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Alternative Local Food Shopping Communities in Hungary

Abstract. As a result of concerns about the long-term sustainability of globalized retail trade and the stronger presence of health conscious consumer behaviour, governments and groups of conscious consumers worldwide are increasingly focusing on the promotion and development of local food systems and small-scale retail chains and the production of quality local food products to promote the market. In our paper, we would like to give an overview of community-led alternative types of local food systems, with particular attention to shopping community-type consumer and consumer communities. We also describe the main results of our primary research in the population and the shopping community. During the questionnaire we revealed general consumer behaviour and the demand and attitude of local food, the popularity of the customer communities in the settlement of the respondents. In the survey conducted among members of the consumer community, we looked at the analytical areas designated as a target in the population questionnaire for the purpose of comparability and our aim was to explore the sociometrics and lifestyles of communities as well as their community experiences and possible developments. Our hypothesis is that there is a close correlation between the respondents with higher education and income and the preferences of local food. Furthermore, it is assumed that there is a significant difference between the food consumption behaviors of the two samples examined.

Key words: local food, consumer communities, food consumer behaviour, questionnaire study, cluster analysis

JEL Classification: C00, C83, D12, I30, O10

Types of Short Food Supply Chain Systems

Requirements for the globalized retail long-term sustainability concerns and a stronger presence in the health-conscious food consumer behavior as a result of the EU rural development policy places great emphasis on the short food supply chains in the promotion, development and quality, local food products are small producers directly distributes the promoters. There is an ever growing need for the development and improvement of short supply chains in Hungary as well, both from the demand and from the supply sides; therefore, the Shorty Supply Chain (SSC) Thematic Sub-Programme have been included in 2014-2020 Rural Development Programme. Hungarian small-scale producers mainly consist of private- and micro enterprises but the majority of those do not have sufficient professional and legal knowledge, lobby capacity and skills for applying for funds. Because of this they face difficulties in joining SSCs. The sub-programme concentrates on the development of those key areas, in which there are significant programmes related to small-

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scale farmers. These goals were harmonised and joined together with the following national strategies and development programmes:

- Selection of short supply chain collaborative organization of producers access to the market,
- The social demand strengthening for a short supply chain,
- Improve the safety of the food chain is a short supply chain,
- Selection of short supply chain, sales and marketing readiness of producers in developing,
- Knowledge, knowledge transfer and development of innovation activity related to short supply chains. (RDP from 2014 to 2020; Juhász, 2014).

Table 1. The SFSCs characterization of the sales form

SFSCs TYPE: TO INTERMEDIARIES	SFSCs TYPE: TO HOUSE
Traditional: direct selling process	Traditional: doorstep sales, Moving shop
Novelty: catering, institutional catering, retail	Novelty: box system, internet delivery
SFSCs TYPE: OPEN ECOOMY	SFSCs TYPE: SALES POINTS
Traditional: shop the farmer yard, catch yourself, rural guest table	Traditional: markets, fairs, temporary emigration
Novelty: community supported agriculture	Novelty: farmers market, festival, town administrator store, automatic

Source: Own compilation based on Munkadokumentum tervezet – SFC2014 technical guide (2014) in. Szabó (2014).

There are several definitions in the Hungarian and international literature regarding the short supply chain. The local short food chains shorten the physical distance between the producer and the consumer, they give room and space for the development of personal relationships typically given to local food from organic farming market access for direct sales. The 1305/2013/EU regulation of the European Parliament and European Council gives a plenty of space to the member states to create their own SSC concepts. The thematic sub-programme states that SSCs are „...the groups of producers and processors, which sell their goods to the consumers (or to the groups of consumers) directly or through one intermediary.” (RDP 2014-2020, 901 p.) The SFSCs first grouping Marsden et al carried out in 2002. Typing is based on the spatial dimension meant what Renting and his colleagues (2003), revised after a yearlong focus on the timeliness and quality as well. Szabó study (2014) the direct or one-step SFSCs types are grouped into four main categories based on the sales method, separates traditional and innovative forms (Table 1) it is part of. It believes that these groups outlining the domestic SFSCs development orientations as well. The SFSCs new types of development and has managed SFSCs thematic sub-programs to encourage the development, promotion and socialization of the Community Supported Agriculture schemes as priorities by Hungary 2014-2020, Rural Development Operational Programme.

