Motivational factors and values of farmers
– a study of producers in Swedish local food nodes

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Motivational factors and values of farmers - a study of Swedish producers in local food nodes.

Motivationsfaktorer och värden hos lantbrukare - en studie av svenska producenter i REKO-ringar.

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Abstract

Securing food for the whole population is a key issue in the world. One way to make it possible is by developing the supply chains to a more sustainable agri-food system. These systems should provide the consumer with good, affordable food while the producers still get a good return for their products. At the same time, external changes force the farm businesses to spread risks and be innovative to ensure resilience. These changes in combination with the consumers increased interest in local food have made farmers developed the concept of local food nodes.

This study aims to investigate what the underlying motivations and values are when farmers choose to sell their products in a local food node. To aid in investigating the aim the authors developed a conceptual framework from existing literature and theories. The conceptual framework is derived from short food supply chain, local food, motives and values, and Means-End Chain. This study further addresses that motives and values can be affected by behavioural, economic and non-economic factors. A qualitative approach together with the Zaltman Metaphor Elicitation Technique (ZMET) forms a method that can highlight factors that effected the ten respondents' choices to selling through a local food node. The results were coded and illustrated in a Hierarchal Value Map (HVM), which were further analysed and factors that affect the respondents' choices were found.

The findings in this study indicates that the respondents are motivated by improving the knowledge of the consumer at the same time as the sales are increasing which gives them a value of "satisfaction", "survival", "profitability" and contributing to the "community". The factors found show that the respondents' motives and values not only are purely economic, but mainly non-economic. The conclusion of this study is that the respondents are motivated to sell their products in local food nodes because of the connection they get with the consumers and spreading information and knowledge of how Swedish farms are operated, which makes them satisfied.

Keywords: local food nodes, economic and non-economic values, Means-End Chain, The Zaltman Metaphor Elicitation Technique, farmers motives.

Sammanfattning

Att säkra mat för hela befolkningen är en nyckelfråga i världen. Ett sätt att göra detta på är att utveckla värdekedjorna till mer hållbara livsmedelssytem. Dessa system ska då kunna förse konsumenter med god och prisvärd mat, men också ge producenterna en bra avkastning på deras produkter. Samtidigt uppkommer det externa förändringar som tvingar lantbruksföretagen att sprida risker och vara mer innovativa för att säkerhetsställa resiliens. Dessa förändringar i kombination med det ökade intresset för lokal mat hos konsumenterna har gjort att lantbrukarna har utvecklat konceptet REKO-ringar.

Studien syftar till att undersöka vilka underliggande motivationer och värden som uppkommer lantbrukare väljer att sälja deras produkter i REKO-ringar. För att undersöka detta har författarna utvecklat ett konceptuellt ramverk från redan existerande litteratur och teorier. Det konceptuella ramverket har hämtats från korta livsmedelskedjor, lokal mat, motivation, värden och Means-End Chain. Denna studie belyser att motiv och värden kan påverkas av beteende, ekonomiska och icke-ekonomiska faktorer. En kvalitativ ansats har tillsammans med Zaltman Metaphor Elicitation Technique (ZMET) format en metod som kan belysa de faktorer som påverkar de tio respondenternas val att sälja genom REKO-ringar. Resultaten kodades och illustrerades i en Hierarkisk Värdekarta (HVK), som analyserades och de faktorer som påverkar respondenternas val hittades.

Det som upptäcktes i denna studie indikerar att respondenterna motiveras av den ökade kunskapen hos konsumenten samtidigt som deras försäljning ökade vilket ger dem ett värde av "nöjdhet", "överlevnad", "lönsamhet" och att de bidrar till "samhället". Dessa faktorer visar att respondenterna hittar motivation och värden som inte bara är rent ekonomiska, utan mestadels icke-ekonomiska. Slutsatsen är att respondenterna är motiverade att sälja sina produkter i REKO-ringar på grund av den kontakt de får med konsumenterna och att de kan sprida information och kunskap om hur svenska lantbruk bedrivs, vilket gör dem nöjda.

Nyckelord: REKO-ringar, ekonomiska och icke-ekonomiska värden, Means-End Chain, The Zaltman Elicitation Thechnique, motivation hos lantbrukare.

Preface

First, we want to thank our supervisor Helena Hansson at the Department of Economics at the Swedish University of Agricultural Science in Uppsala. Helena's supervising has suited us and helped guide us during the most trying times of our education. We also want to thank the farmers who willingly gave up their time to participate in this study. Without your contribution, there would be no findings to investigate. Finally, we want to thank our network consisting of course leader, discussants, course colleagues, friends, and family for being there to support us during the whole process in different ways.

Uppsala, 2021-06-06

Fanny Blom och Sandra Danielsson

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Abbreviations

EU	European Union
IPCC	Intergovernmental Panel on Climate Change
MEC	Means-End Chain
ZMET	Zaltman Metaphor Elicitation Technique
HVM	Hierarchal Value Map

1. Introduction

The European Union (EU) has invested in the European Green Deal and the strategy called The Farm to Fork Strategy (European Union 2020b). The strategy aims to among other things focus on fair economic returns for farmers (ibid.). To achieve this there is a need to support transitions to a more sustainable agri-food system that provides food security and an economically fair return to all parties of the supply chain (European Union 2020a). In 2019 the Intergovernmental Panel on Climate Change (IPCC) stated in their report the importance of securing food. To secure food is a key issue in Agenda 2030 and IPCC suggests several measures that the society needs to work on to provide a sustainable future (IPCC 2019; United Nations Sustainable Development 2021). The problem with the food system today is that it is not sustainable enough to act resiliently to climate change (European Union 2020b).

> "The coronavirus crisis has shown how vulnerable we all are, and how important it is to restore the balance between human activity and nature" – Frans Timmermans, Executive Vice-President of the European Commission (Timmermans 2020).

One way to create more balance and reduce risks within the food system is to secure to local food (Kneafsey et al. 2013a). Local food can serve as a security in troubled times and make the food system more resilient to change (Darnhofer 2014). During the coronavirus crisis the local food nodes in Sweden have had an increase in demand and more new consumers (Darnhofer 2020). If the local food system is well developed the risk within the food system decreases. The new innovative food systems that are developed today are developed by the farmers themselves often in a form of cooperative or mutual platform where the producer and the consumer meet and exchange the goods directly (Marsden et al. 2000). An example of this is to shorten the supply chain and sell products more directly to the consumer (Chopra 2019).

When products are sold directly to the consumer, the number of stages in the supply chain is reduced which often results in the farmer receiving a larger return (Chopra 2019). A larger return is an economic factor that can affect the farmer, but the farmer can also be affected by non-economic factors (Howley et al. 2015). Furthermore, it is said that farmers who are socially embedded in their environment

tend to care more about non-economic factors when making choices related to their business (Hinrichs 2000; Brown & Miller 2008). Local food are suggested to promote a more sustainable food system that have less negative impact on the environment, often driven by local clusters (Bosona & Gebresenbet 2011). Farmers have started to develop new distribution possibilities and adapted value chains to make more sustainable products (Casimir et al. 2018). To sell local food direct to the consumer can be both a social and unique way of doing business (Lindström 2019; Isaksson & Leijon Cedermark 2020).

The consumer's demand for local food has increased, which has resulted in new diversified possibilities to distribute products (Casimir et al. 2018; Lindström 2019; Isaksson & Leijon Cedermark 2020; Lindell 2020). One way to sell locally is through local food nodes, which have increased over the years (Hushållsningssällskapet 2018b). This sales method allows the consumer and producer to meet, and result in the food supply chain being shorter than traditional sales with more intermediaries such as supermarkets (ibid.). Investigating the producer's perspective of the values that local food nodes create to be able to understand the full concept. The concept is built on both consumers and producers, and their view is equally important when understanding the issues around local food nodes (ibid.). However, the understanding of consumer behavior is more dominant in previous studies (Lindström 2019; Isaksson & Leijon Cedermark 2020; Lindell 2020).

There is a need to understand why producers choose to sell their products in shorter supply chains, what drives them to make that decision, and what value they gain by doing this (Hansson et al. 2013; Howley et al. 2014). Since farmers stand for a lot of the innovations within the distribution and supply chains of the food, it is interesting to see what motivates their choices based on the producers' behaviour (Howley et al. 2014). This is a complex issue, which this study aims to investigate further. This study is relevant since the food industry is one of the most important industries in society, since food is a basic resource (European Environmental Agency 2020). The food supply chain is a large form of production and the new phenomena of short food supply chains and the local food nodes are relatively uncontrolled and little researched (Hushållningssällskapet 2018b). Therefore, it is of high value to investigate which motives and values farmers base their choices on when distributing food through local food nodes.

