

# Support your locals

## Who are the buyers of the Flevour box?

Claudia Segreto, Sigrid Wertheim-Heck, Charlotte van den Arend, Nadia Zerouali.

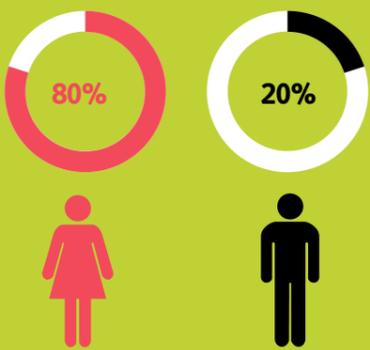


The Flevour box initiative was developed by a network of Flevoland food producers, with the aim of offering food products to local consumers. This study assessed who are the buyers of the "Flevour box." A survey among the buyers was conducted that included 306 respondents.

## Results

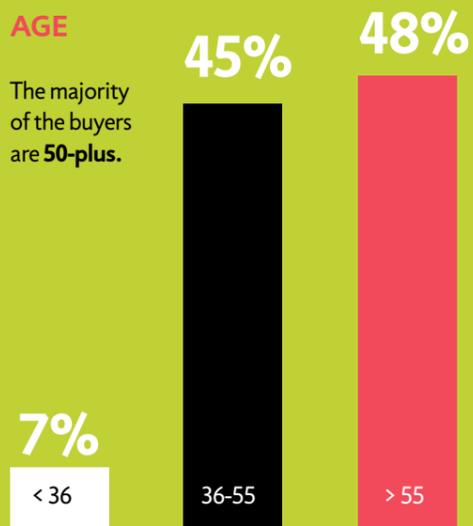
### GENDER

Females account for 80%.



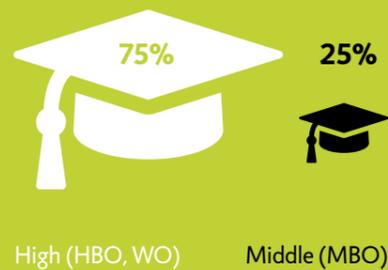
### AGE

The majority of the buyers are 50-plus.



### EDUCATION

75% had a high education background. None of the buyers had a low education background.