Community-supported agriculture

The idea of community-supported agriculture began in Japan in the 1970s, as a response to the adverse consequences of the agro-industrial development. The movement

was named "Teikei", which means "Food labelled with the farmer's face". By the middle of the 1980s, self-organizing economies, based on community support and sustainability, have already appeared in Europe and the United States. Today, around 6,000 in the United States, and in the western part of Europe, there are thousands of similarly organized economies and related communities. These communities are differentiated in space, and differ greatly in their size and organizational form. Considering their local features and needs, they have many forms of manifestation. In *traditional Community Supported Agriculture (CSA)*, the farmer distributes weekly fruits equally among the members in a "box system". The members pay for the products at the beginning of the season and get the food they serve in a given season on a weekly basis. In the wording of the European CSA (Community Supported Agriculture) research group, "The CSA is a direct partnership between a group of consumers and a producer(s) where the risks, responsibilities and rewards of agricultural activity are divided into long-term contracts. In general, the CSA works at a small or local level and is aiming for quality food supply in an agro-ecological way." (European CSA Research Group, 2016, 8 p.) *Member Choice CSA* is a CSA operation in which members get some freedom to choose from seasonal foods to their "box" from week to week. Members pay in advance at the beginning of the season and each week they can place their orders on a list that includes the currently available crops. Those who do not issue their weekly order will receive the products harvested by the farmer. *Buying clubs* allow their members to order the food they need at regular intervals, typically on a weekly basis. In each club, members will issue their orders for the next 4-5 weeks at the end of the month. In other clubs, there is a chance for more frequent orders. Unlike classic CSA, members have the option to choose the so-called "pay-as-you-go" option. So they do not have to pay in advance, only when they pick up the shipment and select from week to week what they need and what quantity they need. Similarly to CSA transport techniques, buying clubs can usually receive orders at pre-selected delivery points. Some foods offered by buying clubs are nowhere else available. For example, hand-made meats and cheeses, dairy products of naturally reared animals, indigenous local vegetable and fruit varieties. Consumers can contribute to local farmers' support and the preservation of the local environment by purchasing their food from buying clubs. At the same time, they can enjoy the benefits of fresh and nutritious seasonal foods. In the case of buying clubs, the consumer has a greater leverage and the risk of the producer is greater, as there is no guarantee that he will be able to fully sell the food he produces. The members of the buying clubs / communities are typically conscious and committed to sustainability, keeping in mind not only the interests of their own but also the producers, and in most cases ensure the optimal operation of the model.

Some farmers make the options offered by the shopping clubs available to the members besides the opportunities offered by the classic CSA. In this *CSA and Buying Club Combinations* the members pay in advance at the beginning of the season, but afterwards they have the option of ordering the "box" portions of them besides the food products offered by the buying club.

Local food from tourist aspects

Local food products are playing an increasingly stronger role in local economic development and local tourism (Áldorfai-Czabadai, 2014; Káposzta et al., 2015; Kassai et al., 2016; Péli-Némedi, 2016; Bakos-Tóth, 2016; Nagy et al., 2016; Bakos-Topa, 2016). These

high value-added, artisan foods have both a tourist attraction for domestic and foreign tourists and tourist destination channeled towards specific consumers are able to gastronomy and culinary delights interested. Different gastronomical and fairs are good examples for this. “Food products, similarly to many other tangible and intangible cultural heritage, represent regional and ethnic identities, in a similar way as religion, language and folklore does. Food- and beverage consumption have a high position in tourism, and they are considered basic services in catering (Kim – Eves – Scarles 2009, Mak – Lumbers – Eves 2012). Touristic space, the definition of good places and the analysis of the destinations’ milieu was also included (in. Michalkó 2010). Based on the results of previous investigations, we can state that the milieu of destinations include the image of the lands, of the local population and foods which should receive a high priority within the marketing-communication of destination (Füreder – Rátz 2009).” (Irimiás-Füreder in. Michalkó – Rátz, 2013, 105 p.) According to Michalkó (2008), the milieu of a tourist destination consists of seventeen parts which have different volume of effects on how the tourists perceive the destination. One of these elements is the “variety of tastes”, which is made up by the factors related directly to gastronomy, and to the food production and consumption culture of the locals. (Michalkó, 2008) Local food, besides satisfying the need for food locally, can significantly consent to attracting tourists. For example, through the newly popular rural guest-tables the local farmers and caterers serve food prepared from ingredients from their own- or neighbouring farms. It is a very popular initiative among both domestic and foreign tourists. Moreover, not only the food served, but the way they are served and prepared is authentic, because the pots containing the food is made by local craftsmen, thus strengthening and emphasising the uniqueness of the place. According to Szalók (2015, 6. p.), the tourists interested in local food products have the following main motivation categories:

