Cool Climate Oenology & Viticulture Institute

Brock University

Why do Ontario wine consumers buy local wine?

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shop local

CONTENTS

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Background to the study

Part of "**Focus on Fizz**" project led by Dr Gary Pickering & funded by OGWRI

- **Previous studies concerning local food demonstrate the diversity in the understanding of the word "local"** *(Renting et al. 2003, Goodman and DuPuis 2002, Morris & Buller 2003, Du Puis & Goodman 2005, Fegan 2007, Blake et al. 2010).*
- **The perception of "local" by Ontario food shoppers was widely valued, but highly interpretive in its meaning, and variable in its importance** *(Smithers et al. 2008)*.
- **The definition of "local" in relation to wine purchasing is vague and subjective (e.g. local wine – drink Canadian wine etc.)**
- **Main reasons for purchasing local food identified as environmental concerns, food product recalls/scares, and concern for the local economy** *(Blake et al. 2010).*

Background to the study

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The Canadian Food Inspection Agency (CFIA) is responsible for food labelling in Canada, and interprets local food as:

- **Food produced in the province or territory in which it is sold, or**
- **Food sold across provincial borders within 50 km of the originating province or territory**

"Local" is voluntary on labels in Canada, & the food industry is encouraged to add qualifiers (e.g. the name of a city for foodstuffs, and VQA-O appellation/sub-appellation for wine could also be considered a qualifier).

Background to the study

What does "local" mean to Ontario consumers in terms of food and wine?

- Wineries & industry groups contain different messages in their PR (e.g. Niagara region, PEC, LENS, Ontario wine, Canadian wine).
- What do consumers think is "local wine"?

Why is it important to define what wineries mean when they say "local wine"?

- Use of language in marketing by wineries & associations (social media campaigns)
- Targeted approach for sales (e.g. age groups, food outlets, or Niagara only etc.)
- Do Ontario consumers think "local wine" means Ontario wine?

Localism in Canadian wine

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Trend towards "localism" gets a big boost

- Country of origin change in purchase during August 2020 compared with pre-pandemic behaviour (+ 24%)

- **DOMESTIC WINE PRO… EN THE BIG WINNER OF C…**

- Strong Ontario bias (47%)

- More online spending & wine purchase online

Local is NOT the same as country of origin!

Wine Consumer Trends in the Canadian Market Webinar, Wine Intelligence Feb 2021.

Aims and objectives

The main aims of this study were

1). To define what the term **"local"** means to Ontario consumers in terms of wine and food.
2). To evaluate whether demographic factors, and environmental values influence **"local"** wine purchasing.

"The majority of Texan consumers (64%) defined local as within 100 miles from home. 25% said 200 miles, 8% said 400 miles"…..

ATKearney. (2013). https://www.es.kearney.com/consumer-retail/article/?/a/ripe-for-grocers-the-local-food-movement & https://vinepair.com/wine-blog/how-do-you-define-local/

- **The use of terms "local wine" can be confusing messaging to consumers.**

- **Is the consumers' perception of "local wine" the same as the way "local" terminology is used by wineries?**

Methodology

- Brock University Research Ethics Board (REB 19-130 PICKERING)
- Online questionnaire developed using Qualtrics digital survey software *(Qualtrics, Provo, UT)*
- Targeted a demographic of wine consumers *(identified by Dynata™)*
- Completed questionnaire April 2020.
- # Respondents 950
- Incomplete surveys & those completed in less than 120 seconds removed from data due to the likelihood of unreliable responses.
- **521** respondents provided data that was useable for statistical analysis (410 participants removed due to quick response % incomplete surveys)

Methodology

Statistical analysis

- Means, frequencies, and percentages *(Excel)*
- The purchasing frequency of Ontario wines was categorized as “High” for respondents who selected “weekly” and “monthly” subgroups, whereas “Low” represented purchases ranging between “three months to one year” *(XLSTAT)*
- Chi-squared (X^2) and Fisher’s exact tests *($a = 0.05$)* for Ontario wine purchasing frequency groups (dependent variable), and sociodemographic data, attitudes, behaviour and the perception of purchasing local food and wine products *(XLSTAT)*

New Ecological Paradigm (NEP) scale

- New Environmental Paradigm (NEP) scale items used the 5-point Likert scale, a reliability test was run in order to measure the NEP Scale’s internal consistency. A Cronbach’s alpha value of 0.67 was obtained.

