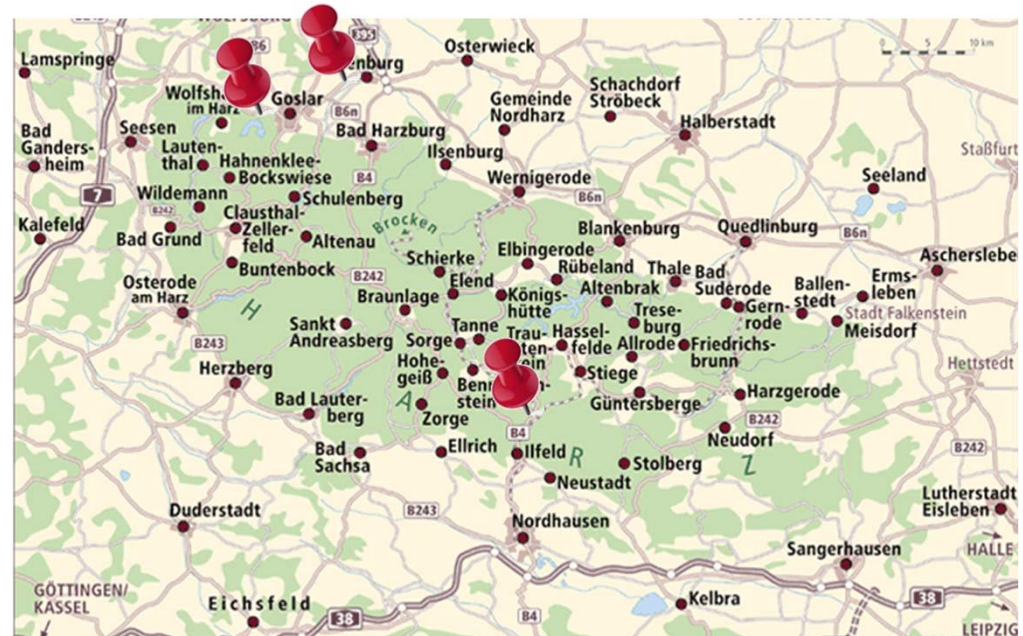
- Knowledge about farm shop customers
  - Target groups
  - Visiting reasons and buying behaviour in general
  - Customer expectations
  - Information behaviour