- „The desire to buy and consume healthier food,
- To try something interesting and new compared to “city life” and quick food consuming habits,
- Curiosity about traditional Hungarian food products,
- Nostalgia, the memories of childhood spent in rural areas,
- Helping children in the cities getting to know the traditional food products,
- Supporting Hungarian and local economies,
- Environmental protection (shorter transportation distance, less packaging)
- Eating in authentic environment, perhaps learning about traditional ways of cooking,
- Tracking the short route of food from the farm to fork”.

Tourists interested in authentic and traditional culinary experience can access to local food products through the different channels. Besides the numerous traditional and new channels of promoting local food products and other values, different innovative initiatives aiming to improve tourism, have started to be more prominent, both domestically and internationally. It is also important to note that consumers as Khademi Vidra (2013) states the consumers require the sense of personality during buying, so the current conventional selling models must be reformed. For example, Austria has been divided into taste-regions by Genuss Region Marketing, and each region had to specialise in a certain food products. Altogether, 110 taste-regions were created. Agricultural producers may join to these regions, if their products can fit in the region’s taste-category: rural catering, directly from the producer, wineries, traditional pig-slaughtering, local producers' markets, or webshop, gastronomic exhibitions, festivals, local fairs. Besides the numerous traditional and new

channels of promoting local food products and other values, different innovative initiatives aiming to improve tourism, have started to be more prominent, both domestically and internationally. For example, Austria has been divided into taste-regions by Genuss Region Marketing, and each region had to specialise in a certain food products. Altogether, 110 taste-regions were created. Agricultural producers may join to these regions, if their products can fit in the region's taste-category. For differentiating the regions they use different marketing tools, e.g. logo, label, posters. The local population supports the initiative so much that in many villages they position information boards inside the settlements, so the tourists can learn about the local food specialities. The concept also includes an innovative tourist package as well, and many villages provide electric bicycles, which contain a GPS device that leads the user through a local product path. We can find more and more creative and innovative initiatives in Hungary as well. The Alliance of Rural- and Agricultural Tourism created a website, which offers accommodation and programmes (e.g. gastronomic programmes), as well as recipes for local food products. The initiative is endorsed by many Hungarian celebrities (Élelmiszer Online).

The environmental impact

The unconventional and highly globalized food systems directly and indirectly have a negative impact on the natural environment. This phenomenon is not surprising, since the consumption area food consumption associated with one of the greatest environmental impact today (Thøgersen, 2005; Druckman-Jackson, 2010; Tukker et al, 2011; Reisch-Eberle-Lorek, 2013). The large-scale industrial food production depletes the soil for something significant energy consumption and associated greenhouse gas emissions (Lorek, Spangenberg, 2001; McMichael et al., 2007; FAO, 2009). Figure 1 shows the associated environmental impacts and socio-economic costs associated with the relation of food work harder.

The food has changed consumer behavior, such as meat-based diet is a high degree of spread as well as food waste phenomenon is even more enhance the impact on the natural environment. It is estimated that one third of the food produced annually is thrown away, which also represents a waste of energy resources is excessive. According to another survey of 550 billion cubic meters of water is used for watering plants you've never consumed. Bognár (2013), according to causes other than the food waste are developed and the developing world. In developing countries, the producer side is obsolete infrastructure and outdated farming method may cause the food waste, while in developing countries the reckless hedonist and consumer behavior. It is estimated that in Europe and North America food waste could be three times from cover food needs of the world's hungry. The supply chain is characterized by short-conscious consumers involved in food purchasing behavior, which supports and promotes sustainable consumption in the immediate and wider environment. We can hear more and more about the expression of sustainable consumption but do not always know what exactly does this term mean-sounding label. By definition, most agreed that sustainable consumption “.. the basic requirements used to improve the quality of life of the products and services that minimize the whole life, the use of natural resources and waste and emissions without toxic substances compromising the satisfaction of the needs of future generations” (in. KÖTHÁLÓ, 2007, 1. p.). Opinions are divided about the sustainability of the Short Food Supply Chains. Some studies argue that local food

