

A Newton's cradle with five silver spheres hanging from a metal frame. The background is a blurred image of the cradle's base and the spheres in motion.

Urban Agriculture in Western Balkan: Consumer preferences

BUGI Final Conference

Sarajevo, October 7th 2021

Bernd Pölling, Wolf Lorleberg - FH Südwestfalen

Urban Agriculture in Western Balkan

Consumer preferences

Outline

Consumer preferences

- European context
- Survey results
 - Bosnia and Herzegovina
 - Kosovo
 - Montenegro



BUGI: Western Balkan Urban Ag Initiative

- Erasmus+ project: 2017-2021
- Development of interdisciplinary UA master study curriculum and lifelong learning program for three Western Balkan states
- Bugi.unsa.ba
 - University of Sarajevo (BiH)
 - University of Mostar (BiH)
 - University of Donja Gorica (MN)
 - University of Pristina (XK)
 - University of Haxhi Zeka, Peja (XK)
 - University of Bologna (IT)
 - University of Ljubljana (SI)
 - FH Südwestfalen (DE)



BUGI: Western Balkan Urban Ag Initiative

- Work Packages
 - **WP 1 „Needs Analysis“**
 - WP 2 „Curriculum modules and LLL center programs development“
 - WP 3 „Developing capacities and facilities“
 - WP 4 „Quality assurance and monitoring“
 - WP 5 „Dissemination and exploitation“
 - WP 6 „Project management“



Urban Agriculture in Western Balkan

Consumer preferences

- Building on EU research from Berlin and Bologna

Agron. Sustain. Dev. (2016) 36:17
DOI 10.1007/s13593-016-0355-0



RESEARCH ARTICLE

Socially acceptable urban agriculture businesses

Kathrin Specht¹ · Thomas Weith¹ · Kristin Swoboda¹ · Rosemarie Siebert¹

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Abstract The rise of successful entrepreneurs in urban agriculture has attracted global interest. Here, we hypothesized that societal preferences and the acceptability of urban agriculture projects and products are ruling the success or failure of urban agriculture businesses. We surveyed 386 urban participants in Berlin, Germany, to identify general preferences for the productive use of urban space, the acceptance of different urban agriculture forms, and demands and expectations regarding urban agriculture products. The results show first that more than 80 % of the respondents preferred having accessible systems such as public green spaces, intercultural gardens, and rooftop gardens. Indeed, land uses that do not provide accessibility such as meadows, aquaponic farms, or intensive agricultural and horticultural landscapes showed

As a consequence, projects that are purely production-driven or technologically intensive are more likely to be rejected.

Keywords Urban farming · Business models · Consumers · Land-use conflicts · Production systems · Preferences · Acceptance

1 Introduction

With modern cities generally relying on resource imports, the food system involves extensive transportation routes and high-energy requirements for the storing, cooling, and packaging of agricultural products. Urban agriculture has been



RESEARCH ARTICLE

Social acceptance and perceived ecosystem services of urban agriculture in Southern Europe: The case of Bologna, Italy

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Abstract

Urban agriculture has become a common form of urban land use in European cities linked to multiple environmental, social and economic benefits, as well as to diversified forms (from self-production allotments to high-tech companies). Social acceptance will determine the development of urban agriculture and specific knowledge on citizens' perception is required in order to set the basis for policy-making and planning. The ecosystem services provided by urban agriculture can be determinant in this process. The goal of this paper is to evaluate the social acceptance and the perceived ecosystem services of urban agriculture in the city of Bologna (Italy), as an example of a Southern European city. In particular, we evaluated the preferences for urban land uses, for different typologies of urban agriculture and for the resulting products, the perceived provision of ecosystem services and the willingness to engage in new initiatives. A survey that investigated these topics (including open questions, closed questions and Likert-scale evaluation) was performed on the citizens of Bologna (n = 380) between October and November 2016. Results showed that urban agriculture is widely accepted by the inhabitants of Bologna, particularly regarding vegetable production. Although intensive farming systems were the least preferred forms to be implemented in Bologna, citizens highly accepted a large variety of urban agriculture goods, with preference for those obtained from plants as compared to animal products. The willingness-to-pay for urban food products was mostly the same as for conventional ones, although the partici-

OPEN ACCESS

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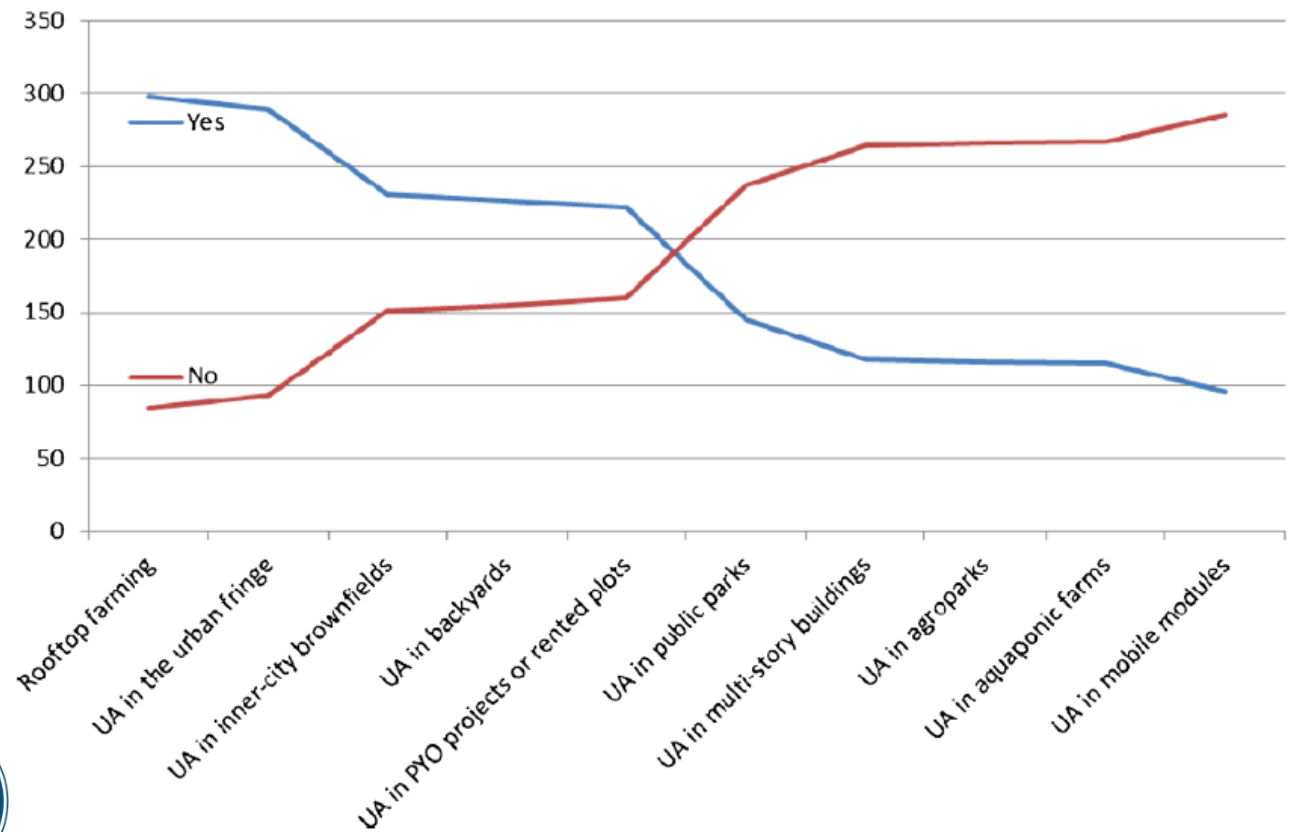
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Consumer preferences

