

# WHY CHOOSE LOCAVORE?



We ran a survey of **212** people asking about their experiences as Locavore customers - why they chose us, and what they get from it - these are some of the things they told us.

## Top reasons for choosing to shop with Locavore:

**88%** to support growers and producers and know they get a good deal.

**87%** to support local food systems.

**84%** to buy food which uses less packaging.

**84%** to reduce carbon footprint.

**82%** to support local business.

**56%** get more than half of their fresh produce from Locavore



"I'm eating more seasonally now... I feel more confident with cooking because I learn to cook with new ingredients as they arrive"

**92%** say Locavore produce is of good quality compared to that from supermarkets.

**90%** of customers agreed their experience with Locavore met their expectations.

**90%** of customers have made some change to their diet as a result of their engagement with Locavore.

## Differences customers have noticed as a result of shopping with us:

**81%** now look for foods with less packaging.

**79%** say they feel more connected to the origins of their food.

**70%** said shopping with Locavore makes them feel happier.

## Locavore customers waste less food:

**55%** of customers said they waste less food as a result of shopping with Locavore.

**45%** of customers said none of their Locavore produce is wasted, compared to **34%** of produce from other sources.



**57%** consume more locally produced foods.



**85%** choose us because they support our values.

"Because of the veg boxes I'm more engaged with the food now, so I look forward to cooking and eating it"