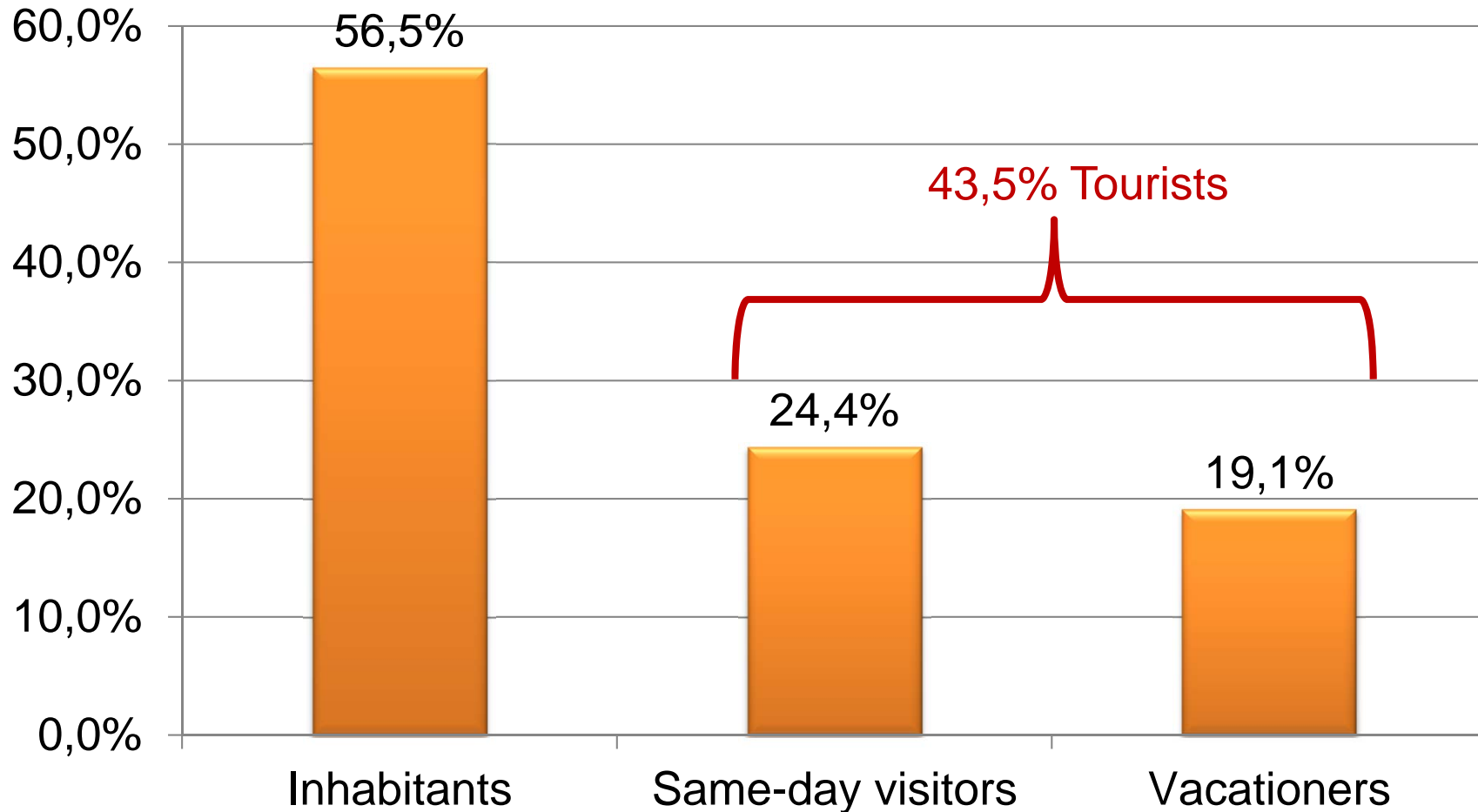
# Farm Shop Study

## Methodology

- Face-to-face interviews
- Survey period: October 2013
- N=300
- 3 interview locations
  - Farm shops in the Harz region
  - High frequency of visitors
  - Attractiveness for visitors