1.1. Background of local food nodes

During the years 1980-2010 direct sales have drastically decreased (Hushållningssällskapet 2018a). To reinstall and modernise this sales method, a development project in Finland was launched in 2012, and in 2013 the concept of "REKO", from now on named as local food nodes, was created (ibid.). Since then some studies on local food nodes have been done, which show that consumers have an increased interest in purchasing food from local actors through networks providing business-to-consumer sales (Lindström 2019; Isaksson & Leijon Cedermark 2020). Because of this, the new phenomena of local food nodes are growing in several countries, such as Finland and Sweden (Hushållningssällskapet 2018a; Szymoniuk & Valtari 2018). Today there are approximately 200 local food nodes in Sweden (Hushållningssällskapet 2018b). The concept aims to create a gathering point where consumers and producers could connect through platforms on social media. The consumers place their orders directly and then pick up the products on a set date and time as shown in Figure 1 below (ibid).

```
1. The consumer
places an order

4. The order is          The process          2. The order is getting
delivered to the local   within a local       confirmed by the
food node service point  food node            producer and paid

3. The order is
getting packed
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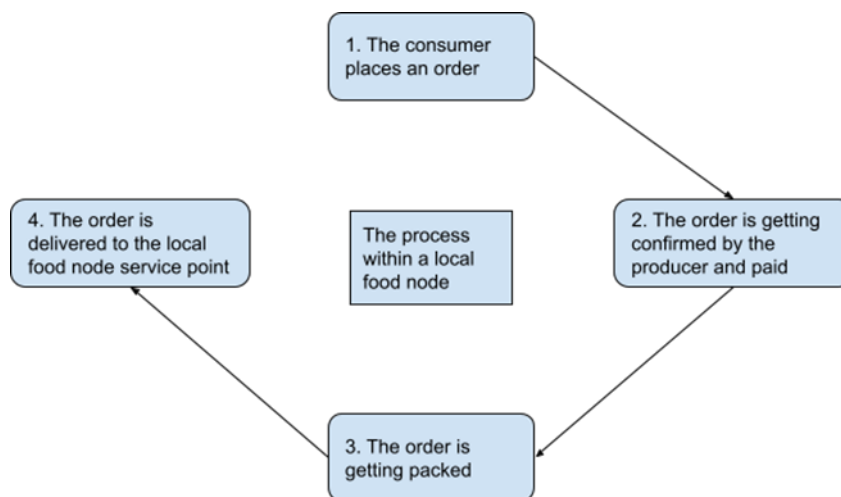
Figure 1. The process within a local food node (own processing)

The supply chain consists of a flow of information between the producers and consumers, allowing the parties to create an understanding of the supply and demand of the products (Chopra 2019). The producer then get paid directly for the products that they sell to the consumer (ibid.). Local food nodes are an example of an alternative food network and a short food supply chain which is going to be further investigated as an empirical example in this thesis (Hushållningssällskapet 2018b).

1.2. Problem statement

Several previous researchers and conventional journalists have investigated local food nodes and questioned their place in the food system of today, and whether it is possible that it can have a part in the futures more sustainable food system (Mount 2012). The analysis made for previous research within the area have been from the cosnumers perspective and why the choose to buy local products and what value the gain for example (Zepeda & Leviten-Reid 2004; Kneafsey et al. 2013a; Feldmann & Hamm 2015; Lindström 2019; Isaksson & Leijon Cedermark 2020; Lindell 2020). Therefore, the field concerning local food marketing, strategy, markets, systems and networks have drastically increased between the years 2000 and today, 2021 (Marsden et al. 2000; Kneafsey et al. 2013a). Local food is also attracting more interest from policy and the public sectors which is pushing the research of the area even further (Morris & Buller 2003). Therefore, we want to add to the literature known as local food, while focusing on the concept of private processing and retailing in short food supply chains, where the platform local food nodes is an empirical example.

Existing research recognises the critical role of consumers who have an increased interest in local food. It also highlights how the producers follow this trend and change their businesses to fit the new demand for local food (Marsden et al. 2000). Hansson et al. (2013) argue that different factors drive the producers to an alternative production. In addition, recent evidence suggests that the economic effect of certain decisions is influenced by factors that are not related to economic efficiency or traditional business management (Johansson 2000; Kreutz & Peterson 2020). The collected understanding of the previous literature states that farmers' motives and drivers for alternative sales methods are not only driven by economic factors, but also non-economic factors (Willock et al. 1999; Hansson et al. 2013; Howley et al. 2014). Through local food, there is not only the purely economic value that affects the decisions that are made to change the production on the farm, but also different other values such as social aspect (Marsden et al. 2000; Auld et al. 2009). This kind of value is a non-economic value, which means the farmers' decision-making is not only based on maximizing their profits (Howley 2015). One of these factors is the value that is added, do not need to be economic, to the products when they are developed (ibid.). Since the producers are a large part of the local food node and are the ones who produces the products that are being sold, it is interesting to investigate what motivates and which values they find from doing so. This is a complex issue, which this study aims to investigate further.

1.3. Aim, delimitations, and contribution

The purpose of this study is to investigate what the underlying factors and values are when farmers chose to sell their products in a local food node. To support this aim and guide this research the following question is to be answered:

What are the underlying motivational factors and values when farmers choose to sell their products in a local food node?

This study aim to investigate the producers perceptions of values that are derived from being part of a local food node, and how this effects their business. Previous research shows that it is likely that both the non-economic and economic attributes of farming will affect the farmer's decision-making across various situations and contexts (Howley et al. 2014). Therefore there is a need to further investigate if non-economic values can be incorporated into economic models of farm behavior, due to much more accurate predictions of farmers' responses to for example policy changes of crisis (Hurst & Pugsley 2010; Howley et al. 2014).

Previous research has investigated consumer behaviour and why they chose to purchase food products from local food nodes (Feldmann & Hamm 2015; Lindström 2019; Isaksson & Leijon Cedermark 2020). However, the behaviour of the producers has not yet been investigated. Therefore, this study will be of importance to show the producers' part in local food nodes and why they choose to sell their products directly to the consumer. This study could also be used by small-scale companies and business advisors or managers in the decision-making process surrounding short food supply chains. When a sufficient understanding of the underlying motivational factors is found, these can be used to motivate more producers to join or form new networks of food distribution, and for policymakers when regulating local food platforms in the future.

When applying the Zaltman Metaphor Elicitation Technique, further known as ZMET, we want to investigate the underlying factors and values of farmers and give a more holistic view of the impact of behavioral aspects on choices in farms businesses (Coulter & Zaltman 1994). To achieve the aim of this study the empirical data is collected from interviews with several small-scale producers that are selling their products in local food nodes. Since there are approximately 200 local food nodes in Sweden the time limit of this study did not allow us to investigate them all. Therefore, the data will be based on producers in the county of Uppsala, which is one of the densest regions for local food nodes (Hushållningssällskapet 2018b).

1.4. Outline of the study

This section will account for the outline of this study.
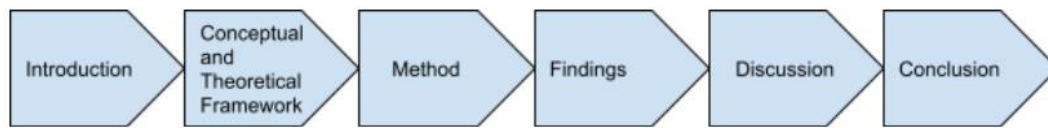
Figure 2. The outline of the study (own processing).

As shown in Figure 2 the first part of the study is to present an introduction to the topic. This is followed by presenting and motivating the conceptual and theoretical framework that is being used to investigate the purpose of the study. The third chapter of the thesis includes the presentation of the chosen method that is used for the data collection, which is being presented and analysed in the fourth chapter named findings. In the fifth chapter, we are discussing the analysed material to answer the research aim and question, and in the sixth chapter, the conclusion of the thesis is presented.

2. Conceptual and theoretical framework

In this chapter we aim to highlight and explain previous literature related to the given focus of this study. The focus of this study is to investigate the economic and non-economic motivations and values of farmers that sell products in local food nodes. The conceptual and theoretical framework is built from literature of local food, values, and motivation, and the theory Means-End Chain.

2.1. Literature review

When starting any research it is important to know what has been investigated before within the studied field (Bryman & Bell 2017). A literature review of any sort is conducted before a study to identify the current published literature within an area of interest to get a good foundation, form a theoretical framework, and deepen the knowledge (ibid.). The areas of interest in this study are local food, value, and motivation in connection to the theory of the Means-End Chain. The phenomena of local food nodes are not a well-developed area, and a gap in the literature exists when it comes to identifying farmers' economic and non-economic motivational factors of selling their products in short food supply chain (Hinrichs 2000; Marsden et al. 2000; Renting et al. 2003; Zepeda & Leviten-Reid 2004; Seyfang 2006; Feagan 2007; Brown & Miller 2008; Sims 2009; Vurro et al. 2009; Bosona & Gebresenbet 2011; Kneafsey et al. 2013b; Feldmann & Hamm 2015; Chopra 2019; Lindström 2019; Isaksson & Leijon Cedermark 2020). To assist in understanding the motivational factors and values, the Means End-chain theory is applied. Means End-chain theory is well known and frequently used theory within behavioural studies around motivation (Reynolds & Gutman 1988; Gutman 1997). We aim to fill that gap with additional research to broaden the understanding of the chosen topic.

We use a narrative literature review to collect a broad understanding of different previously studied topics, which form the foundation for the present study (Bryman & Bell 2017). A narrative literature review is not structured and often used in qualitative research, due to that it is an open approach and broad perspective of the current state of literature within a topic (ibid.).

When conducting the narrative literature review of this study we gain help from different online search engines and databases, such as Google Scholar, Primo, Web of Science, Econ Lit. Furthermore, we mainly use peer-reviewed articles, published academic books, and in some motivated cases, previous theses with similar topics. Examples of search words is "Supply chain management", "Short food supply chain", "Local food", "Value", "Motivation" and "Means-End Chain". These search words is combined with other command terms such as "AND" and "OR".

2.1.1. Local food in the supply chain

The conceptual framework of this study is based on previous literature within the field of local food and short food supply chain. To get a product from the supplier to the consumer there are different functions that are needed within the process (Chopra 2019). These functions can be for example distribution and developing of new products, behind the functions there are different actors that have an immediate or unmediated impact in the organization such as transporters, suppliers and stores. Together they are creating a supply chain and the main purpose of the supply chain is to meet the consumers demand and satisfy them (Vurro et al. 2009; Chopra 2019).
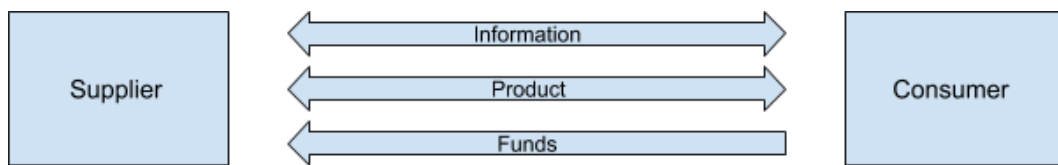
Figure 3. The three flows in a supply chain (own processing).

As shown in figure 3 there are three different flows within the supply chain information, products and funds (Chopra 2019). Since the supply chain's main purpose is to make sure that the consumers demand is met it must be a flow of information and products between the suppliers and consumers and in return of getting the products to the consumer the suppliers get funds (ibid.).

Through the increasing interest of more local food from the consumers, the supply chains are getting shorter (Marsden et al. 2000). The demand of the consumers is to be able to purchase food more locally and with a lesser distribution line. Therefore, it is getting more common with direct sales where the consumers purchase their food directly from the producer and by that cut the supply chain (ibid.).

A short food supply chain has lesser functions within the chain (Marsden et al. 2000). Compared to a regular supply chain that have several functions such as distribution, transports and markets before the products reaches the consumers, the short food supply chain only consists of the producers and the consumers without any intermediaries (ibid.). Because of that, the producers can control the

information that gets out to the consumers and the freshness and quality of the food reaches another standard compared to if they need to be transported to the supermarkets (Marsden et al. 2000; Feagan 2007; Kneafsey et al. 2013b).

One of the reasons of the increased consumer interest of purchasing food directly from the producers is by shorten the supply chain the information of the food comes directly from the producers (Marsden et al. 2000). Another reason for both consumers and producers for the direct sales is the social meeting that tends to increase the motivation for both parties since the meeting gives them a higher social value than purchasing and selling food in a supermarket (Feagan 2007; Kneafsey et al. 2013b). This study aim to investigate what the underlying motivational factors and values are when farmers chose to sell their products in a local food node. Therefore, the short food supply chain can be an explanation for how the concept of local food nodes is built.