Food questions Methodology

When purchasing meat, fruit or vegetables, I do not care where they are grown.	*Scale:* Strongly agree Agree No opinion Disagree Strongly disagree
In our household, we buy Ontario grown and produced food produce.	*Scale:* Daily Weekly Monthly Every 3-6 months Once a year Never Don't know

Why do you purchase Ontario food products i.e. meat, fruit and vegetables?	*CATA: Check all that apply.* Good value for price Support local producers Reduce environmental impact Help maintain local farmland Reduce carbon footprint of my food Help build the local economy I know the producers Taste and flavour Other *(branch to free-text response)*
How often do you look at the origin (grown and raised) of fruit, meat, vegetables and other food when deciding what to buy and eat?	*Scale:* Always Frequently/regularly Sometimes/seldom Never

Wine questions

Methodology

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How often do you buy Ontario wines?	*Drop down menu:* Weekly Monthly Occasionally (every 6 months) Once a year Never Don't know
When buying wines from Ontario, which region do you buy from most often?	*Drop down options:* Niagara region Prince Edward County Lake Erie North Shore Elsewhere in Canada Don't know.
What does buying local meat, vegetables, fruit and other foodstuffs mean to you?	Food grown and produced: a) Within 20 km radius of my home b) Within 50kms radius of my home c) Within 100 kms radius of my home, d) Anywhere in Canada e) Anywhere in North America
What does buying local wine mean to you?	Grapes grown & wine made: f) Within 20 km radius of my home g) Within 50kms radius of my home h) Within 100 kms radius of my home, i) Within my nearest sub-appellation j) Anywhere in Canada k) Anywhere in North America

Why do you purchase Ontario wine?	*Only choose the one most important reason from the list:* Good value for money Support local vineyards & wineries Minimal environmental impact Reduce carbon footprint of my wine Build the local economy I know the winery/producers I am a member of an Ontario wine club Taste and flavour I never buy local wine *(non-advocates)*
Environmental Values	*Agreement with following statements (5-point Likert Scale)* a. Humans have the right to modify the natural environment to suit their needs* b. Humans are severely abusing the planet c. Plants and animals have the same rights as humans to exist d. Nature is strong enough to cope with the impact of modern industrial nations* e. The balance of nature is very delicate and easily upset

New Ecological Paradigm (NEP)

NEP Scale Dimension	NEP Scale items
Anti-anthropocentrism	Humans have the right to modify the natural environment to suit their needs [b]
	Plants and animals have the same rights as humans to exist
Fragility of nature's balance	Nature is strong enough to cope with the impact of modern industrial nations [b]
	The balance of nature is very delicate and easily upset
Possibility of an eco-crisis	Humans are severely abusing the environment

[a] A = agree; D = disagree; U = no opinion/neutral

[b] Reverse coded

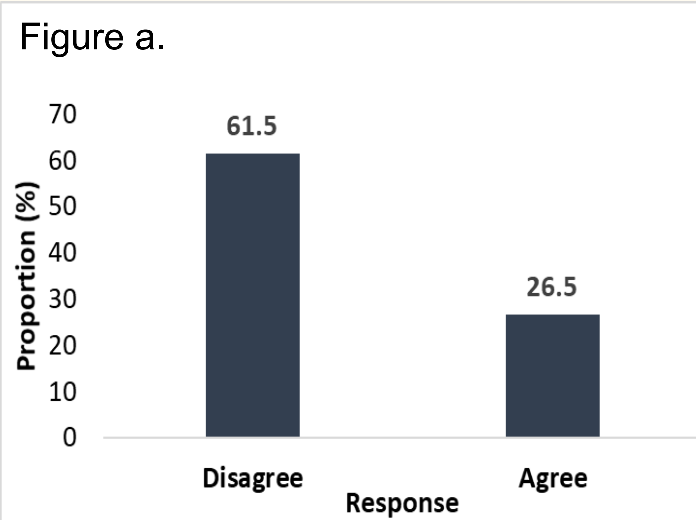
[c] **Pro-NEP score is calculated as the sum of positive response frequencies for each item (A for positive phrases, D for negative/reverse coded phases)**

