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Diploma thesis

**Students' Views on Alternative Food Markets (the case
of farmers' markets)**

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Declaration

Hereby I declare that I worked on my Diploma Thesis titled “Students’ Views on Alternative Food Markets (the case of farmers’ markets)” by myself and used only literature sources which are listed in bibliography.

In Prague, 31st March 2014

Galina Ksenofontova

Acknowledgements

I would like to express my gratitude to my supervisor doc. PhDr. Michal Lošt'ák, Ph.D for his guidance, assistance and valuable recommendations throughout the thesis work. I wish to thank all academic staff of Faculty of Economics and Management, Czech University of Life Sciences Prague, for help and support.

I also wish to say a big thank you to my family and friends for all their understanding, lots of support and patience during the years of my academic study.

Students' Views on Alternative Food Markets (the case of farmers' markets)

Názory studentů na alternativní potravní síť (případ farmářských trhů)

Summary

Alternative food networks are the relations between farmers, producers, shops, suppliers and consumers. In such kind of networks production and consumption of food are more closely linked together socially and economically. The key focus of the thesis is made on study of students' attitudes and opinions regarding farmers' markets as a sector of alternative food networks. Firstly, the study defines how farmers' markets work by examining how they are built, shaped and developed over time. Further the thesis deals with the analysis of collected data from students of Czech University of Life Sciences Prague. The results show that the differences between students' perceptions in terms of food shopping practices and the range of goods at farmers' markets mainly come from the educational background and own values.

Souhrn

Alternativní potravní síť představují propojení mezi zemědělci, výrobci, obchody, dodavateli a spotřebiteli. V tomto typu síti je produkce a spotřeba potravin těsněji sociálně i ekonomicky spjata. Hlavním zaměřením práce je studie názorů a postojů studentů týkající se farmářských trhů jako příkladu alternativních potravních sítí. Práce nejprve definuje jak farmářské trhy fungují - jak jsou realizovány, utvářeny a jak se vyvíjely s postupem času. Dále se práce zabývá analýzou dat sebraných od studentů České zemědělské univerzity v Praze. Výsledky ukazují, že rozdíly ve vnímání studentů, pokud jde o nákupní zvyklosti a sortiment výrobků na farmářských trzích, vychází především z dosaženého vzdělání a vlastních hodnot.

Keywords: alternative food networks, farmers' markets, Prague, attitudes, students

Klíčová slova: alternativní potravní síť, farmářské trhy, Praha, postoje, studenti

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List of Abbreviations

AFN – Alternative Food Network

CAP – Common Agricultural Policy

CULS – Czech University of Life Sciences Prague

EU – European Union

FAO – Food and Agriculture Organization

FM – Farmers' market

GMO- Genetically Modified Organism

NGO – Non-Governmental Organization

SFSC – Short Food Supply Chain

WHO – World Health Organization

WTO – World Trade Organization

1 Introduction

Farmers' markets are the universal place to find fresh vegetables and fruits as well as the other agricultural products. Unlike supermarkets, farmers' markets existed always and were convenient for people who want to have the healthy food and a big variety of choice. In the early 2000's there was a boost of appearing supermarket chains which caused the change in shopping styles of people. Nowadays for many of us it looks easier to visit a grocery store because they are everywhere rather than farmers' markets. However, the quality of food is not so that great in common supermarkets and stores. That is why alternative food networks should be promoted more effectively. In fact, those are the markets of conventional agri-food chains based on relations between farmers working for their income and consumers seeking for better quality food (FAAN, 2013). Moreover, communication is quite important in this sphere of activity. Farmers are open and ready to share their agricultural knowledge with consumers and provide all the necessary information about their products.

The survey introduced in this work is linked with the study of the students' attitudes towards alternative food networks in the case of farmers' markets in Prague. Firstly, methods of the research and brief characteristics of the data collection will be introduced. Secondly, the relevance of the chosen topic and the issues of alternative food networks regarding their local and seasonal performance, popularity, convenience for the population will be described. In the following section of the work the results of the research based on questionnaires will be presented. Further the interesting findings from the research will be discussed and conclusion made. The work also includes the list of references and the attachments with questionnaire.

The materials of the thesis work will be based on the books of such authors as Goodman D., Darnhofer I. and others as well as the official reports by European Commission and the publications in periodicals. The practical significance of this research lies in the fact that we will know the origin of alternative food networks in the link with rural development, farmers' market structure in the capital of the Czech Republic and motivation of students for shopping at such markets.

2 Objectives and Methods

This chapter summarizes main goals of the thesis and its methods in order to structure the research and address the central research questions.

2.1 Objectives and approach

The goal of the thesis is to examine the attitudes and opinions of students of Czech University of Life Sciences Prague regarding alternative food networks represented by farmers' markets.

To achieve the thesis goals, the methods were used following the description of the steps in doing research in social sciences (Giddens, 1989). It means, firstly, background knowledge on alternative food networks was obtained from the literature review. After that the questionnaire survey was prepared in order to collect necessary data for the research. Consequently, the questionnaires were distributed among students. Thus, the research was carried out and collected data were processed and interpreted.

Alternative food networks are one of the elements of contemporary Common Agricultural Policy focus which explains the relevance of the chosen topic to the study program. The research will be based on the literature review of the current topic and the data obtained from the questionnaire surveys distributed among Master students of Czech University of Life Sciences Prague (CULS).

2.2 Research question

What are the attitudes towards farmers' markets and sustainable food among students of CULS? Does the field of study influence the food preference and shopping behaviour of students? In particular students from the faculties linked with agriculture prefer food from farmers' markets more than students from other faculties.

2.3 Importance of the study

This work is important in the following ways:

- It will explain the origin of alternative food networks and its link to Common Agricultural Policy
- It will provide a better understanding of farmers' markets in Prague

2.4 Methodology

This section of the chapter aims to show how the main components of the research including the sample, research design and methods of analysis work together to answer the research question. The purpose of the study is to explore the perceptions of selected Master students from the different faculties of Czech University of Life Sciences Prague concerning farmers' markets as a part of AFNs. Empirical data were obtained through the questionnaires which were distributed to the target population using Internet. The questionnaire was created and designed using an online form template by adding the questions in it. Besides, a spreadsheet was linked to the form so responses were automatically sent to that spreadsheet. The other features of the questionnaire are following:

- The sample includes a number of students from different faculties.
- The questionnaire is based on information gained during the literature review.
- The questionnaire is divided into three main sections. The first section comprises participant's views about farmers' markets. The second section covers the reasons why they do shopping at farmers' market. In the final section students were asked to rank the level of their agreement with the provided statements about farmers' markets.
- The questionnaires were statistically evaluated using IBM SPSS program in order to see the significant relationships between certain variables.
- Conclusions and recommendations were developed based on the statistical analysis.

2.4.1 Research methods

The research methods applied for the thesis use the descriptive methods. It means the questionnaire surveys serve as the data collection technique. The term "survey" is widely used in a research methodology designed to collect data from a specific population group and normally applies a questionnaire or an interview as the survey instrument (Robson, 1993). Questionnaires are easier to manage than personal interviews and they allow respondents to maintain complete anonymity. For example, the online surveys are a good tool in obtaining data as it reduces or eliminates the paper work and collects the results in one document. According to Robson (1993), the mailed surveys are highly efficient at gathering information for the researcher in a relatively short time period.

Thus, above mentioned aspects served as a means to choose the descriptive research methods and create the questionnaire survey instrument to estimate the opinions of selected students regarding farmers' markets. Such survey can contribute to better understanding of how farmers' markets work and highlight if they operate in Prague in the same ways (in the minds of surveyed students) as described in the literature from abroad.

2.4.2 Setting and participants

To evaluate the attitude of students towards farmers' markets fairly, one of the aims of data collecting was to include the opinions of Master students from all faculties represented at CULS. The campus of CULS in Prague was selected as the study area for the research because this university is directly linked with agriculture. 70-80 participants were considered to be a sufficient amount for the research to share their experiences and perceptions. As students are currently doing Master programs, their age varies between 22 and 25 years in general. Respondents were selected by convenience sampling method. Thus, the results of students from faculties linked with agriculture (Faculty of Agrobiology, Food and Natural Resources, Faculty of Environmental Science, Faculty of Tropical AgriSciences, Faculty of Forestry and Wood Sciences) were compared with the results of students from other faculties (Faculty of Economics and Management, Faculty of Engineering).

2.4.3 Questionnaire design

First of all, different questions were developed as a result of an analysis of the previous studies and scientific articles related to the topic, discussions with colleagues and AFN literature review. The items were mixed and placed in the document. After that, they were defined into four sets of questions and checked for the clarity and the relevance to the research question. For these reasons, they were carefully reorganised to avoid the complex phrases and to reduce the length of the questionnaire. Unnecessary questions (e.g. about the use of credit cards at FMs or for whom you prefer to shop at FMs) were discarded from the questionnaire. Then it was ready for a pretest described in the following subsection.

The final version of questionnaire (Appendix A) was structured in three specific sections. The first section consisted of close-ended questions with multiple choice options and checkboxes. The main question of this section was whether a student attends FM. As well it was the key question of the whole survey because if a student does not shop at FM

at least sometimes, his or her results would not be used for analyzing. The following question was about the frequency of shopping at such market with multiple choice options in order to see if FM is important for a student. The question about the other preferred places for food shopping was the only one with a possibility to choose more than one item.

The second section had the block question with 5-point Likert-scale response set that contained specific statements about the reasons of shopping at FM (e.g. possibility to buy organic products, to support local producers, because it is environmentally friendly, etc). Students had to indicate the importance of each statement for them. Another block question in this section was about the products which students like to buy at FM (meat/dairy/bakery products, etc). The principle was also 5-point Likert-scale but respondents had to indicate the frequency of buying particular food at FM (never, seldom, sometimes, often, always).

The last section required students to specify the level of their agreement with the statements about the different issues regarding FMs. Those statements covered a range of issues such as food safety at FMs and knowledge of farmers but also dealt with participants' own experience at FMs. This section ended with the question about Common Agricultural Policy (CAP) implemented by the European Union. CAP is connected with the topic of alternative food networks which are under this policy. That is why it was interesting if students are aware of CAP.

After that, it is worth to mention that all participants were provided with the exact same set of questions which supports the reliability of responses. The questions were phrased as simply as possible avoiding difficult words, unnecessary phrases and using precise terminology. The online survey was chosen as an appropriate response format.

2.4.4 Pilot study

The pretest was conducted in order to check the effectiveness of the survey and value of the questions to find out whether they are understandable and appropriate for the research. It was also aimed to check if it does not exceed the expected time limit which was set as 15 minutes.

The sample surveys are an important tool for collecting and analyzing information from selected individuals before the main phase of the research. Five students with different backgrounds and viewpoints were selected for this procedure. Two of them were

from Faculty of Agrobiological Sciences, Food and Natural Resources, two students were from Faculty of Economics and Management and one student was from Faculty of Engineering. Each of them was interviewed individually to find out if every item is clear and easily understood. Firstly, each participant was asked if he/she prefers FM for shopping. In each case it was a positive answer. Then they were asked to review the survey questionnaire and to complete it. Every respondent paid attention to some particular question asking to interpret it in the intended way. They shared their ideas regarding the difficult questions and tried to help with the advice. The corrections were welcomed, thus, respondents provided insightful information regarding the structure of the questionnaire. Some questions were rephrased to become more concise and some statements were removed as they repeated some others. Each section of the questionnaire was partly changed, one section was removed. Finally, participants were asked if any other issues should be included in the survey.

The pilot study helped to correct questions which caused some difficulties and misunderstanding. In the end of this pretest only the most relevant questions to the study's topic and goals were kept in the survey instrument. Nevertheless, the completed questionnaires of respondents from the pilot study were not considered in the future process of data collection.

2.4.5 Data collection

The preparatory phase of the survey consisted of choosing a specific group of population for the study and creating the questions for the survey. Interviews and questionnaires were taken into account to select the way how it is better to interact with the studied individuals. After considering all advantages and disadvantages as mentioned above, the questionnaire was chosen as the most convenient tool for data collecting.

The main phase of the survey took place during the last two weeks of February 2014 when the questionnaire surveys (Appendix A) were distributed to more than 100 students. This period was chosen because students came back to the university after the examination session to start a new semester. The requests were mainly sent to students by e-mails with the link to the online survey and its description. A few days later a reminder to complete the survey was sent to the recipients. The link to the survey was also provided to selected students at different faculties in order to share it with classmates. In total 97

students responded. Nine of them do not attend farmers' markets so it was not possible to include their responses in the final procedure. All incomplete surveys were removed from the analysis as well. At the end, 84 questionnaires were ready for the next step.

2.4.6 Method of analysis

Data collected from the questionnaire surveys was examined for correctness and completeness once again. After that data was partly recoded into numerical form and placed into a database of SPSS statistical software package. SPSS software was used to conduct the statistical analysis focusing on the descriptive analysis according to frequency distributions and cross tabulations in order to find out significant relationships between certain characteristics of the various groups of students and the markets.

2.5 Summary

The purpose of this chapter was reached by providing the coherent explanations about the every step of the whole data collecting procedure. The previous subsections covered the research methodology of this study, explained the sample selection, described the procedure of creating the survey instrument and gathering data and referred to the statistical procedures used to analyze data. The results of the analysis are presented in the following chapters.

3 Literature review

This chapter concentrates on obtaining background knowledge on alternative food networks. The issues regarding their local and seasonal performance, popularity and development as well as its linkage to Common Agricultural Policy (CAP) will be considered. Moreover, it will focus on farmers' markets as one of the forms of alternative food networks.

3.1 Alternative food networks

Alternative food networks (AFNs) and farmers' markets (FMs) attract more and more attention of consumers and academics due to concerns about the growing food insecurity and willingness of people for the fresh food and a healthy diet. Some people distrust the practices of food processing and do not believe the anonymous environment of supermarkets and shopping malls realizing an increasing number of food scares (Raynolds, 2000). The growing number of scientists and scholars see the positive effects of the local food movements on both environment and consumption culture. Thus, many works emphasise the environmental importance of food localizing (Spilkova et al., 2013).

Indeed, literature on alternative food networks includes many different concepts such as short food supply chains, local food supply systems and local supply chain sourcing while the other literature sources focus more on the quality turn in food supply and direct farm retail (Abrahams, 2006). AFNs can be characterised by a new phase of trade relations based on trust between the producer and the consumer (Morgan et al., 2006) making difference to "globalised agrifood processes" (Goodman and DuPuis, 2002) and defining characteristics of food as fresh, diverse, organic, slow and quality (Ilbery and Maye, 2005). Such supply systems are small-scale, short, local, environmentally sustainable and embedded in opposite to conventional food supply systems that are processed, mass production, long food supply chains, hypermarkets (Abrahams, 2006).

New food supply chains strengthen relations between agriculture and society, farmers and end-users. They allow consumers to learn the origins of the products they eat and assume more direct involvement and interaction between farmers and end-users of their products (Renting et al., 2003). Making food choices on a daily base people decide whether to participate in alternative food networks. Taking this option consumers choose knowledge, trust, transparency, relationships, sustainability and community (Follett, 2009).

From this point of view food represents a way to reach the social change. However, farmers should introduce niche products for a consumer who values the benefits of the products in order to compete in the system full of big companies (DeLind, 2006). Companies take a big share of the market from AFNs by supplying food without much care of rural livelihoods, labour, animal welfare, etc. These networks are dependent on economics where producers offer many specialized products to consumers. So the relationships between the participants change and people become just producers and consumers. People do not have a sense of community anymore and base relationship on consumption. That is why it is important to maintain an emotional and physical linkage not to the food itself but to what it represents (DeLind, 2006).

3.1.1 Definitions

For the better understanding of various concepts regarding farmers' markets, the list of definitions is introduced.

- 'Alternative food networks' mean new and fastly growing movements in the food sector mainly represented by organic, FairTrade, local, quality and premium specialty foods (Goodman, 2009);
- 'Direct sales' mean sales by a farmer directly to a consumer without any intermediaries or distributors (EU Commission Report, 2013);
- 'Farmers' market' means a place where farmers sell their products directly to consumers (EU Commission, 2012);
- 'Local area' is quite a general term with no universal meaning for a consumer who considers what area it is from its own perception. However, it means a small geographical area which distance varies between 20 and 100 km from the production place (EU Commission Report, 2013);
- 'Local farming' means production of agricultural products and foodstuffs for the purpose to sell them in an area close to the farm where they were produced (EU Commission Report, 2013);
- 'Local food systems' mean that production, processing, trading, delivering and consumption of food take place in a small geographical area (EU Commission Report, 2013);
- 'Short food supply chains' mean sales from a farmer to a consumer with a reduced

number of intermediaries (EU Commission Report, 2013).

The definitions are similar to each other which means that, generally speaking, all these forms of AFNs have the common idea to promote regional agriculture by providing farmers the opportunity to sell their products directly to consumers and to ensure access to the freshest locally grown food of the region. They also serve as venues for producers and consumers to meet up, exchange information and create trust and better understanding between them. After all, farming is not only about food but about rural communities and people who live in them.