Social acceptance of UA types in **Berlin** (*Specht et al.,2016*)

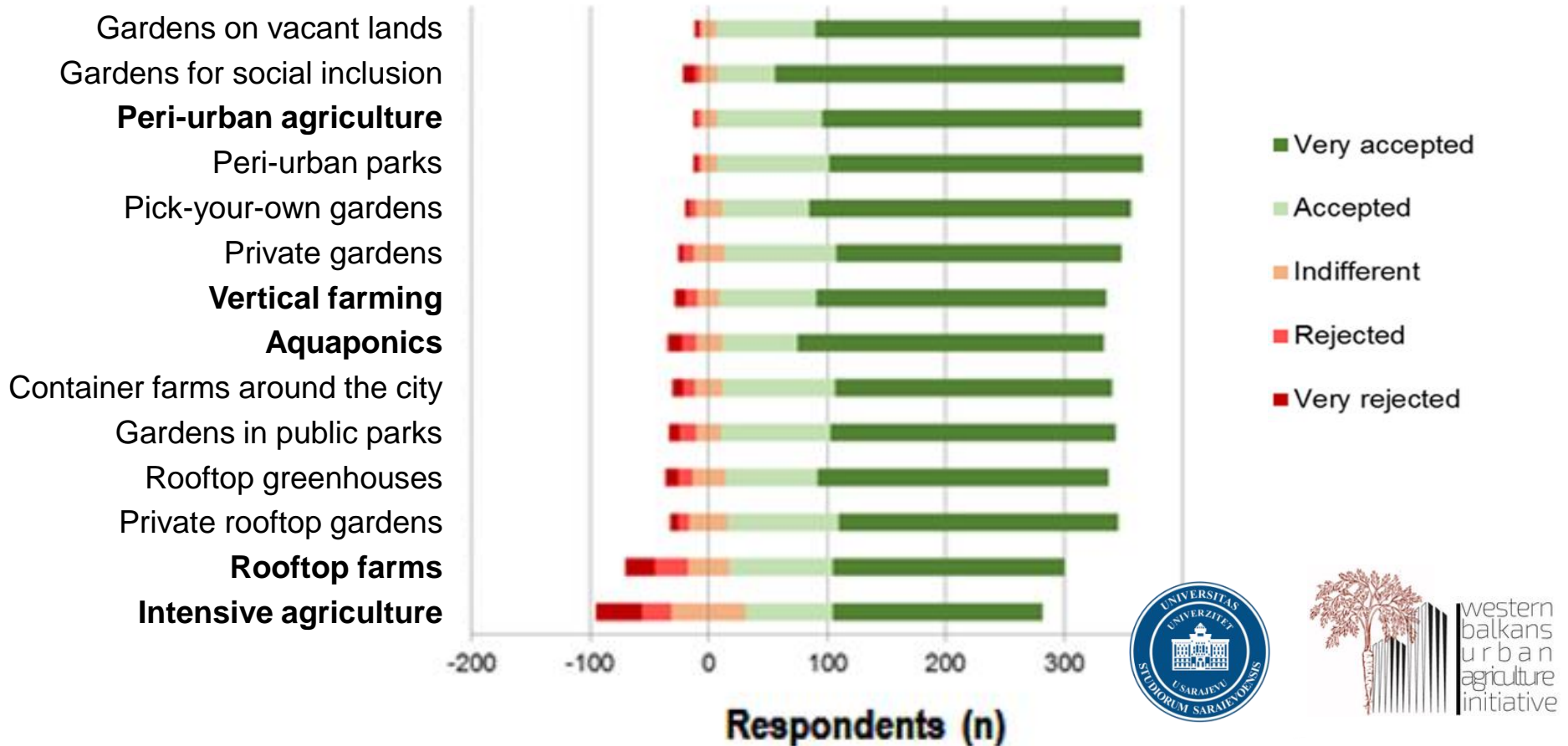
Fig. 4 Preferences for different forms of urban agriculture: [Q2]
Would you approve of having the following forms of urban agriculture in your city?