Demographic data

Table 1. Summary table of categorical sociodemographic data with pooling *(n=521 unless otherwise indicated).*

Characteristic	Subgroup	Frequency	Proportion (%)
Gender	Female	265	50.9
	Male	256	49.1
Age	18-35	125	24.0
	36-45	95	18.2
	46-55	104	20.0
	56+	197	37.8
Household Income (CAD) (n=518)	Under 45k	85	16.4
	46-65k	73	14.0
	66-85k	89	17.1
	86-100k	87	16.7
	101-140k	104	20.0
	141k+	80	15.4

Local food questions and responses



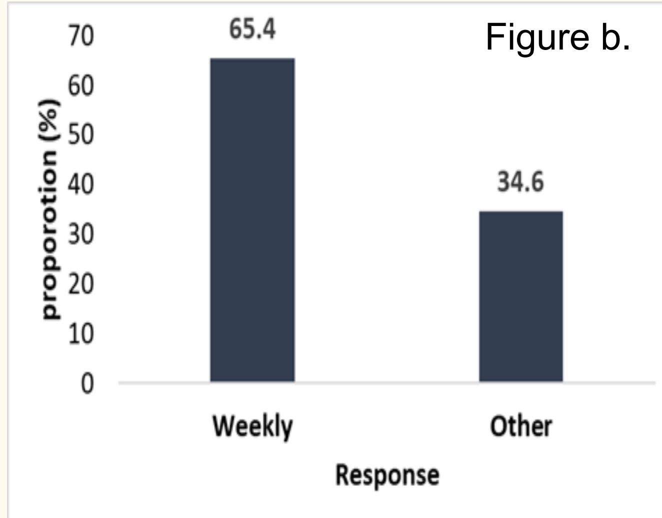


Figure 1a. Responses to the question **"When purchasing meat, fruit, or vegetables, I do not care where they are grown"** (*n* = 521).

Figure b. Responses to the question **"In our household, we buy Ontario grown and produced food produce"** (*n* = 520).

Importance of the origin of food

✓ **76.4% of respondents always or frequently/regularly look at the origin of the food they are buying**

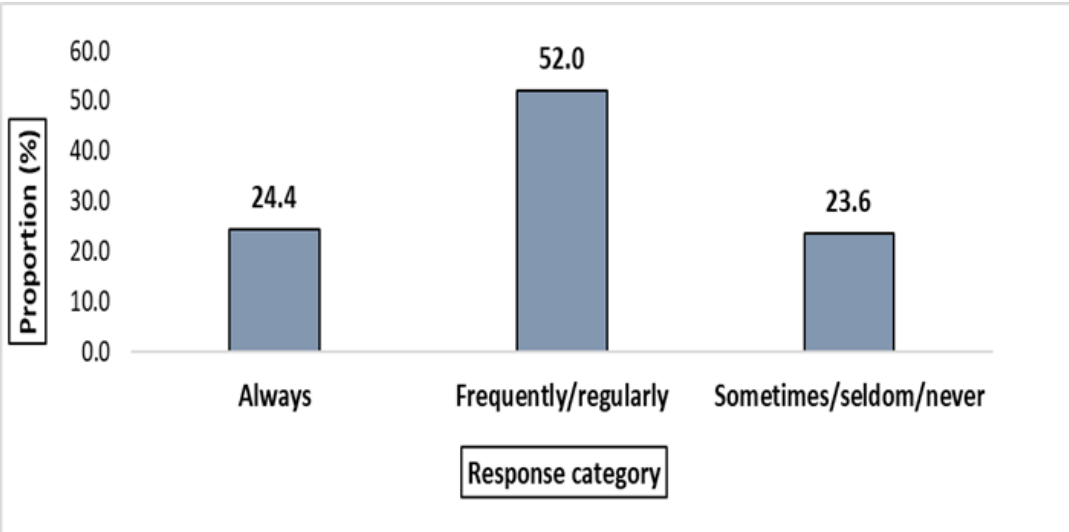


Figure 2. Responses to **"How often do you look at the origin (grown and raised) of fruit, meat, vegetables and other food when deciding what to buy and eat?"** (*n* = 521).

Why do you purchase Ontario food products?