The other set of definitions should also contribute to the introduced list.

- ‘Food safety’ means ensuring all food is as safe as possible by implementing policies and actions that cover the entire food chain from production to consumption (WHO, 2014);
- ‘Food security’ means that all people at all times have access to nutritious, sufficient and safe food in order to maintain a active and healthy life (WHO/World Food Summit, 1996);
- ‘Organic production’ means such way of managing the production system which supports agro-ecosystem health with regard to biodiversity and various biological activities (FAO/WHO Codex Alimentarius Commission, 1999);
- ‘Sustainability’ means creating the conditions under which people and nature can exist in productive harmony maintaining the social, economic and other requirements of present and future generations (EPA, 2014);
- ‘Quality foods’ mean foods of definable and usually certifiable places of origin and characterized by taste which has certain features separating them from other foods (e.g. organic commodities) (Goodman, 2009).

Above mentioned definitions indicate some crucial food characteristics that should be supported in AFNs. Thus, there is a big link of AFNs to safe and quality food.

3.1.2 Characteristics of alternative food networks

Alternative food networks are characterised by economic relations which go beyond market relations (FAAN, 2013). Nevertheless, they include many criteria combining social, economic, environmental and health concerns. To distinguish alternative food networks it is necessary to remember the following set of criteria:

- shorter distances between producers and consumers (Jarosz, 2008);
- better social cooperation between producers and consumers (FAAN, 2013);
- small farm size and organic or holistic farming methods contrasted with large scale, industrial agribusiness (Jarosz, 2008);
- the existence of food purchasing places such as food cooperatives, farmers' markets, and food tools such as local food-to-school to support the community (Jarosz, 2008);
- a commitment to the social, economic and environmental aspects of sustainable food production, its processing and consumption (Jarosz, 2008);
- economic independence of producers from the agri-industrial system as a basis for more alternative production methods (FAAN, 2013);
- socio-territorial identities (FAAN, 2013);
- the public good meaning the social interaction between producers-consumers, environmental improvement by using sustainable production methods, regional development through local economic benefits (FAAN, 2013);
- food based on trust, community, close relations and place-based production (FAAN, 2013).

Along with economic characteristics, alternative food networks support alternative products and production processes:

- territorial origins which are connected with local producers, etc.
- product quality including taste, freshness, special processing, etc.
- ecological advantages which implies agri-ecological methods, organic certification, biodiversity conservation, etc. (FAAN, 2013)

These alternative production processes can be also encouraged by conventional agri-food chains. Still alternative products and processes should be supported more effectively by alternative food networks creating more value to producers (FAAN, 2013).

Next, the Kindle Project (2010) is a good example of work on sustainable food issues. The principles of this project give the clear image of the AFNs functioning and could be taken into further consideration.

1. Eating local and seasonal food means to minimize energy use, transportation and storage, increase freshness and quality of products. It could strengthen the local distinctiveness and build more resilient community by supporting local farmers.

Some farmers use vehicles to deliver food right to the houses of consumers ensuring the freshness of product collected and packed within 24 hours and at a fair price.

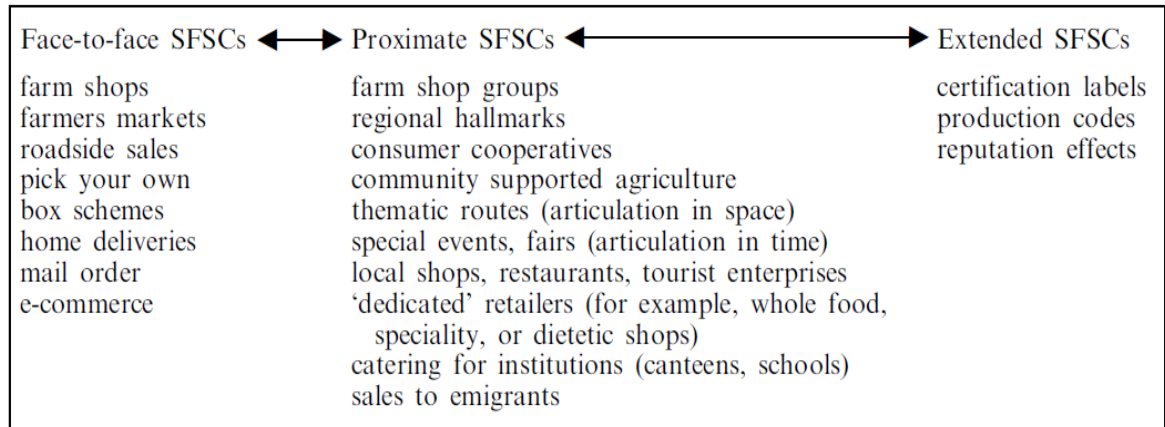
2. Organic farming is a more environmental method of food production as it is less dependent on the chemical inputs rather using green manure or compost. It is more sustainable because it supports wildlife, maximizes crop diversity and avoids monocultures.
3. Reducing waste and packages. In fact, approximately 70% of consumer packaging is food and drink related. The residues of original content make it difficult to recycle those packages. Buying local and seasonal food minimizes the need for packaging and prevents food waste due to long distance transportation and storage.
4. Meat and dairy concerns. It is aimed to increase quality of meat and milk products by ensuring the health and welfare of animals involved because only healthy animals can supply the production of healthy food.
5. Fair Trade creates the social and economic opportunities for the producers who were more disadvantaged by the conventional system. By setting a guaranteed minimum price for goods a producer receives the income which is less vulnerable to volatile the international markets.
6. Health and well-being of consumers is supported by providing fresh and high quality products.
7. Food system should become more democratic. The mainstream food system is unsustainable and unfair. Moreover, unsustainable food system turned into a nation of passive consumers, top down system from which people expect unlimited choice over which they don't have control. It drives down prices to gain profits increasing expanses of farmers, local communities and environment. Food democracy is about reconnecting people taking responsibility for it ensuring control and fairness of local producers, suppliers, consumers and working to reduce inequality in food supply chain (Kindle Project, Transition Rutland 2010).

3.1.3 Classification of short food supply chains

It is worth to mention that one business can be engaged in more than one supply chain. Referring to the organisational structure of short food supply chains (SFSCs) (Fig.1)

three positions characterize different tools for stretching SFSCs over longer distances (Renting et al., 2003).

Figure 1 Different mechanisms for extending short food supply chains



Source: Renting, 2003

A first category of SFSCs is built on face-to-face communication as a tool for levelling producer-consumer networks. Consumers buy products right away from a producer so reliability comes from personal interaction. Such category largely matches to a narrow definition of direct sales by roadside sales, “pick your own”, farm shops or farmers’ markets (Knickel and Hof, 2000). Marketing approaches such as home deliveries, box schemes or mail order provide an opportunity to extend the coverage of such form of SFSCs although it is mainly implemented by individual farms.

A second category of SFSCs goes beyond direct communication and is constructed on relations of proximity. An example of this category might be cooperation between producers who increased the product variety by placing particular products under a regional quality character or by exchanging products with the farm shops (Banks, 2001). These networks are situated in the vicinity, thus, products can be sold in the region of production and consumers can learn about local origin of the product at the retail place. In addition, special events and fairs could facilitate the regional identity of products, attract consumers and promote the extension of SFSCs. Proximate SFSCs usually have intermediaries in the agri-food chain which are responsible for ensuring product authenticity. This category is represented by local shops and restaurants for regional products as well as by specialised retailers such as the dietetic shops which promote organic products (Miele, 2001).

A third category extends SFSCs even further. Consumers outside the region of production who do not have a direct access to the locality may buy these products. National markets get the products from the region but some extended SFSCs may cover globe distances. Some of these widely-known regional specialities are Parmigiano Reggiano cheese (Renting et al., 2003) or Champagne wine as well as Fair Trade products such as coffee. Such global networks can be yet considered as short food supply chains. The fact that the product includes the valuable information when it comes to a consumer (printed on the package or provided at the place of retail) is important while the transportation distance of a product does not play a big role. In this way a consumer connects with the place of production and, at some extent, with the values of those local people and production methods. The well-done translation of information helps products to be distinguished from more anonymous goods and put a premium price if consumers find it valuable (Renting et al., 2003).

3.2 Emergence of short food supply chains

Short food supply chains and local food systems always existed. However, they became better well-known over the last decade and nowadays they are widespread across the EU (European Commission Report, 2013). In fact, emergence of alternative practices was driven mainly by agricultural policy developments (Watts et al., 2005). The AFN trend was surrounded by the ideas of food quality and based on the safety regulations coming from the institutional and policy changes in European economy (Goodman and DuPuis, 2002). The alternative transitions within the 1999 CAP reforms made a shift in quality consumption (Goodman et al., 2010) by enabling the necessary conditions for AFN emergence and existence. It was the time when the respective national, regional and institutional priorities determined the nature of the food networks (Abrahams, 2006).

The emerging food schemes in globalised agricultural economies brought many key changes in the agri-food chain. Important shifts in consumer understanding of food and farming took place on its consumption side. This happened due to increased public concerns about ecology, health, safety and animal welfare, and resulted in appearing of a potential market for food products which differ in great ways regarding the controversial quality aspects of food. Growing suspicion in the quality of food coming from conventional agriculture changed consumer perceptions at a larger extent. Thus, in the late

1970s the food issues such as salmonella or dioxine residues in milk attracted the public attention. Experts showed a lack of scientific basis on these health hazards which made consumers distrust in modern food production (Goodman, 1999). The other issues such as the introduction of genetically modified organisms (GMO) or the outbreak of foot and mouth disease only confirm this negative image of modern food production. Therefore, there was a requirement to build some guarantee of institutionalised food quality. In the past, food was mostly produced in the direct neighbourhood or by the household itself reducing the necessity for this (Renting et al., 2003). A Dutch proverb says, “What the farmer does not know, he will not eat” which means that the perception of food quality was mostly based on individual observation and social networks in the direct locality. Further, the control of food quality became more institutionalised with the growth of mass food markets promoting a new expert system of (semi)governmental agencies to regulate food quality. For a long time this agreement had big social support but later industrialised food production was challenged as well as the quality standards. Thus, consumers did not completely believe in the expert system which was supposed to provide food security (Renting et al., 2003).

Further improvements in food markets aimed to recover consumer trust and provide new institutional measures ensuring reliable food quality. This statement refers to a very dynamic market with trends and fashions where the products have a short shelf life. Also food consumption is highly dependent on different lifestyles implying that various sometimes even wrong images and expectations are connected to food products. That is why future food might become strongly designed and socially built in response to certain needs instead of fulfilling basic, minimum quality standards. Convenience food which is prewashed, precut and precooked served to its easy preparation while fast food emerged under time limits. In this context, health food, organic food, regional quality food and slow food are the synonyms of food quality. Nevertheless, quality expectations of one consumer in his daily life and between different spheres of activity may differ, resulting in complex and sometimes internally conflicting consumer needs (Renting et al., 2003).

Taking into account the production side of the agri-food chain, the emerging food supply chains were influenced by the permanent and growing pressure on farm incomes. The modernisation approach to agriculture included a certain economic activity which supported farm incomes by rising overall production capacity and strengthening the

technical efficiency of production (Van der Ploeg et al., 2000). However, this successful pattern worked only until the beginning of the 21st century due to the sustainability issues and the problem of production capacities' growth. Simultaneously, there was a pressure on farms to invest permanently in new technologies in order to compete for the lowest production costs. Moreover, farms faced a few obligatory investments including new environmental regulations, animal-welfare standards, sanitary measures and product requirements. Thus, access to markets depended on the capacity to fulfil certain criteria regarding the range and appearance of products, membership of good-practice labels and opportunity of flexible delivery. Therefore developments on mass food markets were under pressure and the traditional approach was not possible because farm production was limited by environmental regulations and quota systems. So the new ways of increasing financial revenues were welcomed by opening the new activities such as nature and landscape management and agritourism or by improving value added on farm products such as quality production, on-farm processing and direct sales.

After that, those schemes were widely adopted by farmers to avoid pressures. Thus, it explains the emergence of AFNs and various multifunctional forms of agriculture. In addition, an increasing amount of farmers try themselves in alternative forms of production assuming that mass food system cannot ensure permanent and appropriate income for their farm. Such rural development practices reflect the farmers' response to the changing economic and political scope of their farm and correspond to some extent to self-interest of the European farmers. Thus, short food supply chains (SFSCs) show real efforts of producers to reconstruct value in the supply networks in order to overcome the problems of the price pressure. However, the processes of moving away from the conventional networks towards the alternative ones take a variety of forms along the way (Renting et al., 2003).

3.3 Connecting production and consumption

Many researches emphasise the benefits of localizing food systems for the environment without doing an accent on the environmental attitudes and behaviours of producers and consumers of AFNs though it is an important aspect. Moreover, some papers do not consider the participation in AFN as a "green" attitude (Winter, 2003). Along with that the link between the environmentally sustainable production systems and

sustainable food consumption is not very well explored. In addition, the consumers' attitude towards sustainable consumption practices is influenced by the complexity of factors including some internal conflicts which are less examined by academics than the producers' conservation behaviour (Seyfrang, 2006). In agri-food systems literature consumers are not directly represented as the active agents in forming those systems (McMichael, 1994) although food consumption practices might be an important issue in culturally oriented food studies. However, in the modern society a number of factors reflect in consumers' choices. It is necessary to shape the behaviour of consumers by defining the importance of values, agricultural and environmental knowledge as well as the availability of information to be able for them to participate in agri-food chains (Burton, 2004).

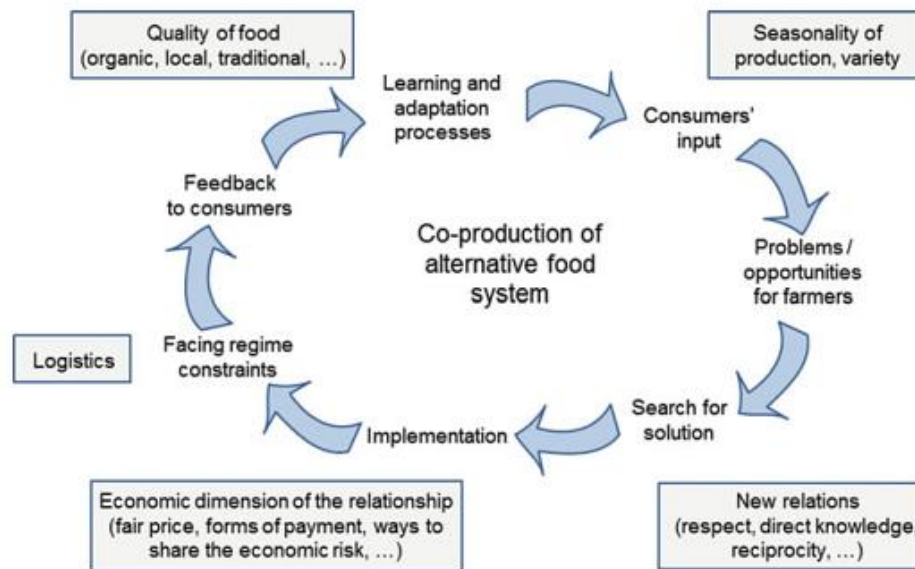
Some of works studied how the different types of knowledge, especially onfarm situated knowledge can be opposed to scientific and technical knowledge and how differentially it can reflect in farmers' view of environmental problems (Tsouvalis et al., 2000.) Farmers normally prefer conservation measures that do not harm to farm productivity and suit to a 'good farm' landscape (Selfa et al., 2008). According to Holloway (1999) farmers will usually rely on their own time-dependent, geographically situated local knowledge to make production and management decisions.

Nowadays academics pay more attention to the importance of consumers' attitudes in forming sustainable food systems. Thus, some environmental and food sciences academics insist on replacing of production by consumption as the key point of social activity claiming that consumption plays a critical role in identity politics and formation (Watson and Caldwell, 2005). In turn, social scientists deal with the problem of food scares and how it affects consumption practices towards healthier and safer food in the modern "risk society" (Friedberg, 2004). Indeed, nowadays consumers care more about the food they eat. An increasing number of people want to buy fresh, seasonal food, produced in their local environment and preferably directly from the farmer. Consumers' interest in knowing how, where and by whom food is produced and treated on its way from the farm to the table, from the production site to the final place of sale is growing due to food hygiene crises and increased economic, environmental and climate concerns (EU Commission Report, 2013).

After all, some scientists tried to overcome this consumption–production division and consider the importance of consumers’ role in forming agri-food systems (Goodman and Dupuis, 2002). For example, the role of labelling initiatives such as eco-labels and fair trade with the possibility for consumers to show their support of alternative and environmentally sustainable food products attracted a lot of attention (Raynolds, 2002). Besides, there are many schemes throughout the EU which are mostly based on the proximity to the production site including on-farm sales (e.g. farm shops, sales along the road) and off-farm sales (e.g. farmers’ markets, delivery schemes, catering sector). The labels and logos are mostly used by schemes made for a longer period of time or by larger regional initiatives. At the same time they are not so needed for the more localised consumers who often have live communication with the producers (EU Commission Report, 2013).

