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Analysis of the relation between organic products consumption and box schemes use in Alicante (Spain)

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ABSTRACT

Box-schemes or organic food subscription plans consist on a regular delivery of a box of seasonal fruits and/or vegetables, preferably organic, cultivated in the vicinity at a specified point using subscription. The object of the present work is trying to examine whether there is a relationship between consumer knowledge about these short distribution channels and the consumption of organic products in the province of Alicante. A survey has been conducted among 400 usual food buyers in this Spanish province. It has been found that the consumption of organic products and the knowledge of such initiatives are linked. We recommend to companies that use this type of distribution channel to publicize its benefits.

KEYWORDS

Box-Scheme; Environmental; Consumer; Knowledge; Distribution

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