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Consumer preferences

Social acceptance of UA types in **Bologna** (*Sanye et al., 2018*)

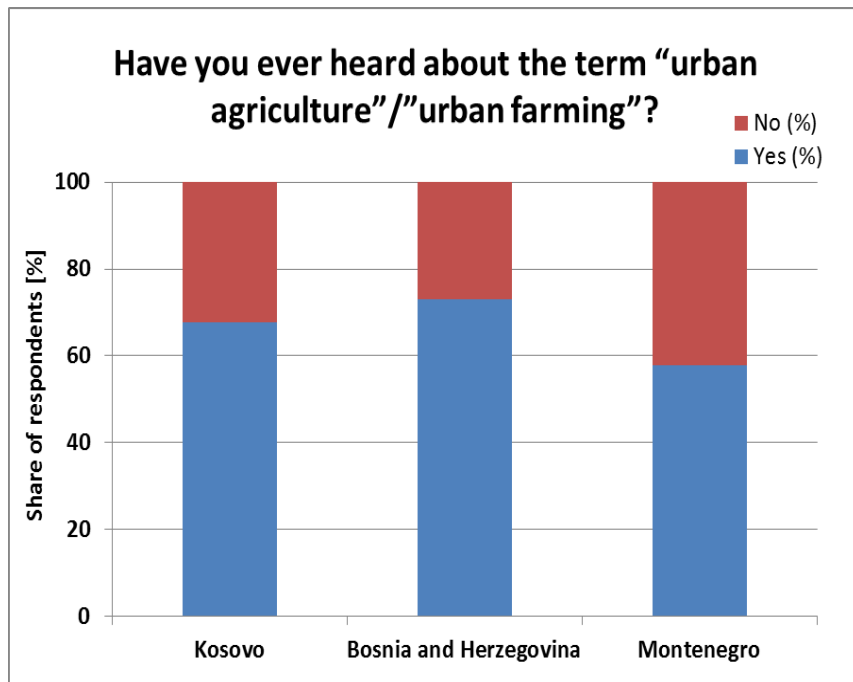


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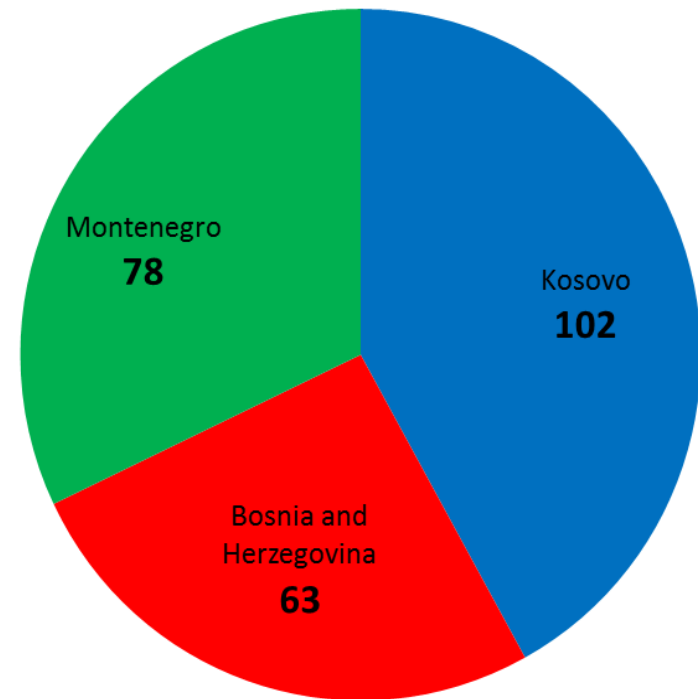
Consumer preferences