Finally, some of academics tried to bring these two groups of producers and consumers together to explore how the relationship between their attitudes and values towards sustainable food systems may overlap. Indeed, alternative provision-consumption schemes are shaped in a radical innovation process (Fig. 2) including changes in knowledge and value systems, techniques and organisational patterns. Such process calls for the socialization of new food values and the elimination of social and material constraints reshaping the prevailing socio-technical system. The development of specific alternatives to conventional ways of producing, processing, trading and consuming creates pressure on the context of its work launching the processes of change at a higher level demand for new technological solutions helping to develop research programs, doubt existing values and behaviours in relation to consumption and production. This all goes on saying that alternative food networks are the engines for system innovation (Darnhofer et al., 2012).

Figure 2 The collective process of constructing alternative food practices: how farmers and consumers co-produce appropriate solutions to the specific needs of the newly developing production-consumption system



Source: Darnhofer et al., 2012

Nevertheless, the linkages between producers' and consumers' attitudes and behaviour are complex and their relations are dependent on many contextual factors (Selfa et al., 2008).

3.3.1 “Going local”

The role of the farmers is strengthened because the consumers understand the different functions performed by them including food production, maintaining ecosystems, culture and traditions. A higher share of the value of the final sales price can result in a higher farm income and provide an opportunity to expand and improve agricultural and non-agricultural activities and create the better conditions on the farm (European Commission Report, 2013).

Direct sales of farm products or through short supply chains is an important source of profit for farmers well-being and for the viability of rural areas (European Commission Report, 2013). Eurostat Farm Structure Survey (2007) showed the differences among the Member States regarding the share of farms estimating to sell more than half of their production directly to consumers which is about 15% on average. It is ranging from almost 25% of all farms in Greece to 0.1% in Spain. Thus, if a farmer fulfils the expectations of

consumers, they can establish a long lasting relationship based on trust. The development potential of short food supply chains and local food systems lies in fact that short distances between producers and consumers with almost no intermediaries and the territory preserve community values may allow all actors in the food chain to identify themselves as members of that chain (European Commission Report, 2013).

Further, consumers can better meet their environmental, social and health expectations regarding food if they satisfy their needs of food provision. However, consumers often cannot recognise locally produced food in the market place. That is why the distance between consumers and farmers should be shortened and regulated by initiatives to support agriculture. The most important things which create the system of values for many consumers supporting short food supply chains and local food systems are the opportunity of social interaction between people, involvement in community life, fair rewards for farmers and respect of environment. Moreover, the local community can get advantages from the additional economic activities and local services. Local products meet a great demand from consumers and promote the competitiveness of rural areas by supporting various economic activities. Besides, supplying local food systems create the opportunities for agricultural production and post-primary production activities of processing, distribution and retail as well as generate employment opportunities. In the modern prospective of producer-consumer relations the competitiveness of the local products is an important issue. Thus, the movement “going local” builds more resilient community by supporting farmers and maintaining local employment in many sectors such as processing and tourism (EU Commission Report, 2013).

Meanwhile, the growing interest of public authorities and European institutions called for pushing the appropriate support and promotion instruments. The discussions on the importance of short food supply chains and local food systems were also addressed by food chain actors. Therefore, public support to local food systems is an important tool for maximising benefits (EU Commission Report, 2013).

3.4 Differences of conventional food systems and alternative food networks

Short food supply chains and local food systems represent the richness of European agriculture although they have many challenges (EU Commission Report, 2013).

According to Follett (2009) conventional production systems or weak AFNs disturb the local food systems but do not make social and political changes. One reason of that are standardized products. Companies compete with each other to sell goods to a small share of society which looks for the environmental quality of food products. In this conventional systems' competition price and efficiency stay in the centre leaving quality behind. Moreover, companies produce organic products to get bigger premiums and profits rather than to support the alternative movement. If the organic apples from Chile will be cheaper those ones from the USA, retailers will prefer the Chilean apples. Its effects on local communities in weak AFNs do not matter.

Another reason is the focus on the qualities of food than on the network as a whole. Growers meet their political and social goals producing food with regard to national organic standards and labelling food as organic. The more land they use under organic production, the better sales they have. Nevertheless, organic does not guarantee sufficient protection for farmers, rural communities, workers, animals and society as a whole.

The distribution of power is also a challenge. While the big companies reinforce the organic market and sell products to large retailers, consumers and producers lose power. Producers cannot make fair business deals and consumers cannot dictate what they want to eat losing alternatives. Thus, companies regulate weak AFNs and benefit from the system (Follett, 2009).

Long food supply chains might serve as another name for weak AFNs where food is placeless (Marsden et al., 2000). The lack of communication destroys the trust between producers and consumers. The labelling schemes could solve this issue although the date on the package might be wrong creating a conflict with the actual values supporting weak networks (Pollan, 2006).

After all, short food supply chain is a good example of strong AFN. In this network quality of food spreads beyond the ecological aspects of food, organic certification and green conventions. Producers care more about such issues as animal welfare, labour welfare, rural communities, small-scale farmers and sustainability because price is secondary in such network. Interaction between people selling their food and consumers purchasing that food is a key aspect of this system which creates trust. A lot of farmers and consumers participate in these markets and examine the network as a whole, thus, none controls the market and dictates the terms of involvement. The distribution system

provides a guarantee of food origin and builds a connection between growers and consumers which a label cannot ensure. The differences between weak and strong AFNs are shown in the following table.

Table 1 Weak versus strong alternative food networks

Weak alternative food networks	Strong alternative food networks
<ul style="list-style-type: none"> • Industrial • Monoculture • Global market • Mechanical • Standardized and generic products • Quantity and price first • Declining farm prices • Consolidated • Placeless food • Not transparent • Extended relationships • Reliant on third parties for verification 	<ul style="list-style-type: none"> • Pastoral • Polyculture • Local market • Biological • Specialized and dedicated products • Quality first • Higher farm gate prices • Distributive • Knowledge of place • Transparent • Face-to-face or proximate relationships • Knowledge and trust based

Source: Follett, 2009

Weak and strong AFNs have the different scenarios. Weak networks supply food from the companies with a standardized and industrial system of production similar to conventional system. This creates a food system based on price, efficiency and placeless food limiting the face-to-face relations between producers and consumers decreasing trust. Animals, the environment, small-scale farmers and rural communities do not prosper this way. In turn, strong AFNs are aimed at supporting of sustainability. Food comes to people's tables with all necessary information about its origin creating relationships built on trust and transparency. It supports the natural base of farming and food consumption which is different from the manufactured weak AFNs. Besides, producers should promote their food without using any labels respecting social needs while consumers should be able to go to the farms to see for themselves (Follett, 2009).

3.5 Linkage to Common Agricultural Policy

The EU is a unique place known worldwide for its food and culinary traditions. That is why its exceptional agricultural resources could and should play a role in ensuring food security of the world. The EU created and implemented Common Agricultural Policy to make it happen. CAP was launched in 1962 to establish a closer partnership between

agriculture and society, between Europe and its farmers (EU Commission, 2012). CAP experienced a transformation from a centralized, productivist, sectoral policy toward a more decentralized model where a multifunctional agriculture has more links with the rural development (Goodman et al., 2010). It aims to improve agricultural productivity in order to provide a stable supply of affordable food to consumers and to ensure a reasonable living for the EU farmers (EU Commission, 2012).

Looking back, local food initiatives had positive effects from the long lasting process of shaping CAP. In the 1990s the European Union Structural Funds were addressed to support local rural development in depressed agricultural regions and socio-economic development. At the macro-level CAP reforms applied the rules of trade liberalisation of World Trade Organization (WTO) by pushing forward non-production related payments (e.g. environmental control schemes) which do not deform international trade and defined by WTO criteria as “green box” programs. They can also be called Second Pillar programmes with de-coupling farm payments from production and moving CAP from its narrow sectoral approach to a more decentralised model where a multifunctional agriculture is in the core of more integrated and pluralistic focus on the rural development (Goodman et al., 2010). Nevertheless, EU Member States implemented this reform in different ways (Lowe et al., 2002). The food security concerns arrived along the way making reform dynamics more complex. Food price inflation, very high commodity prices and declarations of a food global crisis at the G-8 Summit in 2008 served an impulse to it. Thus, food security issues replaced commodity price inflation questioning whether alternative food networks will prevail over conventional agriculture.

Further, direct EU production subsidies were transformed into a “single farm payment” system in 2003. It increased power of market forces in commodity agriculture and underlined the social and environmental importance of continued farm support, making stronger the future possibility of farm policy rationalization. Local food networks and short food supply chains had a significant role in the market-oriented Second Pillar strategy to change the productivist system created after World War II. CAP reform formed the budgetary resources and institutional space which promoted alternative food networks as a new perspective of rural development as stated in Agenda 2000 reforms and in the EU policy declarations (Goodman et al., 2010).

After all, AFNs ensure better opportunities for more diversified farm livelihoods including a possibility to earn premium prices. These networks use a new approach moving away from high cost pressures on farmers caused by decreasing direct production-related subsidies and the market forces of oligopolistic retailers using concepts of supply chain management (Marsden, 2004).

3.5.1 A priority of SFSCs in the CAP post 2013

In Europe the encouragement of local food systems has different origins. It appeared as an environmental movement and a new form of rural governance along with CAP. Food safety concerns, health issues and food shortages in Europe stimulated a shift to quality in food provisioning and strengthened support for less intensive, multifunctional agriculture. Besides, supporters of local food systems in Europe wanted to defend its cultural identity and the “Eurocentric rural imaginary” from the global industrialised agriculture. Thus, localization became a solution to the problem (Goodman et al., 2012).

Short food supply chains are the systems which open the economic potential of local communities. The Europe 2020 strategy concentrates on bringing growth which is smart due to more effective investments in education, research and innovation; sustainable in a decisive move towards a low-carbon economy; inclusive aiming at job creation and poverty reduction. Short food supply chains support growth through various instruments. They promote smart growth by providing employment opportunities at the local level and increasing knowledge and skills, by increasing human and social capital through connections and networking, community involvement and understanding of links between food, environment and health. They contribute to sustainable growth by protecting natural capital, environmentally sound and climate-friendly practices and behaviours. Inclusive growth is supported by strengthening development of local suppliers and services, gaining of financial sources within local economy and increasing physical capital through supporting of local activities through aid to investments, training (EU Commission Report, 2013).

Nevertheless, significant barriers prevent short food supply chains and local food systems to contribute to the overall goals of Europe 2020 included in CAP. Such barriers are divided in two broad types where some public policies are giving preference to the larger farms and conventional supply chains, and difficulties specific to farmers such as

age, knowledge and skills, lack of interest, lack of financial resources (EU Commission Report, 2013).

EU rural development policy offered measures to help in establishing and stimulating short food supply chains. The present framework will be strengthened through the CAP reform for helping farmers to meet the challenges. The development of short supply chains and local markets will be a visible element under future rural development priorities using certain tools. The plan is to support horizontal and vertical co-operation among supply chain actors for the establishment and development of short supply chains and local markets and to promote activities in a local context relating to their development. The aim is also to provide the possibility for Member States and regions of including "thematic sub-programmes" within their main rural development programmes devoted to short food supply chains (EU Commission Report, 2013).

3.6 Agri-food systems at the territorial scale

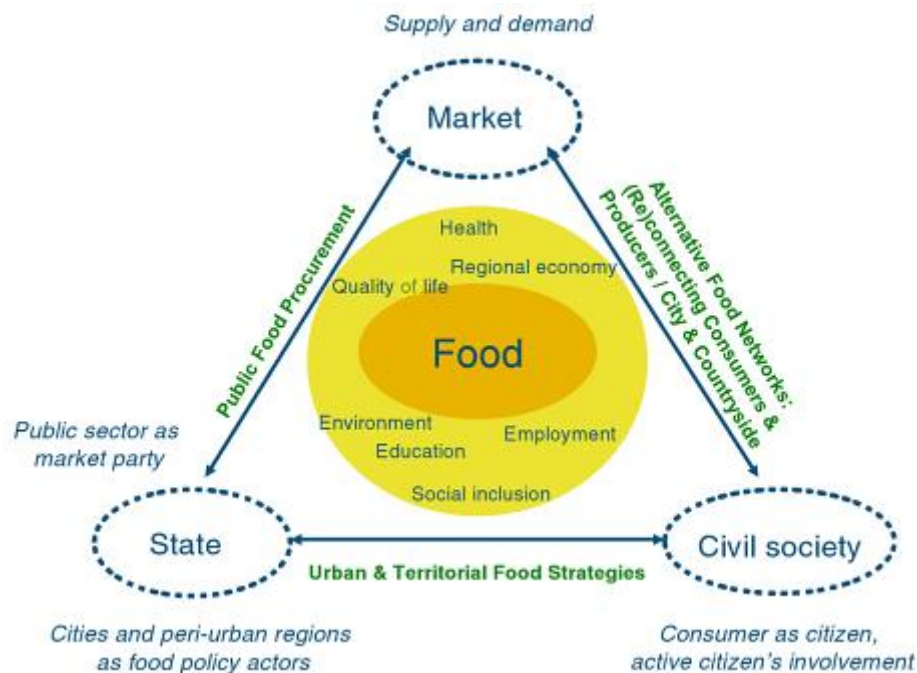
The main actors of the agri-food system of conventional and alternative structures could be easier compared at the small territorial scale with no more than one million people in regard with population density in order to find out the complementarities of these food chains. Thus, it can be possible to examine a big variety of initiatives at a particular territorial agri-food system (Darnhofer et al., 2012).

Food became a thematic integrative core for numerous policy concerns changing the role of market, state and civil society due to increased attention to the food issues not related with rural development and farm income.

The main themes here are the role of alternative and mixed initiatives in transitional food strategies, the richness of territorial approaches to explore those transitions and changes of the agri-food governance tools. The turn to more sustainable agri-food systems involves not only alternative food systems but also the various actors and methods of coordination which are presented in a wider agri-food system and their complementarities. On the farm scale the diversity of various methods of production, market areas and networks is important where the terms organic farming+short chains+high diversity and conventional farming+long chains+specialization should be cleared. Figure 3 illustrates the territorial scale that usually characterizes and analyses the changes within agri-food systems representing the new geography of food connected to the integrated model. It also

takes into consideration the shifts in the government behaviour supporting movements towards environmentally and socially sustainable agri-food systems (Darnhofer et al., 2012).

Figure 3 Contours of an integrated, territorial mode of agri-food governance



Source: Darnhofer et al., 2012

The new integrated and territorial food geography shows a change in agri-food governance vertically as well as horizontally. Legal frameworks and policy regulations for European agriculture, rural development and food are mostly elaborated in the capital of the EU, Brussels. Nevertheless, the implementation of such EU frameworks is under the responsibility of the regions. Thus, it reflects in the increasing importance of lower administrative levels in shaping policies and its application. Active participation of local authorities in policymaking as mentioned above is needed to rebuild the connections between the state and society in relation to food concerns both at local and regional levels. Taking into account the difference of territorial food strategies regarding the place of its application, the overall principle is to develop interactions between various public issues linked with food which includes the creation of markets for local, sustainable and organic food, public food procurement, strengthening peri/urban agriculture and other activities (Wiskerke, 2010). After all, supporting civil society initiatives is a crucial part of urban and territorial strategies as it is in the centre of food democracy and food sovereignty (Darnhofer et al., 2012). Food policy is not the same to rural and agricultural policies so

food concerns serve a matter on different policy agendas including public health, environment and food quality. These policy areas bring together the features of traditional agricultural and rural policies and institutions and involve a range of emerging public government entities and civil society organisations in these food policy issues. A sustainable food economy needs the active participation of public authorities to use the potential of relocalizing public food procurement and to assure the principles of social equity between engaged social (Darnhofer et al., 2012).

3.6.1 AFNs beyond rural areas

Active involvement of all actors in short food chains precisely increases the social, environmental and economic benefits. Bringing producers and consumers together is the main feature of short food chains, that is why the better involvement of consumers in the process especially the ones from the cities is a key for its successful development. For a long time short food supply chains were considered as a part of the development of rural areas. Nowadays they need to be seen from the perspective of urban development as well (EU Commission Report, 2013).

The interactions of urbanization and rural restructuring create alternative food networks which are differentiated and marked by unequal development without a guarantee to support all farmers participating in the network. This points out that both the fragility and the dynamism inherent in AFNs are closely linked to urban development and change. Urban growth increases demand for seasonal, locally grown foods while rural regions in proximity to metropolitan areas reorganise from agro-industrial forms of production to smaller scale family farms. Rural restructuring in urban areas causes the rise of small-scale farms willing to supply the neighbour cities and towns with seasonal foods sold in farmers markets. Yet increasing urban demand for seasonal and organic food produced locally and the processes of rural restructuring supporting small-scale sustainable family farming, its direct food linkages to the cities cannot ensure the successful living from season to season for all farmers. Moreover, agro-industry is in need of the sources such as cheaper land, labour and water which are located mostly in the rural areas. Therefore, increasing urbanization promotes residential construction and changes the landscape threatening farmland preservation activities and zoning regulations. Thus, the development of AFNs both speeds up and slows down at the same time (Jarosz, 2008).