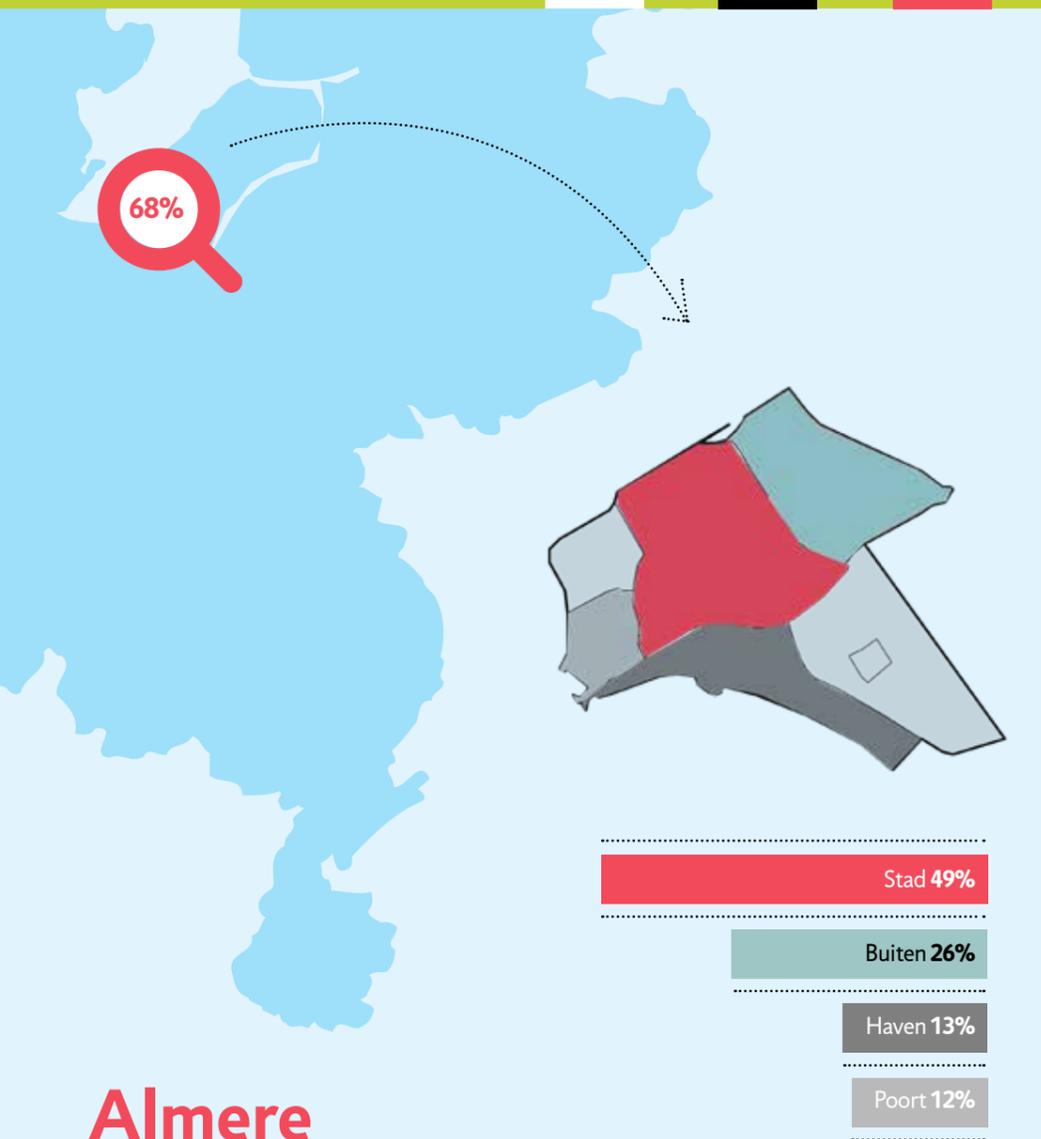


### AVERAGE HOUSEHOLD INCOME

The average income of the buyers is at € 61,795, twice as high as the Dutch average income (€ 31,000).



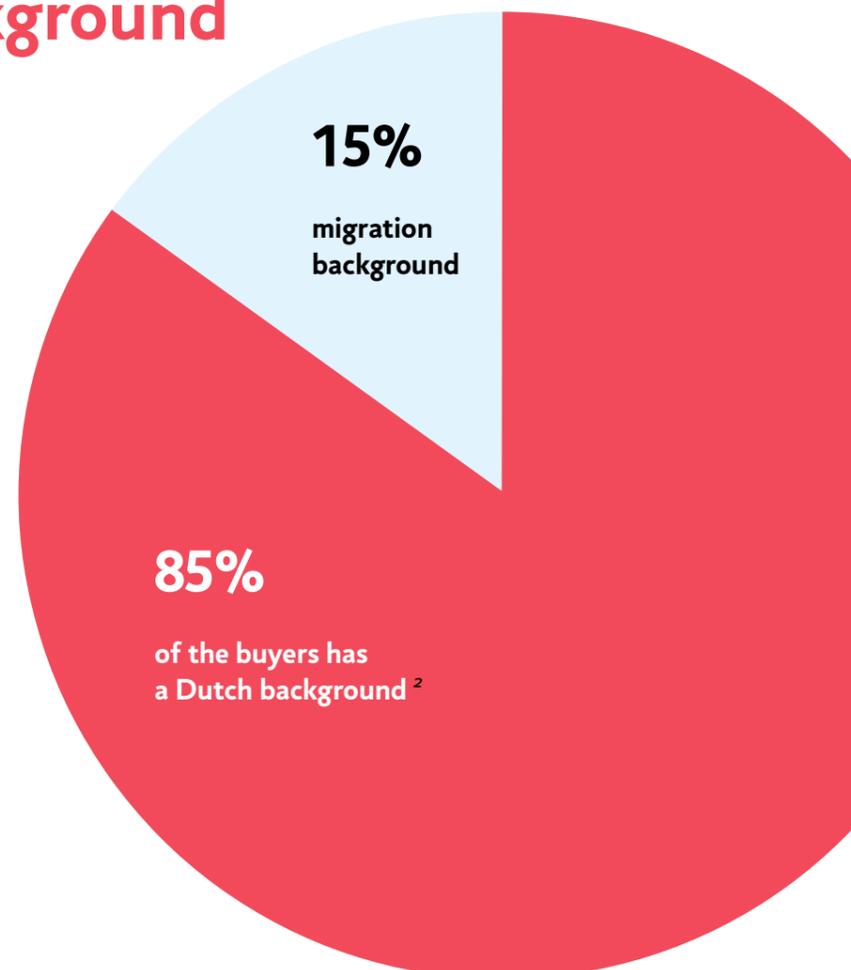
<sup>1</sup> Based on 46% of the total sample



## Almere

68% of the total buyers of the Flevour box are citizens from Almere. Although our survey among 306 buyers did not record the place of residence of the respondents, we may assume (given the sample size) that the majority of the respondents live in Almere.