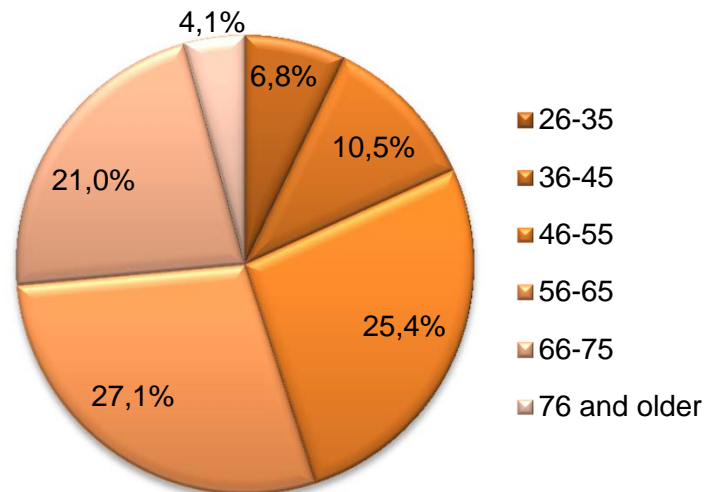
# Origin of Respondents



n=299

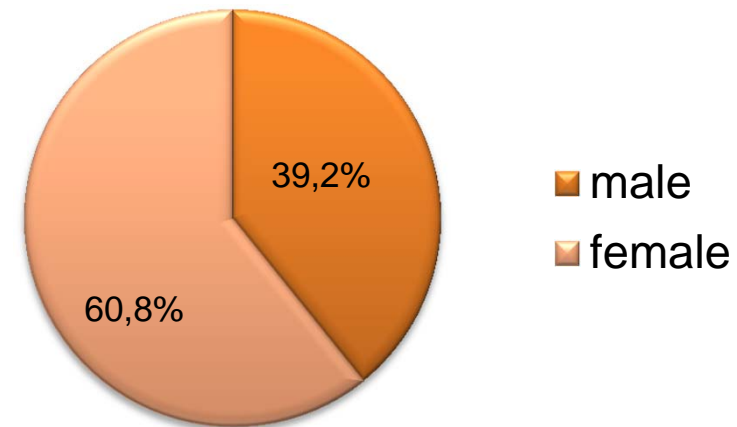
# Socio-demographic Characteristics

## Age of Respondents



n=295

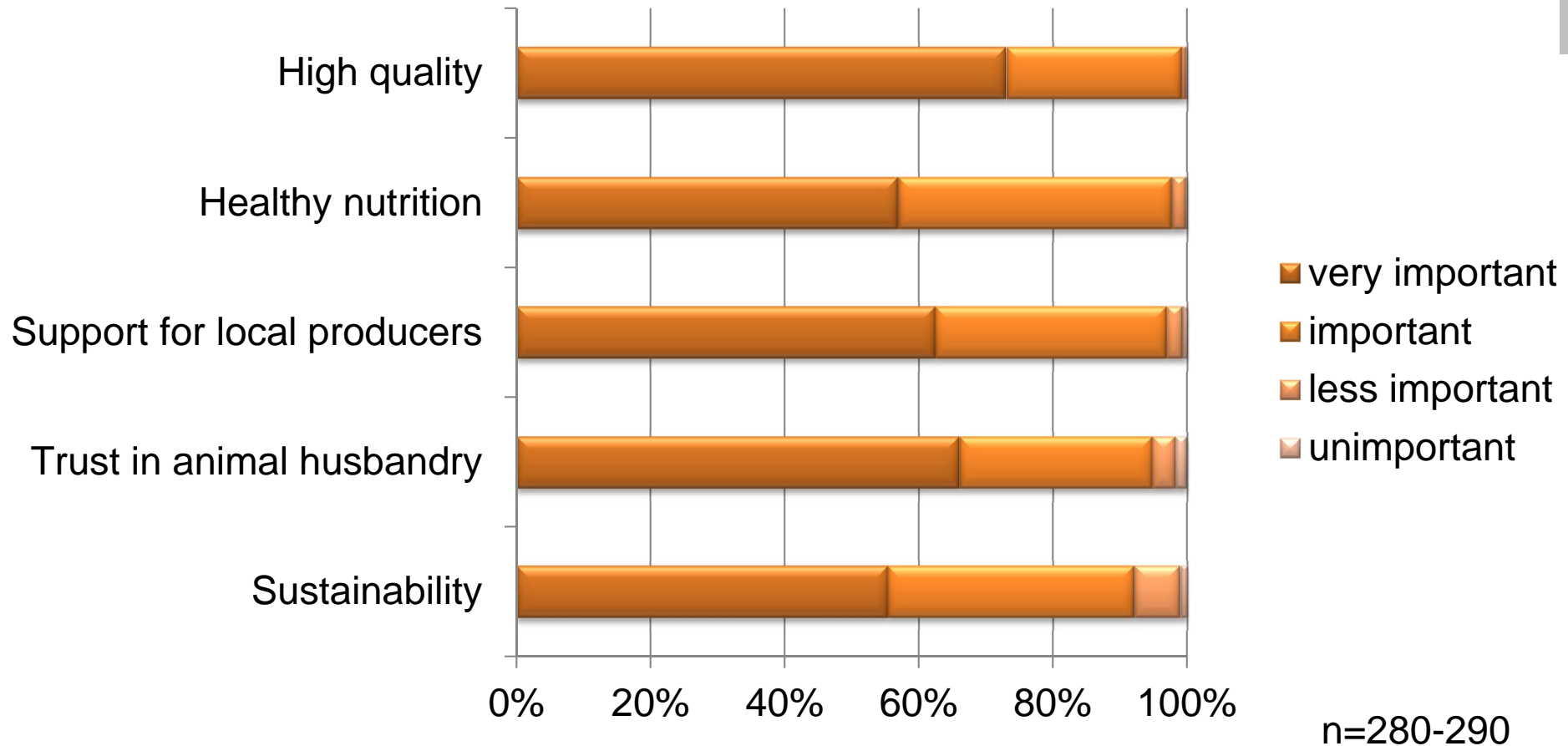
