**Exercise A – Participant Worksheet**

Based on your own food shopping, you may have made choices about purchasing local food. You probably have ideas about why people purchase local food and what types of issues might stop them from making these purchases. Your facilitator will assign you to a group where you will be asked to make a list on either:

1. Identify motivators that encourage consumers to purchase local food.
2. Identify barriers that deter consumers from purchasing local food.

My group is assigned to list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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| Motivators for Purchase of Local Food | Barriers for Purchase of Local Food |
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**Exercise B – Participant Worksheet**

Think about heading to your family store, market or other outlet for local foods. Think about what you would like to buy. On the left side of the sheet please list 5 local food products you would purchase on your trip. In the middle column, please list at least 5 reasons you would select these particular products. In the right column please, list the reasons you feel consumers might select the products they chose.

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| 5 Local Foods I Would Purchase | Reasons I Would Purchase these Local Food | Consumer Reasons for Purchase |
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**Exercise C – Participant Worksheet**

Think about the local products you produce. List the products you feel are most likely to be purchased in the left column. List other local food you produce in the right column. Following the completion of your list, we will begin talking about communicating to customers about your products.

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| Local Food I Produce Most Likely to be Purchased | Other Local Food Products I Produce |
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**Exercise D – Participant Worksheet**

There are many motivating factors that may positively influence consumers to purchase your local food products. Your communication with potential customers may reinforce their motivations, call to mind a motivation they might not have considered, or prompt discussions that provide you with helpful insight into the customer’s thinking.

Please list your products most likely purchased in the left column (from Exercise C). List the reasons why consumers might be motivated to purchase these foods in the middle column and the locations to sell these products in the right column (Exercise B). After the lists are complete, we will have a group discussion. You may want to add new information to your list at that time.

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| My Products Most Likely Purchased | Motivations to Purchase these Local Food Products | Locations to Market these Local Food Products |
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**Exercise E – Participant Worksheet**

Various issues may act as barriers for consumers to purchase specific local food products. Some of these barriers can be addressed with strategies to reduce or eliminate these reasons making it more likely that the product will be purchased.

Please list the foods you produce in the left hand column. Possible barriers to consumer purchase of these foods should be listed in the middle column. You may wish to refer to your worksheet from Exercise A as well as discuss ideas with those around you. Following completion of the list of barriers, please discuss possible strategies to break down each barrier. There will be an opportunity for you to share your content with the entire group. You may wish to add any relevant barriers to your list during group sharing.

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| My Products (including those less likely to be purchased) | Barriers for Sales of Local Products | Strategies to Break Down these Barriers |
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**Evaluation for Module 2**

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| --- | --- | --- | --- | --- |
| For the following statements, please answer by circling a number where 1=strongly disagree, 2= disagree, 3=neither agree nor disagree, 4= agree, and 5=strongly agree. | | | | |
|  | | Before Workshop | | After Workshop |
| a. I am comfortable identifying motivators that encourage consumers to purchase local food. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| b. I understand barriers that might hinder consumers from purchasing local food. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| c. I am aware of the types of locations where consumers go to purchase local food. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| d. I am aware of which local food products consumers are most likely to purchase. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| e. I can use my knowledge of motivators to help promote my products. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| f. I can use my knowledge of barriers to help promote my products. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
|  | |  | |  |
| What are the three most important things you feel you have learned in this module?  What have you learned from this module that you plan to implement in the next year? | | | | |
| The amount of time spent on this module was: (Please circle one) | Too Short | | Just Right | Too Long |
| The amount of material covered in this module was: (Please circle one) | Too Little | | Just Right | Too Much |