The case of the city of Prague is a good example of AFNs existing in metropolitan area. The following subsection of the work will describe how the farmers' markets are functioning in the capital of the Czech Republic.

3.6.2 Farmers' markets in Prague

In many corners of Europe consumers had the opportunity to buy locally-sourced food and drinks directly from farmers for many years. In the Czech Republic farmer markets became quite a new place to shop for people who used to go to the supermarkets for food (Creighton, 2011). The opening of farmers' markets (FMs) was met with great enthusiasm by consumers. The first market appeared in March 2010 in Dejvice, Prague 6. Around 15,000 people visited the market with the great interest expecting to find the wide range of goods there (Creighton, 2011).

The successful market in Prague 6 was the great example of a good start which encouraged organizers and made consumers demand for better quality products and appreciate the strong environmentally-friendly atmosphere of farmers' markets. As well consumers began to support small local producers. As a result, farmers' markets began appearing regularly in the other big public areas in the capital and throughout the country. Since then farmers' markets have become a good established tradition based on the seasonal calendar with vegetables stalls in summer and carp tubs in winter (Creighton, 2011).

FMs emerged all around Prague in localities of different social status with an open access for the poorer citizens. The inner city/hinterlands markets divide in terms of size and range of goods while the socio-spatial differentiation of the city does not play a big role. The new consumer patterns appear from tcultural environment, specific context and the different development path of the postsocialist consumer society (Spilkova et al., 2013). People can purchase all types of local specialities including organic products which fulfil certain quality standards from the Czech Republic. These products include fruit and vegetables, local cheese, fish, sausages, bakery products, honey and traditional drinks. In addition, in some cases farmers offer small free samples. It is also possible to find the items from the small, traditional farms and producers which can be often handmade and hardly found in the supermarkets as they are not for the mass production. Fair trade products are also popular at such markets including the unusual things such as ice cream

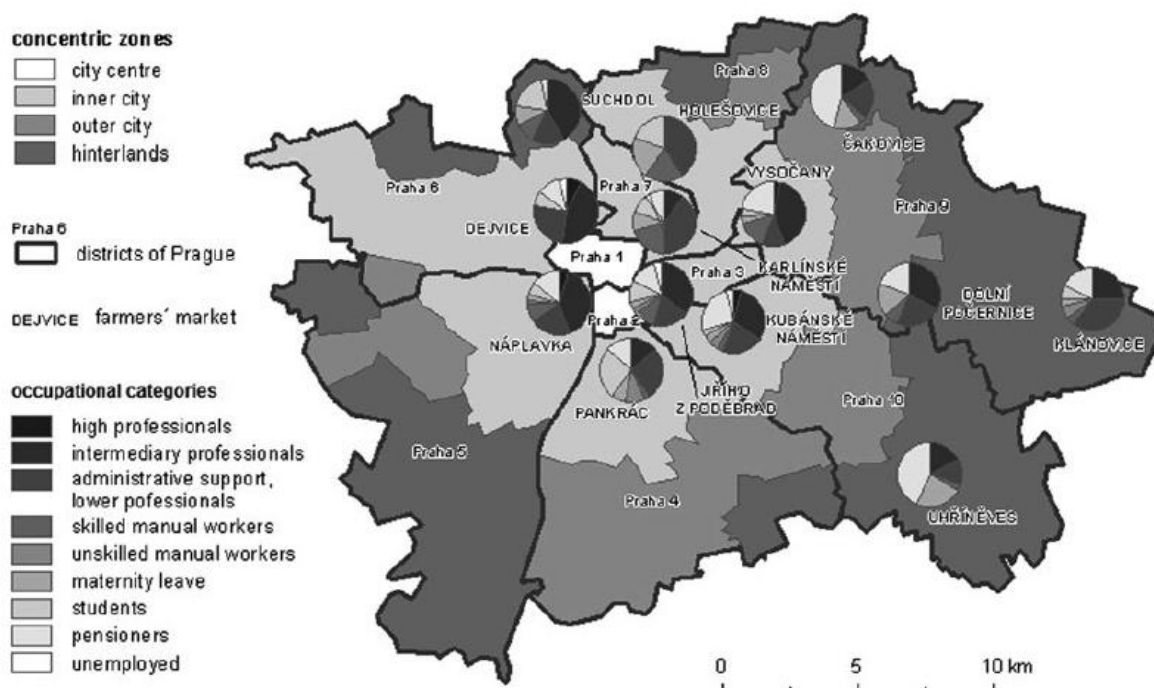
made from goat milk. Moreover, at some farmers' markets the order of product-filled baskets is available and can be delivered to the consumer's home for a fee (Creighton, 2011).

The biggest FMs in Prague take place periodically on a particular time and day of the week creating a unique place of new shopping trends and behaviours of Czech consumers. The size of markets is also different reaching 30–50 stalls at the largest FMs while the ones in the peripheral parts of the city may have only 10–15 stalls. For example, in summer 2011 there were more than 30 market places in Prague where FMs were held regularly. More farmers' markets appeared in the other Czech cities with the new ones opening up (Spilkova et al., 2013). Depending on the market they may operate whether on a weekday or a weekend. FMs usually open from 8 a.m. or 9 a.m. till the early afternoon on Saturdays and can last longer on the weekdays. Besides, there is always a chance to find some non-produce stallholders such as charities and other attractions such as a pet's corner for children at the bigger markets (Creighton, 2011).

The boom of farmers' markets was supported by the grant scheme introduced by the Czech Ministry of the Environment in 2011 which distributed more than 400,000 Euros among organizers of farmers' markets in the Czech Republic. The majority of farmers' markets are organized by Non-Governmental Organizations (NGOs). However, there are several multiple organizers of the other markets which are managed by municipalities, professional agencies on behalf of the municipality or even by a shopping mall if it hosts the market (Spilkova et al., 2013).

The types of FMs in Prague have the similar features to some extent with the inner structure and organization of the whole city. On the map illustrated below Prague is divided into concentric zones according to the periods of the city's historical development including city center, inner city, outer city and hinterlands (Spilkova et al., 2013).

Figure 4 Selected Prague farmers' markets and the occupational structure of their customers



Source: Spilkova et al., 2013

There are two main types of FMs in Prague. The first group is the big inner city markets which have more than 30 stalls offering a wide range of products with some extra possibilities to sit and have a coffee or a beer. Such markets are very popular and often crowded with long queues for some products, especially vegetables, smoked meats and bakery products. The demographic structure of consumers varies representing families with children, young couples, middle-aged people and pensioners. This group also includes big weekday inner city markets which can be held twice or three times a week. The difference from the Saturday markets is that they are less crowded and serve mainly mothers on maternity leave, pensioners and people working in the neighbourhood. Their main difference from the second group is the size. The second big group consists of smaller markets operating on weekdays in the hinterlands of Prague. They usually have less than 15 stalls, the range of products is limited and the choice of individual products is smaller with no extra opportunities to have a coffee. Similarly to the inner city weekday markets the dominant groups of consumers here are mothers on maternity leave and pensioners. The atmosphere at these markets is peaceful with people meeting friends and neighbours and talking with farmers (Spilkova et al., 2013).

4 Results

This chapter of the thesis provides the results of the conducted research which come from the data obtained through the questionnaire surveys. The results will be represented in sections looking at students' motivations for shopping at farmers' markets (FMs) and the other characteristics. The analysis of collected data is introduced with the help of tables and the use of statistical figures.

4.1 Questionnaire distribution

The questionnaires were distributed to more than one hundred students. However, the final number of questionnaires is less than the mentioned number as all incomplete surveys were removed from the analysis. The result can be seen in the following table.

Table 2 Educational background of students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Faculty of Economics and Management	28	33,3	33,3	33,3
Faculty of Agrobiolology, Food and Natural Resources	20	23,8	23,8	57,1
Faculty of Environmental Science	18	21,4	21,4	78,6
Faculty of Engineering	15	17,9	17,9	96,4
Faculty of Tropical AgriSciences	2	2,4	2,4	98,8
Faculty of Forestry and Wood Sciences	1	1,2	1,2	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 2 indicates the number of respondents at the university who participated in the survey. This question is important because in the further analysis the views of students from faculties strongly linked with agriculture and from other faculties will be compared. It is shown that students from all faculties participated with the majority being from Faculty of Economics and Management and Faculty of Agrobiolology, Food and Natural Resources. The lack of participants from Faculty of Tropical AgriSciences and Faculty of Forestry and Wood Sciences occurred due to the limited access to the students' e-mail addresses.

Another general question was about gender of respondents displayed in Table 3. It demonstrates that female students were more active in participating than male students.

Table 3 Gender of participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	50	59,5	59,5	59,5
Valid Male	34	40,5	40,5	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The key question of the survey was whether a student attends FMs. The negative answers to this question prevented the whole questionnaires from the following analyzing and were discarded from the research.

4.2 Views about farmers' markets

The first part of the questionnaire was constructed in order to collect these pieces of information:

- how often students shop at farmers' markets;
- which farmers' market they use more often;
- what are the other places where they do their food shopping.

The question about the frequency of shopping at a farmer market was made to find out if such market is important for a student. Table 4 depicts data.

Table 4 The frequency of students' shopping at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Once in a several months	28	33,3	33,3	33,3
Once a month	23	27,4	27,4	60,7
Valid Once in 1-2 weeks	17	20,2	20,2	81,0
Once a week	11	13,1	13,1	94,0
Several times during a week	5	6,0	6,0	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

It illustrates that students do not attend FMs often. One third of respondents shows up there only once in a several months. This might be because students prefer the other places for food shopping or location and working hours do not match to their schedule.

Besides, FMs do not take place every day. Thus, 27,4% of participants use the FMs once a month. The other third of students go to the FMs once a week or once in 1-2 weeks. It implies they like such markets and always find time to visit them. In comparison, only 6% of students chose the option of several times during a week which means they are committed to FMs. The following table could help to understand this frequency of attending FMs by students.

Table 5 Farmers' market preference by students

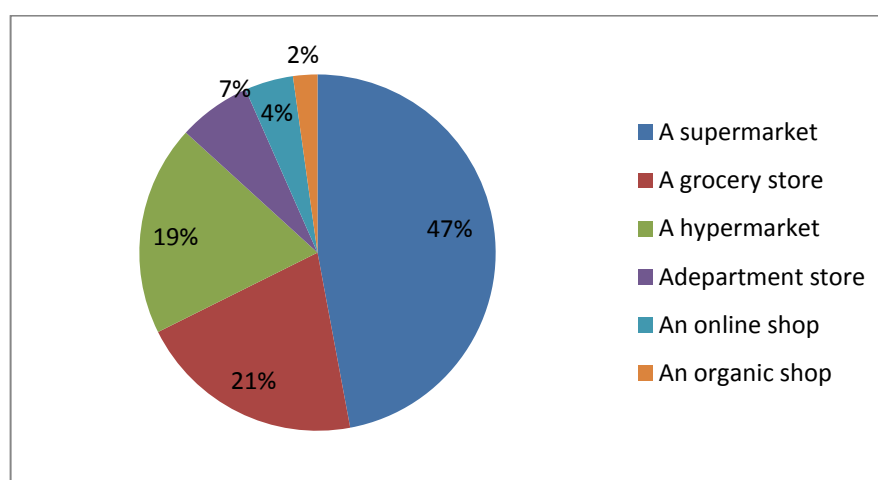
	Frequency	Percent	Valid Percent	Cumulative Percent
A weekend farmers' market	53	63,1	63,1	63,1
Valid A workday farmers' market	31	36,9	36,9	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Nearly two thirds of students prefer weekend FMs. It could be linked with their busy schedule at the university or other activities during a week. However, participants who choose the workday FMs may find them convenient because they are on the way from home to the university or opposite. For example, in the morning a student can buy some fruits or bakery products at a farmer market for a meal.

The next question about the other places used for food shopping was with a possibility to choose more than one item. That is why the total number of responses (136) is more than the number of respondents (84). A pie chart was used for a better illustration of responses.

Figure 5 The places used for food shopping by students



Source: own calculations, 2014

Figure 5 indicates that a supermarket is a leader among the other food shops. The reason might be in the wide prevalence and convenience of the supermarkets which are almost “at the every corner”. There are many supermarket chains existing nowadays and people can choose them according to their needs. The hypermarkets and grocery stores also take a big share of students’ visits. Nevertheless, department stores, online food shops and organic shops are not so popular. The organic products can be found at FMs, perhaps students go there instead of organic shops. The department stores offer the particular goods (e.g. dairy products or meat products) so if a student wants to buy different types of products he/she might go to a farmers’ market or to a grocery store. The online food shops are very specific, many people like to see and touch products, that is why such shops are not popular as well.

4.3 Personal experiences at farmers’ markets

The second section has two blocks of questions which are highlighted here.

4.3.1 The reasons of shopping at farmers’ markets

This subsection comprises certain statements about the reasons of shopping at FMs. Students had to indicate the importance of each statement for them.

Table 6 Reasons of shopping at farmers’ markets: Possibility of buying higher quality products

	Frequency	Percent	Valid Percent	Cumulative Percent
Very high importance	32	38,1	38,1	38,1
High importance	30	35,7	35,7	73,8
Middle importance	13	15,5	15,5	89,3
Low importance	5	6,0	6,0	95,2
No importance	4	4,8	4,8	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 6 indicates that the possibility of buying higher quality products is a very important reason for 73,8 % of participants to shop at FM. In fact, in the common shops they cannot be sure in the quality of the offered products unless the package states so.

Anyway, the information from farmers about their products may guarantee their good quality and safety.

Table 7 Reasons of shopping at farmers' markets: Possibility of buying fresher products

	Frequency	Percent	Valid Percent	Cumulative Percent
Very high importance	38	45,2	45,2	45,2
High importance	34	40,5	40,5	85,7
Middle importance	6	7,1	7,1	92,9
Low importance	4	4,8	4,8	97,6
No importance	2	2,4	2,4	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 7 shows that even a bigger amount of respondents (85,7%) considers buying fresher products at FM. The products represented at farmers' stalls are fresh and usually sold within one day. It also points out the preference of fresh food at FMs instead of the same food which is in the supermarkets. As it could be seen farmers should ensure the freshness of their products which indicates one of the main reasons of the shopping at such markets. However, the bigger popularity of the supermarkets in general may be determined by their convenience and overall availability.

Table 8 Reasons of shopping at farmers' markets: Possibility of buying organic products

	Frequency	Percent	Valid Percent	Cumulative Percent
High importance	28	33,3	33,3	33,3
Very high importance	17	20,2	20,2	53,6
Middle importance	16	19,0	19,0	72,6
Low importance	15	17,9	17,9	90,5
No importance	8	9,5	9,5	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The case of organic products is different for participants. As mentioned above the places such as the organic shops exist along with FMs. However, 50% of respondents search for organic products at FMs. For 19% of students the possibility of buying organic

goods at FMs has middle importance and for 17,9% of them low importance. Probably those students do not consume organic products often, that is why they are not so interested in them.

Table 9 Reasons of shopping at farmers’ markets: Possibility of buying unique (rare) products

	Frequency	Percent	Valid Percent	Cumulative Percent
Middle importance	27	32,1	32,1	32,1
High importance	24	28,6	28,6	60,7
Low importance	16	19,0	19,0	79,8
Very high importance	9	10,7	10,7	90,5
No importance	8	9,5	9,5	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 9 depicts that for one third (32,1%) of respondents the unique and rare products at FMs are not very important although for 28,6% of participants they are. The numbers largely vary between the levels of importance. Unique products are very specific (e.g. local products produced in small scale) so demand on them depends on a particular consumer.

Table 10 Reasons of shopping at farmers’ markets: It is a fashionable trend

	Frequency	Percent	Valid Percent	Cumulative Percent
No importance	53	63,1	63,1	63,1
Low importance	19	22,6	22,6	85,7
Middle importance	10	11,9	11,9	97,6
High importance	2	2,4	2,4	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Fashionable trend is not a reason for two thirds (63,2%) of students to come to FM. It is true that a few years ago such markets became very popular and increased the interest of public. Nowadays people are more concerned of healthy food, active lifestyle and quality products which motivate them to visit these markets more often not the fashion “everybody must be there”. Only for 2 students this fashionable trend is important, the rest respondents do not consider it the same way.

Table 11 Reasons of shopping at farmers' markets: It is environmentally friendly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Middle importance	21	25,0	25,0	25,0
Low importance	20	23,8	23,8	48,8
High importance	16	19,0	19,0	67,9
Very high importance	14	16,7	16,7	84,5
No importance	13	15,5	15,5	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

As follows from Table 11, environmentally friendly shopping behaviour is not inherent in many participants. One quarter of respondents do not find such behaviour very important while 23,8% of students care about it even less. In turn, for nearly one third (35,7%, very high and high importance) of respondents environmentally friendly shopping matters as they want to support more sustainable way of life consuming healthy products and creating less of waste. This result is surprising as a bigger number of responses with high importance were expected. Especially the agricultural university and agricultural faculties of some students suggest assuming more care about environment from the students' side.