Material and methods

- Personal interviews: 243
- Gender Ratio 50:50
- Young
- Self-consumption: 22%



Overall consumer preferences survey distribution: Number of respondents



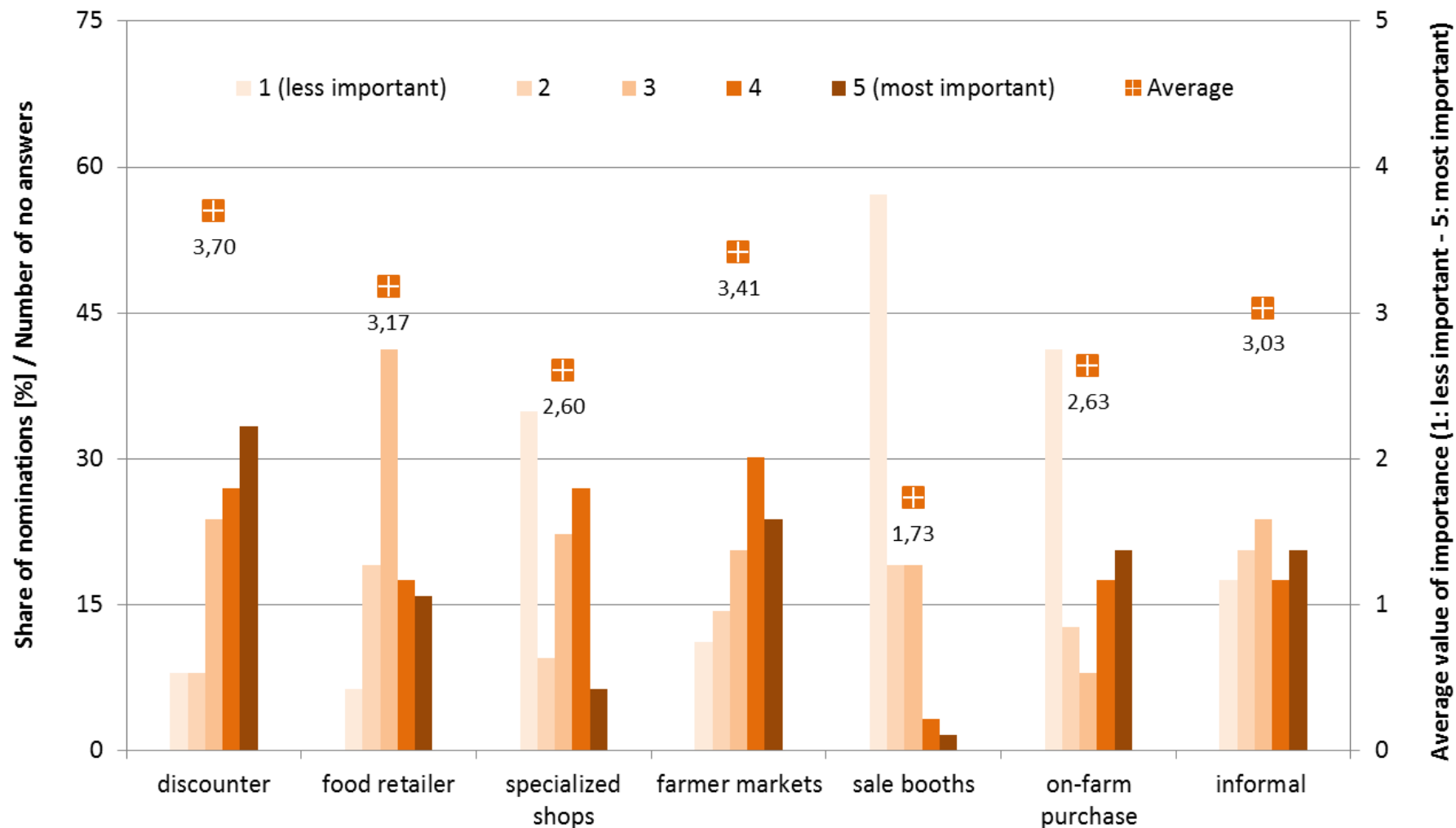
Food purchase channels



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Consumer preferences

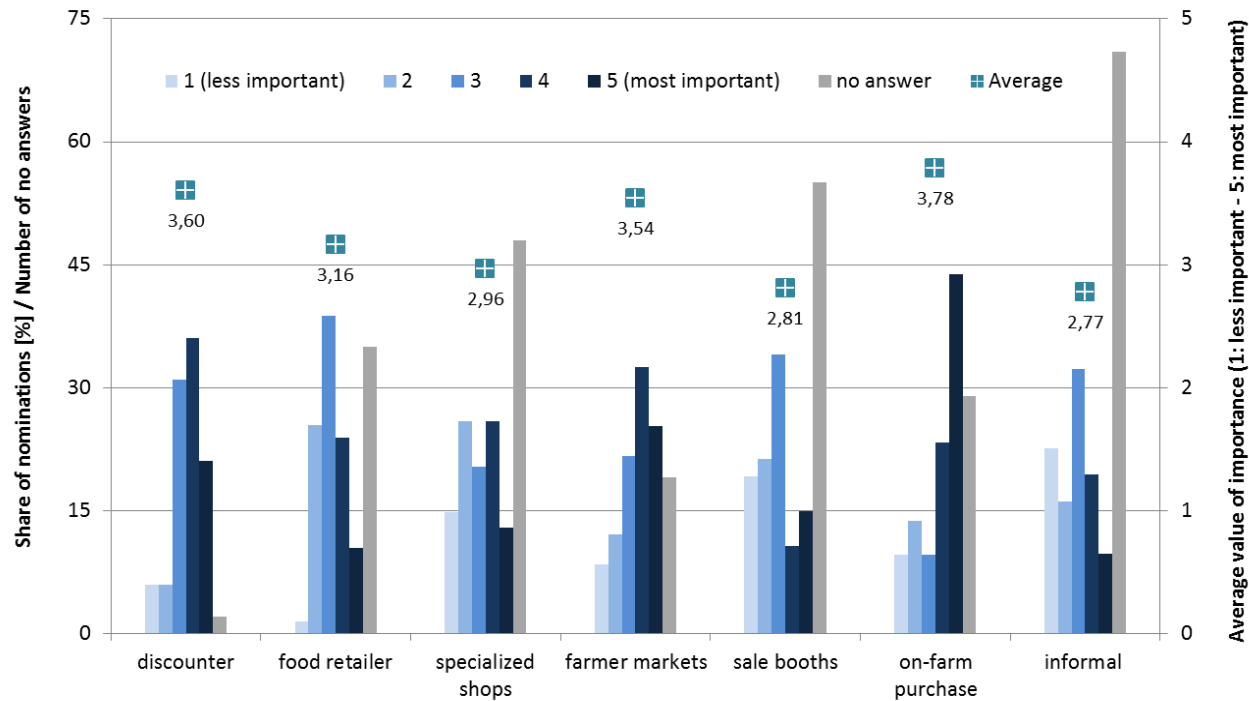
Food purchase channels (Bosnia and Herzegovina)



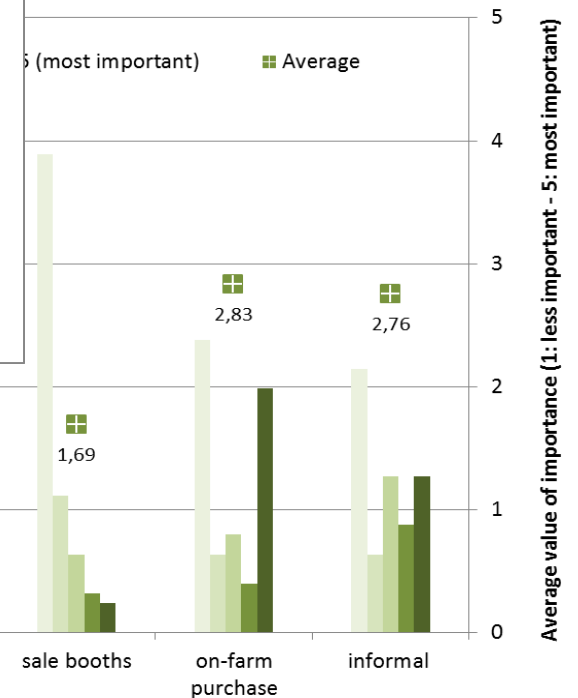
Urban Agriculture in Western Balkan

Consumer preferences

Food purchase channels (Kosovo)



Montenegro)