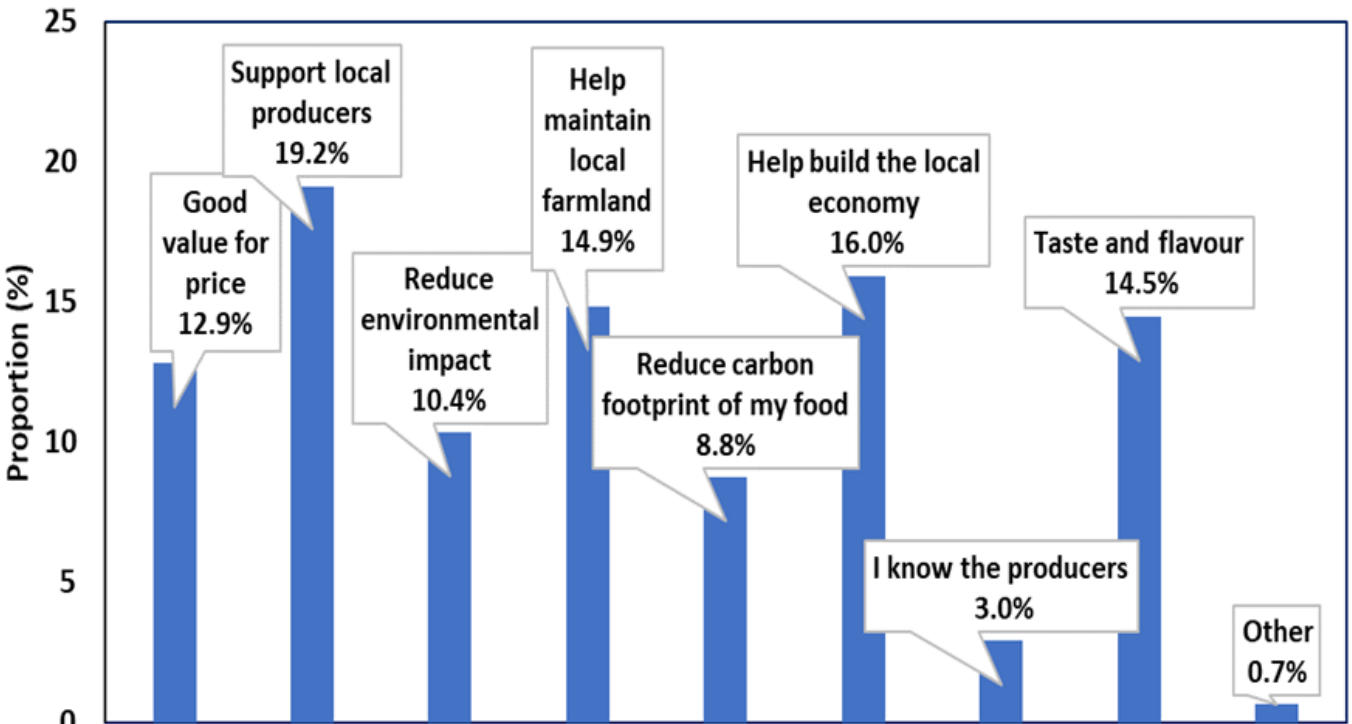


Figure 3. Responses to **“Why do you purchase Ontario food products i.e., meat, fruit and vegetables?”** for respondents who indicated that they purchase Ontario grown and produced food “weekly” or “monthly” (*n*=520).

Why do you purchase Ontario food products?

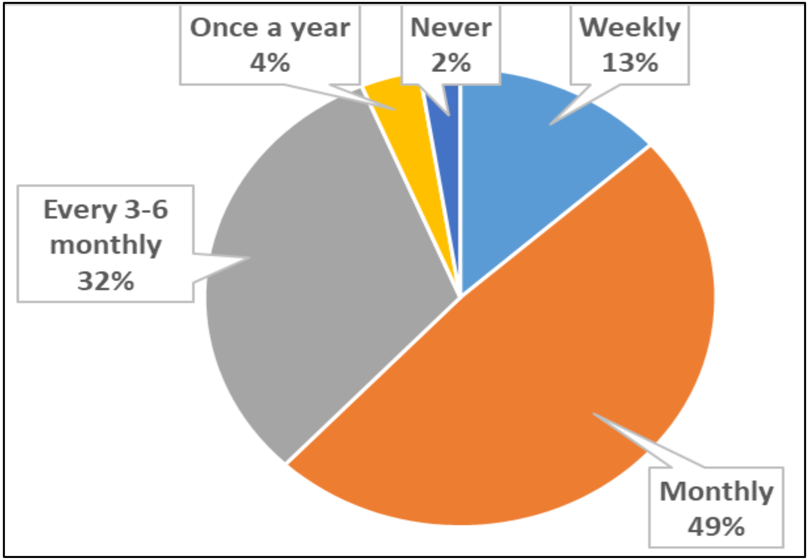
"Why do you purchase Ontario food products i.e., meat, fruit and vegetables?" for respondents who indicated that they purchase Ontario grown and produced food "weekly" or "monthly" (*n*=520).