Table 12 Reasons of shopping at farmers' markets: A bigger choice of food than in the other shopping channels

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Middle importance	23	27,4	27,4	27,4
Low importance	21	25,0	25,0	52,4
No importance	18	21,4	21,4	73,8
High importance	16	19,0	19,0	92,9
Very high importance	6	7,1	7,1	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 12 reflects a low percentage (26,1%, very high and high importance) of students who consider a bigger choice of products at FMs. Thus, 21,4% of respondents think that the choice at FMs is limited. Besides, for 27,4% of participants this option is of

middle importance and for 25% of them is of low importance. This means that this reason does not play a big role in attracting the students to these markets. Indeed, a big range of products is not an advantage of FMs. However, the offered goods are normally safer than in the conventional chains.

Table 13 Reasons of shopping at farmers' markets: Better taste of products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High importance	30	35,7	35,7
	Very high importance	27	32,1	67,9
	Middle importance	21	25,0	92,9
	Low importance	3	3,6	96,4
	No importance	3	3,6	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

Better taste of products is the sufficient reason to see students at FMs. Indeed, 67,9% of them are searching for tastier goods coming to FMs. Taste is better preserved due to direct selling from farmers to consumers without a number of intermediaries. Products are placed at farmers' stalls for consumers and they can choose the products. However, for one quarter of students better taste of products is not highly important reason to attend FMs. And only a few respondents do not think that products at FMs are different from the products in the other shops.

Table 14 Reasons of shopping at farmers' markets: I want to support local producers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle importance	27	32,1	32,1
	Very high importance	26	31,0	63,1
	High importance	14	16,7	79,8
	Low importance	11	13,1	92,9
	No importance	6	7,1	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

Almost half of respondents (47,7%, high and very high importance) support local producers which is a good number. It means those students care about the farmers from

their neighbourhood and think that it is better to consume the local products. Thus, 32,1% of participants also have some support for the local farmers. The smaller number of students (13,1%) do not find it important and 7,1% of them do not care about this support at all.

Table 15 Reasons of shopping at farmers' markets: It is something new

	Frequency	Percent	Valid Percent	Cumulative Percent
No importance	44	52,4	52,4	52,4
Low importance	22	26,2	26,2	78,6
Valid Middle importance	15	17,9	17,9	96,4
High importance	3	3,6	3,6	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Similarly to the case of a fashionable trend, students do not think that FMs are something new. At least, this is not an essential reason to attend such markets. As it could be seen, 52,4% of participants consider it is not important at all and 26,2% of respondents share almost the same point of view. For 17,9% of students it is more important and only 3,6% see this option as important. This might be explained by the fact that students as well as the other consumers are familiar with FMs for a few years already. So they do not link the visit of a farmers' market with curiosity of a new thing.

Table 16 Reasons of shopping at farmers' markets: I can talk to producers

	Frequency	Percent	Valid Percent	Cumulative Percent
Middle importance	22	26,2	26,2	26,2
No importance	20	23,8	23,8	50,0
Valid Low importance	19	22,6	22,6	72,6
High importance	16	19,0	19,0	91,7
Very high importance	7	8,3	8,3	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The possibility of talking to producers does not attract many students. Only 27,3% of respondents are happy to talk to farmers. For 26,2% of students it is less important. Some 23,8% of participants do not care about this option when they come to FMs and 22,6% of them are not very excited to have such chance neither. Probably students feel

uncomfortable to start talking to a producer and asking questions. The elder people are more advanced in this field.

Table 17 Reasons of shopping at farmers’ markets: I want to know where food comes from

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High importance	27	32,1	32,1	32,1
Very high importance	21	25,0	25,0	57,1
Middle importance	17	20,2	20,2	77,4
No importance	11	13,1	13,1	90,5
Low importance	8	9,5	9,5	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 17 shows that 57,1% of respondents want to know where their food comes from. When they come to FMs they can be sure that products offered there come from the localities. Farmers are ready to share the information about the origin of their products. For 20,2% of students it is less important. Thus, 3,1% of them do not worry about it and 9,5% of them care just a little bit.

Summing up the responses to above mentioned reasons, it becomes obvious that the main reasons of the students’ visits to FMs are high quality products, their freshness and better taste. Indeed, these characteristics of the products are not usually met in the common supermarkets, thus, students as consumers tend to search them in the other places, namely a farmers’ market.

4.3.2 The frequency of buying particular food at farmers’ markets

This subsection is about the products which students like to buy at FMs. Respondents had to indicate the frequency of buying certain food at FMs.

Table 18 The frequency of buying meat products at farmers’ markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	33	39,3	39,3	39,3
Often	17	20,2	20,2	59,5
Seldom	16	19,0	19,0	78,6
Sometimes	15	17,9	17,9	96,4
Always	3	3,6	3,6	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 18 depicts that students do not like to buy meat products (incl. meat, sausages, smoked meat, etc.) at FMs. Some 39,3% of respondents never buy them there. Nevertheless, 20,2% of participants buy meat products often at FMs. In turn, 19% of them go for meat products seldom and 17,9% of them sometimes.

Table 19 The frequency of buying dairy products at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sometimes	26	31,0	31,0	31,0
Seldom	21	25,0	25,0	56,0
Often	16	19,0	19,0	75,0
Never	14	16,7	16,7	91,7
Always	7	8,3	8,3	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Dairy products (milk, cheese, cottage cheese, etc.) are more popular than meat products among the student's preferences although they are not the most popular ones. Thus, 31% of students buy them sometimes while 25% of respondents go for dairy products to the market seldom. Probably some of students have their family cottages outside the city where they have animals which provide them with dairy products. Besides, 19% of the participants dairy products often but 16,7% of them never do it. Only 8,3% of respondents buy this type of products always.

Table 20 The frequency of buying bakery products at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sometimes	26	31,0	31,0	31,0
Often	21	25,0	25,0	56,0
Seldom	17	20,2	20,2	76,2
Never	11	13,1	13,1	89,3
Always	9	10,7	10,7	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

From Table 20 it can be seen that 31% of students buy bakery products (bread, cakes, etc.) at FMs sometimes. One quarter of students manage to get them often. Some 20,2% of participants go for bakery products to FMs seldom. However, 13,1% of them

never buy this but 10,7% always buy bakery goods. Probably those students who like to bake do not need to buy the ready cakes. Anyway, it always depends on preferences.

Table 21 The frequency of buying vegetables at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	32	38,1	38,1	38,1
Often	29	34,5	34,5	72,6
Sometimes	14	16,7	16,7	89,3
Seldom	8	9,5	9,5	98,8
Never	1	1,2	1,2	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Vegetables are very popular at FMs. A big number of respondents (38,1%) buy them always when they come to such place and 34,5% of them buy vegetables often. Thus, 16,7% of students search for vegetables sometimes while 9,5% of students need them seldom. Only one person showed no interest in buying vegetables. While some people have cottages outside of the city, other people do not have a chance to have a garden and grow vegetables and fruits. For those students FMs could be the best option to purchase them.

Table 22 The frequency of buying fruits at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Often	28	33,3	33,3	33,3
Always	27	32,1	32,1	65,5
Sometimes	14	16,7	16,7	82,1
Seldom	11	13,1	13,1	95,2
Never	4	4,8	4,8	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The situation with fruits is very similar to the situation with vegetables. One third of respondents buy them often and another third (32,1%) of them purchase fruits always. So 16,7% of students buy fruits at FMs sometimes and 13,1% go for them seldom. Remaining 4,8% of participants never buy fruits there.

Table 23 The frequency of buying beverages (drinks) at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	31	36,9	36,9	36,9
Seldom	26	31,0	31,0	67,9
Sometimes	20	23,8	23,8	91,7
Often	6	7,1	7,1	98,8
Always	1	1,2	1,2	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Table 23 represents the wish for beverages at FMs. The biggest part of respondents (36,9%) do not need them at all while 31% of students buy them seldom. Some participants (23,8%) go for them sometimes. Only 7,1% of respondents buy drinks at FMs often and just one person always takes them. The reason of low demand for beverages might be the bigger range of them at the other places such as supermarkets, hypermarkets, etc.

Table 24 The frequency of buying seasonal food at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Often	27	32,1	32,1	32,1
Sometimes	26	31,0	31,0	63,1
Always	20	23,8	23,8	86,9
Never	7	8,3	8,3	95,2
Seldom	4	4,8	4,8	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Seasonal food (Christmas cookies, young wine (burcak), etc.) might be in a great demand. It depends on the type of products. Almost one third of respondents go for seasonal food shopping to FMs often. While 31% of them buy seasonal food sometimes, 23,8% of students always take this kind of food. However, 83,3% of them never buy it and 4,8% of them have it seldom. Everyone chooses his/her own seasonal products, people can be interested even only in one particular seasonal item which is available at the market for a certain period of a year.

Table 25 The frequency of buying other products at farmers' markets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	31	36,9	36,9
	Seldom	20	23,8	60,7
	Often	17	20,2	81,0
	Never	14	16,7	97,6
	Always	2	2,4	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

Other products (nuts, honey, mushrooms, etc.) can be of interest of some people. As for participants, 36,9% of them buy such type of food sometimes while 23,8% of participants buy them seldom. However, 20,2% of students go for these products often. The other 16,7% of respondents never buy such products but 2,4% of respondents have them always when they are at FM.

As it could be seen, students tend to buy fresh food, in particular vegetables, fruits and seasonal food at FMs. This choice is somehow linked with the reasons of shopping there (fresher food, higher quality food, etc.). Bakery products, dairy products and other goods (nuts, mushrooms, etc.) are following in the list of students' preferences.

4.4 Statements

The last section deals with a range of statements on the different issues regarding FMs. Students had to indicate the level of their agreement with those statements.

Table 26 The level of agreement with the statement: farmers' markets offer excellent food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More agree than disagree	51	60,7	60,7
	Agree	28	33,3	94,0
	More disagree than agree	4	4,8	98,8
	Disagree	1	1,2	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

Table 26 shows that a big share of students more agree with this statement than disagree. One third of them agree which means that students consider the excellence of food when they shop at FM and probably do not link it with supermarket's food.

Table 27 The level of agreement with the statement: Farmers at farmers' markets are the guarantee they produce safety food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More agree than disagree	62	73,8	73,8
	Agree	9	10,7	84,5
	More disagree than agree	8	9,5	94,0
	Disagree	5	6,0	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

As shown in Table 27, 73,8% of students more agree than disagree with the fact that farmers at a farmers' market are the guarantee they produce safety food. They might doubt it a little bit because people cannot be 100% sure in anything especially regarding food. Besides, 10,7% of participants believe in the mentioned statement. However, 9,5% of them more disagree than agree with the statement and 6% of them are disagree.

Table 28 The level of agreement with the statement: Shopping at a farmers' market is an enjoyable experience for me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	42	50,0	50,0
	More agree than disagree	30	35,7	85,7
	More disagree than agree	10	11,9	97,6
	Disagree	2	2,4	100,0
	Total	84	100,0	100,0

Source: own calculations, 2014

A half of participants agree that shopping at farmers' market is an enjoyable experience for them. For everyone it depends on various factors. Someone searches for better food, someone wants to talk to producers, someone just enjoys any type of shopping including the one for food. Many reasons can influence such attitude. A slightly more than one third of respondents more agree than disagree with the statement. Still there are some

people (11,9%) who do not really enjoy such shopping and two persons who do not like it at all.

Table 29 The level of agreement with the statement: A farmers' market is the best place to learn how food is produced

	Frequency	Percent	Valid Percent	Cumulative Percent
More agree than disagree	41	48,8	48,8	48,8
Agree	19	22,6	22,6	71,4
Valid More disagree than agree	17	20,2	20,2	91,7
Disagree	7	8,3	8,3	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Nearly half of students almost agree that farmers' market is the best place to learn how food is produced. In fact, 22,6% of them totally agree with it. Some students might study it at the university having some relevant subjects but more practical experience could come from a farmers' market or from the own garden. Anyway, 20,2% of students less agree than disagree and 8,3% are disagree with it.

Table 30 The level of agreement with the statement: Farmers are the food experts when they sell their food

	Frequency	Percent	Valid Percent	Cumulative Percent
More agree than disagree	49	58,3	58,3	58,3
Agree	21	25,0	25,0	83,3
Valid More disagree than agree	10	11,9	11,9	95,2
Disagree	4	4,8	4,8	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

More than a half of surveyed students consider farmers as the food experts. One quarter of students are totally agree with it. A small share of 11,9% of participants do not really think so and 4,8% do not agree at all. A student may question whether a certain farmer is good but generally it is a high possibility to agree with the statement.

Table 31 The level of agreement with the statement: There is more individual approach towards a consumer at farmers’ markets rather than in the other grocery stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	47	56,0	56,0	56,0
More agree than disagree	30	35,7	35,7	91,7
Valid More disagree than agree	6	7,1	7,1	98,8
Disagree	1	1,2	1,2	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The responses to the statement indicated in Table 31 clearly show that FMs attract people by its openness and readiness to help. Students as consumers care about food they buy and eat, so they find that environment of FMs is friendlier and more personalized. Thus, they feel welcomed there. More than half of students totally agree with it. Another third (35,7%) of them more agree than disagree with the statement. A few people do not really agree with this and one person disagrees.

Table 32 The level of agreement with the statement: Farmers’ markets should take place more often

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	44	52,4	52,4	52,4
More agree than disagree	31	36,9	36,9	89,3
Valid More disagree than agree	7	8,3	8,3	97,6
Disagree	2	2,4	2,4	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

Again nearly a half of respondents agree with the statement which claims that farmers’ markets should take place more often. As well 36,9% of students more agree than disagree with it. 8,3% of them doubt this option while 2 persons do not need more FMs than exist. It means they are satisfied with FMs which take place regularly and in case of necessity they may visit any grocery store.

To sum up, students enjoy the friendly atmosphere of farmers markets and appreciate the more individual approach towards them. Besides, they think that FMs

should take place more often. However, students question the expert knowledge of farmers and safety of food at FMs.

Table 33 The level of agreement with the statement: I know about Common Agricultural Policy implemented by the EU

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	56	66,7	66,7	66,7
Valid No	28	33,3	33,3	100,0
Total	84	100,0	100,0	

Source: own calculations, 2014

The last question of the survey was about Common Agricultural Policy (CAP) implemented by the European Union. Two thirds of students know about it while one third of them do not know about this policy. It is good that students are aware of CAP as it is linked with the topic of alternative food networks developed under this policy. In turn, one third of respondents do not know about that. Yet FMs issues are very important nowadays, thus, the better knowledge and understanding of CAP could improve students' views on AFNs.

4.5 Analysis of the relationships between particular characteristics of the various groups of students and the markets

Cross tabulations were used to measure the relationship between certain characteristics of the students from different faculties in order to see whether the field of study influences their food preferences and shopping behaviour. It was decided to compare the attitudes of students from faculties linked with the primary sector of economy and students from other faculties towards farmers' markets. For this purpose faculties were divided into two groups. Faculties somehow linked with agriculture (Faculty of Agrobiolology, Food and Natural Resources, Faculty of Environmental Science, Faculty of Tropical AgriSciences, Faculty of Forestry and Wood Sciences) got value 1. The rest of them (Faculty of Economics and Management and Faculty of Engineering) got value 2. The results of such comparison can be found in the following selected tables which provide the average group perceptions regarding the questions. Some questions demonstrate a spread of values over the referred groups of students, thus, indicating the difference in opinions with respect to those items. All the tables are to be seen in Appendix B.

Table 34 Comparison of shopping frequency at farmers' markets between two groups of students

		How often do you shop at farmers' markets?					Total
		Once in a several months	Once a month	Once in 1-2 weeks	Once a week	Several times during a week	
Value 1	Count	11	11	10	6	3	41
	% within Value	26,8%	26,8%	24,4%	14,6%	7,3%	100,0%
	% within How often do you shop at farmers' markets?	39,3%	47,8%	58,8%	54,5%	60,0%	48,8%
	% of Total	13,1%	13,1%	11,9%	7,1%	3,6%	48,8%
	Count	17	12	7	5	2	43
Value 2	% within Value	39,5%	27,9%	16,3%	11,6%	4,7%	100,0%
	% within How often do you shop at farmers' markets?	60,7%	52,2%	41,2%	45,5%	40,0%	51,2%
	% of Total	20,2%	14,3%	8,3%	6,0%	2,4%	51,2%
	Count	28	23	17	11	5	84
	% within Value	33,3%	27,4%	20,2%	13,1%	6,0%	100,0%
Total	% within How often do you shop at farmers' markets?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	33,3%	27,4%	20,2%	13,1%	6,0%	100,0%

Source: own calculations, 2014

As mentioned above opinions of two groups of students from agricultural and non-agricultural faculties are compared. Table 34 shows that agricultural students attend FMs more often. However, the tendency to visit FMs more monthly than weekly prevails. For non-agricultural students it is more common to visit FMs once in a several months. Such attitude might be referred to the background of students. It could be considered that students with agricultural background know about the agricultural goods better and prefer more sustainable way of their production and selling to the conventional one.

The next table indicates the preferences of students regarding the type of FM. In fact, the difference is not big which means that all students have nearly similar considerations for choosing weekend FMs. They study during a week and shop at FMs over the weekends.