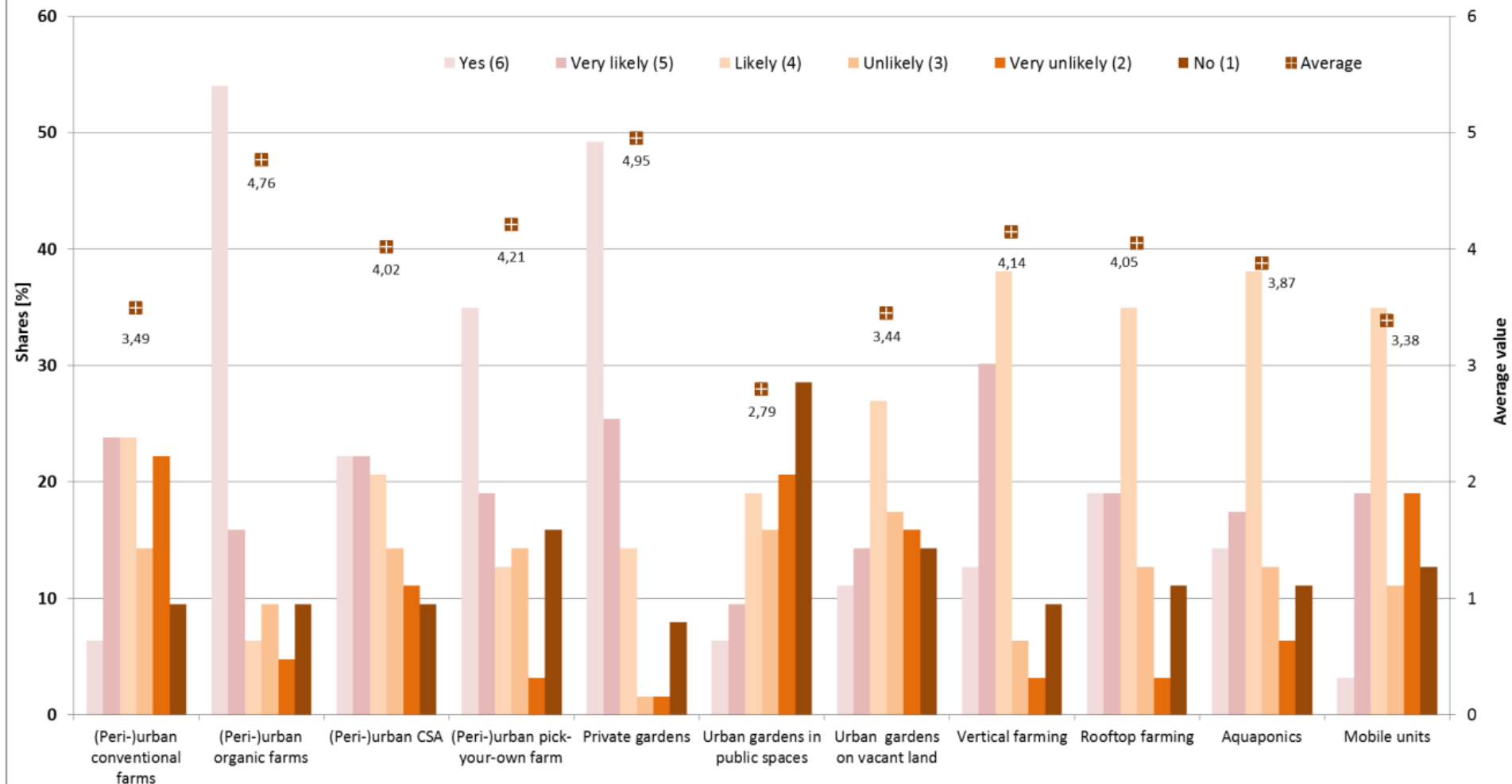
Types of Urban Agriculture: Willingness to buy



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Consumer preferences

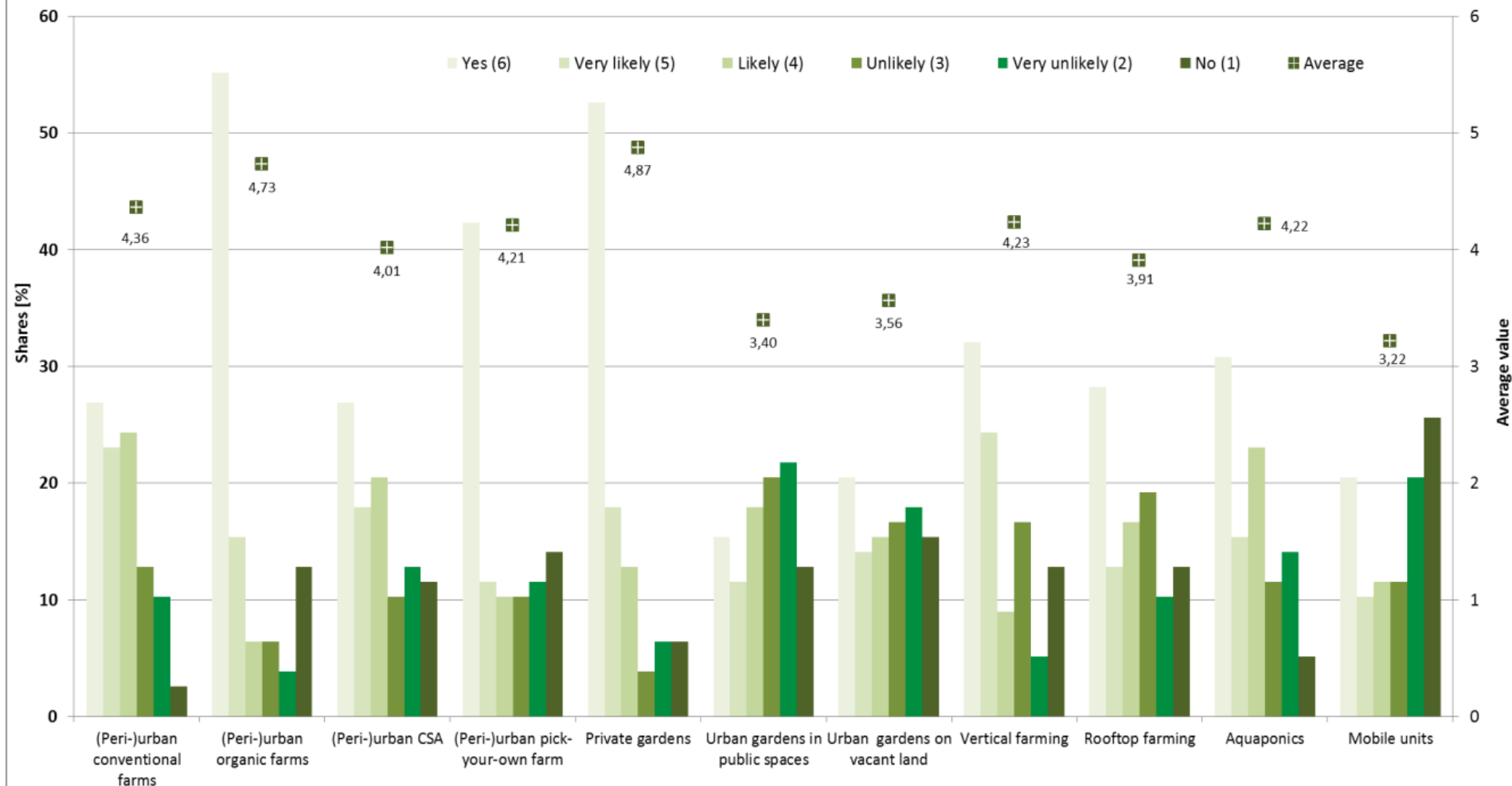
From which of the following types of urban agriculture would you buy food products from? (Bosnia and Herzegovina)