- **Non-environmental reasons: 75.4%**
- **Environmental reasons: 24.6%**

http://www.grapegrowersofontario.com/1381

Frequency of Ontario wine buying

Table 2. Responses to “How often do you buy Ontario wines?” (n= 508).



Categories

“High”: Weekly (13.4%) & monthly (48.6%) = 63.6% total responses

“Low”: Every 3-6 monthly (31.7%) & once a year (3.7%) = 35.4% total responses

The age group most likely to be **high frequency purchasers** of Ontario wine was found to be the **18-35** year age group!

"High" frequency purchasers of Ontario wine……….

- Care about where their meat, fruit or vegetables came from *(Fisher's exact test n = 495, p<0.01).*

- Select local foods on a daily-weekly basis *(Fisher's exact text p<0.001).*

- Low frequency Ontario wine consumers do not seek information regarding food origin *(Fisher's exact test p<0.01)*.

Regional distribution of Ontario wine

Table 3. Responses to "When buying wines from Ontario, which region do you buy from most often?" *(n = 459)*

Subgroup	Frequency	Proportion (%)
Niagara Region	390	85.0
Prince Edward County	37	8.1
Lake Erie North Shore	16	3.5
Elsewhere in Canada	16	3.5

Reasons for buying Ontario wine

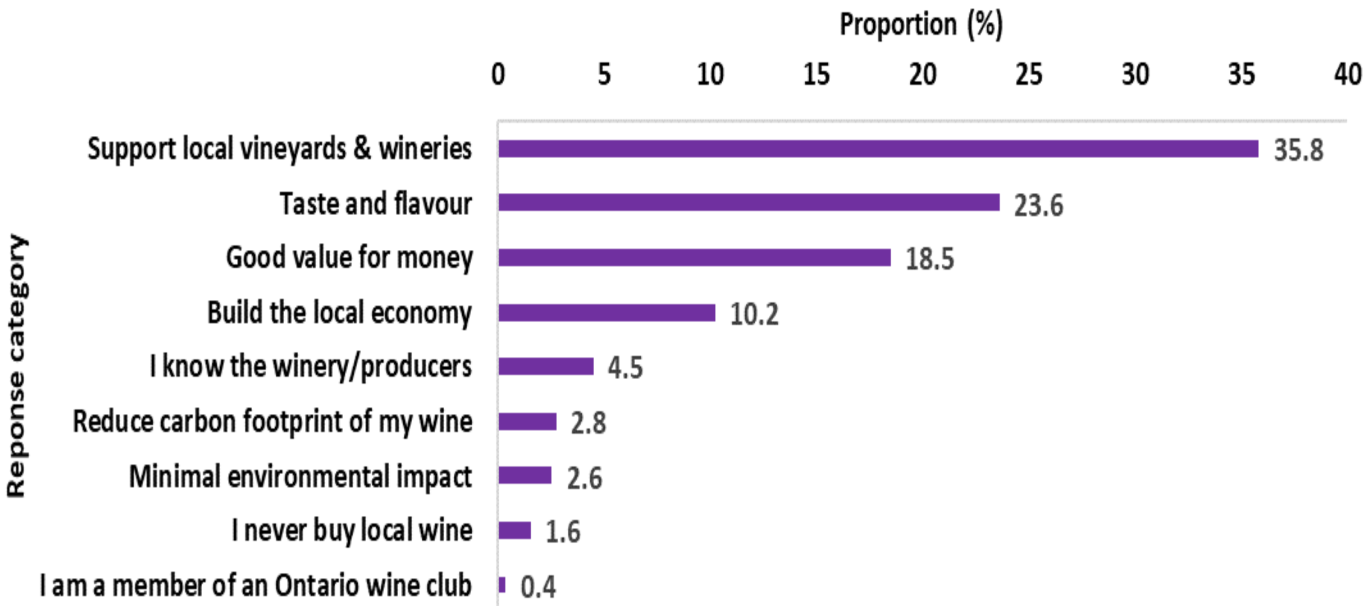


Figure 4. Responses to “Why do you purchase Ontario wine? Please choose the most important reason from the list below” for respondents who indicated that they do purchase Ontario wine (*n* = 508).