systems lower carbon dioxide emissions than conventional chain. The SFSCs environmental impacts synthesizing studies Benedek (2014) concluded that there can be an axiom handle the SFSCs environmentally friendly nature, as this can only be true that if you are a small chain of producers and consumers cooperation potential network, optimization and delivery processes according to the season typically accompanied by plant-based foods.

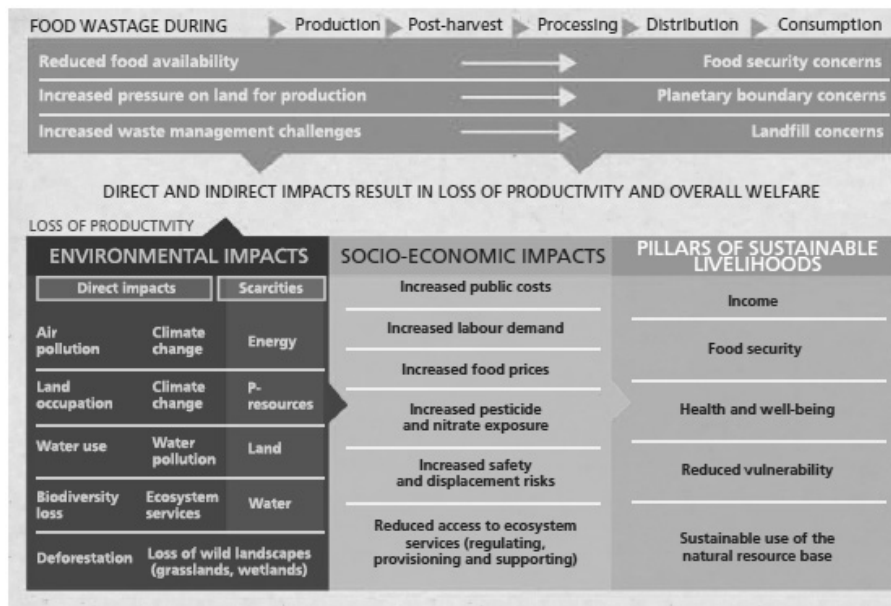


Fig. 1. Full landscape of the impacts of food waste on the environment, society and livelihoods

Source: FAO (2014): Food waste footprint. Full-cost accounting. Final Report., 17. p.

In addition, a key element of conscious consumption in many cases available for the “victims”, the familiar “always available regardless of the season and all in one place”, eradication convenience only. Along supported by the community agricultural systems organized at these lines and strong awareness and the role of community-building (eg. Administrator visits, joint harvesting etc) you can load allows a high degree of confidence in the personal on both producers and consumers to build. Agreeing with Gerencsér and Szeberényi (2016, 813 p.) statement we consider that the environmentally friendly solutions “...has many potential benefits, including a reduction in greenhouse gas emissions, the diversification of energy supplies and a reduced dependency on fossil fuel markets (in particular, oil and gas). The growth of renewable energy sources may also have the potential to stimulate employment in the EU, through the creation of jobs in new ‘green’ technologies.”

Food shopping communities types in Hungary

In Hungary, the demand for developing and improving a network of short supply chains, both supply and demand, has increased, so in the 2014-2020 Rural Development Program, Hungary has developed the Short Supply Chain Thematic Programming (REL).

Small-scale producers are typically composed of micro-enterprises, the majority of which do not have the appropriate skills, legal knowledge, attentiveness and ability to participate in the circulation of the short sales channel. Therefore, the sub-program focuses on the development of key areas, where very small deficiencies can be identified for small producers. These objectives have been harmonized and linked to further national strategies and development programs, which are as follows:

- Food Chain Security Strategy 2013-2022,
- National Rural Strategy,
- Hungary's medium and long-term food development strategy,
- Territorial and Settlement Development Operational Program (VP 2014-2020).