Local food nodes can be defined according to previous literature within the field of business as a type of short food supply chain (Isaksson & Leijon Cedermark 2020). A clear definition of how a local food node or market is to be defined is hard to find in published literature due to that it is a field under development (Marsden et al. 2000; Renting et al. 2003; Kneafsey et al. 2013b; Lindström 2019; Isaksson & Leijon Cedermark 2020). Previous studies that do study the concept of local food nodes have used short food supply chain to try to frame the concept (Kneafsey et al. 2013b; Isaksson & Leijon Cedermark 2020). Kneafsey et al. (2013) define short food supply chains as being "a number of intermediaries is minimized, the ideal being a direct contact between the producer and the consumer". Which is true with the local food nodes that will be further studied as an empirical example in this study.

Researchers within the field of local food networks have no collected definition of the concept local food. Feagan (2007) have questioned the lack of definitions within the field, and he emphasizes the connection between food and the place is produced in. He also point out that the place can have an impact on the perception of food (Feagan 2007). Further Seyfang (2006) discusses that local food can be defined as food being consumed close to the origin. This definition implies that the localization of the food supply chain should depend on the traceability and transport of the food to further grasp the whole view of what local food truly means (Seyfang 2006).

Previous published studies within the field of local food have primarily been interested in the consumers perspectives on buying local food and their motives. Consumers value local food and show enthusiastic support for local production (Zepeda & Leviten-Reid 2004). Although this support depends on what the

perceived value of the benefits that they get from buying local food (ibid.). The consumers find alternative local food to give environmental, economic, community and health benefits (ibid.). The alternative food sector, such as local food, driven by local food supply is growing and fueling the growth of sustainable domestic tourism (Sims 2009).

Local food is highly intertwined with food security, which is of importance to study to create an environment where secure food systems can thrive (Kneafsey et al. 2013a). Few studies have had the focus of the producer, which is as important and often the part that is driving the change within the supply chain (Chopra 2019). To aid in understanding this concept of sales through short food supply chains we are in need to look at the previous research on local food. Local food networks have been proven to have potential to promote more sustainable local food systems and have less negative environmental impact (Bosona & Gebresenbet 2011). An integrated food network such as a local food node can also have positive impact on traceability, efficiency, quality and safety (ibid.).

Further more direct agricultural markets, an example of a local food platform, are socially embedded in the community and in close relation to the community surrounding the market (Hinrichs 2000). A threat towards the development of local food markets is the industrialism which can been seen complicating the process of social embeddedness and development of local food systems (ibid.). In addition to this local food have a proven impact on the community (Brown & Miller 2008). Within this research the examination of relationships within the local food system is suggested being studied further (ibid.). The current study aim to add to the understanding of the relationships, through behavioral aspects such as values and motives and the effect they have on farmers selling through local food nodes. Feldmann & Hamm (2015) further implies that there is a gap in the literature when is comes to the topics surrounding the influence of behavioral aspects on the development of attitudes towards local food.

2.1.2. Value and motivation

Behavioral aspects such as value and motivation are two concepts which affect any human being, also the business owners, producers and farmers that are the focus of this study. Farmers are bound to be influences by their values and motivations which then will affect their attitudes towards local food production (Feldmann & Hamm 2015). The decisions that are behind this change in business are in small-scale businesses decided by the farmers themselves, and they tend to be based on economic aspects (Gasson 1973). The mental model on which the farmers base their decisions is most likely their perception of the underlying value of that decision (Hansson & Kokko 2018). The personal values of the farmer can be shown by

previous psychological studies to be connected to decision-making and other behavioral responses (Rohan 2000). The way that these values are linked can also affect how personal values motivate actions performed by the individual (Rohan 2000; Bardi & Schwartz 2003; Hansson & Kokko 2018). The individual is clouded by different norms of society, which they try to uphold and this can affect the value and course of motivation. (Bardi & Schwartz 2003).

The reasons humans are motivated to create value can have several different motives. Psychological articles suggest that there are ten motivational types of values that humans want to create (Schwartz 1992; Schwartz & Boehnke 2004). These ten values are conformity, security, hedonism, stimulation, achievement, power, self-direction, universalism, benevolence, and tradition. How these values are prioritised is affected by the individuals' behaviour, attitude, and personality (Bardi & Schwartz 2003). Values are characterised as what we think is most important in life (Schwartz 1992). What these values are is different among every single individual and are prioritised differently (Schwartz 1992, 2012). Within value theory, there are six fundamental understandings when it comes to value (ibid.). One of these is closely linked to the aim of this study, which is the understanding that values are connected to the desired goal that one wants to achieve and that motivates different actions (Schwartz 2012).

When investigating how different values affect a small-scale farm business formation there is a need of understanding non-economic factors (Hurst & Pugsley 2010). Social values such as those from the community, direct sales, and embeddedness are important to consider when studying local food systems (Hinrichs 2000). Non-economic factors, such as social and environmental values, can have a large impact on farmers' decisions to form and operate their businesses (Hurst & Pugsley 2010). Some examples of non-economic factors listed in previous literature are overseeing one's time, individual wealth, and being one's boss (ibid.). Previous studies suggest that non-economic factors have a fundamental impact on farmers as farm size, farm system, and farm operator (Howley 2015; Howley et al. 2015). For example, farmers can choose to allocate work off-farm due to social aspects, such as social interaction, enjoyment, and pride, other than total economic maximising returns (ibid.). Previous studies also suggest that there are both economic and non-economic factors that motivate better animal welfare (Hansson & Lagerkvist 2014; Owusu-Sekyere et al. 2021). There is also evidence from the literature that the pride of working the land can be more important to a farmer than maximising the economic return of a piece of land (Howley et al. 2015). The factors motivating farmers to consider the optional decision in their business are not always driven by economic aspects, but also of personal aspects (Hansson et al. 2013). Some studies even show a weak link between economic aspects and lifestyle farming, and that farmers keep separate groups of different values (Maybery et al.

2005). The benefits of social aspects of a decision often have a great impact on the business (Vanclay 2004). Although there is still a basic understanding in business literature that the farmer, like all other businesses, should be motivated by only economic aspects there is some recent literature stating the opposite as stated above (Hurst & Pugsley 2010; Hansson et al. 2013; Howley et al. 2014, 2015). Therefore, it is very important to look at farmers' underlying motivational behavior concerning value and strategies they use when producing products (Darnhofer et al. 2005).

To conclude, motivation is driven by the value that the individual hopes to achieve. To further address this, we have chosen the Means End-Chain theory to help us understand the process of how value influences behaviour of the farmers studied. When doing this, the goal is to understand what factors lead to what value and how this affects the farmers' choice of sales method.

2.2. Means-End Chain

The Means-End Chain theory, further known as MEC, is mostly used to assess how consumers value different products and how the value influences their behaviour when they purchase a product (Ha & Jang 2013). The purpose of this study is to investigate what the underlying factors and values are when farmers chose to sell their products in a local food node. Due to the connection of how value is created between the producers and the consumers in the sale system of a local food node, the MEC theory will be used as a base for the analysis. This has been done in previous studies, by Hansson & Lagerkvist (2014) and Lagerkvist et al. (2012), where the producer's perspective on decisions was investigated, and what motivations and values producers got when changing their production.

The MEC theory focuses on the behavioural aspects of an individual when choosing a certain product. It focuses on attributes to why the product was chosen, and what consequences and value the decision brought to the individual (Gutman 1982, 1997; Reynolds & Gutman 1988). These three parameters are linked together in a hierarchy where the attribute is the mean and the value is the end as shown in Figure 4 (Sorenson & Henchion 2011; Lagerkvist et al. 2012; Hansson & Lagerkvist 2014; Kokko & Lagerkvist 2017; Hansson & Kokko 2018). In this thesis, the product is translated to why farmers choose to sell their products in local food nodes.
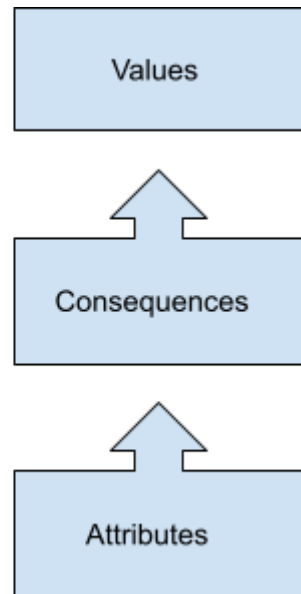
Figure 4. The Means-End Chain Model (Reynolds & Gutman 1988:12)

The attributes (A) come directly from the product and they can be physical, concrete, or abstract (Reynolds & Gutman 1988; Gutman 1997). An example of an attribute can be that a product is expensive (Reynolds & Gutman 1988).

The consequences (C) can be both physical and psychological, and they arise when an individual chooses a product directly or indirectly (Gutman 1982). The consequences can have both advantages and disadvantages depending on the attribute, which means the consequences can be both positive and negative (ibid.). An example of a consequence is the more expensive product can be of higher quality (Reynolds & Gutman 1988).

At the end of the chain, there is a value (V) that can be either personal or social, where the social value can be shared among several people (Gutman 1982). The value can be terminal or instrumental. The terminal value is when there is an occurrence of for example happiness, while the instrumental value needs a contributing behavior that affects the final value. An example of a contributing behavior is honesty (ibid.). An example of a value can be that a person buy an expensive product with a higher quality and feel that he or she has reached a goal by doing so (Reynolds & Gutman 1988).

The MEC theory is the foundation for a data collection called laddering technique (Reynolds & Gutman 1988). In this study, we use the laddering technique as a part of ZMET. With this technique, the respondents are interviewed with a qualitative approach where the respondents talk freely through pictures around the subject. The interviews then get coded to identify the different attributes, consequences, and values that are mentioned, which provides data for a hierarchical value map where

the identified aspects form a ladder to find out what motives that have the highest value for the producers (ibid.).

2.3. Conceptual and theoretical synthesis

The purpose of this study is to investigate what the underlying motivational factors and values are when farmers chose to sell their products in a local food node. Through this purpose, we want to contribute to the understanding of local food and motives and values from a holistic and general point of view. When adding the concepts of economic and non-economic value, and motives to the already existing literature, one can further understand the underlying motives in a broad sense that drive small-scale farmers who sell their products in a local food node. Furthermore, when using the MEC theory together with the tools from ZMET, we can come deeper into the respondents' minds and mental constructions of their surroundings. This will aid us to get deep into the minds of the farmers and gain broad understanding of the farmers' perceptions. As a result of this we will add a new perspective to the literature of local food, values, and motives within the field of agricultural business.

3. Method

This chapter include the method and design used in this study to account for the choices made to fit the aim. To address this the research philosophy, qualitative approach, and research design is presented. In addition to this, a discussion of quality and ethics is included.

3.1. Research philosophy

All research, no matter the approach, is based on some underlying assumption on what a suitable method to gather true results is (Myers 2020). To provide a good understanding of the methodology used in this study, we needed to further look at the paradigm in which we operate (ibid.). Most methodologies can be further improved by looking at the paradigm one is operating in (Hirschheim & Klein 1992). The research paradigm is built up by the philosophy of epistemology and ontology (Bryman & Bell 2017; Myers 2020).

The epistemological approach is concerned with what can be considered to build new knowledge within a field of science (Bryman & Bell 2017). Interpretive research is less common in the field of business management and administration, but has been proven useful when interpreting social constructions (Myers 2020). This study applied the epistemological standpoint to understand farmers' underlying motives and values that affect their choices when selling their products through local food nodes. We explored the respondents' associations of different pictures and their perception of reality, which formed the result that was analysed (Bryman & Bell 2017). The perspective of interpretivism was helpful when analysing the associations and perceptions of reality that the respondents communicated during the interviews (ibid.).