## Gender



n=296

# Reason to buy Local Products

## Why do you buy local products in general?

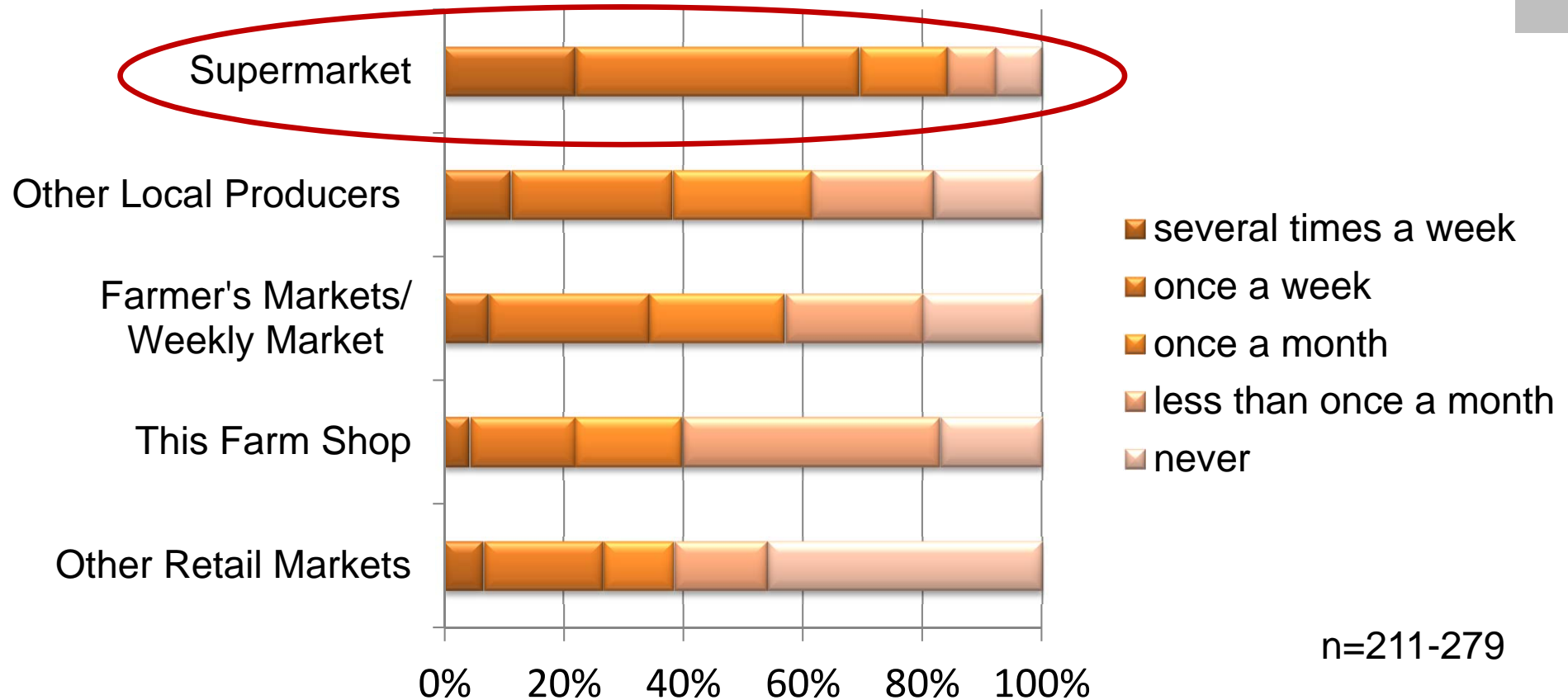


Farm Shop customers evaluate all aspects to be important!