## Migration background



<sup>2</sup> Migration background of the buyers is determined according to the definition of CBS. It is considered Dutch background if both parents were born in the Netherlands, whereas migration background if at least one parent was born abroad.

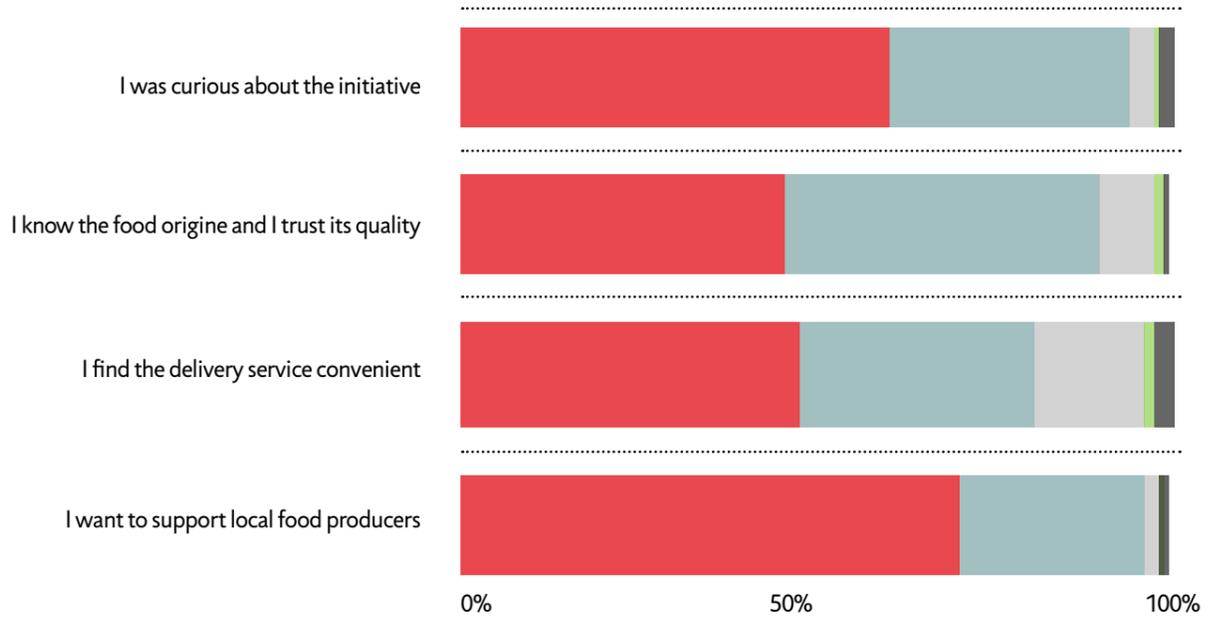


click for page 2

# Motivation

The desire to support local food producers and the curiosity towards the initiative are the most important factors motivating the purchase.

Strongly agree Agree Neutral Disagree Strongly disagree



# Repeated purchases

56% of the buyers will not repeat the purchase. Reasons relate to a lack of food **variety**, the preference for **traditional in-store shopping**, and the **unfamiliarity** with specific food products. The latter could be explained by the fact that the Flevour box contains ethnic food products (spices, flatbread) that might not fit within Dutch food tastes and preferences.

44% Repeated

56% No repeated

31%

No variety

22%

I prefer traditional shopping

20%

I do not use all products

14%

Expensive

# Discussion

The representative survey revealed a homogeneous buyer profile: Dutch adult females, highly educated, and with higher household income levels. The main drivers of purchase are the desire to support local food producers and the curiosity to discover new initiatives. Although nearly half of the buyers are willing to make a repeated purchase, the current consumer base could be strengthened by making changes in the food content (e.g., more variety). Moreover, there seems room for broadening the consumer base since the buyer profile does not reflect the Almere population composition. A large group of citizens is currently not reached, leaving room for expansion. The migration background, the educational level, and the income of our sample do not reflect the population of Almere.

## Buyers profile

## Almere citizen profile

Migration background

15%

43%<sup>3</sup>

<sup>3</sup>) Allecijfers.nl (2019)

Higher education level

75%

29%<sup>4</sup>

<sup>4</sup>) <https://www.clo.nl/indicatoren/nl200-opleidingsniveau-bevolking> (cijfers 2019)

Average household income

€ 61,800

€ 25,200<sup>5</sup>

<sup>5</sup>) Allecijfers.nl (2019)

# Conclusion

The Flevour box initiative represents a concrete way to encourage local food production and consumption in the province of Flevoland. However, the Flevour box buyers seem to be a **population niche**. When striving to broaden the clientele, efforts are needed that better tailor the box scheme to the population diversity in the city.