Furthermore, social ontology tries to determine how reality should be perceived, through social constructions or objectives (Bryman & Bell 2017). The chosen ontological position of this study is constructionism. The view of constructionism perceives the reality around us as a social construction within a given context (Kvale 2014). Constructionism relies on the respondents' interpretation of reality, thus the present study applied this philosophy (ibid.). The respondents' perception

and interpretation within their context gave the results of this study. We needed to see the phenomena studied from the respondents' point of view to find the underlying motives and values that affect their choices. Constructionism was helpful when considering the social reality in the individuals' contexts and that they are always changing (Bryman & Bell 2017). The paradigm in which we positioned ourselves in this study affected the following results, analysis, and discussion, and by discussing this we aimed to enhance the truth in the complex results (Hirschheim & Klein 1992).

3.2. Qualitative approach

When investigating social context and using a method that generates words not numbers, a qualitative approach is favourable (Golafshani 2003; Bryman & Bell 2017; Myers 2020). A qualitative research method was designed to be able to study social actions and behaviours in certain contexts (Bryman & Bell 2017). Social and cultural aspects influence how people react towards something and make decisions based upon their understanding (ibid.). Using this approach allowed us to further develop an understanding of how and why the farmers are motivated and find value in developing their production. This study aimed to further understand the motivation of farmers who diversify their farm business through local food nodes. Furthermore, when an understanding of behvaiour which can vary is developed, a qualitative approach is suitable (Myers 2020). Thus, the qualitative approach was a suitable choice when it came to answering the aim and research questions of this study.

There is limited previous research published within the field of local food and nearly none with the focus of the producers' values and motives. But some have used the same interview method, the ZMET method, to map and understand underlying mental models of farmers who run businesses (Hansson & Kokko 2018; Kreutz & Peterson 2020). In addition to that, previous published master students have looked at the same empirics, local food nodes, within qualitative research but from a consumer perspective, rather than a producer perspective (Lindström 2019; Isaksson & Leijon Cedermark 2020). Therefore, due to previous studies, we had a good fundamental understanding of the topic studied but switched the focus towards the producers' perspective to add additional understanding (Hansson & Kokko 2018). To some extent the study has a deductive approach, but with an inductive view on the perception of motivational factors and values that the farmers show during the interviews. A deductive approach is mostly used when the theories used are established beforehand, and the study is meant to further explain them (Bryman & Bell 2017). We used a deductive approach to some extent, since we used a well-established method and technique, MEC and ZMET. An inductive

approach is mostly used within qualitative research when there is little previous understanding of an issue (Bryman & Bell 2017). The inductive approach means that the phenomena studied are looked at in a natural context and without a given hypothesis (ibid.). We used the inductive approach when applying established theories in a new way on a field that is still undeveloped, local food nodes, and direct sales from a producers' perspective.

3.3. Research design

It is important to consider the research design and to decide the structure which the research will have since it shows all steps of the research, and by that gives the research higher quality (Bryman & Bell 2017; Myers 2020). As this study aimed to further understand how the farmers are motivated and find value by selling their products in local food nodes, the MEC theory are chosen as the base theory. The MEC theory is grounded and helped us to understand the attributes, consequences, and values that motivate the producers to sell and distribute their products through a local food node (Reynolds & Gutman 1988). This section will present the multiple case study design, choice of respondents, ZMET and laddering technique.

3.3.1. Multiple case study design

The empirical material was collected through a case study design. Within the field of business research case studies are frequently used as a research design (Bryman & Bell 2017). The case study approach is not only concerned with single cases but also with multiple cases (Eisenhardt 1989, 1991; Eisenhardt & Graebner 2007). A multiple case study was conducted to find which elements that are common and which elements there is that differs between the cases (Bryman & Bell 2017). The cases will then help us to reflect upon how the findings answers to the chosen theories in this study. When using a multiple case study, the findings from the cases can be compared and differences can be investigated which we trough the MEC, ZMET and laddering will be able to do (ibid.). The cases will when compared, be

able to identify if different aspects are valuable only to one case or to several, a larger context (Eisenhardt 1991). Furthermore, previous literature suggests that a multiple case study design enables the researcher to compare the findings further and that a more robust empirical evidence can be producer from the research (Eisenhardt 1991; Eisenhardt & Graebner 2007). The strengths that previous literature suggests that a multiple case study design provides, we too aimed to achieve in the analysis of the empirics in this study.

The case that we study is the local food node and the unit of analysis in this study is the individual farmers that has been interviewed to collect the data (Bryman & Bell 2017). Another part that is important to consider in business research is what the unit of analysis is. The units in a multiple case study can be either individuals, groups, organizations or societies. The unit of analysis in this study is the producers who sells their products within local food nodes and that has been interviewed to collect the empirical data (Bryman & Bell 2017).

3.3.2. Choice of respondents

The respondents were chosen because of their occupation and therefore could help to answer the aim (Bryman & Bell 2017). A purposive sampling method was used, due to that the respondents needed to fit the criteria and aim to be able to fully participate. We motivated this choice with the fact that no other farmers or business owners could be investigated to suffice the aim of this study. To be able to achieve the aim of this study, the respondent needed to be farmers that produce food products and sell them within a local food node. Furthermore, some quality criteria was used to select the right respondents. Quality criteria can be used to make sure that the respondent has the right perspective on the aim that the study is based on (Bryman & Bell 2017).(Bryman & Bell 2017). The criteria used in this study was that the respondents should have sold their food products within local food nodes for at least 3 months and producing the food products they sell on their farm. We aimed to include a variety of production areas, age, and gender to get a rich understanding of different types of the same farmer segment within the county of Uppland, Sweden.

The ZMET method and laddering techniques was used to collect data and when analysing together with the MEC theory (Reynolds & Gutman 1988; Coulter & Zaltman 1994). Before we started interviewing the respondents chosen for this study, two pilot interviews were performed on two farmers. This helped us prepare and practice the interviewing techniques and to see how the test persons reacted during all the steps of the interview.

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3.3.3. ZMET

The ZMET, together with MEC, is used to understand how consumers comprehend different brands (Coulter & Zaltman 1994). This study aimed to investigate the farmers underlying motivational factors and values when they are chose to sell their products thourgh a local food node. Therefore, ZMET was used to create an understanding of why the producers are motivated to sell their products directly to the consumers without intermediaries. This has been done in previous studies, such as Hansson & Kokko (2018), where the authors were investigating how farmers' mental models were changed when they had to run their farms differently. By using ZMET, the most common number of respondents to collect data from is between 15-20 respondents (Coulter & Zaltman 1994; Christensen & Olson 2002; Hansson & Kokko 2018). However, previous studies show that a smaller sample can be sufficient to fulfill the aim (Christensen & Olson 2002; Kreutz & Peterson 2020). Therefore, this study was based on interviews with 10 respondents which fulfilled our aim.

ZMET is a qualitative interview technique, where deeper semi-structured one-to-one interviews are used (Coulter & Zaltman 1994; Kokko & Lagerkvist 2017; Hansson & Kokko 2018). ZMET is based on metaphors where the respondents get pictures to reflect on, which helped us understand why the respondents make their choices depending on experiences (Coulter & Zaltman 1994). Talking through pictures gave a deeper understanding of the underlying motives of the decisions that the respondents are taking (ibid.). The respondents themselves choose the pictures before the interview, which made it more relaxing for the respondents as they could focus on the pictures they had chosen instead of questions (Coulter & Zaltman 1994; Kokko & Lagerkvist 2017; Hansson & Kokko 2018). It is proven that it is easier for people to communicate by using pictures, since the metaphors of the pictures are based on what memories the people have and how they can associate with different situations (Coulter & Zaltman 1994). The most common interview technique in qualitative research is for the author to ask questions to the respondents that are answered in verbal interviews or surveys (ibid.). By using pictures instead of surveys or direct questions we get a better understanding of how the respondents think when they are making choices by their experiences. This is because they are talking freely about their chosen pictures and describe how they associate a certain

matter. Therefore, they can reflect differently than if they got direct questions from us (ibid.).

In this study, ZMET is used to identify the underlying motivational factors and values for the farmers who sell their products in local food nodes. Therefore, by letting them talk about pictures that they can associate with their production and sale strategy, we got an opportunity to get deeper into their thoughts and get a more relaxed setting, since it was the respondents that decided what they wanted to talk about. Previous studies show that there in some situations can be motivated to deviate from ZMET and provide the respondents with pictures to choose from before the interview (Dickson & Magnusson 2013; Kreutz & Peterson 2020). Therefore, due to COVID-19 and the fact that the interviews had to be digital, we provided the respondents with pictures. To prepare for the interview the respondents had 32 pictures sent to them one week before the interview and were asked to collect 5-10 pictures that they thought symbolised selling products in a local food node, which they then talked about during the interview (Kokko & Lagerkvist 2017; Hansson & Kokko 2018).

When using ZMET the respondents will be asked questions during the interview in different steps (Zaltman 1997). Previous studies show that some of the steps do not contribute to the study with any information (Kokko & Lagerkvist 2017; Hansson & Kokko 2018). Therefore, it is motivated to not include the following steps: *Metaphor Elaboration, Sensory Images, Vignette* and *Digital Image*. The remaining steps that was included in this study is *Storytelling, Missed images, Sorting,* and *Construct Elicitation* (Zaltman 1997). By storytelling, the respondents were asked to present and explain which pictures they had chosen and how they related these to their business, as seen in Appendix 1. This step gave us a deeper understanding of how the respondents visualise their business and the values that come out of it. In the next step, the respondents were asked if they were missing any pictures that could be important to explain their business. After that, they sorted out the pictures that they found were associated with their business and the ones that was not. Then pictures that were not relevant to the respondent was excluded. The last step was construct elicitation, which means that the respondents are asked why they think the chosen pictures match, and excluded the ones that did not and what the pictures had in common (ibid.). This helped us to find out which attributes, consequences, and values that motivated the respondents, and created ladders showing which elements that is the most prominent when selling products through a local food node according to the respondents (Hansson & Kokko 2018).

3.3.4. Laddering

Laddering is a part of the MEC theory, which is used to complement the construct elicitation in ZMET, as a technique of collecting data from deeper interviews with the respondents (Reynolds & Gutman 1988; Luh et al. 2012; Dickson & Magnusson 2013). This created an understanding of how the attributes that are connected to the products are important for the choices that farmers make (Reynolds & Gutman 1988). The interviewing technique uses direct questions, such as "Why do you produce this product?", to detect the different links between attributes, consequences, and values, which forms a so-called ladder as shown in Figure 5 (Ibid).