Preferred products: Fruits/Vegetables; Sausage/Meat; Eggs

# Locations to buy Local Products

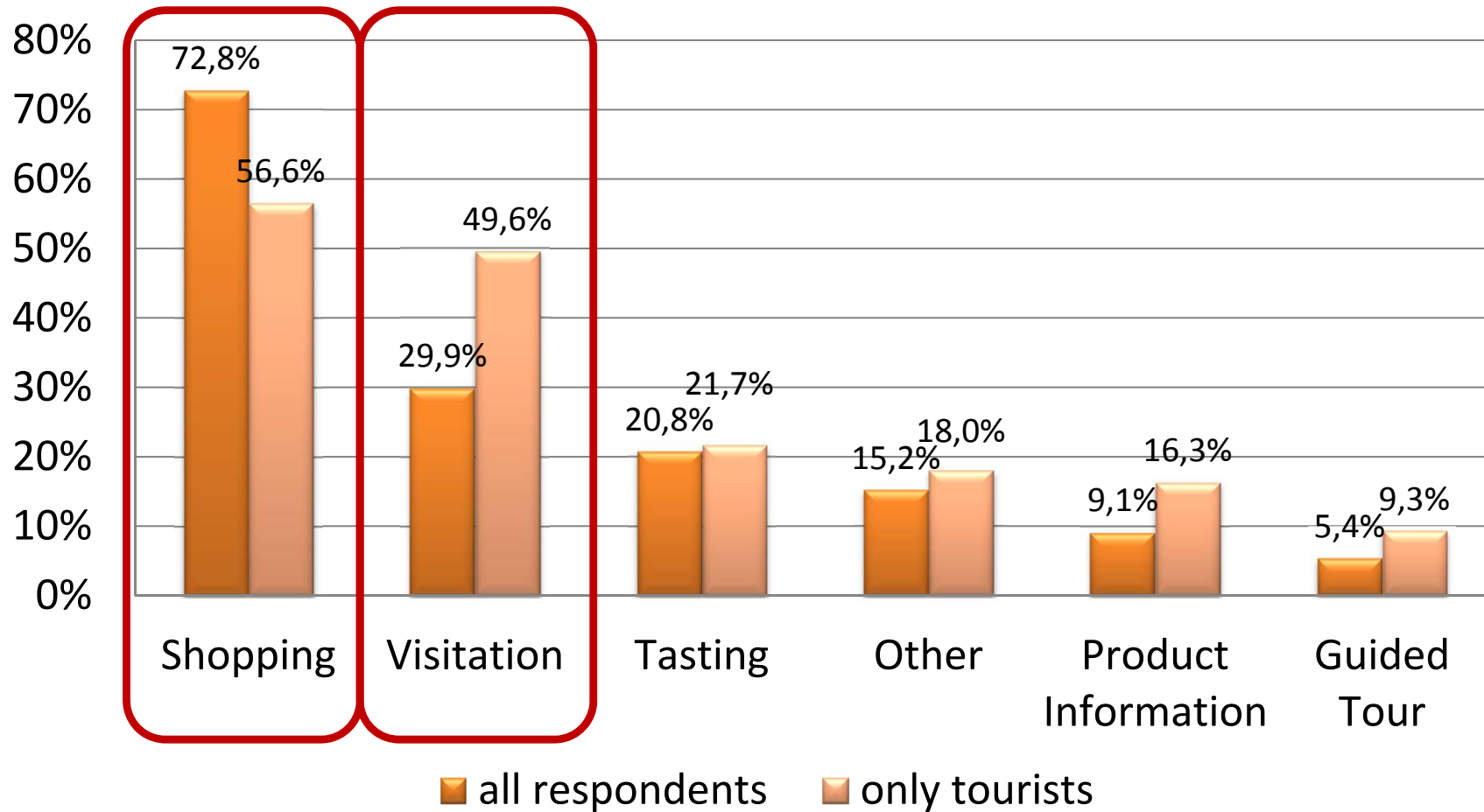
Where and how often do you buy local products?



Supermarkets and local producers a most popular locations to buy local food!