Additional sub-appellation information

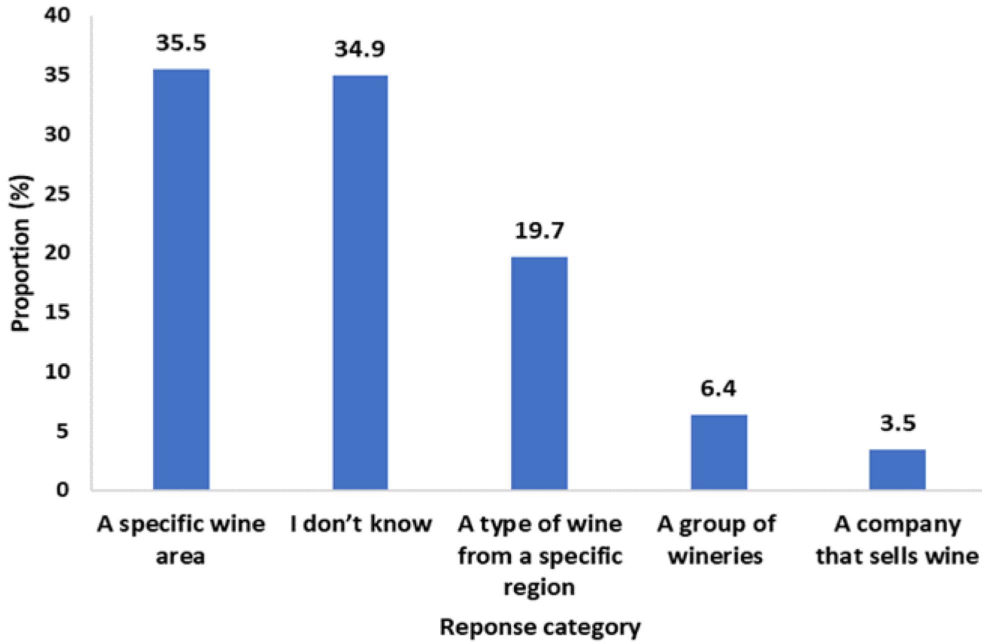


Figure 6. Responses to "What is a sub-appellation?" (*n*=518).