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Consumer preferences

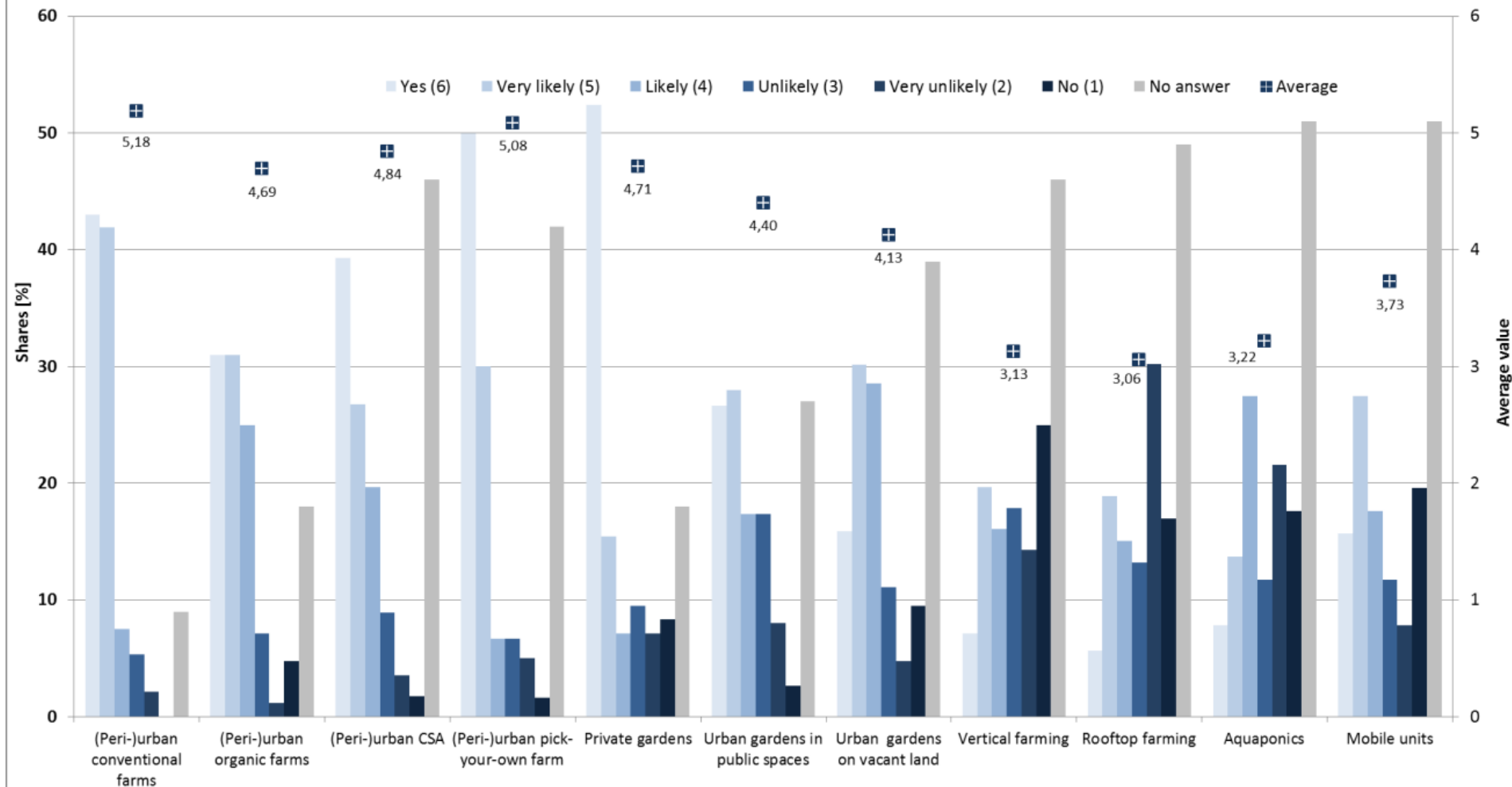
From which of the following types of urban agriculture would you buy food products from? (Montenegro)



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Consumer preferences

From which of the following types of urban agriculture would you buy food products from? (Kosovo)



