

*Meanings of the Rural  
International  
Conference  
28-29 September 2015  
University of Aveiro  
Portugal*

*'wish you were Rural'*

*local food consumption in two  
main Portuguese urban centres  
through family relations*

José Duarte Ribeiro – [jdmr33@ua.pt](mailto:jdmr33@ua.pt)  
Elisabete Figueiredo – [elisa@ua.pt](mailto:elisa@ua.pt)  
Diogo Soares da Silva – [diogo.silva@ua.pt](mailto:diogo.silva@ua.pt)

University of Aveiro, Portugal



# aims

- To identify the consumption patterns of agro-food products of local provenience among the inhabitants of two main urban centres in Portugal (Grande Lisboa and Grande Porto), having in account the geographical origin of the inquiries and their family origins.

## note.

- Sub-region of Grande Lisboa covers 9 municipalities and a population of 2 242 326 inhabitants (according to the Portuguese general population survey 'Censos 2011')
- Sub-region of Grande Porto covers 11 municipalities and a population of 1 287 276 inhabitants( according to survey 'Censos 2011')

# aims

- To discuss the importance of familiar connections (not just direct family but also friends) with the rural:
  1. the access and consumption of local agro-food products;
  2. and as well their participative relation with the production process.

# portuguese plural(ity)

- Portuguese 'rural world' has been losing its (strictly) productive character; going through a process that can be called, as a '**identity crisis**' (Figueiredo, 2008)
- For which have not, yet, been found answers that lead to a 'new agro-rural reality' (Covas, 2011; Oliveira Baptista, 2011)
- 'post-productive' or 'space of consumption' (Figueiredo, 2011; Oliveira Baptista, 2011)

# portuguese rural(ity)

- Rural areas as space of consumption stand out (albeit timidly) as an alternative to large commercial spaces and processes of globalization.
- Portuguese agriculture is currently, for the most part, about household farming, still very traditional and small scaled.

# local agro-food products

- recognized for their deep connection to the territories and their climatic and soil characteristics (Vieira & Figueiredo, 2010);

*bio, traditional or terroir* and local-built reputation.

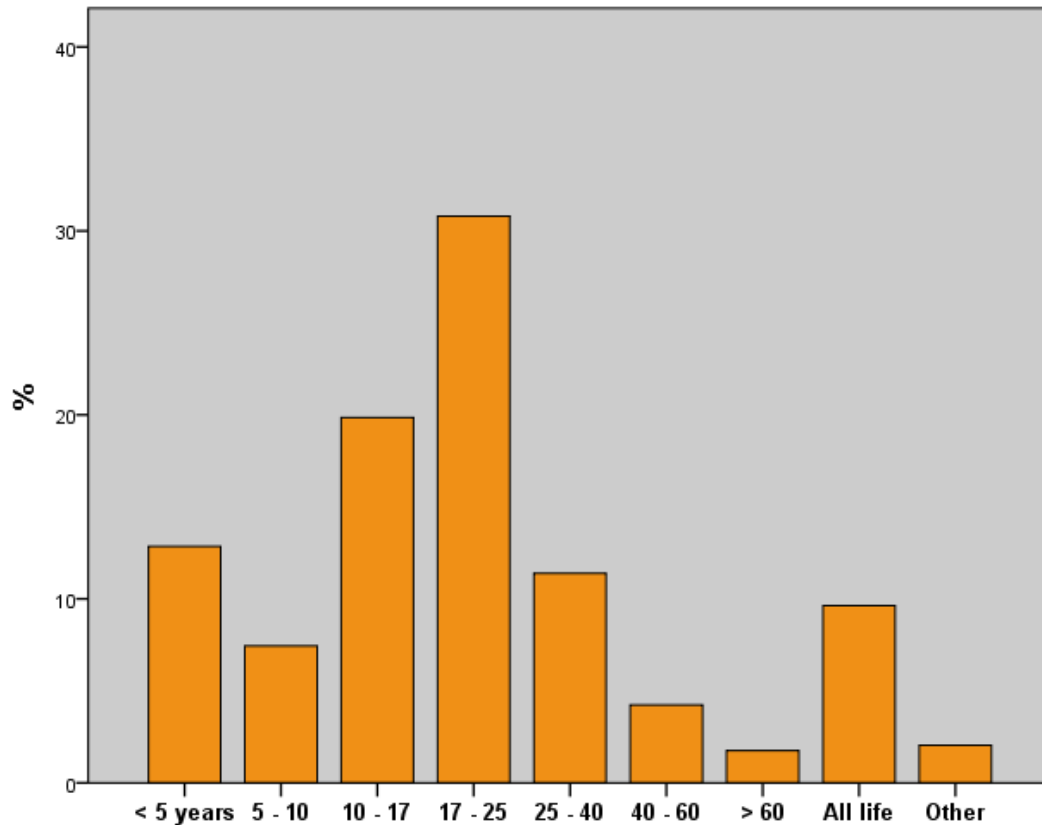
- be considered as patrimoine (Fonte, 2008) or a local community expression itself, when the local food acquisition and consumption is established in short-circuits channels (Brunori, 2007).