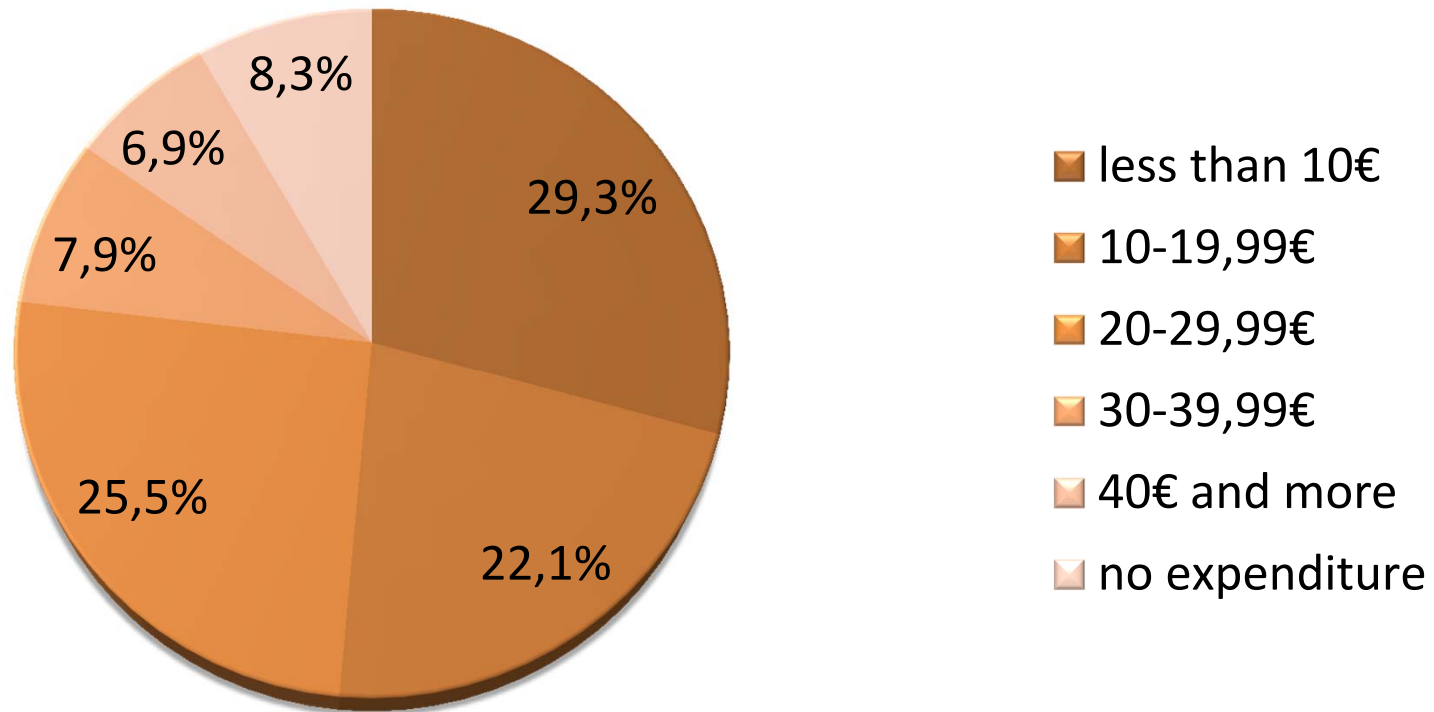
# Reasons to visit Local Producers

## What is the objective of your visit?



# Spending at Local Producers

How much money did you spend in this farm shop?



n = 290

More than three quarters of the respondents spend less than 30 Euro.



# Limitations

- 3 selected survey locations
  - Influence on visitor structure (share of inhabitants or tourists)
- Short survey period (only two weekends in October)
- External factors (weather, season, atmosphere)
- In some questions missing response options (e.g. “other”)

# Conclusion

- More and more regions focus on culinary themes in tourism → use potential of local products
- Currently the Harz Region do not engage very active in culinary tourism
- One main goal should be to inform local producers about customers needs and expectations
  - Study to gain Knowledge about farm shop customers
- Mainly purchase intentions
- Favoured location to buy local products are supermarkets
  - Local producers need to lure people on their farm/company to make use of advantages caused by direct sales

# Thank you for your attention!



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