Local wine and local food

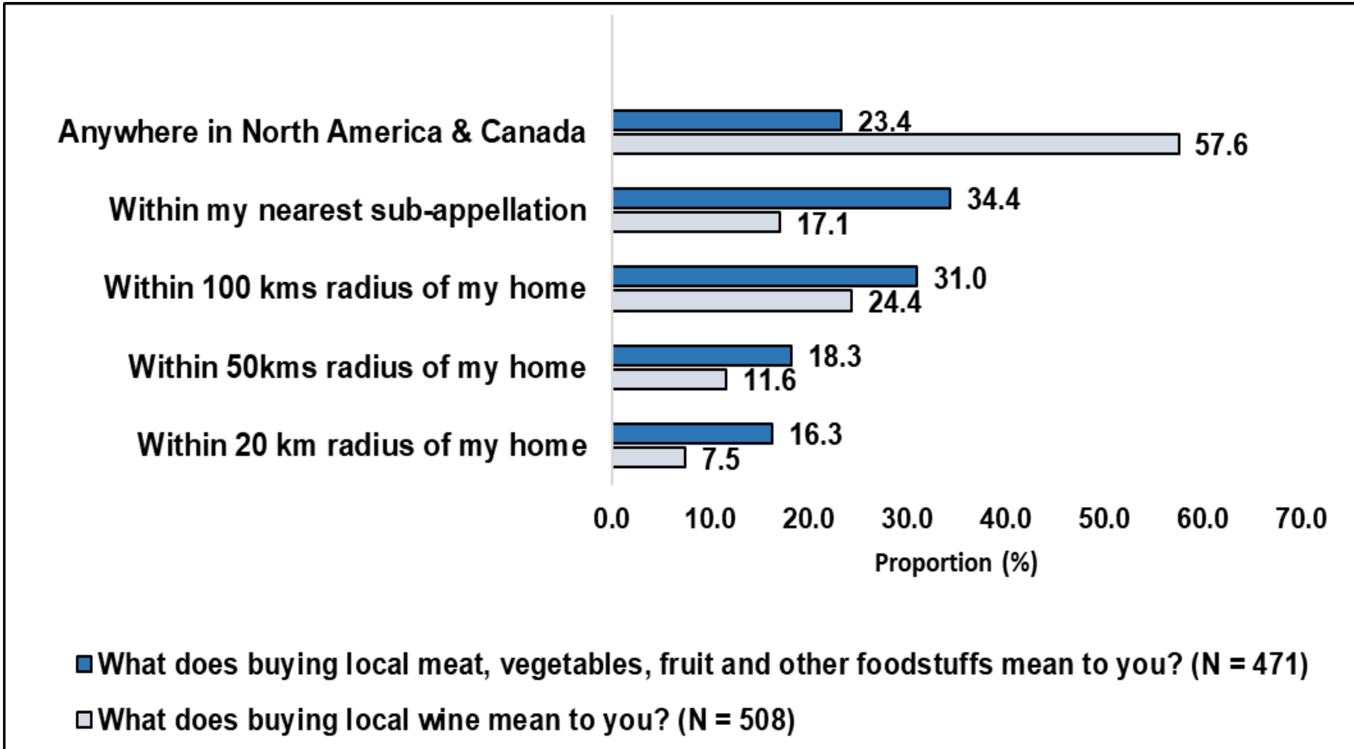


Figure 5. The differences between the perceptions of buying “local” wine compared to buying “local” foodstuffs.