# methodology

- representative sample of the Portuguese population (N=1853 by quotas of gender; age and rural/urban origin) was surveyed with a questionnaire.  
**[tinyurl.com/ruralmatters](http://tinyurl.com/ruralmatters)**
- inhabitants of GL and GP (N= 886 for GL and N=452 for GP)
- answers of consumption of local agro-food and rural areas visits.
- data was analysed with SPSS for descriptive statistics like frequencies and variable correlations.

# overview for total sample

Range of time lived in Rural Areas



Source: Rural Matters, 2014

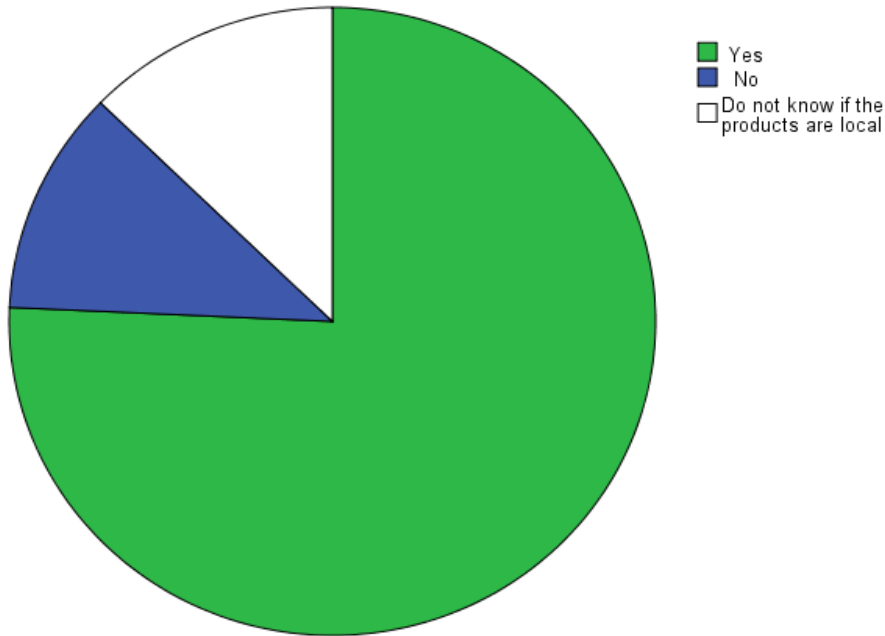
41,9% of the total sample was lived in Rural areas.

- Majority as lived for a period of 17-25;
- Period of 5-25 years accumulates 70,9% of cases;
- Evidences for urban residents originated from rural areas.