Table 35 Comparison of the farmers' market preference between two groups of students

		Which farmers' market do you use more often for the food shopping?		Total
		A weekend farmers' market	A workday farmers' market	
Value 1	Count	25	16	41
	% within Value	61,0%	39,0%	100,0%
	% within Which farmers' market do you use more often for the food shopping?	47,2%	51,6%	48,8%
	% of Total	29,8%	19,0%	48,8%
Value 2	Count	28	15	43
	% within Value	65,1%	34,9%	100,0%
	% within Which farmers' market do you use more often for the food shopping?	52,8%	48,4%	51,2%
	% of Total	33,3%	17,9%	51,2%
Total	Count	53	31	84
	% within Value	63,1%	36,9%	100,0%
	% within Which farmers' market do you use more often for the food shopping?	100,0%	100,0%	100,0%
	% of Total	63,1%	36,9%	100,0%

Source: own calculations, 2014

The following set of tables represents comparison of responses of two students' groups on the reasons of shopping at FMs. A few graphs with the biggest spread of values are introduced as the examples of the students' different perceptions.

Table 36 Comparison of shopping reasons at farmers' markets: Possibility of buying fresher products

		The reasons why you do shopping at the farmers' market. [Possibility of buying fresher products]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value 1	Count	16	19	2	3	1	41
	% within Value	39,0%	46,3%	4,9%	7,3%	2,4%	100,0%
	% within Possibility of buying fresher products	42,1%	55,9%	33,3%	75,0%	50,0%	48,8%
	% of Total	19,0%	22,6%	2,4%	3,6%	1,2%	48,8%
	Count	22	15	4	1	1	43
Value 2	% within Value	51,2%	34,9%	9,3%	2,3%	2,3%	100,0%
	% within Possibility of buying fresher products	57,9%	44,1%	66,7%	25,0%	50,0%	51,2%
	% of Total	26,2%	17,9%	4,8%	1,2%	1,2%	51,2%
	Count	38	34	6	4	2	84
Total	% within Value	45,2%	40,5%	7,1%	4,8%	2,4%	100,0%
	% within Possibility of buying fresher products	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	45,2%	40,5%	7,1%	4,8%	2,4%	100,0%

Source: own calculations, 2014

In Table 36 it is illustrated that students from these two groups have nearly similar attitude towards the possibility of buying fresher products. In fact, from all the reasons possibility of buying fresher products had the biggest value for students. Still non-agricultural students give the higher priority to this option. Probably they do not consider many other options when they go to a farmers' market so in their total share the freshness of products win.

Table 37 demonstrates that agricultural students search for organic products at FMs more often than their colleagues from the other faculties. It can be linked with their deeper understanding of agricultural production and processing and a better awareness of organic products' advantages.

Table 37 Comparison of shopping reasons at farmers' markets: Possibility of buying organic products

		The reasons why you do shopping at the farmers' market. [Possibility of buying organic products]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	8	16	8	6	3	41
	% within Value	19,5%	39,0%	19,5%	14,6%	7,3%	100,0%
	% within	47,1%	57,1%	50,0%	40,0%	37,5%	48,8%
	1 Possibility of buying organic products						
	% of Total	9,5%	19,0%	9,5%	7,1%	3,6%	48,8%
	Count	9	12	8	9	5	43
	% within Value	20,9%	27,9%	18,6%	20,9%	11,6%	100,0%
	% within	52,9%	42,9%	50,0%	60,0%	62,5%	51,2%
	2 Possibility of buying organic products						
	% of Total	10,7%	14,3%	9,5%	10,7%	6,0%	51,2%
Total	Count	17	28	16	15	8	84
	% within Value	20,2%	33,3%	19,0%	17,9%	9,5%	100,0%
	% within	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	Possibility of buying organic products						
	% of Total	20,2%	33,3%	19,0%	17,9%	9,5%	100,0%

Source: own calculations, 2014

Table 38 Comparison of shopping reasons at farmers' markets: It is environmentally friendly

		The reasons why you do shopping at the farmers' market. [Because it is environmentally friendly]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value 1	Count	10	9	8	12	2	41
	% within Value	24,4%	22,0%	19,5%	29,3%	4,9%	100,0%
	% within It is environmentally friendly	71,4%	56,3%	38,1%	60,0%	15,4%	48,8%
	% of Total	11,9%	10,7%	9,5%	14,3%	2,4%	48,8%
Value 2	Count	4	7	13	8	11	43
	% within Value	9,3%	16,3%	30,2%	18,6%	25,6%	100,0%
	% within It is environmentally friendly	28,6%	43,8%	61,9%	40,0%	84,6%	51,2%
	% of Total	4,8%	8,3%	15,5%	9,5%	13,1%	51,2%
Total	Count	14	16	21	20	13	84
	% within Value	16,7%	19,0%	25,0%	23,8%	15,5%	100,0%
	% within It is environmentally friendly	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	16,7%	19,0%	25,0%	23,8%	15,5%	100,0%

Source: own calculations, 2014

Table 38 clearly depicts the very high importance of environmentally friendly behaviour for agricultural students. This position can refer to their field of study. Agricultural students consider what is better for environment. That is why they prefer alternative ways of food shopping to the conventional chains. It is easy to assume that for students studying agriculture, forestry and environmental sciences this option would be more important than for the second group of students who also care about environment but in a less extent.

Table 39 characterizes the differences in students' attitudes towards the range of products at FMs. Non-agricultural students do not consider that FMs offer a big variety of products while for agricultural students this point is important. This might be linked with food which students consume. If students eat healthy food, the products offered at a farmers' market should be enough to satisfy their needs. If they like to have ready foods, snacks and different types of processed foods, of course, FM cannot cover the whole range. Besides, the supermarkets may also attract students with big discounts selling a lot of various goods.

Table 39 Comparison of shopping reasons at farmers' markets: A bigger choice of food than in the other shopping channels

	The reasons why you do shopping at the farmers' market. [Because there is a bigger choice of food than in the other shopping channels]					Total
	Very high importance	High importance	Middle importance	Low importance	No importance	
Count	4	11	12	9	5	41
% within Value	9,8%	26,8%	29,3%	22,0%	12,2%	100,0%
% within A bigger choice of food than in the other shopping channels	66,7%	68,8%	52,2%	42,9%	27,8%	48,8%
% of Total	4,8%	13,1%	14,3%	10,7%	6,0%	48,8%
Count	2	5	11	12	13	43
% within Value	4,7%	11,6%	25,6%	27,9%	30,2%	100,0%
% within A bigger choice of food than in the other shopping channels	33,3%	31,3%	47,8%	57,1%	72,2%	51,2%
% of Total	2,4%	6,0%	13,1%	14,3%	15,5%	51,2%
Count	6	16	23	21	18	84
% within Value	7,1%	19,0%	27,4%	25,0%	21,4%	100,0%
% within A bigger choice of food than in the other shopping channels	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
% of Total	7,1%	19,0%	27,4%	25,0%	21,4%	100,0%

Source: own calculations, 2014

As follows from Table 40 better taste of products is opposite to a bigger choice of products. It is interesting that non-agricultural students pay more attention to taste of products than agricultural ones. Perhaps, some students have gardens, so taste of the products grown there is beyond of any comparison with the products bought somewhere else. However, students might feel the difference in taste between the products from FM and the common supermarket. The reason could be that the FM products are less processed and mostly fresh.

Table 40 Comparison of shopping reasons at farmers' markets: Better taste of products

		The reasons why you do shopping at the farmers' market. [Because of better taste of products]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	13	12	13	3	0	41
	% within Value	31,7%	29,3%	31,7%	7,3%	0,0%	100,0%
	1 % within Better taste of products	48,1%	40,0%	61,9%	100,0%	0,0%	48,8%
	% of Total	15,5%	14,3%	15,5%	3,6%	0,0%	48,8%
2	Count	14	18	8	0	3	43
	% within Value	32,6%	41,9%	18,6%	0,0%	7,0%	100,0%
	% within Better taste of products	51,9%	60,0%	38,1%	0,0%	100,0%	51,2%
	% of Total	16,7%	21,4%	9,5%	0,0%	3,6%	51,2%
Total	Count	27	30	21	3	3	84
	% within Value	32,1%	35,7%	25,0%	3,6%	3,6%	100,0%
	% within of Better taste of products	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	32,1%	35,7%	25,0%	3,6%	3,6%	100,0%

Source: own calculations, 2014

From the next Table 41 it is obvious that agricultural students better like to talk to producers at FMs than their colleagues from the second group many of whom do not consider it is important. This can confirm the fact that non-agricultural students are more influenced by the depersonalized way of shopping. The other reason here can be that agricultural students know better which specific questions to ask about the certain characteristics of the products in order to get valuable answers. The general questions do not provide enough information and the answers on them are usually evident. So students might feel confused or they just do not need extra information about the products and only want to buy them.

Table 41 Comparison of shopping reasons at farmers' markets: I can talk to producers

		The reasons why you do shopping at the farmers' market. [Because I can talk to producers]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	2	9	13	11	6	41
	% within Value	4,9%	22,0%	31,7%	26,8%	14,6%	100,0%
	1 % within I can talk to producers	28,6%	56,3%	59,1%	57,9%	30,0%	48,8%
	% of Total	2,4%	10,7%	15,5%	13,1%	7,1%	48,8%
Value	Count	5	7	9	8	14	43
	% within Value	11,6%	16,3%	20,9%	18,6%	32,6%	100,0%
	2 % within I can talk to producers	71,4%	43,8%	40,9%	42,1%	70,0%	51,2%
	% of Total	6,0%	8,3%	10,7%	9,5%	16,7%	51,2%
Total	Count	7	16	22	19	20	84
	% within Value	8,3%	19,0%	26,2%	22,6%	23,8%	100,0%
	% within I can talk to producers	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	8,3%	19,0%	26,2%	22,6%	23,8%	100,0%

Source: own calculations, 2014

Table 42 Comparison of shopping reasons at farmers' markets: I want to know where food comes from

		The reasons why you do shopping at the farmers' market. [Because I want to know where food comes from]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value 1	Count	10	16	9	3	3	41
	% within Value	24,4%	39,0%	22,0%	7,3%	7,3%	100,0%
	% within I want to know where food comes from	47,6%	59,3%	52,9%	37,5%	27,3%	48,8%
	% of Total	11,9%	19,0%	10,7%	3,6%	3,6%	48,8%
	Count	11	11	8	5	8	43
Value 2	% within Value	25,6%	25,6%	18,6%	11,6%	18,6%	100,0%
	% within I want to know where food comes from	52,4%	40,7%	47,1%	62,5%	72,7%	51,2%
	% of Total	13,1%	13,1%	9,5%	6,0%	9,5%	51,2%
	Count	21	27	17	8	11	84
	% within Value	25,0%	32,1%	20,2%	9,5%	13,1%	100,0%
Total	% within I want to know where food comes from	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	25,0%	32,1%	20,2%	9,5%	13,1%	100,0%

Source: own calculations, 2014

Table 42 shows that students are concerned about the food origin. Opinions of two groups of students are slightly different. For agricultural students it is more important to know where food comes from. Perhaps, they are more concerned because they might consume the healthier products and want to be sure in their origin and rely on producers. Therefore, they might possess more information about the locality (e.g. types of soils, levels of pollution in the Czech Republic, etc.) due to their studies and have a chat with farmers asking about the origin of the products. In this case a farmers' market is a good place to be sure that products come from the neighbourhood farms.

The next set of figures indicates the main differences in food preferences at FMs between the two mentioned groups of students.

Table 43 Comparison of the frequencies of buying dairy products at farmers' markets

		Please indicate the frequency of buying particular food at farmers' markets. [Dairy products]					Total
		Always	Often	Sometimes	Seldom	Never	
Value 1	Count	2	8	13	14	4	41
	% within Value	4,9%	19,5%	31,7%	34,1%	9,8%	100,0%
	% within The frequency of buying dairy products at farmers' markets.	28,6%	50,0%	50,0%	66,7%	28,6%	48,8%
	% of Total	2,4%	9,5%	15,5%	16,7%	4,8%	48,8%
Value 2	Count	5	8	13	7	10	43
	% within Value	11,6%	18,6%	30,2%	16,3%	23,3%	100,0%
	% within The frequency of buying dairy products at farmers' markets.	71,4%	50,0%	50,0%	33,3%	71,4%	51,2%
	% of Total	6,0%	9,5%	15,5%	8,3%	11,9%	51,2%
Total	Count	7	16	26	21	14	84
	% within Value	8,3%	19,0%	31,0%	25,0%	16,7%	100,0%
	% within The frequency of buying dairy products at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	8,3%	19,0%	31,0%	25,0%	16,7%	100,0%

Source: own calculations, 2014

In Table 43 comparison of preferences in dairy products is reflected. It is shown that agricultural students tend to buy dairy products more seldom while a bigger number of non-agricultural students never buy them. However, in general overview dairy products are not popular for both groups of students as students buy them at FMs from time to time. For example, it is difficult to find some certain dairy products such as yogurts while some students might search only for them.

Table 44 indicates that many non-agricultural students buy fruits always when they are at a farmers' market. However, non-agricultural students buy fruits often as well. The reason might be that they want to have fresh fruits daily. As mentioned above some students might have the gardens where they grow vegetables and fruits but cannot afford to grow all types of them. That is why they have to buy fruits at the other places such as FMs.

Table 44 Comparison of the frequencies of buying fruits at farmers' markets

		Please indicate the frequency of buying particular food at farmers' markets. [Fruits]					Total	
		Always	Often	Sometimes	Seldom	Never		
Value	1	Count	11	18	5	6	1	41
		% within Value	26,8%	43,9%	12,2%	14,6%	2,4%	100,0%
		% within The	40,7%	64,3%	35,7%	54,5%	25,0%	48,8%
		frequency of buying fruits at farmers' markets.						
		% of Total	13,1%	21,4%	6,0%	7,1%	1,2%	48,8%
Value	2	Count	16	10	9	5	3	43
		% within Value	37,2%	23,3%	20,9%	11,6%	7,0%	100,0%
		% within The	59,3%	35,7%	64,3%	45,5%	75,0%	51,2%
		frequency of buying fruits at farmers' markets.						
		% of Total	19,0%	11,9%	10,7%	6,0%	3,6%	51,2%
Total		Count	27	28	14	11	4	84
		% within Value	32,1%	33,3%	16,7%	13,1%	4,8%	100,0%
		% within The	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		frequency of buying fruits at farmers' markets.						
		% of Total	32,1%	33,3%	16,7%	13,1%	4,8%	100,0%

Source: own calculations, 2014

As follows from Table 45 the differences in seasonal food preferences are not big between two groups of students. Non-agricultural students buy them more often. This may explain the fact that they attend FMs usually once in a several months. Some students may want some particular product (e.g. young wine (burcak)) which is available during a certain period of a year. So they visit FMs when such products appear. In turn, agricultural students visit FMs more often in general, it means they find different useful products there any time.

Table 45 Comparison of the frequencies of buying seasonal food at farmers' markets

		Please indicate the frequency of buying particular food at farmers' markets. [Seasonal food]					Total
		Always	Often	Sometimes	Seldom	Never	
Value	Count	10	11	13	2	5	41
	% within Value	24,4%	26,8%	31,7%	4,9%	12,2%	100,0%
	1 % within The frequency of buying seasonal food at farmers' markets.	50,0%	40,7%	50,0%	50,0%	71,4%	48,8%
	% of Total	11,9%	13,1%	15,5%	2,4%	6,0%	48,8%
	Count	10	16	13	2	2	43
2	% within Value	23,3%	37,2%	30,2%	4,7%	4,7%	100,0%
	% within The frequency of buying seasonal food at farmers' markets.	50,0%	59,3%	50,0%	50,0%	28,6%	51,2%
	% of Total	11,9%	19,0%	15,5%	2,4%	2,4%	51,2%
	Count	20	27	26	4	7	84
Total	% within Value	23,8%	32,1%	31,0%	4,8%	8,3%	100,0%
	% within The frequency of buying seasonal food at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	23,8%	32,1%	31,0%	4,8%	8,3%	100,0%

Source: own calculations, 2014

The next set of graphs introduces comparison of the level of student's agreement with the statements. Table 46 indicates that the absolute majority of students from both groups more agree than disagree with the statement that farmers at FMs are the guarantee they produce safety food. None of agricultural students disagrees with the statement while five non-agricultural students disagree. Probably the background knowledge may play some role here although it depends on the student's own perception a lot. It might be that someone of students has had a negative experience with farmers already. Otherwise, it could be assumed that, indeed, food is safer at FMs rather than in the conventional stores.