```
┌─────────────────────────────┐
│      Satisfaction (V)       │
└─────────────────────────────┘
              ⇧
┌─────────────────────────────┐
│     Improve knowledge (C)   │
└─────────────────────────────┘
              ⇧
┌─────────────────────────────┐
│ Improve customer relationship│
│ (C)                         │
└─────────────────────────────┘
              ⇧
┌─────────────────────────────┐
│        Direct sales (A)     │
└─────────────────────────────┘
```
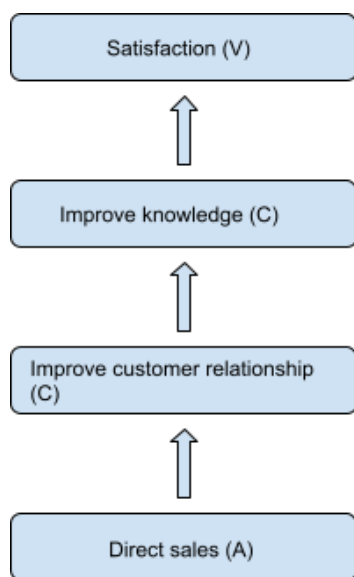
Figure 5. An example of a ladder in this study (Reynolds & Gutman 1988:12).

This kind of technique forces the respondent to consider their answers and how it affects the different steps in the ladder (Reynolds & Gutman 1988). By treating this process gently, the links between attributes, consequences, and values will be the foundation for the understanding of how the farmer is motivated when deciding on producing a particular product (Luh et al. 2012).

The environment must be relaxing for the respondents to make it possible for them to reach an inner place and find their motivations for the decisions and choices that they are making (Reynolds & Gutman 1988). This technique could be difficult for us, since we needed to be in control of the interview at the same time as the respondents are the specialist within the subject. To maintain control, we asked questions such as "Why is that important for you?", see the interview guide in Appendix 1 (ibid.). Another difficulty of this technique was our capacity to identify the different parameters that could be analysed. Therefore, it was important that we

understood MEC and how attributes, consequences, and values could be identified, and linked to each other.

To identify the links between attributes, consequences, and values we did a content analysis of the respondents´ interviews, meaning that the interviews were listened to afterward to find keywords or expressions that were translated into different separated codes (Reynolds & Gutman 1988). The second step of the analysis was to create master codes, also known as elements, and placed the different codes into the group's attributes, consequences, and values. Different separated codes were summarised into master codes, which can be seen in Appendix 2. Then we worked with the program LadderUx to create an implication matrix and a hierarchical value map, further known as HVM, of these master codes. This program has also been used in previous studies in the agricultural field (Hansson & Lagerkvist 2014; Jonsson & Sandlund 2017). The implication matrix showed how many times each element are mentioned by the respondents and then the elements are showed in the HVM (Reynolds & Gutman 1988). The elements in the HVM represented the ladders that are connected through lines and the thickness of the lines tells if the connected elements are mentioned more or less times. If the line is thinner, it has been mentioned less times and if it is thicker, it has been mentioned more times. To make the HVM clearer a cut-off value is used to determine how many times an element must be mentioned to get counted in the HVM (ibid.) According to Reynolds & Gutman (1988), the cut-off value should be between 3 and 5 if there is between 50 and 60 respondents contributing to the study. Therefore, we motivated to have a cut-off value of 3 or less in this study as other have done before us, since only ten respondents participated in this study (Dickson & Magnusson 2013; Jonsson & Sandlund 2017; Kreutz & Peterson 2020).

3.4. Reliability and validity

There is a need within every research regardless of the approach to consider the reliability and validity of the research, while there is an ongoing discussion of the relevance of these measures within qualitative research (Golafshani 2003; Bryman & Bell 2017). It has been a part of the quantitative research approach for a long time and have the last couple of decades became part of the qualitative researcher approach too, and will therefore be further assessed in this section to reflect upon the measurement quality of this study (Golafshani 2003; Drost 2011; Bryman & Bell 2017).

Within studies that aim to uncover underlying motives that have a behavioural background, like the present study, it is important to reflect upon issues surrounding reliability (Drost 2011). Reliability is defined as to what extent a measurement is

repeatable and consistent within the given context (ibid.). Measurements that are made by humans on other humans are to some extent not reliable in themselves, since humans tend to be inconsistent and random errors are likely to occur. To decrease the systematic errors a clear research design is used and accounted for in the section 'research design'. Furthermore, the interview technique that was chosen in this study enhanced the reliability of the study, as it is designed especially for measuring the underlying motives of humans (Reynolds & Gutman 1988). The same course of actions is repeated with each respondent and they are all asked the same basis of questions, see Appendix 1. However, each respondent were likely to answer differently due to their motives, which is expected and is a part of the study.

When investigating human behaviour and underlying motives it is also important to consider the possibility of people not having a valid connection between the different aspects investigated (Drost 2011). To consider the validity of the study is to reflect upon whether what is researched has a clear connection to what is studied to ensure validity in the measurement (Bryman & Bell 2017). To produce more valid results, researchers can for example reduce the number of leading questions (Kvale 2014). To enhance the validity of the results within this study no leading questions were used. The ZMET method helped with this, as it allowed the respondents to choose their own picture that led the interview forward.

3.5. Trustworthiness

It is important to reflect upon the trustworthiness of the results, but even more so within the qualitative research approach (Shenton 2004; Bryman & Bell 2017). There have been difficulties gaining rigors' trust within the qualitative social science field for some time, but there are measures one can take to assure to address the issues around trustworthiness (Shenton 2004). To increase this study's trustworthiness the credibility, transferability, dependability, and confirmability were discussed (Bryman & Bell 2017).

Both credibility and confirmability can be used to enhance this study's trustworthiness. Credibility is connected to internal validity and means that one should reflect upon how reliable the findings of the study are (Bryman & Bell 2017). An action that has been taken to ensure reliable findings are the research design, all choices are accounted for and selected to fit the aim of this study. With help from seminars and meetings with the supervisor, a third party has critically examined the study throughout the whole course, which has helped to gain important insights and making necessary corrections. Furthermore, confirmability is connected to the goal of the authors being as objective as possible to the subject studied without applying their personal beliefs and values to the study (Bryman &

Bell 2017). The application of ZMET increased the confirmability of the study, as it allowed the respondents to talk freely around their chosen pictures with only follow-up questions asked. Another action that enhanced the confirmability of this study is reflexivity between us. For example, during the empirical analysis both of us coded the findings alone first before a discussion took place. But the analysis is to a large extent subjective and the findings are a result of the perception of what the respondents said during the interviews.

The issues regarding quality and trustworthiness have been discussed and addressed with possible actions taken to increase reliability. Both credibility and confirmability have been discussed in more depth and have been increased as much as possible. Due to the small sample and qualitative approach, the findings cannot be transferred to other situations than the examined area and cannot be applied to other situations either.

3.6. Ethical considerations

When having respondents within a qualitative study it is important to account for ethical considerations (Bryman & Bell 2017). This has been particularly important in this study, as the academic question was answered by investigating the respondents personal view of their business and of themselves (Kvale 2014). Ethical issues had to be considered during the whole interview and in any contact with respondents to reduce ethical complications (ibid.). A lack of consideration or communication of the ethical issues could have affected the outcome of the study by for example making respondents feel insecure and therefore not share their true thoughts in the interviews (Bryman & Bell 2017).

To make the respondents feel safe to share their true thoughts, ethical considerations are discussed in this study. First, the respondents needed to be aware of the aim of the study and fully understand it before they participated in the study (Kvale 2014). We assured this by informing the respondents about the purpose of the study when first contacting them and then later before the interview started. The respondents were first contacted through an open forum on Facebook for producers in local food nodes or through email. The first contact with the respondents was informative and they were simply asked if they wanted to participate due to their insight into local food nodes. In addition, the respondents were informed this is a voluntary study and that they can withdraw their data at any point up until the respondent validation procedure is finished.

We applied ethical guidelines concerning confidentiality, informed consent, consequences, and the role of the researcher (Kvale 2014). Starting with

confidentiality, which addressed the importance of raising awareness of the aim and design of the study before the interviews started (Bryman & Bell 2017). The respondents in this study are anonymous and are informed that they are so. Also, as stated before, they were told that they could withdraw their information at any point up until the respondent validation process. A respondent validation was done so that the respondents could give their final consent that we could use the information we had gathered, and that the information was as correct as possible before the analysis was conducted based upon the data. The gathered data from every interview was sent to the respondents for their approval to use it or if there was a need for any changes or if they wanted to withdraw their contribution. The information that the analysis is based upon is not possible to trace back to a single respondent and the respondents' contact information is only seen by us. The respondent was briefed before the interview that the findings would be published. We added reflexivity throughout the whole process of the study, but most importantly in the analysis work, where we coded individually and then discussed the outcome together.

4. Findings

This chapter provides information about the respondents and their production. Further presentation of the findings from the interviews following the ZMET is described step by step and shown in a Hierarchical Value Map (HVM). In addition, a detailed description of the master codes on which the HVM is based is presented as attributes, consequences, and values.

4.1. Background respondents

Ten respondents participated in the empirical data collection in this study to meet the acquired number of respondents needed to fulfil the aim. The study focused on farmers that produce food and have sold their products in local food nodes for at least a few months. Most of the respondents were female, but both males and females were involved in the businesses. The focus of their production was a mixed production with for example eggs, varieties of meat, and vegetables. Some of the respondents had a single focus in their production, but they were a minority in the sample represented in this study. Most respondents mentioned the importance of a broad, mixed production to lower the impact on the land, which is further explained as being the overall goal of local food nodes. Local food nodes need a wide range of mixed products in the node to be able to attract consumers. To attract consumers to a local food node, a certain concept that in some way can replace the supermarkets is highlighted as important by the respondents. To summarise, the respondents are very different, but this is representative of local food nodes, as the nodes aim to be wide and broad in their products.

Before the interviews, the respondents were sent a set of 32 pictures, of which they were told to choose 5-10 pictures. Furthermore, they were told that the pictures they chose should represent what local food nodes sales mean to them and their businesses, and what motivated them to distribute their products in this unique way, see the specific set of introduction phrases in Appendix 2. The pictures were chosen by us to represent the theoretical understanding of the motivation of economic and non-economic background, and the distribution through local food nodes. The chosen pictures cannot be published in this thesis due to copyright reasons, but they portrayed for example a pile of money, growing money, fresh vegetables, cattle

grazing, family, tradition, social gatherings, animals, farming, and food industry. Some pictures were chosen more times than others by the respondents and some were not chosen at all.

4.1.1. Storytelling