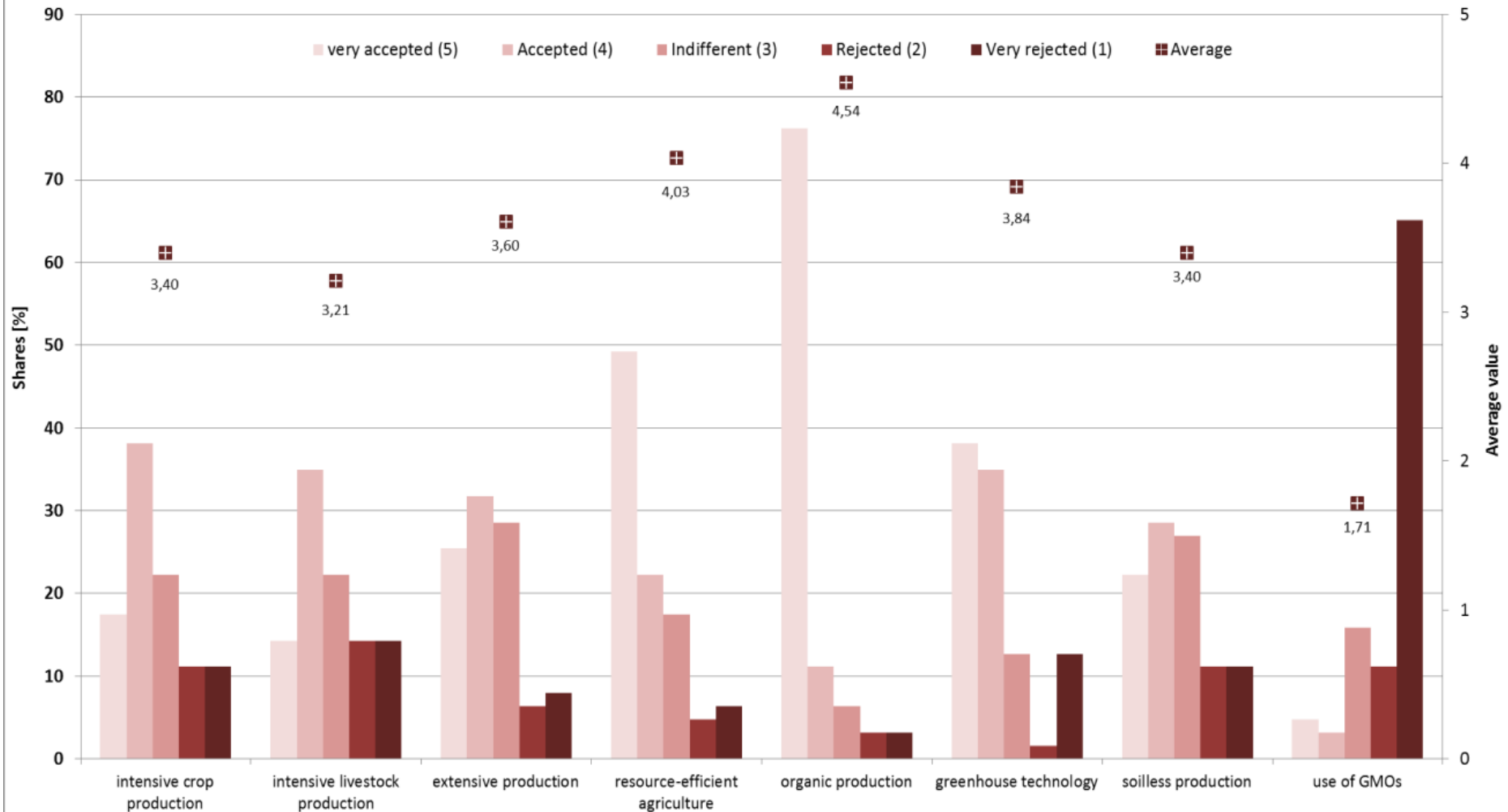
Production systems: Attitude



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Consumer preferences

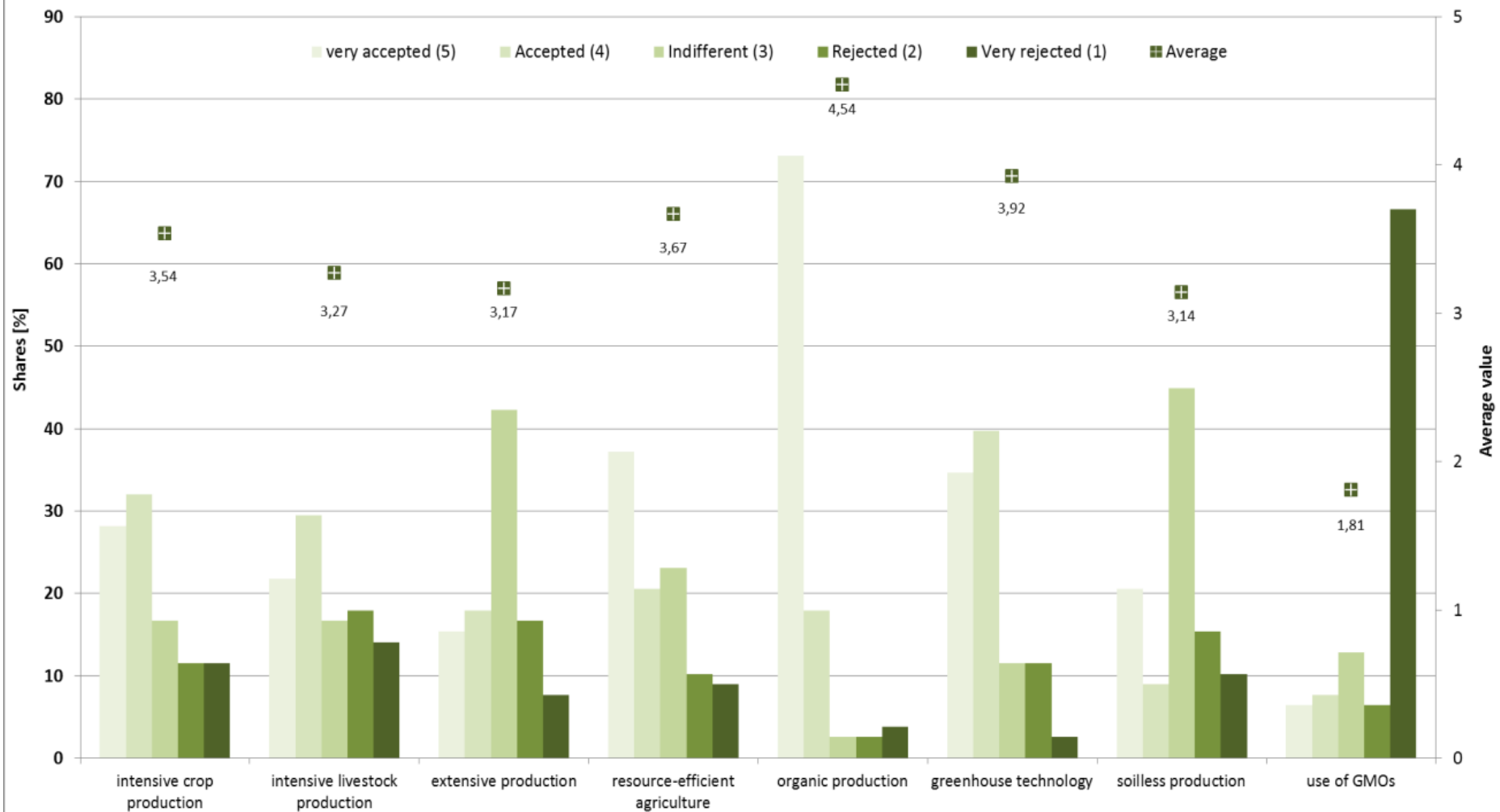
How is your attitude towards the following production systems and orientations?
(Bosnia and Herzegovina)