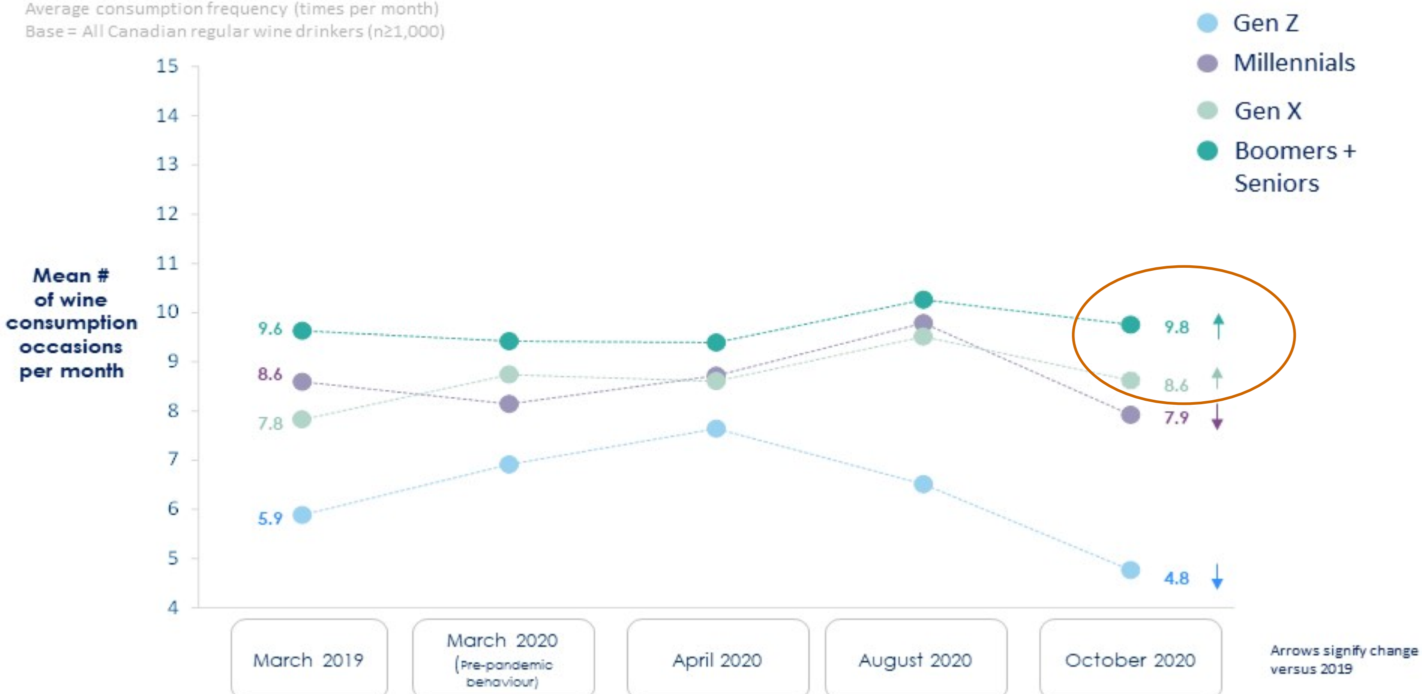
Ecological values

Characteristic	NEP Scores Response (%) Pro-ecological	Anthropocentric
When purchasing meat, fruit or vegetables, I do not care where they are grown. *(N=519)* ** $p < 0.01$	*(N=413)*	*(N=106)*
Strongly agree	5	11
Agree	19	27
No opinion	11	15
Disagree	49	38
Strongly disagree	17	8
What does buying local wine mean to you? *(N=507)* ns	*(N=405)*	*(N=102)*
Within 20 km radius of my home	7	11
Within 50kms radius of my home	11	13
Within 100 kms radius of my home	25	23
Within my nearest sub-appellation	18	16
Anywhere in Canada	38	35
Anywhere in North America	2	3
Why do you purchase Ontario wine? *(N=507)* ns	*(N=405)*	*(N=102)*
Good value for money	38	28
Support local vineyards & wineries	21	32
Minimal environmental impact	18	20
Reduce carbon footprint of my wine	11	7
Build the local economy	4	7
I know the winery/producers	3	2
I am a member of an Ontario wine club	3	1
Taste and flavour	1	2
I never buy local wine	0	1

YOUNGER DRINKERS IN CANADA (MILLENNIALS AND GEN Z) HAVE REDUCED THEIR WINE CONSUMPTION LEVELS MOST DRASTICALLY SINCE AUGUST

Average monthly consumption frequency: By age

Average consumption frequency (times per month)
Base = All Canadian regular wine drinkers (n≥1,000)



Gen Z: 19-24 / Millennials: 25-39 / Gen X: 40-54 / Boomers and Seniors: 55+
Red / Blue: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence Vinitrac® Canada, Mar '19, Apr '20 (23rd March – 16th April), Aug '20 (16th July – 13th August) and Oct '20 (n≥1,000) Canadian regular wine drinkers

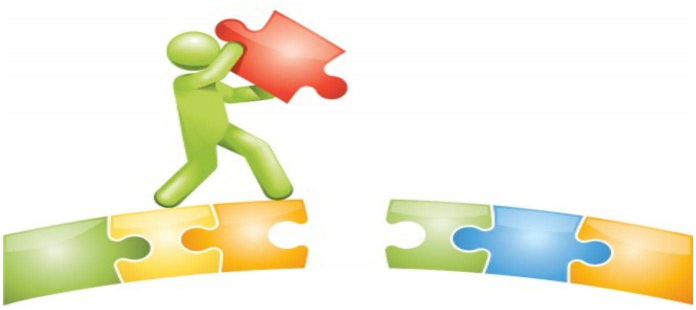
https://www.wineintelligence.com

Limitations of the study

- **Intention vs. actual behaviour**

(what people say they do and what they actually do are often different things!)

- **Level of wine involvement of consumers**
- **Higher number of environmental options for reasons for buying Ontario wine**
- **Not identified what environmentally-friendly means to consumers in terms of wine**
- **Identification of place of residence (e.g. nearest town)**



Summary

"Local wine" is perceived as wine from "anywhere in Canada & N America!"

"Support local vineyards and wineries", "build the local economy" &"taste & flavour" (93.1%) reasons for buying Ontario wines

How to use this information?

Be consistent with "local" terminology in PR/SM.

Marketing strategies aimed at specific age groups of Ontario wine consumers.

Develop campaigns that focus on local wine + food in relation to economic factors.

Acknowledgements

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ANY QUESTIONS?

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