During the storytelling phase of the interview, the respondents were told to explain why they had chosen a specific picture, and what they associate with it in connection to their business and local food nodes. Most of the pictures selected by the respondent portrayed free animals, food, personal aspects, and social gatherings. Most respondents also chose one or two pictures that represent economic and administrative traits of work. During this phase, most respondents talked freely and were only asked follow-up questions to keep the interview on track. This made the findings from the interviews based on the respondents' free speech about local food nodes, values, business, and personal aspects.

Five of the respondents chose pictures of animals, handshakes, freshly picked vegetables, growing money, and families together with animals which they thought represented how they sell products in local food nodes. Pictures of for example a big pile of money and greener cities were never mentioned as pictures associated with local food nodes. Two of the respondents chose a picture of industrial production and advised this is what they want to counteract through having a small-scale business.

4.1.2. Missing images

After the storytelling phase of the interview, the respondents were asked if they missed any images that represent their view of selling through local food nodes. Most of the respondents replied that they felt the images in the gallery were sufficient to explain their production, business, and view on local food nodes.

Two of the respondents were missing pictures of children growing vegetables and a social marketplace. A picture of children growing vegetables would represent for example thinking of the consumer family and how the children are educated in how food is produced in early life. A picture of a social marketplace would represent for example the feeling of being on a delivery to the local food node, where a lot of different producers are gathered to deliver all their products to the consumers.

4.1.3. Sorting task

The missing images phase were followed by a sorting task. The sorting task was difficult to handle correctly, since the interviews took place through digital tools like Zoom and over the phone. During this phase, the respondent was asked to sort

the images into groups and connect them if they meant the same thing. For example, if they had chosen several pictures of animals that represent "animal welfare".

An example of a group that one of the respondents made was a combination of animals, freshly picked vegetables, and grazing land with animals representing happy animals, clean food without any additives, and thriving land. Another example was a combination of freshly picked vegetables, flowers and growing plants representing that the chain from seed to harvest happened at the farm.

4.1.4. Construct elicitation

The fourth and last phase in the ZMET steps chosen for this study contains construct elicitation. The laddering technique was used to form ladders of the respondents underlying perception of attributes, consequences, and values. These ladders are further explained in the figures below. Sets of images either contrasting each other or being similar to one another were presented. The respondents were then asked how the pictures were similar or different to each other. The follow-up questions were formed as for example: "why are they not similar?" or "why is that important to you as a producer in a local food node?". Questions started with "why" were asked until the respondents could no longer answer why they did or felt something about the given pictures. Later the interviews were transcribed, analysed with master codes, and plugged into the program LadderUX to picture the respondents' answers in ladders showed in an HVM chart in Figure 6.
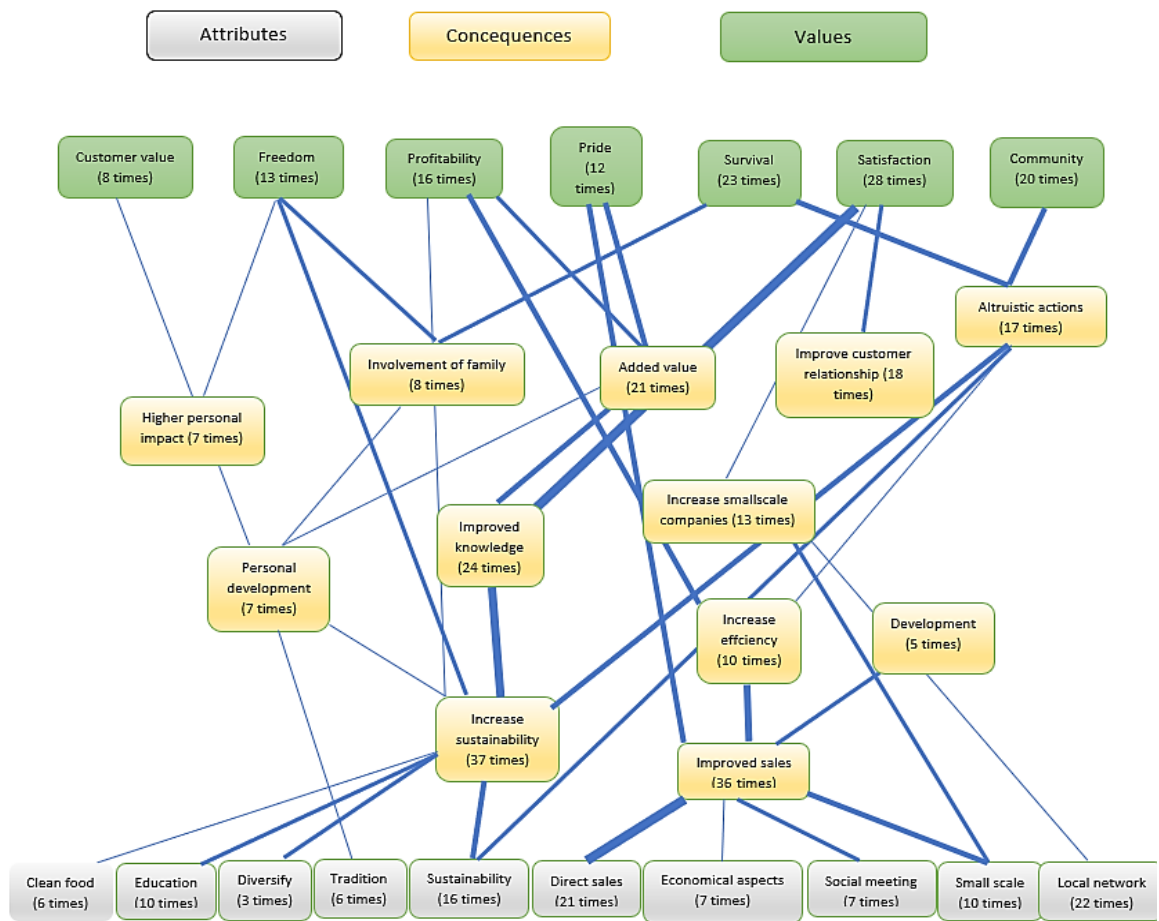
Figure 6. HVM chart made in the program LadderUX. The thicker lines represent links which the respondents have mentioned more often than the thinner lines (own processing).

There was a total amount of 124 ladders from the interviews with the ten respondents that participated in this study. The average elements per ladder were 3,72 and the average amount of ladders per respondent were 12,40. The total links between the elements were 654, where 337 were direct links and 317 were indirect links. As already mentioned in the method section if less than 50 respondents are participating in the study a cut-off value of 3 or less is motivated to use. Therefore, we used a cut-off value of 3 to make sure that we did not lose any important data, since we wanted to present a true result and not lose any links that were of importance for the results. The total amount of data represented in the HVM is 46,33 %, which means that 303 links, where 182 were direct links and 121 were indirect links. In the HVM the attributes, consequences, and values mentioned the most are represented together with the total amount of times each element was mentioned separately. The implication matrix that showed how many times each element is mentioned is accessible in Appendix 3.

4.1.5. Attributes

When a cut-off value of 3 is used there are 11 attributes which are presented in the HVM chart in Figure 6. The attributes that were mentioned most times were small scale, direct sales, sustainability, and economical aspects.

To be a small-scale producer and be a part of the short food supply chain were the most prominent attribute in this investigation. The respondents explained that being a small-scale producer is what farmers who sell through local food nodes are all about. The strength in being many small-scale farmers that gather around the platform the local food nodes provide is why they started to sell through local food nodes.

Another attribute that was frequently mentioned was "clean food". The respondents were highly motivated to contribute and work with clean and ecological food from a short food supply chain. Most of the products that the producers sell through local food nodes are produced from the start at the producers and picked the day before the sale takes place.

The respondents also frequently mentioned by the attribute "open landscape". This attribute explained the motivation of contributing to an open landscape in Sweden and that the respondents do this when producing food in harmony with animals and nature.

4.1.6. Consequences

When a cut-off value of 3 is used there are 11 consequences, which are presented in the HVM chart in Figure 6. Examples of the most mentioned consequences were improved sales, higher quality, development, and improve knowledge.

One consequence that was frequently mentioned was "improved sales". This consequence explains the effects of selling the products in local food nodes compared to if they are selling to an intermediary instead. One of the respondents talked about how they for example get much more paid for the meet when they are selling through local food nodes instead of selling to a slaughterhouse. Another respondent talked about how free marketing through the local food nodes has increased sales compared to just having a farm shop.

A high number of respondents mentioned "improved knowledge" as a prominent consequence of selling their products in a local food node. The social meeting with the consumers makes it possible for the producers to control the information and provide valuable, true knowledge about their farms and their products, which they feel educates the consumers. Most respondents mentioned that they have an open invitation to all their customers to visit the farm that they buy products from. This

knowledge transition seems to also be of great importance to the respondents, as they want to spread the knowledge about farming and give a positive and true picture of farmers to the consumers when selling through a local food node.

Another consequence that many of the respondents mentioned were the "altruistic action" and how they cooperated and helped each which gave themselves and their businesses security. It was also of importance for them to use local businesses like repair shops and carpenters to make sure that they can stay in business and make the countryside alive.

4.1.7. Values

Finally, by using a cut-off value of 3 there were 7 values, which are presented in the HVM chart in Figure 6, and they summarise the main goals, motivations, and drives of the respondents in this study. The main values that the farmers aimed to get when selling their products through local food nodes are profitability, satisfaction, freedom, pride, community, customer value, and survival. Most of these values can be connected to the basic human needs and basic valuable functions of businesses.

The most prominent value that was mentioned most times by the respondents was "satisfaction". They explained that they were satisfied when they had sold more products, instead of only linking this consequence with "profitability". The value "profitability" was mentioned the second most times, and often in connection with consequences and attributes concerning logistics, higher prices, and improved sales. But the consequence improved sales were in higher connection with satisfaction than with profitability. This indicates that the respondents related improved sales to personal satisfaction, rather than higher profitability in their businesses.

Another prominent value that was mentioned by the respondents was "survival" and how they from working together with the other producers helped each other to stay in business. They all have small-scale businesses and through the local food nodes, their businesses can survive since they are more diverse together. Therefore, there is no need for them to expand their production as long as they together with other producers can fill the demand from the consumers. This indicated that they are put themselves in a greater context where all these small-scale companies together created a larger company, but without the need for a larger production.

The respondents also mentioned the importance of contributing to the "community". They believed that by educating and improving the knowledge among people they helped the community to be more understanding in how the Swedish farms' functions and what they are paying for when buy food from a Swedish farmer. This indicated that the respondents believed that if they can

contribute with this knowledge, they would also contribute to a community that has a higher interest in knowing where the food comes from and how it is produced.

4.2. Summary of findings

In sum, the empirical findings of this study showed that the farmers are more motivated and find value in both economic and non-economic aspects. However, most values have a more behavioural and non-economic theme. Figure 7 shows the five most prominent ladders that are further discussed. These represent the ladders that are the most mentioned and with the strongest connection in the HVM in Figure 6.
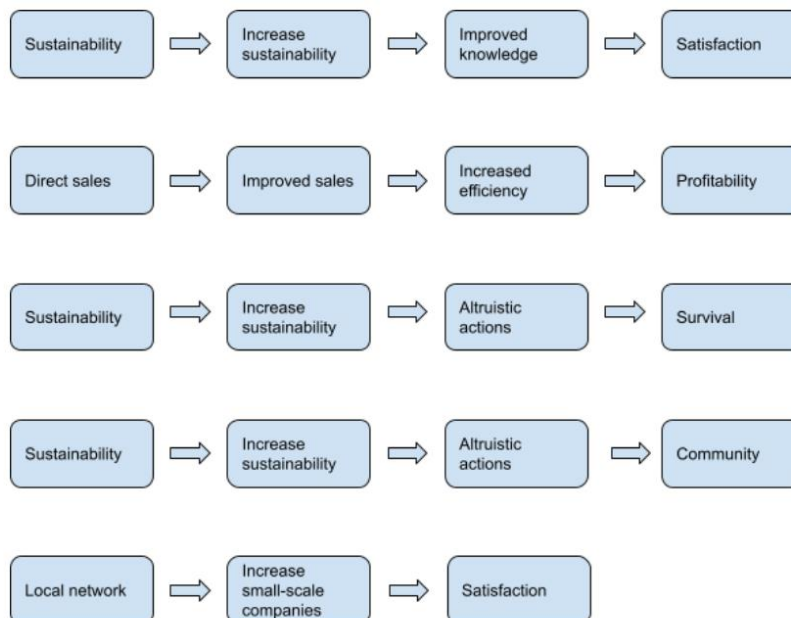
Figure 7. The most mentioned ladder from the HVM (own processing).

As shown in Figure 7, the most mentioned ladders are the attribute 'sustainability' that leads to the two consequences 'increase sustainability' and 'improved knowledge', which then leads to the value 'satisfaction'. This means that most of the respondents are motivated to sell their products in local food nodes to be more sustainable businesses and spread knowledge to the consumers, which makes the producers satisfied.

Another connection that was mentioned by the respondents was that 'direct sales' lead to 'improved sales' and 'increased efficiency', which then leads to 'profitability'. This means that the direct sales through the local food nodes improve the sales. The respondents also talked about how the local food nodes were more efficient than for example regular markets, since there is less time and workload

needed when the products are getting delivered. Even though there is a higher need of planning the orders for the local food node deliveries, it is still more profitable.

The third and fourth most mentioned connection by the respondents was that 'sustainability' leads to 'increase sustainability' and 'altruistic actions', which then leads to the values of 'survival' and 'community. The respondents talked about how they through more sustainable thinking could increase the sustainability not only within their companies, but also together with other producers and local businesses where they can cooperate. This led to both survival for their own company as well as for the community and the countryside.

Finally, the fifth most mentioned connection was that 'local network' leads to 'increase small-scale companies', which then gives a value of 'satisfaction'. The respondents talked about how they through the local food nodes wanted an increase in small-scale companies to be satisfied.

5. Discussion

This chapter include the discussion, where the findings are discussed in relation to the chosen literature and theories. To do so the following section will discuss local food, value and motivation, and the Means-End Chain theory followed by a critical reflection. The goal of this chapter is to answer the research question of this study: *What are the underlying motivational factors and values when farmers choose to sell their products in a local food node?*