# overview for total sample

Consumption of agro-food products from rural areas

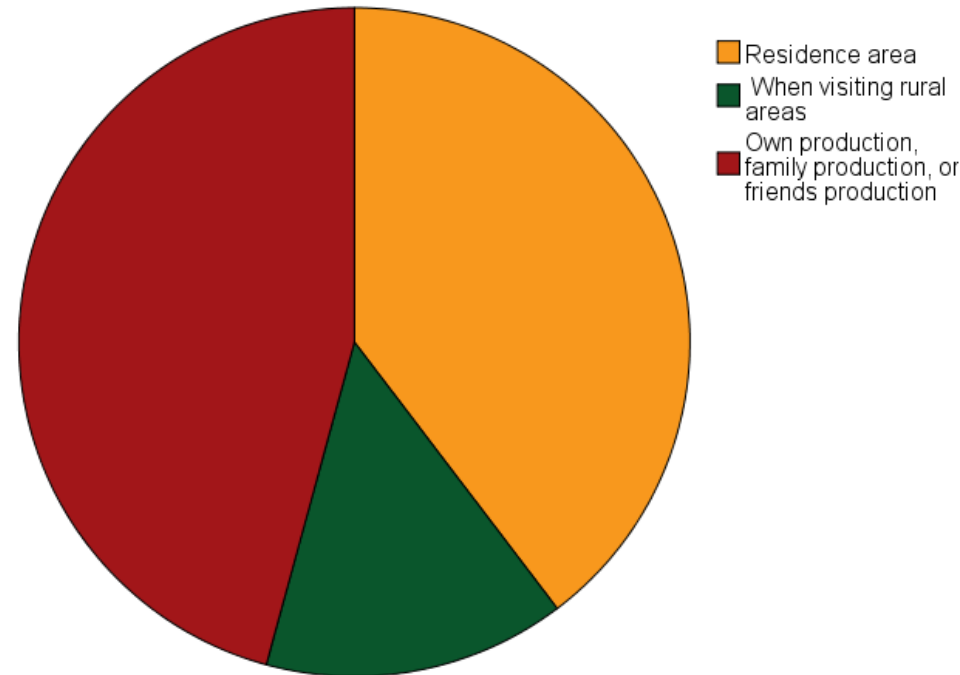


**Yes: 75,7%**

**No: 11,5%**

**Not knows : 12,7%**

Access to the local agro-food product more consumed



**familiar connect/ own prod: 45,8%**

**visiting rural: 14,6%**

**acum. w/ visits: 60,4%**

**residence area :39,7%**

# GL – sample characterization

**57%** of women and **43%** of men;

**13%** 24 years or less, **62%** between 25 and 64 years and **25%** 65 or more years;

**22%** High School degree and **50%** University degree;

**47%** has a job and **46%** has a household monthly income between **500 euros** and **1500 euros**;

**40%** lived in a rural area in the past and **27%** admitted to work in a rural area in the past.

# GL – sample characterization

large majority (**86%**) **born in a urban** area and their parents origins in **25%** of the cases **father's** is from a rural area and **27%** **mother's** too.

**75%** of the respondents have **visited a rural area in the last three years.**

Of those:

**55%** have **visited family** relatives during rural visits and **89%** indicated this last reason **and 'to do tourism', simultaneously.**

# GP – sample characterization

**54%** of women and **46%** of men;

**13%** 24 years or less, **62%** between 25 and 64 years and **25%** 65 or more years;

**23%** High School degree and **37%** University degree;

**37%** has a job and **40%** has a household monthly income between **500 euros** and **1500 euros**;

**23%** lived in a rural area in the past and **18%** admitted to work in a rural area in the past.

# GP – sample characterization

large majority (**94%**) born in a **urban** area and their parents origins in **9%** of the cases **father's** is from a rural area and **9%** **mother's** too.

**67%** of the respondents have **visited a rural area in the last three years.**

Of those:

**49%** have **visited family** relatives during rural visits and **91%** indicated this last reason **and 'to do tourism', simultaneously.**

# results

## GL

**69%** consumes local products;

**36%** consume **local products** in rural areas while **visiting family**;

**64%** of the ones who consume local products **have access** to that consumption **by direct relation with the production** place;

**27%** of total GL sample consume the local product more consumed by **this direct relation**.

## GP

**75%** consumes local products;

**28%** consume **local products** in rural areas while **visiting family**;

**50%** of the ones who consume local products **have access** to that consumption **by direct relation with the production** place;

**20%** of total GP sample consume the local product more consumed by **this direct relation**

# results

## GL

**11%** access local food by own production / family relatives **participates actively** on the production process ( **7%** of total GL sample.)

**46%** of the ones who consume local food products lived in a rural area in the past, meaning **32%** of total GL sample.

## GP

**9%** access local food products by own production / family relatives **participates actively** on the production process ( **7%** of total GP sample.)

**27%** of the ones who consume local food products lived in a rural area in the past, meaning **20%** of total GL sample.

# concluding remarks

- visible **connections** between respondents **local food products consumption and a rural background**, either by family connections either by a past experience living in rural areas.

## note

Similar conclusion with previous study case of Aveiro, also a considerable urban centre in Portugal (Ribeiro, Figueiredo and Silva, 2014).



# concluding remarks

- keep and enhance the **networks between rural and urban areas** –current problematic contexts that Portuguese rural areas (e.g. population decrease, ageing, economic decline).
- **patrimonial and cultural value of local foods**, that are vehicles of rural memories and identities (see Bélière, 1998; Brunori, 2007; Figueiredo, 2013)
- potential for this family relations between rural and urban areas **to establish local food systems where social embeddedness has a important role to play** in rural development. (Hinrichs, 2000; Murdoch, Marsden and Banks, 2000).

# Thank you! Obrigado!

José Duarte Ribeiro – [jdmr33@ua.pt](mailto:jdmr33@ua.pt)  
Elisabete Figueiredo – [elisa@ua.pt](mailto:elisa@ua.pt)  
Diogo Soares da Silva – [diogo.silva@ua.pt](mailto:diogo.silva@ua.pt)

University of Aveiro, Portugal

