

Can consumers contribute to the food system's resilience?



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1 Introduction and research questions

People of 21st century pay more and more attention to sustainable food production, respect for animal welfare, local production, socially fair production, etc. However, in the discussions on food system **resilience**, consumers are seen as **passive stakeholders** whose nutritional needs are expected to be satisfied throughout times of supply disruptions.

Hence we address the following questions:

- 1) Do consumers **support** the idea of helping farmers in case of a summer drought?
- 2) How much consumers are willing to **pay extra** for milk, beef, wheat, potato and wine products
- 3) What are the **drivers** of the willingness to support?

2 Data collection and analysis

- **Five online surveys** were conducted in March and April 2019 through the online panel Respondi.
- The sample was **stratified to represent Switzerland** by age, gender and 6 greater regions (except Ticino).
- One person could fill in only one questionnaire.
- Data were analyzed with a **structural equation model** to test whether **ethnocentrism, attitude to sustainability, trust in others** and **attitude to direct payments** influence willingness to support.

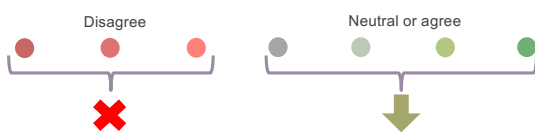


3 Scenario and key questions

In 2018, Switzerland has experienced unusually dry and hot summer.

Swiss farmers had to make additional efforts to secure their yields (irrigation, cultivation of dry soils, etc.)

Q1: Assuming that such scenario occurs again, should consumers support farmers in case of the next drought?

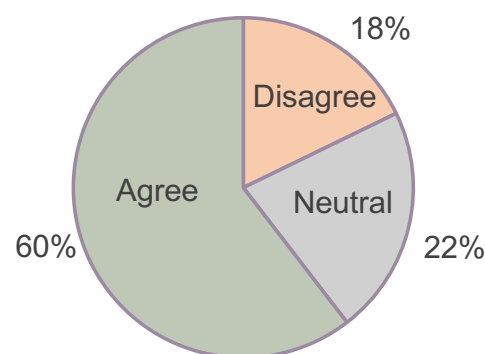


Q2: Should such scenario occur again, how much more would you be willing to pay in the short term* to support Swiss farmers?

* for 3 months

4 Results

I Do consumers agree to support?

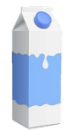


III Who is more likely to support?

- Ethnocentric
- Sustainably-minded
- Supporters of direct payments

II How much are they willing to pay extra?

0.57 CHF per 1 liter



6.70 CHF per 1 kg



0.67 CHF per loaf



0.90 CHF per kg



3.90 CHF per bottle



Should consumers support local farmers in case of a drought?

Yes!

No!

Not sure...