The findings of this study suggests that that the underlying motivational factors that affect farmers' choices to sell their products through a local food node, are the values of satisfaction, survival, community, and profitability. To achieve these values, attributes, and consequences in connection to sustainability, sales, local network, improved knowledge, and increase small scale production are clear motives to reach the value. Usually the values and motives that effect farm businesses are purely economic such as for example profit maximation (Gasson 1973). However, the result of this study shows that there are not only purely economic values that are the most motivational factors when the farmers choose to sell their products in local food nodes. Using MEC in the opposite direction, by studying the producers' behaviour instead of the consumers' behaviour, a deeper understanding of which attributes and consequences that farmers are motivated by were retained (Lagerkvist et al. 2012; Hansson & Lagerkvist 2014). Together with ZMET where the respondents talks through the association of pictures, the different elements that are the most motivational for farmers is found together with the most prominent ladders (Reynolds & Gutman 1988; Coulter & Zaltman 1994; Kokko & Lagerkvist 2017; Hansson & Kokko 2018). Most of the respondents talks about other non-economical values, such as satisfaction and community, and how the different elements affect their motivation in a more non-economic way. The most prominent ladders in this study has the end values of satisfaction, profitability, survival and community. These values describe the responding farmers underlying motivational factors and values when they choose to sell their products in a local food node.

Another value that was mentioned by the responding famers in this study was the value of ´Consumer Satisfaction´. Consumer satisfaction is one of the most basic drivers within any supply chain and are bound to affect the producer in several ways

such as for example, how the products are sold, priced and delivered (Vurro et al. 2009; Chopra 2019). The consumer have shown an increased interest in local food and thereby a shorter food supply chain (Marsden et al. 2000). This study further addresses that the farmers are trying to satisfy their consumers and value the shorter food supply chain. The respondents also confirmed the fact that consumers have shown a greater interest in local food and that the demand for their products have increased. There is a clear social value within a short food supply chain such as a local food node, due to that the consumer and the producer meet during at a set date and time (Marsden et al. 2000; Feagan 2007; Kneafsey et al. 2013a). The result of this study supports this claim and further addresses that farmers also appreciates the social contact, so there is a mutual appreciation from both parties of that the local food node is built by. The findings show that they value aspects with a clear connection to social aspects such as for example the community and the social meeting with the consumer. Food and place are highly intertwined and this is something that the farmers want to educate the consumers within the local food node about (Feagan 2007). The farmers are motivated to find values within for example contributing to the social meeting through direct sales, knowledge of the consumers and the altruistic action of simply selling good food. The altruistic action that the producers show come from for example being driven by helping the community thrive, the greater good of their surroundings and a thriving rural area. The same actions of the farmers are also affecting their drive to contribute to a more sustainable future. These actions, selling good food through a local food node, are in line with the philosophy that the definition of local food stands for and is also what the farmers want to contribute to. Most of the aspects within the findings of this study can be connected to the farmer as an individual and their perception of different aspects are present in their everyday work. However, the altruistic feel and work for the greater good that some of the farmers comment in this study are not to be found in previous literature.

Furthermore, this study supports the understanding that farmers' choices are highly affected by behavioural aspects, hence this is of interest to further address (Howley 2015). The respondent are individuals and have individual preferences, backgrounds and attitudes that will affect their choices. Prior studies have stated that farmers values and motives are based on mostly economic aspects (Gasson 1973). The respondents' motivations are derived from factors that are in connection to personal and behavioural aspects to a greater extent, than to factors effecting their business such as economic aspects. Which will then make the findings of this study different than what Gasson (1973) found to be true. Furthermore, small-scale farmers are more affected by non-economic factors than large-scale farmers according to previous research (Hurst & Pugsley 2010). The finding of this study supports the previous understanding of small-scale farmers but have no comparison to large-scale farmers. Creating value for the community and where the

respondents' businesses is located is of great importance to the respondents, which is in accordance with previously published literature (Hinrichs 2000). The respondents seem to look at the concept of local food nodes in a larger context. Thereby they also place themselves in a larger context or system when they talk about how they motivate and value the direct sales. This larger context can be an example of the farmers wanting to contribute to the social benefits and the public welfare through their business. The findings of this study both confirm and contrast to previous published literature within the field, for example we found that the farmers are to a larger extent driven by non-economic factors and that they place themselves in a larger context than just them as a small-business owner.

The most obvious finding to emerge from the analysis is that there are a broad variety of attributes, consequences, and values that affect farmers' motivation. These factors tend to be more non-economic, and the values are mostly non-economic. These findings are in line with the research that Howley et al. (2015) have published, which shows that non-economic aspects have a direct impact on the farm operator. This can further imply that economic factors are a means to be able to continue with the farm business, but not the value that motivates the farmer to continue with direct sales through local food nodes. Farmers that sell local food tend to value aspects such as control of information and knowledge, to increase their different values while creating products with high quality (Marsden et al. 2000; Feagan 2007; Kneafsey et al. 2013b). The result from this study supports this understanding of farmer producing local food to sell in a local food node. Hinrich (2003) further addresses that the direct sales itself and the social interaction strengthens the trust and adds value, which can be further argued to be true according to the empirics of this study.

The findings of this study imply that economic factors are less important, and that behavioural and non-economic factors have a higher impact on farmers' decisions about sales methods. Another proof for this is that economical attributes and consequences can both lead to values, such as profitability and satisfaction. The results show that economical aspects have an equally strong connection to economic and non-economic values. Thus, this study supports the understanding of Hurst and Pugsley (2010) and Howley et al. (2014), that non-economic aspects can affect the type of sales method and the farms' system overall. Satisfaction and pride are some values that previous studies have mentioned can drive farmers' actions which this study also confirms (Hurst & Pugsley 2010; Howley et al. 2014, 2015). Although earlier literature on the subject has failed to explain that the community and transition of knowledge motivate and give the farmers' sales meaning, but perhaps this is only true in connection to this specific empirical example (ibid.). Within local food node platforms, the social aspects and contribute to the local community seem to play a large part in motivation and the perceived value to the

respondents. Previous literature within local food supports these findings, that local food are highly effected by social aspects (Hinrichs 2000; Brown & Miller 2008).

The non-economic factors that impact the choices of the respondents are in connection with the individual behind the business. The ten motivational types of value that Schwartz (1992) base Value Theory on were found to be important for the respondents in this study. The ten values are conformity, security, hedonism, stimulation, achievement, power, self-direction, universalism, benevolence, and tradition (Schwartz 1992; Schwartz & Boehnke 2004). Values in connection with security and self-direction were shown to be prominent in the findings of this study. The respondents' value being secure and continue farming the land. In addition, self-direction can be connected to satisfaction, which is the most prominent value in this study. The respondents' values seem to have effect on the activities and choice of sales method, which has been stated before by both Hansson & Kokko (2018) and Rohan (2000). Personal value seems to have a great impact, as different ladders lead to the same value, different means to the same end, which implies that there is truth to that personal values impact the links as stated before in previous research on this matter (Rohan 2000; Bardi & Schwartz 2003; Hansson & Kokko 2018).

All the respondents associate the local food node concept with having a positive impact on their farm businesses. The HVM clearly shows that the respondents find more motivation and value in non-economic aspects, such as satisfaction, community, and survival. Most of the attributes and consequences are connecting to the non-economic values, even though there are a few connections to pure economical values like profitability. The most prominent ladders show that the respondents want to affect the community through knowledge and make the countryside more living, but also that the network within the local food nodes is highly important for both the small-scale companies and for themselves to survive. Previous literature suggests that local food provide a more secure food system as well and perhaps this motivated the farmers in their business as well, to create higher food security (Kneafsey et al. 2013a). They also think that the high amount of time that comes with the planning of selling products in this type of distribution without intermediaries is worth it, since they get a higher price for the products. One explanation for this can be that the farmers gain more social values and thrive from building a more sustainable food system with less negative impact on the environment (Bosona & Gebresenbet 2011). Many of the farmers talked much about sustainability and that the value to contributing to a positive impact on the environment through their production. Direct sales within the local food nodes are also more efficient than selling on markets, as there is a lot of time and a heavy workload that is necessary because of the long days and the uncertainty of how much is getting sold.

Most factors that we find motivates and bring value to the respondents can be found in previous literature, but some additional findings were made. Surprisingly, knowledge transition and control of information seem to motivate and bring the respondents satisfaction. The attribute of contributing to sustainability and increasing sustainability within society seems to motivate the respondents. A value that was in connection with sustainability was for example satisfaction, survival, and community. The altruistic actions of doing good in one's business have an impact on the respondents' choices. The platform that the local food node provides creates a place where the consumer and the producer can meet, but also where the producers meet. The meeting adds value and drives sustainability according to the respondents. Being part of a local network or being embedded in the community are factors that need to be further addressed when investigating values and motives to short ways of distributing products to consumers. This indicates that the individual is affected by norms of society and somewhat tied to the context when it comes to motivation and value (Bardi & Schwartz 2003).

The findings of this study indicates that when making policies or creating legislations for direct sales methods, such as local food nodes, it is important to consider that the farmers put themselves in a larger context. Most rules and policies within agriculture are set out to put farmers in a larger context and make them care for the greater good. The farmers that participated in this study show that they already think of the bigger picture outside their farm, and even find motivation and value in concepts tied to the community. The respondents also stated that the tools that already exist in some local food nodes to make it easier to handle the orders could be used with advantage in all local food nodes. This is because it takes a lot of time to handle orders on for example Facebook. This study also provides an understanding of what factors are most prominent for the farmers in local food nodes and other agriculture advisors. The results can help them to develop the local food nodes that already exist, but also help to start new ones and help other small-scale farm businesses to use the platform of local food nodes. For the producers, the results bring a deeper understanding of how they work together in a bigger context to bring both food and knowledge to the community and success for themselves in different ways.

5.1. Critical reflection

All possible variables when collecting data were carefully controlled, for example, it was one of us that held all the interviews while the other recorded and took notes to make sure that all the respondents were interviewed the same way. Since there were no previous studies with this perspective, we focused on having a width in our collected data to contribute to a basic understanding of the existing literature.