Table 46 Comparison of the level of agreement with the statement: Farmers at farmers' markets are the guarantee they produce safety food

		Farmers at farmers' markets are the guarantee they produce safety food.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	5	30	6	0	41
	% within Value	12,2%	73,2%	14,6%	0,0%	100,0%
	1 % within Farmers at farmers' markets are the guarantee they produce safety food.	55,6%	48,4%	75,0%	0,0%	48,8%
	% of Total	6,0%	35,7%	7,1%	0,0%	48,8%
2	Count	4	32	2	5	43
	% within Value	9,3%	74,4%	4,7%	11,6%	100,0%
	% within Farmers at farmers' markets are the guarantee they produce safety food.	44,4%	51,6%	25,0%	100,0%	51,2%
	% of Total	4,8%	38,1%	2,4%	6,0%	51,2%
Total	Count	9	62	8	5	84
	% within Value	10,7%	73,8%	9,5%	6,0%	100,0%
	% within Farmers at farmers' markets are the guarantee they produce safety food.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	10,7%	73,8%	9,5%	6,0%	100,0%

Source: own calculations, 2014

Table 47 Comparison of the level of agreement with the statement: Shopping at a farmers' market is an enjoyable experience for me

		Shopping at a farmers' market is an enjoyable experience for me.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	23	12	6	0	41
	% within Value	56,1%	29,3%	14,6%	0,0%	100,0%
	1 % within Shopping at a farmers' market is an enjoyable experience for me.	54,8%	40,0%	60,0%	0,0%	48,8%
	% of Total	27,4%	14,3%	7,1%	0,0%	48,8%
	Count	19	18	4	2	43
	% within Value	44,2%	41,9%	9,3%	4,7%	100,0%
2	% within Shopping at a farmers' market is an enjoyable experience for me.	45,2%	60,0%	40,0%	100,0%	51,2%
	% of Total	22,6%	21,4%	4,8%	2,4%	51,2%
	Count	42	30	10	2	84
Total	% within Value	50,0%	35,7%	11,9%	2,4%	100,0%
	% within Shopping at a farmers' market is an enjoyable experience for me.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	50,0%	35,7%	11,9%	2,4%	100,0%

Source: own calculations, 2014

From Table 47 it is seen that for the agricultural students shopping at the FMs is a more enjoyable experience. It means they like the atmosphere of FMs. Nevertheless, the non-agricultural students also agree that for many of them it is an enjoyable experience with some two students who totally disagree with the statement. The explanation could be that probably those two students only attend FMs searching for seasonal food.

Table 48 Comparison of the level of agreement with the statement: A farmers' market is the best place to learn how food is produced

		A farmers' market is the best place to learn how food is produced.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value 1	Count	12	20	6	3	41
	% within Value	29,3%	48,8%	14,6%	7,3%	100,0%
	% within A farmers' market is the best place to learn how food is produced.	63,2%	48,8%	35,3%	42,9%	48,8%
	% of Total	14,3%	23,8%	7,1%	3,6%	48,8%
Value 2	Count	7	21	11	4	43
	% within Value	16,3%	48,8%	25,6%	9,3%	100,0%
	% within A farmers' market is the best place to learn how food is produced.	36,8%	51,2%	64,7%	57,1%	51,2%
	% of Total	8,3%	25,0%	13,1%	4,8%	51,2%
Total	Count	19	41	17	7	84
	% within Value	22,6%	48,8%	20,2%	8,3%	100,0%
	% within A farmers' market is the best place to learn how food is produced.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	22,6%	48,8%	20,2%	8,3%	100,0%

Source: own calculations, 2014

In case of the statement in Table 48, students more agree than disagree with it. There are less people who totally agree with that. The level of disagreement is higher for the group of non-agricultural students. It means they see the other better ways to learn how food is produced such as the field work at the university or even in the own garden.

The statement of Table 49 says that farmers are the food experts when they sell their food. Nearly the same numbers of students from both groups more agree than disagree with the statement. Only three persons from agricultural students more disagree with the statement while among non-agricultural students this number is higher including those ones who totally disagree. Non-agricultural students may doubt this statement because they may think that farmers at FMs only want to promote their own products without possessing a big knowledge in their area of activity.

Table 49 Comparison of the level of agreement with the statement: Farmers are the food experts when they sell their food

		Farmers are the food experts when they sell their food.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	14	24	3	0	41
	% within Value	34,1%	58,5%	7,3%	0,0%	100,0%
	1 % within Farmers are the food experts when they sell their food.	66,7%	49,0%	30,0%	0,0%	48,8%
	% of Total	16,7%	28,6%	3,6%	0,0%	48,8%
2	Count	7	25	7	4	43
	% within Value	16,3%	58,1%	16,3%	9,3%	100,0%
	% within Farmers are the food experts when they sell their food.	33,3%	51,0%	70,0%	100,0%	51,2%
	% of Total	8,3%	29,8%	8,3%	4,8%	51,2%
Total	Count	21	49	10	4	84
	% within Value	25,0%	58,3%	11,9%	4,8%	100,0%
	% within Farmers are the food experts when they sell their food.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	25,0%	58,3%	11,9%	4,8%	100,0%

Source: own calculations, 2014

Table 50 Comparison of the level of agreement with the statement: I know about Common Agricultural Policy implemented by the EU

		I know about Common Agricultural Policy implemented by the EU.		Total
		No	Yes	
Value 1	Count	10	31	41
	% within Value	24,4%	75,6%	100,0%
	% within I know about Common Agricultural Policy implemented by the EU.	35,7%	55,4%	48,8%
	% of Total	11,9%	36,9%	48,8%
Value 2	Count	18	25	43
	% within Value	41,9%	58,1%	100,0%
	% within I know about Common Agricultural Policy implemented by the EU.	64,3%	44,6%	51,2%
	% of Total	21,4%	29,8%	51,2%
Total	Count	28	56	84
	% within Value	33,3%	66,7%	100,0%
	% within I know about Common Agricultural Policy implemented by the EU.	100,0%	100,0%	100,0%
	% of Total	33,3%	66,7%	100,0%

Source: own calculations, 2014

Last Table 50 shows that agricultural students are better aware of Common Agricultural Policy implemented by the EU rather than their colleagues from the other faculties. As CAP is directly linked with agriculture it can be expected that students with the agricultural background know about it more than the other students. Nevertheless, for example, a few courses about CAP are taught at Faculty of Economics and Management. So students have relevant subjects at the university where they cover different types of policies and should know about CAP more. In comparison, students from Faculty of Engineering might not have enough information about CAP due to the lack of courses on that topic. Thus, the educational background of students plays a big role in this particular question. Also understanding of Common Agricultural Policy can reflect in students' perceptions of AFNs and FMs.

5 Discussion

This chapter will combine literature review and results of the research into a general discussion about the findings and their interpretation. It will also highlight whether farmers' markets operate in Prague in the same ways (in students' perceptions) as described in the literature from abroad.

Within the objectives of the research, the aim was to reveal the advantages of the relatively new FMs in Prague by answering the question: What are the attitudes of students towards farmers' markets and sustainable food nowadays? Especially the second part of the question echoes contemporary discourse about food in the EU Common Agricultural Policy. Another question addressed by the research was whether the field of study influences food preference and shopping behaviour of students. The assumption was made that students from faculties linked with agriculture prefer food from farmers' markets more than students from the other faculties.

Gained data, which were presented in the earlier chapter, confirms the assumption. The study demonstrates that students perceive farmers' market phenomenon differently and refer to the various factors in a number of issues which will be emphasized further in discussion. The motivation of students, their attitude, perceptions and experience at FMs were analyzed to provide insights about specifics of alternative food networks (in case of farmers' markets). The results show that the emergence of farmers' markets did not have a great impact on students' food shopping habits. Thus, consumer patterns applied to students may originate from the gap between generations creating different values. In fact, many academics indicate that consumers at farmers' markets tend to be educated, middleclass and middle aged (Guthman, 2003), so it means they are people of higher social status and age group than students. The interesting article of Spilkova et al. (2013) about the challenges of farmers' markets in Prague introduces two most numerous groups of people of various occupational categories aged 31-35 years and elderly people around 61-65 years visiting FMs with an average age of approximately 45 years. The structure of Prague farmers' markets is illustrated in Figure 4. Thus, this observation matches the fact that students are not the frequent visitors of FMs. Surveyed students mainly appear at FMs once in a several months and prefer weekend FMs. These features determine the importance of access for shopping at FMs such as location or non-conflicting timing of the market (Zepeda, 2009). Students usually have problems accessing FMs as the majority of

them study during the day and do not have chance to be at FM before it ends. That is the reason of weekend FMs preference, however, students do not visit them often as well. In comparison only a small proportion of students shop at FMs regularly, following the alternative movement.

In Prague farmers' markets appeared in 2010 (Creighton, 2011) and turned into a new shopping venue for people who used to buy food in the common supermarkets. According to Renting et al. (2003) food consumption depends on different lifestyles taking into account that even wrong images and expectations can be connected to food products, thus, resulting in complex consumer needs. Therefore, future food might become strongly designed and socially built in response to certain needs expecting further improvements in food markets. Indeed, the obtained responses from surveyed students, finding themselves not highly dependent on farmers' markets, showed that more trust and value should be added to farmers and food shopping practices at farmers' markets. Yet the majority of students do other food shopping in supermarkets, grocery stores and hypermarkets where the overwhelming range of products is offered. Also depending on preferences, the one might find all the necessary products at FM while another person would have to go to another shop for some extra products. Making the procedure simple, a student might skip FM and go straight to the conventional shop as it could be assumed from the study.

On the other hand, Prague people welcomed FMs as an exceptional shopping practice (Spilkova et al., 2013) opening new opportunities. FMs became a great alternative to the anonymous large-scale forms of shopping (Raynolds, 2000) without evident signs of social exclusion as in many US or UK markets (Tregear, 2005). Basically any consumer with particular ambitions and motivations for their shopping might find something useful for the own needs (Spilkova et al., 2013).

With the rising a question of students' motivations and reasons of attending the FM, they pretend to have more practical motivations (e.g. purchasing food) than environmental or ethical ones. In comparison with Scottish (Carey et al., 2011) or American (Zepeda, 2009) consumers at farmers' markets, Czech consumers (at least investigated students) show less care about environmental issues or support for local farmers. This also points to the ethical consumption dimension (e.g. community building function) to shopping at FMs in Prague (Spilkova et al., 2013). The survey results show that students, both agricultural and non-agricultural, are mostly motivated by high quality products, their freshness and

better taste. In fact, food freshness also prevails among the motivation factors for shopping at FMs abroad (Carey et al., 2011) while the quality of food offered by big retailing companies is often counted problematic. For example, organic products are also demanded by nearly half of surveyed students when shopping at the FM. However, organic products represent only a small share of offered products and are not highly supported by Prague market organizers (Spilkova et al., 2013). In addition, students are concerned of the origin of the products when they buy them so Prague FMs can be a good decision when searching products of Czech origin meanwhile supporting local producers. Following from the considered aspects the environmentally friendly shopping practices of respondents could be mentioned. An interesting fact here is that not many of them link the local origin of the purchased products with environmentally friendly shopping practice. By considering the foreign literature (Seyfrang, 2006), it claims that the consumers' attitude towards sustainable consumption practices is influenced by the complexity of factors including some internal conflicts. Burton (2004) underlines that it is necessary to shape the behaviour of consumers by emphasising the importance of values, agricultural and environmental knowledge and the availability of information in order to participate in agri-food chains.

Further, the most frequently purchased goods by students at FMs match to the most dominant motivations for their shopping there. Students usually buy fresh food, namely vegetables, fruits and seasonal food. Other less purchased goods are bakery products, dairy products and other goods such as nuts, mushrooms, etc. Meat products are even less desired by students at FMs. One explanation could be negative food issues such as salmonella or other types of bacteria which are announced periodically with the lack of scientific explanation on the health hazards (Goodman, 1999). It makes consumers distrust in modern food production including AFNs.

Recently Common Agricultural Policy implemented by the European Union started to address the issue of AFNs more lively. The outcome is that the new concepts of Rural Development Programme for the EU Member States refer to some of the elements of AFNs in its priority area 3, in particular the support of farmers on local markets and in short food supply chains. Since farmers' markets are the basis of livelihoods for many farmers (Hendrickson, 2005), the better understanding of its whole concept could bring more consumers to the field, promote sustainable lifestyle and create the opportunities for agricultural production. Generally speaking, surveyed students doubt the expert knowledge

of farmers and safety of food at FMs but enjoy its shopping environment due to more individual approach. Indeed, Follett (2009) emphasises that interaction between people selling their food and consumers purchasing that food is a key aspect of such system which should create trust. However, European Commission Report (2013) states that consumers often cannot recognise locally produced food in the market. That could be a reason of not very high level of students' trust in the farmers' products.

Last but not least, Common Agricultural Policy itself is a very important tool to regulate and improve agricultural productivity in order to ensure a stable supply of affordable food to consumers and to support a reasonable living for the EU farmers (EU Commission, 2012). From the observation the growing tendency of students' interest in the policy allows to assume that in future more students will appreciate farmers' markets and attend them.

6 Conclusion

Alternative food networks are represented in various forms such as farmers' markets, farm shops, box schemes, roadside sales, markets linking food with agri-eco-tourism and many others. They allow consumers to learn the origins of the offered products and involve them in a closer interaction with farmers. However, as the study showed, students are not the frequent visitors at FMs which confirms the fact that FMs are not a fashionable trend for them. The opinions of students vary according to their field of study but in some issues their perceptions are similar. There is a slight predominance of agricultural students over non-agricultural ones in positive attitudes about alternative food shopping practices. They tend to appreciate more the efforts of farmers, the opportunity to get as much information as possible about offered food as well as food itself at FMs. This fact points out that the field of study influences the food preference and shopping behaviour of students.

The main goal of the thesis was to examine attitudes and opinions of students of Czech University of Life Sciences Prague regarding farmers' markets and to identify how it can contribute to better understanding of their expectations. The survey results showed in some cases different understandings of farmers' markets existing among surveyed students compared to the findings in the literature. To understand farmers' market functioning, students need a deeper agricultural knowledge of how to grow the agricultural products in a more sustainable way.

Moreover, the thesis described alternative food networks regarding their role in agriculture and rural development viewed through Common Agricultural Policy. Commissioner Dacian Cioloş (European Commission, 2013) stated that increasing the role of local food systems is important for farmers and the diversity of EU agriculture. He also mentioned that direct sales can help EU farmers to add value to their products, increase profits and better understand the expectations of EU citizens in the link with food and food production methods. Thus, the situation of FMs is still in the process of development. So it is necessary to observe future trends in order to see which factors would allow to attract more students to farmers' markets and to adapt to this practice.

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9 Supplement

9.1 Appendix A

Questionnaire

*I am a master degree student at Faculty of Economics and Management at Czech University of Life Sciences Prague working on diploma thesis with focus on **alternative food networks and farmers' markets**. I would like to kindly ask you to **fill in this questionnaire** consisting of several sets of questions. This survey is about your experience with farmers' markets and will provide me with needed information that will be useful only for my diploma thesis. The questionnaire is **anonymous** (don't indicate your name) and takes about **15 minutes** to be completed. Please observe the instructions how to fill in the questionnaire.*

Thank you in advance for your time and effort!

<i>Please write clearly or cross the right answer:</i>
Your Faculty: <input type="checkbox"/> Faculty of Agrobiolgy, Food and Natural Resources <input type="checkbox"/> Faculty of Tropical AgriSciences <input type="checkbox"/> Faculty of Economics and Management <input type="checkbox"/> Faculty of Engineering <input type="checkbox"/> Faculty of Environmental Science <input type="checkbox"/> Faculty of Forestry and Wood Sciences
Gender: Male <input type="checkbox"/> Female <input type="checkbox"/>
1. Your views about farmers' markets.
Do you use farmers' markets for shopping food (at least sometimes)? Yes <input type="checkbox"/> No <input type="checkbox"/>
How often do you shop at a farmers' market? <input type="checkbox"/> Several times during a week <input type="checkbox"/> Once a week <input type="checkbox"/> Once in 1-2 weeks <input type="checkbox"/> Once a month <input type="checkbox"/> Once in a several months <input type="checkbox"/> Other (please indicate):
Which farmers' market do you use more often for the food shopping? <input type="checkbox"/> A workday farmers' market <input type="checkbox"/> A weekend farmers' market
The other places where you do your food shopping: <input type="checkbox"/> A hypermarket <input type="checkbox"/> A supermarket <input type="checkbox"/> A grocery store <input type="checkbox"/> An online food shop <input type="checkbox"/> A department store <input type="checkbox"/> Other (please indicate):

2. The reasons why you do shopping at farmers' market.

Please indicate the importance of the following factors for your decision to do shopping at farmers' markets. Scale 1 (no importance), 2 (low importance), 3 (middle importance), 4 (high importance), 5 (very high importance):

Possibility of buying higher quality products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Possibility of buying fresher products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Possibility of buying organic products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Possibility of buying unique (rare) products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because it is a fashionable trend	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because it is environmentally friendly	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because there is a bigger choice of food than in the other shopping channels	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because of better taste of products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because I want to support local producers	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because it is something new	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because I can talk to producers	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Because I want to know where food comes from	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

Please indicate the frequency of buying particular food at farmers' markets.

Scale 1 (never), 2 (seldom), 3 (sometimes), 4 (often), 5 (always):

Meat products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Dairy products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Bakery products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Vegetables	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Fruits	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Beverages (Drinks)	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Seasonal food	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>
Other products	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>

3. Please rank the level of your agreement with the statements.

Farmers' markets offer excellent food.