There is an increasing number of forms for consumer engagement towards local food systems. Based on the classification of Vadovics and Hayes (2007) in Réthy and Dezsényi (2013, 5 p.) categorized local food systems into two large groups. They distinguish between so-called "economic systems", which are based on cooperation between farmers and consumers, and "non-economic systems", in which consumers produce for themselves in their homes or in the nowadays popular "community gardens". Within the economic systems, "community supported agriculture" and their subtypes, as well as "local product trademark systems" and "producer markets" are distinguished. It can be seen that the degree of consumer engagement is the highest in the case of community-supported agricultural systems. In the wording of the 2014 Statue of the Hungarian National CSA Network (KöKiSz - Community Smallholders' Association), the *Community Supported Agriculture* is a system based on trust, solidarity, mutual commitment and personal contact between a group of consumers and one or more producers. It is a local food system based on the principles of organic farming (whether proven ecologically or not). At the initiative of individual farmers or NGOs, consumer members are committed to agricultural production for a given period. According to the terms of such an agreement, consumer members may share the produced food without the attached price tag, but they pay a flat fee to finance the operation of the farm with regular contributions. The *buying groups* are an alternative and innovative type of Community Supported Agriculture. Buying groups are grass-roots initiatives that support local food production and sales. Farmers and their buyers are a community, so that cooperation is beneficial to both the producer and the consumer. The primary advantage of the producer is that it can build up a direct and long-term relationship with its customers, locally sell its quality products, so it can operate cost-effectively and optimally. The consumer's advantage is that he is able to acquire food from healthy and safe sources, contributing to the preservation of his health and the development of the local economy. These good practices can fundamentally reform the increasingly globalizing consumer behaviour, strengthen identity and community spirit. Buying groups are still in their infancy in our country but have latent potential for stimulating many local economies and tourism. Nowadays, in our country, customer communities operate in the northern axis of the country and in urban areas, agglomeration areas. Of course, their number may be different, but in our research, only those categories are considered, that are competent enough to consciously organize their activities and reach a wider audience, for example by appearing online (eg, their own website, web shop, Facebook). Regarding to consumer communities, consumers have the greatest choice because they do not have to pay in advance and have no obligation to take over the portion of their food products produced in cooperating economies, such as the system of permanent buyers (Community farms) or proportional farming (box systems). As a matter of fact, we can also regard consumer communities as an alloy of these two types, since members informally

commit themselves to food products from local farmers, accepting the seasonal selection, but the consumer decides on what product and how much would the basket organizers. Several local producers, a non-governmental organization or a small consumer community (s) arrange a delivery and distribution system (door to door or a permanent reception point), typically for small farmers, locally or regionally produced goods. Customer communities offer high quality, value-added, reliable and traceable resources to local consumers and their customers. These communities distribute foodstuffs from farms with a maximum of 80 km, at a producer price. In consumer community systems, many products of a variety of producers are usually displayed, depending on the size of the community. Customer communities in Hungary are typically non-profit organizations operating on a civil basis. Community members can make their orders by phone (by phone, fax, online) on a regular basis for delivery and receipt for a specific day. These systems are flexible enough and can vary depending on their operation and product range (Lőrincz, 2017):

Personal system:

- The organisers co-ordinate the orders
- The producer is present when the consumer receives the product
- The consumer pays to the producer directly
- The transaction is finished in about two hours
- The producers may sell more goods than ordered (to other consumers)

Advantage: direct contact between the producer and the consumer

Disadvantage: It requires more space and infrastructure. Transactions are not as traceable as other possibilities, buying communities may become more market-like.

Examples: Kiskosár Buying Group, Szatyor Debrecen, Tatai Fészek Buying Group, Gördülő Kosár Buying Group

Community system:

- The producer is not present at the transaction
- Contribution of volunteers, compilation of unit boxes
- The buyer pays to the organizer who transfers the money to the producers

Advantage: that it can be handled in a smaller place, more traceable product traffic and administration.

Disadvantage there is no direct customer-to-customer relationship, and a large volunteer portfolio and hard work is needed.