Therefore, there could be more variables that could be controlled. Examples of variables that can be controlled in the future are the amount of time the farmer work in the farm business, or which type of production the farm business have. It is also possible that other theories, such as embeddedness or decision theory, could have been useful when analysing the empirical data in this study. However, since the phenomena of local food nodes in a producer view are not previously studied, there would be a risk of bypass the results with an assumption that it could be a case of these theories. Therefore, the decision was made of using a conceptual framework derived from local food, motivation, value, and MEC to further investigate how the farmers are motivated and find value when selling their products in a local food node.

It is important to bear in mind that when studying humans some differences are bound to occur. Some of the respondents did not fully appreciate the chosen method of associating through pictures. Therefore, every step of the ZMET process could not be followed during their interviews. The last phase, the elicitation step, containing the laddering method and a similar analysis could be done as the other respondents had. But as they did not appreciate to talk and associate together with the pictures, the results from their interviews could differ from the rest.

The data must be interpreted with caution, as images were sent to the respondents rather than gathered by themselves. Because of the circumstances with COVID-19, the interviews were believed to have a better result if the pictures were sent ahead of the interview rather than the respondents gathering them themselves, as there was a risk that we would not be able to see the images properly.

The findings are limited by the geography and might not be generalisable in other parts of Sweden or other countries that are not like Uppsala County. Uppsala has two universities, are densely populated and is close to the capital Stockholm. Furthermore, Uppsala has continuously been granted awards for being a sustainable and responsible city. Therefore, it could be harder to compare the results with for example the regions and population in northern Sweden that are more sparsely populated. However, due to the in-depth interviews and the width of the respondents that represents the overall concept of local food nodes in Sweden, it is suggested that the results might be generalisable to similar communities of small-scale farmers that sell in local food nodes, to some extent.

5.2. Future studies

We urge future research to continue investigating the current issue from the farmers' perspective. The platform local food nodes are built by both the farmers and the

consumers. The farmers are the ones providing the products that can be sold and uphold the concept by internal parties. The farmers' perspective is, therefore, the most important one to understand if there is policy coming in this field.

This study focused on how the producers are motivated to sell their products through local food nodes, there was a width of the respondents that were selected. Therefore, another perspective to study further would be to research different segments of the products and see which products that sell the most and vice versa.

Another interesting part that can be further studied is the added value that the producers feel that they get through this kind of sales. Many of the respondents have talked about how they appreciate the connection they get with the consumers through direct sales, and the knowledge that is spread between the producers and the consumers, which can be seen as an added value. Therefore, it would be interesting to see if there are any other values that farmers get through this sales method. By continue using the ZMET method it can be an easy way of getting deep into the respondents underlying motivations and values, which could be very useful if a study like this is done. When conducting a ZMET study some respondents will like it more than others due to the pictures. Most, but not all, humans think in pictures and take ease in talking associations, however, some do not which you need to prepare for. Therefore, plan and make the method as easy as possible for the respondents.

6. Conclusion

The purpose of this study is to investigate what the underlying factors and values are when farmers chose to sell their products in a local food node. This was done by investigating the possible effects of local food when the farmers choose to sell their products in local food nodes and answering the research question "*What are the underlying motivational factors and values when farmers choose to sell their products in a local food node?*".

The simple answer to the research question is that the underlying motivational factors that affect farmers' choices to sell their products through a local food node, are the values of satisfaction, survival, community, and profitability. To achieve these values, attributes, and consequences in connection to sustainability, sales, local network, improved knowledge, and increase small scale production are clear motives to reach the value.

To conclude this study, the producers are motivated to sell their products in local food nodes because of the connection with the consumers to spread information and knowledge. This also leads to an increased sale of their products without any intermediaries, which gives a higher profit to the companies, but they also contribute to the social benefits through the exchange of knowledge.

When ensuring appropriate future policies and support for producers in local food nodes, it should be a priority to understand their motivations and perceived values. Before making any rules or legislation that affect small-scale farmers like the respondents in this study, it is important to understand the way they see themselves as a part of a system, and how they strive to provide the community around them with accurate knowledge and understanding of farming.

The transition of knowledge is surprisingly important to the respondents, which has not been studied before. The respondents want to contribute to the community and local area, but also give away knowledge and control the information given by their work.

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Appendix 1- Master Codes

Master codes		
Attributes	**Consequences**	**Values**
Clean food	Better animal care	Satisfaction
Open landscapes	More open landscapes	Well being
Animal welfare	Improved sales	Survival
Direct sales	Increase sustainability	Customer value
Social meeting	Improved knowledge	Happiness
Sustainability	Increase investment	Freedom
Personal development	Increase efficiency	Community
Education	Added value	Pride
Thriving land	Increase small-scale companies	Profitability
Local network	Improve customer relationship	
Diversify	Involvement of family	
Small scale	Development	
Tradition	Higher personal impact	
Economical aspects	Altruistic feel	
	More democratic sales	
	Increase policy	
	Economical costs	

Appendix 2- Interview Guide

Interview guide (ENG)

We are interested in what you as an active producer within a local food node mean that the local food node/short value chain implies and what motivates you to sell your products in the local food node/short value chain.

Step 1: Storytelling
- Can you please explain which picture you have chosen?
- What do the pictures mean to you?
- How are they associated with your business?

Step 2: Missed Image
- Why did you not choose these pictures?
- Why do you not associate them with your business?
- Did you miss any pictures?
- What pictures did you miss?

Step 3: Sorting
- If you were to group the pictures how would you group them?
- What would be the name of the group?
- Why do you include these pictures in this group?
- How do these groups associate with your business?

Step 4: Construct Elicitation
- Why do these pictures match and the last not?
- What do they have in common?
- Why are they different?

Continue with questions such as "what" and "why" to create ladders and go deeper into the respondents' perception of the topic.

Intervjuguide (SVE)

Presentera oss och hälsa välkommen

Tack för att du tar dig tid att delta i vår undersökning av producenter inom REKO-ringar i Uppland. Vi måste börja med några formella frågor innan vi kommer till själva intervjun som är baserad på bilder för att öka en djupare förståelse av ämnet. Vi undrar om du godkänner att vi använder dina uppgifter internt mellan oss? Du kommer att förbli anonym i kommande rapport och ingå i en samlad analys som inte kan leda tillbaka till dig personligen. Vi kommer att spela in denna intervju för att kunna komma ihåg vad du svarat och vad vi diskuterat för att kunna utföra en analys av svaren. När vi har transkriberat denna intervju så kommer du att få ett mejl med det material vi tagit fram och godkänna det. Under hela denna tid kan du dra tillbaka den data vi samlat i intervjun med dig. Känns detta okey? Om ja, så kommer vi nu att starta intervjun.

Vi är intresserade av vad du som aktiv producent inom en REKO- ring menar att REKO/korta värdekedjor innebär och vad som motiverar dig att sälja dina varor via REKO-ringen/korta värdekedjan.

Steg 1: Bildberättelse
- Kan du berätta vilka bilder du har valt?
- Vad betyder dessa bilder för dig?
- Hur är dessa förknippade till ditt företag?

Steg 2: Missad bild
- Varför valde du inte dessa bilder?
- Varför förknippade du inte dessa till ditt företag?
- Saknade du några bilder?
- Vilka bilder saknade du?

Steg 3: Sortering
- Om du skulle gruppera bilderna, hur skulle du gruppera de då?
- Vilket namn skulle gruppen ha?
- Varför inkluderar du dessa bilder till den här gruppen?
- Hur förknippas dessa grupper till ditt företag?

Steg 4: Konstruerad framkallning
- Varför matchar dessa bilder och inte de andra?
- Vad har dessa gemensamt?
- Hur är de olika mot varandra?

Fortsätt med frågor som "vad" och "varför" för att skapa en stege och gå djupare i respondentens uppfattning om ämnet.

Tack för din tid. Vi kommer nu att utföra fler intervjuer och gå vidare i vårt arbete med att transkribera och analysera den data vi samlat in. När vi gjort detta så kommer vi att genomföra en validering dör du får godkänna det material vi använder. Du kan när som helst ta tillbaka din data och du kommer att förbli anonym för alla utom oss.

Appendix 3- Implication Matrix

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	sum out	sum in+out	centrality
01 Clean food																	2|1		0|2			2|0		2|0													0|1			0|1	6|9	6|9	0.009
02 Open landscapes																2|0	4|5	0|4	3|3		7|0	0|1		5|3				0|1		0|1							0|1	0|1		0|1	2|4	2|4	0.003
03 Direct sales																	3|2	3|1	2|1		1|0	1|0	0|1	1|1		0|1	0|1		0|1	0|5				0|6	0|5		0|3		0|1	0|1	21|37	21|37	0.031
04 Social meeting																	0|1	2|1	2|1	0|1		0|1		0|2				0|1		0|1		0|1		0|2	0|1	0|1	0|1	0|1		0|2	7|12	7|12	0.010
05 Sustainability																	1|0	2|0	8|0	1|0	1|0	0|1	2|0		2|0	0|1		0|1		0|3		0|1		0|3	0|4	0|1	0|1		0|2	0|2	16|32	16|32	0.024
06 Education																	5|4	3|5				4|0		2|1								0|1		0|4	0|1	0|1	0|1		0|1		10|13	10|13	0.015
07 Thriving land																	0|1	3|0															0|9	0|2	0|2				0|1		5|10	5|10	0.007
08 Local network																4|1		2|1			1|0	2|0											0|1	0|1							22|41	22|41	0.033
09 Diversify																			0|1						1|0					0|5				0|2	0|1	0|4					3|6	3|6	0.004
10 Small scale																						1|1		0|1			3|1						0|1	0|1		0|3					10|16	10|16	0.015
11 Tradition																						1|1					2|0							0|1	0|2						6|7	6|7	0.009
12 Economical aspects																						1|1												0|1							7|11	7|11	0.010
13 Animal welfare																																		0|4							2|3	2|3	0.003
14 Personal development																						2|1					1|1									0|3					7|12	7|12	0.010
15 Better animal care																						2|0												0|1							4|1	4|1	0.006
16 More open landscapes																	3|0		0|1															0|1		0|1					10|7	10|7	0.015
17 Improved sales																			3|0	1|0	4|0	4|0	2|0	5|0	3|0	0|1			2|0			1|1	3|1	3|1	3|1	1|0	3|4	0|1	1|3	1|1	53|18	72|35	0.107
18 Increase sustainability																	8|0		4|0	2|0	2|0	5|2	3|0	4|1	3|0			2|1				1|0	2|1	9|0	2|1	2|2	3|3		2|2	5|0	43|21	74|36	0.110
19 Improved knowledge																				0|1		3|0	1|0	3|0				1|0						9|0	2|0	1|1	1|1		0|1	5|0	26|5	48|15	0.071
20 Increase investment																						1|0	1|0										1|2	0|1	1|2	2|0	1|1		1|0	0|1	6|1	8|4	0.012
21 Increase efficeincy																							1|0	2|0									3|2	3|2	2|1	1|1	2|1		1|0	0|1	4|10	20|10	0.030
22 Added value																							1|0	1|0		1|0			1|0		0|1	0|3	1|2	1|0	0|3	2|1	2|1	4|1		1|3	17|10	42|23	0.062
23 Increase smallscale companies																																		0|1		1|2				0|1	10|8	26|12	0.039
24 Improve customer relationship																						1|1			1|1							2|1	1|0	3|1	2|0	2|1	2|1				12|9	36|19	0.053
25 Development																																		0|1		0|1					4|1	10|3	0.015
26 Increase policy																				2|0													1|0	1|0							1|1	4|3	0.006
27 Economical costs																																	1|2	1|0							1|1	4|3	0.006
28 Involvement of family																																					0|2				9|2	16|5	0.024
29 Higher personal impact																																2|0		2|1|1	1|0		4|0				5|5	14|8	0.021
30 Altruistic feel																																1|1		2|1	0|2	1|0	1|1	3|1		0|2	1|1	11|7	34|20	0.050
31 More democratic sales																																									2|0	4|4	0.006
32 Customer value																																										8|13	0.012
33 Community																																										20|39	0.030
34 Profitability																																										16|26	0.024
35 Satisfaction																																										28|42	0.042
36 Well leeing																																										2|4	0.003
37 Survival																																										23|38	0.034
38 Happiness																																										2|3	0.003
39 Freedom																																										13|26	0.019
40 Pride																																										12|22	0.018
sum in																2|0	19|17	31|15	22|10	2|3	16|0	25|13	16|4	24|10	6|2	3|2	3|2	7|3	9|3	23|13	2|4	8|13	20|39	16|26	28|42	16|26	23|38	2|4	2|3	13|26	12|22	33|7|317	67|4|654	1