

# Local Food in Iceland

## Identifying behavioural barriers to change towards increased production and consumption

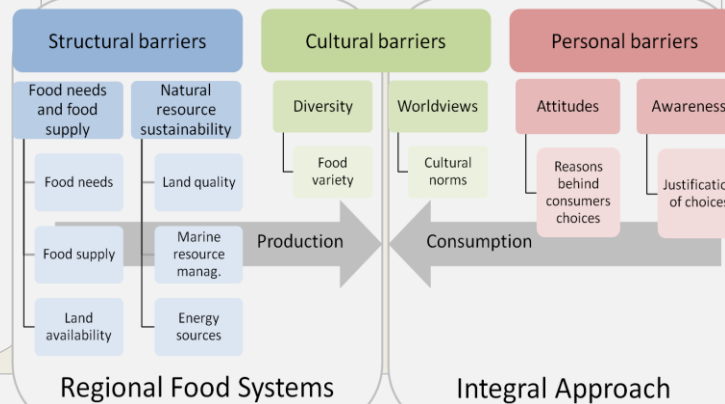
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### Background

Crop needs will double by 2050  
GHG and N from agriculture  
Sustainable agriculture a solution?  
Local food often less industrialised  
Scaling up: regional food systems

### Framework use and structure



### Research aim

Exploring grounds for local food:  
Capacity of the food system  
Intensity of agriculture  
Diversity of produced products  
Willingness of consumers

### Results

The food system in Iceland meets demand for dairy and meat  
It can also meet demand for cereal, oils, fish and vegetables  
This could be done through sustainable resource use  
**Barrier to increased production: More food variety is needed**  
Consumers in Iceland are positive towards local food  
Food consumption choices are based on quality  
Consumers are aware of the possible benefits of local food  
**Barrier to increased consumption: Cognitive dissonance**

### Conclusion

#### Increasing food variety:

To increase demand, supply must be in place  
Further research needed regarding crop types and conditions – spatial mapping

#### Addressing sceptical consumers:

Identification of causality needed

#### Contributions:

Research structure for identifying barriers to production and consumption  
Consumer perspective highlighted  
Reasoning behind purchasing decisions demonstrated

#### Sources

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