Examples: Miskolc Green Basket Community, Community of Nyíregyháza Community, Kecskemét Szatyor

Institutional system:

- Similar to the community system, the producer and the buyer do not meet personally
- The circle of buyers is represented by an institution, a work group, and the transfer takes place in the given institution
- Payment is made with a one-week slip drawn by a volunteer appointed by the institutional / workplace customer group and handed over to basket organizers who forward it to the producers

Advantage: buyers are concentrated in one place, the transaction is quick

Disadvantage: there is no direct producer-consumer contact and it requires plenty of volunteer work

Examples: Pannon Helyi Termék

We identified two more categories based on our empirical research:

Community system + shop + providing related services

- It combines the community system with a permanent point of sale / shop where not only pre-surgeons can receive their food packages but also occasional buyers can buy from a basic product range
- They are intensifying approaches, community building activities and complementary services such as home delivery, cookery courses, team building food and venue insurance etc.

Advantage: reaching a broader consumer segment, fix transaction point

Disadvantage: the organisers must form an official organisation, which might be costly and takes a permanent staff.

Examples: Budapesti Szatyor Közösség

Buying group organised on a social media website:

- The community does not have the basic infrastructure that is needed to organize and operate a permanent producer-consumer community, so an enthusiastic volunteer creates a community site / forum where local producers and customers can meet.
- The volunteer takes care of site maintenance, content filtering, but handover and acceptance processes are co-ordinated between producers and buyers.

Advantage: it requires more simple organisation and infrastructure capacities,

Disadvantage: it is more difficult to ensure and control quality and the community-building function is lower than in other forms

Examples: Közös Batyu Vásárlói Közösség, E-Kofa

System of recurring consumers (community farms)

In this type of community farms, consumers join to the farmer for a whole year and take products from the farm every week. Consumers pay a flat fee for varied seasonal crops. The range and amount of food to be obtained depends on seasonality. At the end of summer there is a wider range of products than spring. (TVE, 2016). Typically, in this system, members can get a wide range of vegetables and fruits, but in the assortment of other commodities (meat, dairy, eggs, bread, etc.), as well as consumer goods, there are other processed and durable foods as well as various spices.

Proportional farming (box system)

Essentially, the principle of community economies is based on proportionate farming, more commonly called box systems. In this case, consumers are also offered a fixed price for food products on the farm, except that the consumer can decide whether to order a box or not. (TVE, 2016)

Material and methods

Questionnaires were conducted by the framework of the main author doctoral work, who is researching the alternative local food systems since 2016. The showed results in this paper is based on her primary research study and some panels are already published in conferences and journal papers. Sampling of the questionnaires between consumers of Hungarian shopping communities was representative and the number of relevant respondents was 297. Among the general population in whom settlement there are shopping communities was conducted a questionnaire study too, with the help of second year students of the Szent István University. We made the research in spring of 2016 and 2017 in the following settlements: Esztergom, Kecskemét, Érd, Csömör, Miskolc, Eger. Sampling was arbitrary and not representative, but we achieved a demographically wide sample. The IBM SPSS Statistics 20 statistical programme package was used for processing the questionnaire database.

Results and discussion

Results of the population survey

For 42.8% of the respondents it is very important and for 33.9% of them it is important to be able to buy locally produced and processed food. Regarding the demographic characteristics, we could find significant, but weak correlation between consuming local food and gender ($\chi^2 = 24,304$; $df = 3$; $p = 0,000$; Cramer's $V = 0,173$), the education level ($\chi^2 = 50,002$; $df = 12$; $p = 0,000$; $Eta = 0,154$) and the occupation ($\chi^2 = 81,470$; $df = 27$; $p = 0,000$; Cramer's $V = 0,183$). In spite of our preliminary assumption, the perception of local food products among household respondents is independent of the income situation. Responses suggest that women are more committed to local foods than men, as 82.5% consider it important for local food to be available to consumers. By contrast, 32.4% of men do not consider this important at all. The respondents with tertiary education have a higher demand for local food (85.6%). 40.6% of young people in student status do not consider local foods important at all, which is a great problem, since a few years later they will determine a significant part of the demand for food. For housewives it is important to buy high-value, healthy and traceable food (91.7%).