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Consumer preferences

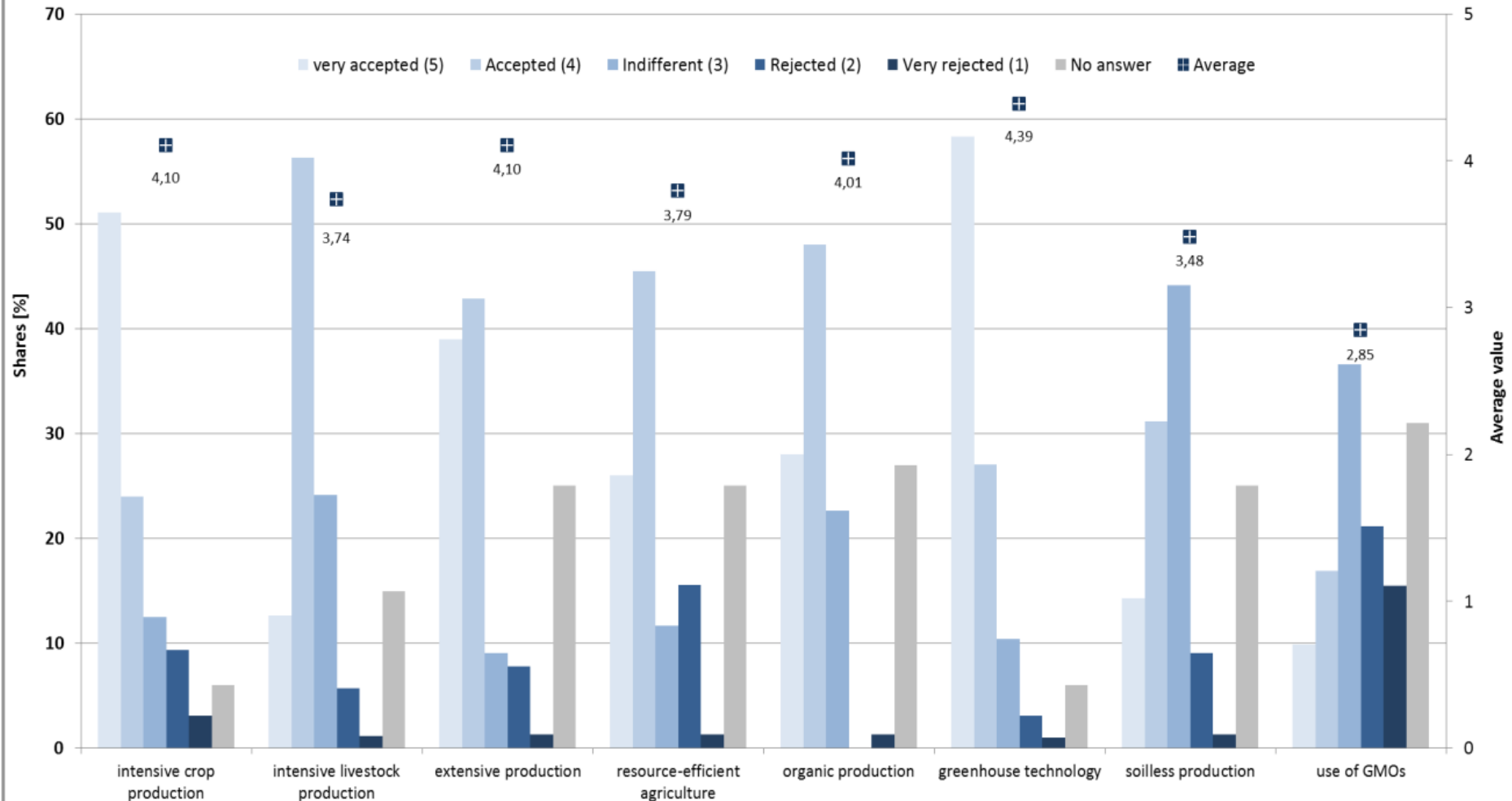
How is your attitude towards the following production systems and orientations?
(Montenegro)



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How is your attitude towards the following production systems and orientations?
(Kosovo)



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Outcomes of the consumer preferences survey

- Visits to UA in Bologna and Berlin
- Feeding into BUGI curriculum content
 - Master course materials
 - Lifelong learning materials
- Support for (peri-)urban farmers



A Newton's cradle with five silver spheres is shown in the background. The leftmost sphere is in motion, having just struck or about to strike the others. The background is a blurred, light blue-grey.

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