- agree more agree than disagree
 more disagree than agree disagree

Farmers at farmers' markets are the guarantee they produce safety food.

- agree more agree than disagree
 more disagree than agree disagree

Shopping at a farmers' market is an enjoyable experience for me. <input type="checkbox"/> agree <input type="checkbox"/> more agree than disagree <input type="checkbox"/> more disagree than agree <input type="checkbox"/> disagree
A farmers' market is the best place to learn how food is produced. <input type="checkbox"/> agree <input type="checkbox"/> more agree than disagree <input type="checkbox"/> more disagree than agree <input type="checkbox"/> disagree
Farmers are the food experts when they sell their food. <input type="checkbox"/> agree <input type="checkbox"/> more agree than disagree <input type="checkbox"/> more disagree than agree <input type="checkbox"/> disagree
There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores. <input type="checkbox"/> agree <input type="checkbox"/> more agree than disagree <input type="checkbox"/> more disagree than agree <input type="checkbox"/> disagree
Farmers' markets should take place more often. <input type="checkbox"/> agree <input type="checkbox"/> more agree than disagree <input type="checkbox"/> more disagree than agree <input type="checkbox"/> disagree
I know about Common Agricultural Policy implemented by the EU. Yes <input type="checkbox"/> No <input type="checkbox"/>

9.2 Appendix B

Table S1 Comparison of gender of two groups of students

		What is your gender?		Total
		Female	Male	
1	Count	27	14	41
	% within Value	65,9%	34,1%	100,0%
	% within What is your gender?	54,0%	41,2%	48,8%
	% of Total	32,1%	16,7%	48,8%
2	Count	23	20	43
	% within Value	53,5%	46,5%	100,0%
	% within What is your gender?	46,0%	58,8%	51,2%
	% of Total	27,4%	23,8%	51,2%
Total	Count	50	34	84
	% within Value	59,5%	40,5%	100,0%
	% within What is your gender?	100,0%	100,0%	100,0%
	% of Total	59,5%	40,5%	100,0%

Table S2 Comparison of shopping reasons at farmers' markets: Possibility of buying higher quality products

		The reasons why you do shopping at farmers' markets. [Possibility of buying higher quality products]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	17	14	5	3	2	41
	% within Value	41,5%	34,1%	12,2%	7,3%	4,9%	100,0%
	1 % within Possibility of buying higher quality products	53,1%	46,7%	38,5%	60,0%	50,0%	48,8%
	% of Total	20,2%	16,7%	6,0%	3,6%	2,4%	48,8%
2	Count	15	16	8	2	2	43
	% within Value	34,9%	37,2%	18,6%	4,7%	4,7%	100,0%
	% within Possibility of buying higher quality products	46,9%	53,3%	61,5%	40,0%	50,0%	51,2%
	% of Total	17,9%	19,0%	9,5%	2,4%	2,4%	51,2%
Total	Count	32	30	13	5	4	84
	% within Value	38,1%	35,7%	15,5%	6,0%	4,8%	100,0%
	% within Possibility of buying higher quality products	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	38,1%	35,7%	15,5%	6,0%	4,8%	100,0%

Source: own calculations, 2014

Table S3 Comparison of shopping reasons at farmers' markets: Possibility of buying unique (rare) products

		The reasons why you do shopping at farmers' markets. [Possibility of buying unique (rare) products]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	6	12	13	8	2	41
	% within Value	14,6%	29,3%	31,7%	19,5%	4,9%	100,0%
	1 % within Possibility of buying unique (rare) products	66,7%	50,0%	48,1%	50,0%	25,0%	48,8%
	% of Total	7,1%	14,3%	15,5%	9,5%	2,4%	48,8%
2	Count	3	12	14	8	6	43
	% within Value	7,0%	27,9%	32,6%	18,6%	14,0%	100,0%
	% within Possibility of buying unique (rare) products	33,3%	50,0%	51,9%	50,0%	75,0%	51,2%
	% of Total	3,6%	14,3%	16,7%	9,5%	7,1%	51,2%
Total	Count	9	24	27	16	8	84
	% within Value	10,7%	28,6%	32,1%	19,0%	9,5%	100,0%
	% within Possibility of buying unique (rare) products	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	10,7%	28,6%	32,1%	19,0%	9,5%	100,0%

Source: own calculations, 2014

Table S4 Comparison of shopping reasons at farmers' markets: It is a fashionable trend

		The reasons why you do shopping at farmers' markets.				Total
		[Because it is a fashionable trend]				
		High importance	Middle importance	Low importance	No importance	
Value	Count	1	6	9	25	41
	% within Value	2,4%	14,6%	22,0%	61,0%	100,0%
	1 % within It is a fashionable trend	50,0%	60,0%	47,4%	47,2%	48,8%
	% of Total	1,2%	7,1%	10,7%	29,8%	48,8%
	Count	1	4	10	28	43
	% within Value	2,3%	9,3%	23,3%	65,1%	100,0%
	2 % within It is a fashionable trend	50,0%	40,0%	52,6%	52,8%	51,2%
	% of Total	1,2%	4,8%	11,9%	33,3%	51,2%
Total	Count	2	10	19	53	84
	% within Value	2,4%	11,9%	22,6%	63,1%	100,0%
	% within It is a fashionable trend	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	2,4%	11,9%	22,6%	63,1%	100,0%

Source: own calculations, 2014

Table S5 Comparison of shopping reasons at farmers' markets: I want to support local producers

		The reasons why you do shopping at farmers' markets. [Because I want to support local producers]					Total
		Very high importance	High importance	Middle importance	Low importance	No importance	
Value	Count	14	6	12	6	3	41
	% within Value	34,1%	14,6%	29,3%	14,6%	7,3%	100,0%
	1 % within I want to support local producers	53,8%	42,9%	44,4%	54,5%	50,0%	48,8%
	% of Total	16,7%	7,1%	14,3%	7,1%	3,6%	48,8%
2	Count	12	8	15	5	3	43
	% within Value	27,9%	18,6%	34,9%	11,6%	7,0%	100,0%
	% within I want to support local producers	46,2%	57,1%	55,6%	45,5%	50,0%	51,2%
	% of Total	14,3%	9,5%	17,9%	6,0%	3,6%	51,2%
Total	Count	26	14	27	11	6	84
	% within Value	31,0%	16,7%	32,1%	13,1%	7,1%	100,0%
	% within I want to support local producers	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	31,0%	16,7%	32,1%	13,1%	7,1%	100,0%

Source: own calculations, 2014

Table S6 Comparison of shopping reasons at farmers' markets: It is something new

		The reasons why you do shopping at farmers' markets. [Because it is something new]				Total	
		High	Middle	Low	No		
		importance	importance	importance	importance		
Value	1	Count	1	8	13	19	41
		% within Value	2,4%	19,5%	31,7%	46,3%	100,0%
		% within It is something new	33,3%	53,3%	59,1%	43,2%	48,8%
		% of Total	1,2%	9,5%	15,5%	22,6%	48,8%
Value	2	Count	2	7	9	25	43
		% within Value	4,7%	16,3%	20,9%	58,1%	100,0%
		% within It is something new	66,7%	46,7%	40,9%	56,8%	51,2%
		% of Total	2,4%	8,3%	10,7%	29,8%	51,2%
Total		Count	3	15	22	44	84
		% within Value	3,6%	17,9%	26,2%	52,4%	100,0%
		% within It is something new	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	3,6%	17,9%	26,2%	52,4%	100,0%

Source: own calculations, 2014

Table S7 Comparison of the frequencies of buying meat products at farmers' markets.

		Please indicate the frequency of buying particular food at farmers' markets. [Meat products]					Total
		Always	Often	Sometimes	Seldom	Never	
Value 1	Count	2	7	6	10	16	41
	% within Value	4,9%	17,1%	14,6%	24,4%	39,0%	100,0%
	% within the frequency of buying meat products at farmers' markets.	66,7%	41,2%	40,0%	62,5%	48,5%	48,8%
	% of Total	2,4%	8,3%	7,1%	11,9%	19,0%	48,8%
	Count	1	10	9	6	17	43
Value 2	% within Value	2,3%	23,3%	20,9%	14,0%	39,5%	100,0%
	% within the frequency of buying meat products at farmers' markets.	33,3%	58,8%	60,0%	37,5%	51,5%	51,2%
	% of Total	1,2%	11,9%	10,7%	7,1%	20,2%	51,2%
Total	Count	3	17	15	16	33	84
	% within Value	3,6%	20,2%	17,9%	19,0%	39,3%	100,0%
	% within The frequency of buying meat products at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,6%	20,2%	17,9%	19,0%	39,3%	100,0%

Source: own calculations, 2014

Table S8 Comparison of the frequencies of buying bakery products at farmers' markets.

		Please indicate the frequency of buying particular food at farmers' markets. [Bakery products]					Total
		Always	Often	Sometimes	Seldom	Never	
Value 1	Count	6	10	15	8	2	41
	% within Value	14,6%	24,4%	36,6%	19,5%	4,9%	100,0%
	% within The frequency of buying bakery products at farmers' markets.	66,7%	47,6%	57,7%	47,1%	18,2%	48,8%
	% of Total	7,1%	11,9%	17,9%	9,5%	2,4%	48,8%
Value 2	Count	3	11	11	9	9	43
	% within Value	7,0%	25,6%	25,6%	20,9%	20,9%	100,0%
	% within The frequency of buying bakery products at farmers' markets.	33,3%	52,4%	42,3%	52,9%	81,8%	51,2%
	% of Total	3,6%	13,1%	13,1%	10,7%	10,7%	51,2%
Total	Count	9	21	84	17	11	84
	% within Value	10,7%	25,0%	100,0%	20,2%	13,1%	100,0%
	% within The frequency of buying bakery products at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	10,7%	25,0%	100,0%	20,2%	13,1%	100,0%

Source: own calculations, 2014

Table S9 Comparison of the frequencies of buying vegetables at farmers' markets.

		Please indicate the frequency of buying particular food at farmers' markets. [Vegetables]					Total
		Always	Often	Sometimes	Seldom	Never	
Value	Count	16	15	5	5	0	41
	% within Value	39,0%	36,6%	12,2%	12,2%	0,0%	100,0%
	1 % within The frequency of buying vegetables at farmers' markets.	50,0%	51,7%	35,7%	62,5%	0,0%	48,8%
	% of Total	19,0%	17,9%	6,0%	6,0%	0,0%	48,8%
	Count	16	14	9	3	1	43
2	% within Value	37,2%	32,6%	20,9%	7,0%	2,3%	100,0%
	% within The frequency of buying vegetables at farmers' markets.	50,0%	48,3%	64,3%	37,5%	100,0%	51,2%
	% of Total	19,0%	16,7%	10,7%	3,6%	1,2%	51,2%
	Count	32	29	14	8	1	84
	% within Value	38,1%	34,5%	16,7%	9,5%	1,2%	100,0%
Total	% within The frequency of buying vegetables at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	38,1%	34,5%	16,7%	9,5%	1,2%	100,0%

Source: own calculations, 2014

Table S10 Comparison of the frequencies of buying beverages (drinks) at farmers' markets.

		Please indicate the frequency of buying particular food at farmers' markets. [Beverages (Drinks)]					Total
		Always	Often	Sometimes	Seldom	Never	
Value	Count	0	1	9	16	15	41
	% within Value	0,0%	2,4%	22,0%	39,0%	36,6%	100,0%
	1 % within The frequency of buying beverages (drinks) at farmers' markets.	0,0%	16,7%	45,0%	61,5%	48,4%	48,8%
	% of Total	0,0%	1,2%	10,7%	19,0%	17,9%	48,8%
	Count	1	5	11	10	16	43
2	% within Value	2,3%	11,6%	25,6%	23,3%	37,2%	100,0%
	% within The frequency of buying beverages (drinks) at farmers' markets.	100,0%	83,3%	55,0%	38,5%	51,6%	51,2%
	% of Total	1,2%	6,0%	13,1%	11,9%	19,0%	51,2%
	Count	1	6	20	26	31	84
Total	% within Value	1,2%	7,1%	23,8%	31,0%	36,9%	100,0%
	% within The frequency of buying beverages (drinks) at farmers' markets.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	1,2%	7,1%	23,8%	31,0%	36,9%	100,0%

Source: own calculations, 2014

Table S11 Comparison of the frequencies of buying other products at farmers' markets.

		Please indicate the frequency of buying particular food at farmers' markets. [Other products].					Total
		Always	Often	Sometimes	Seldom	Never	
Value	Count	0	7	16	11	7	41
	% within Value	0,0%	17,1%	39,0%	26,8%	17,1%	100,0%
	% within The	0,0%	41,2%	51,6%	55,0%	50,0%	48,8%
	1 frequency of buying "other" products at farmers' markets.						
	% of Total	0,0%	8,3%	19,0%	13,1%	8,3%	48,8%
	Count	2	10	15	9	7	43
	% within Value	4,7%	23,3%	34,9%	20,9%	16,3%	100,0%
	% within The	100,0%	58,8%	48,4%	45,0%	50,0%	51,2%
	2 frequency of buying "other" products at farmers' markets.						
	% of Total	2,4%	11,9%	17,9%	10,7%	8,3%	51,2%
Total	Count	2	17	31	20	14	84
	% within Value	2,4%	20,2%	36,9%	23,8%	16,7%	100,0%
	% within The	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	frequency of buying "other" products at farmers' markets.						
	% of Total	2,4%	20,2%	36,9%	23,8%	16,7%	100,0%

Source: own calculations, 2014

Table S12 Comparison of the level of agreement with the statement: Farmers' markets offer excellent food.

		Farmers' markets offer an excellent food.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	16	24	0	1	41
	% within Value	39,0%	58,5%	0,0%	2,4%	100,0%
	1 % within Farmers' markets offer excellent food.	57,1%	47,1%	0,0%	100,0%	48,8%
	% of Total	19,0%	28,6%	0,0%	1,2%	48,8%
	Count	12	27	4	0	43
	% within Value	27,9%	62,8%	9,3%	0,0%	100,0%
	2 % within Farmers' markets offer excellent food.	42,9%	52,9%	100,0%	0,0%	51,2%
	% of Total	14,3%	32,1%	4,8%	0,0%	51,2%
Total	Count	28	51	4	1	84
	% within Value	33,3%	60,7%	4,8%	1,2%	100,0%
	% within Farmers' markets offer excellent food.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	33,3%	60,7%	4,8%	1,2%	100,0%

Source: own calculations, 2014

Table S13 Comparison of the level of agreement with the statement: There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores.

		There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	24	15	2	0	41
	% within Value	58,5%	36,6%	4,9%	0,0%	100,0%
	% within There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores.	51,1%	50,0%	33,3%	0,0%	48,8%
	1					
	% of Total	28,6%	17,9%	2,4%	0,0%	48,8%
	Count	23	15	4	1	43
	% within Value	53,5%	34,9%	9,3%	2,3%	100,0%
	% within There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores.	48,9%	50,0%	66,7%	100,0%	51,2%
	2					
	% of Total	27,4%	17,9%	4,8%	1,2%	51,2%
Total	Count	47	30	6	1	84
	% within Value	56,0%	35,7%	7,1%	1,2%	100,0%
	% within There is more individual approach towards a consumer at farmers' markets rather than in the other grocery stores.	100,0%	100,0%	100,0%	100,0%	100,0%
	towards a consumer at farmers' markets rather than in the other grocery stores.					
	% of Total	56,0%	35,7%	7,1%	1,2%	100,0%

Source: own calculations, 2014

Table S14 Comparison of the level of agreement with the statement: Farmers' markets should take place more often.

		Farmers' markets should take place more often.				Total
		Agree	More agree than disagree	More disagree than agree	Disagree	
Value	Count	23	14	4	0	41
	% within Value	56,1%	34,1%	9,8%	0,0%	100,0%
	1 % within Farmers' markets should take place more often.	52,3%	45,2%	57,1%	0,0%	48,8%
	% of Total	27,4%	16,7%	4,8%	0,0%	48,8%
	Count	21	17	3	2	43
	% within Value	48,8%	39,5%	7,0%	4,7%	100,0%
2	% within Farmers' markets should take place more often.	47,7%	54,8%	42,9%	100,0%	51,2%
	% of Total	25,0%	20,2%	3,6%	2,4%	51,2%
	Count	44	31	7	2	84
Total	% within Value	52,4%	36,9%	8,3%	2,4%	100,0%
	% within Farmers' markets should take place more often.	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	52,4%	36,9%	8,3%	2,4%	100,0%

Source: own calculations, 2014

Table S15 Total number of students in accredited programs (excl. Institute of Education and Communication) in Czech University of Life Sciences Prague

Faculty	Number of students
Faculty of Economics and Management	10968
Faculty of Agrobiolgy, Food and Natural Sciences	3931
Faculty of Engineering	1917
Faculty of Forestry and Wood Sciences	2550
Faculty of Environmental Science	3102
Faculty of Tropical AgriSciences	537
Total	23005

Source: CULS, University Annual Report, 2012