For 34.0% of respondents it is very important, and for 51.6% it is important to have a grocery store in their town where only local and Hungarian food products would be available. There is a significant demand for local food, but only 11.0% of the buying communities in their settlement are members and 30.3% of them heard about them, but have never bought anything in it. 58.7% of respondents have never heard about buying communities. Among the respondents in Csömör and Esztergom, most of them knew the buying community in their settlement. This is probably due to the fact that Csömör is not a large community with only 8 723 people where the fame of such a community spreads more easily, and the Esztergomi Kiskosár ("small basket") has a very good marketing activity. Behind the consumer communities there is usually a civilian organization and most of them struggle with resource shortages and infrastructural problems, so their survival and development largely depends on cost-effective online communication. 34.0% of respondents would be willing to pay more for local food, with 38.7% for only a few basic foods.

In the case of meat products and breads, different types of shops are still popular, and the market as well in the case of vegetables and fruits, eggs and acidified products. Regardless of the type of settlement, for the respondent Hungarian households it was usual to buy and prepare pickles and jams. Based on the calculations of the Hungarian Central Statistical Office in 2014, with the increase in income, the proportion of purchased and self-produced foods decreases, and the proportion of workplace-, school- and restaurant meals is increasing. In the case of households in the top quintile, nearly three quarters of food expenditures are purchased, only 3.0% of their own production and about 23% of out-of-home meals. It was remarkable to find that in 2014 the structure of the food consumption of lower income categories has changed favourably, compared to comparable prices the purchased and in-house consumption expense as well as those living in better financial conditions, which resulted in the year 2013 more favourable rates for their food costs.

The results of the survey among 'Basket members'

Surveying among the consumer community has brought the expected results, as by purchasing in a buying community, they are committed to high added value local foods. It is not surprising, therefore, that for 62.6% of respondents it is very important and for 34.0% it is partly important to buy locally produced food. Our hypothesis that purchasing communities, primarily those with a higher education qualification and households with higher than average income, have been certified since 70.7% of respondents have a higher education degree and have higher income than 250,000 HUF. The basket members could be labelled on Likert scale ranges from one to six (1-none at all ... 6-fully-characterized) that the motivations listed by us are characteristic of them when purchasing them in consumer communities (Table 2). Based on the averages of responses, the main motivations of their community purchases reflect modern conscious consumer behaviours, as it is important for them to get their basics from trusted sources (5.60), fresh (5.60) and healthy (5.47). At the same time, in addition to the individual interests, there is a strong emphasis on social responsibility in their purchasing decisions, as the motivation of the local economy (5.22) and local producers (5.20) is strongly emphasized by their purchases. This consumer segment also has an environmentally friendly attitude (4.97). In spite of the fact that this is a purchasing segment with a higher disposable income, it can be stated that they are somewhat price sensitive.

Table 2. Motivations behind buying in buying groups

Criteria	Mean value	Deviation
To get safe and reliable food	5.60	0.830
To get fresh food	5.60	0.822
To get healthy food	5.47	0.914
To support the local economy	5.22	1.107
To support local producers	5.20	1.120
To protect the environment	4.97	1.248
Affordable prices	4.40	1.123
To strengthen my local identity	4.02	1.601
To belong to a community	3.68	1.642
Due to the possibility to take part in community programmes	3.17	1.608
Other	2.23	1.800

Source: The authors' own editing based on own research (2017, n=297).

Contrary to our preliminary assumption, consumer communities do not yet fully fulfil the role of community development and identity in Hungary. Based on our empirical experience, currently few communities have the capacity to accommodate the food procurement and distribution system on this front and the consumer circle is not open enough for it either. Of course, one or two smoother and more organized and functioning communities such as the Budapest Szatyor Buying Community, the Esztergom Kiskosár Buying Community or the Miskolc Green Shopping Community. It is very difficult to "slow down" and "engage" the accelerated consumers of our time and give them a community experience. It was clear from the research that this form of purchasing was chosen because of health and environmentally conscious functional food procurement, rather than membership in the community or participation in community programs. However, it is clear that their consumer behaviour is the closest to the so-called LOHAS's (Lifestyle of Health and Sustainability) behavioural pattern. The special character of the group is given by the environmentally and health-conscious consumer attitudes (Kotler-Keller, 2006) and the buzzwords of consumers in the consumer community are reliability, traceability, health, freshness, environmentally friendly and local / neighbourly farmers.

The main purpose of the survey among basket members was to find out what kind of lifestyle characteristics were to be written along with these customer groups. Based on the averages of responses, the examined consumer segment has the lifestyle characteristics shown in Table 3 according to their responds. Personal demographic characteristics go beyond the lifestyle, as it generally shows the way people want to "lead" their lives and thus reveal a lot about their individual goals and goals (Törőcsik, 2007) and thus reveal the basic consumer habit. In the life of the respondents, on the Likert scale which ranges from one to six (1-not at all ... 6-fully-featured), the main priorities are health (5.68), family (5.64) and a calm, balanced life (5.48). They try to be autonomous (5.14) and live a secure life (5.31), they are eco-conscious (5.28), they are supporters of meaningful life (5.26), friendships are important to them (5.19), as well as spiritual development (5.18) and leisure time (5.02).

Table 3. The lifestyle characteristics of basket members

Lifestyle characteristic	Mean value	Deviance	Lifestyle characteristic	Mean value	Deviance
Health	5.68	0.675	Trying new things	4.71	1.028
Family	5.64	0.782	Saving money	4.68	1.084
Relaxed, balanced life	5.48	0.864	Travelling	4.56	1.227
Autonomy	5.34	0.914	Respecting traditions	4.52	1.317
Safety	5.31	0.916	To belong to a community	4.35	1.366
Environment protection	5.28	0.921	Success/career	4.04	1.257
Joyful/fulfilling life	5.26	0.967	Religious beliefs	3.31	1.819
Friends	5.19	0.912	Busy lifestyle	3.23	1.488
Learning/knowledge	5.18	0.961	Economy	3.11	1.287
Free time	5.02	1.071	The opinion of others	2.78	1.257
			Party-personality	2.67	1.414
			Following trends	2.65	1.290
			Seeking power	2.07	1.268

Source: The authors' own editing based on own research (2017, n=297).

Based on dominant lifestyle characteristics, they could be described best with the functional consumer behaviour (Törőcsik, 2007). They show a pure consumer types, whose

consumption is not motivated by symbolism, but by internal motivations, their own „well-being”.

Conclusion

In our study, we gave a brief overview of the international and domestic types of local food systems, which are commonly characterized by the fact, that for small farms in the background, due to global competition, there is a direct or maximum supply of an intermediate, alternative sales channel. On the consumer side, they also enable the purchase of high-value, traceable foodstuffs. These innovative and grass-roots forms of sales bring producers and end consumers closer together, contributing to the direct marketing of local food and supporting the local economy. The creation and development of small-scale food systems a priority in the European Union and Hungary 2014-2020, the rural development policy. This kind of direct and personal form of marketing more and more popular among health and environment-conscious consumer segment. In contrast to the short supply chain environmental sustainability are divided professional opinion, however, it stated that producers and consumers coordinated cooperation and possible networking, optimization and the season of the transport processes are adequate and typically plant-based foods providing significant reductions in environmental impact. Local food systems undisputed positive impact on the local economy as well as tourism and gastronomy activation. The global competition squeezed out small producers can sell their food products directly or through a local maximum of one intermediate players and can connect to the local gastronomy and tourism in shaping the image of the local.

Our survey among basket members highlighted that households with higher than average earnings and higher education typically use this alternative food supply option. Contrary to our preliminary assumption, consumer communities do not yet fully fulfil the role of community development and identity in Hungary. Based on our empirical experience, currently few communities have the capacity to accommodate the food buying and distribution system on this front and the consumer circle is not open enough for it either. However, it is clear that their consumer behaviour is the closest to the so-called LOHAS's (Lifestyle Of Health and Sustainability) behavioural pattern. Their support for local producers, their health and environmental awareness are serious for them. Their dominant lifestyles are based on their mature, clear, consumer-type image, which is not motivated by symbolic food consumption and the appearance of the outside world, but motivated by internal motivations and their own "well-being". As a possible continuation of the research, the collection of good practices and primary research carried out among other actors can facilitate the design of a sample model for shopping communities.

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