

**NATIVE AMERICAN  
CONSUMER PERSPECTIVES  
A STUDY OF HOUSEHOLD ASSETS AND THE  
DECISION TO PURCHASE LOCAL FOOD PRODUCTS**

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# So What?

- 47.2% of Native Americans in the Northern Plains were classified as food-insecure
  - Harnack, DeRosier, Story, Himes & Holy Rock, 2001
- Students Ogala Lakota College were five times more likely to food insecure than the national average of 3.5%.
  - Henry, Bear-Little Boy & Dodge, 1998
- While over 13.3% of U.S. families lived below the poverty line from 2005-2009, over 18.5% of Native American families living on reservations lived below the poverty line. (*Our sample – over 27% in community one and over 39% in community two*)
  - American Community Survey, 2005 – 2009

# Project Objectives

- To **describe** the local foods **consumed** in the community
- To **assess** the factors associated with the **consumer's decision** to buy local food products
- To **describe** the **production** (garden, preserve and butcher) of local foods
- To **assess** the factors associated with **producer's decision** to supply local food products

# Previous Literature (Research)

- Local foods
  - Cooperband - - Why buy local? Defining a local or community-based food system, University of Illinois
  - Leopold Center for Sustainable Agriculture, Iowa State University (numerous publications)
- Family assets
  - Sherraden (1991) Assets and the Poor: A New American Welfare Policy
  - Phillips, Thompson, Goodman and Haynes (2009-2011), Native American consumer perspectives: An exploratory study of the relationship of tribally defined assets and consumer sentiment, CSREES 2007-02117

# Previous Literature (Research)

- Family Capitals
  - Hoffman (2006)
    - Social capital unique to close family relationships
  - Danes, et al (2009)
    - Store of capital which contribute to business survival/success
  - Haynes, et al (2011)
    - Family capital leads to family resilience capacity in crisis
  - Marjoribanks and Kwok (1998)
    - Contributes to academic achievement
  - Guofang (2007)
    - Important for second language acquisition

# Data

- Community One
  - Southwestern U.S.
  - 100 face-to-face observations
    - 1 interviewer
- Community Two
  - Northern Plains
  - 150 face-to-face observations
    - Several interviewers

# Models

- Consumption Model
  - Consumption = f(family capitals, attitudes or perceptions, and control variables)
- Household Production Model
  - Production = f(family capitals, attitudes or perceptions, and control variables)

# Variables of Interest

- Consumption
  - Number of local foods consumed
  - *Frequency of local food consumption*
- Production (*now, know how, learn*)
  - Gardening
  - Preservation
  - Butchering

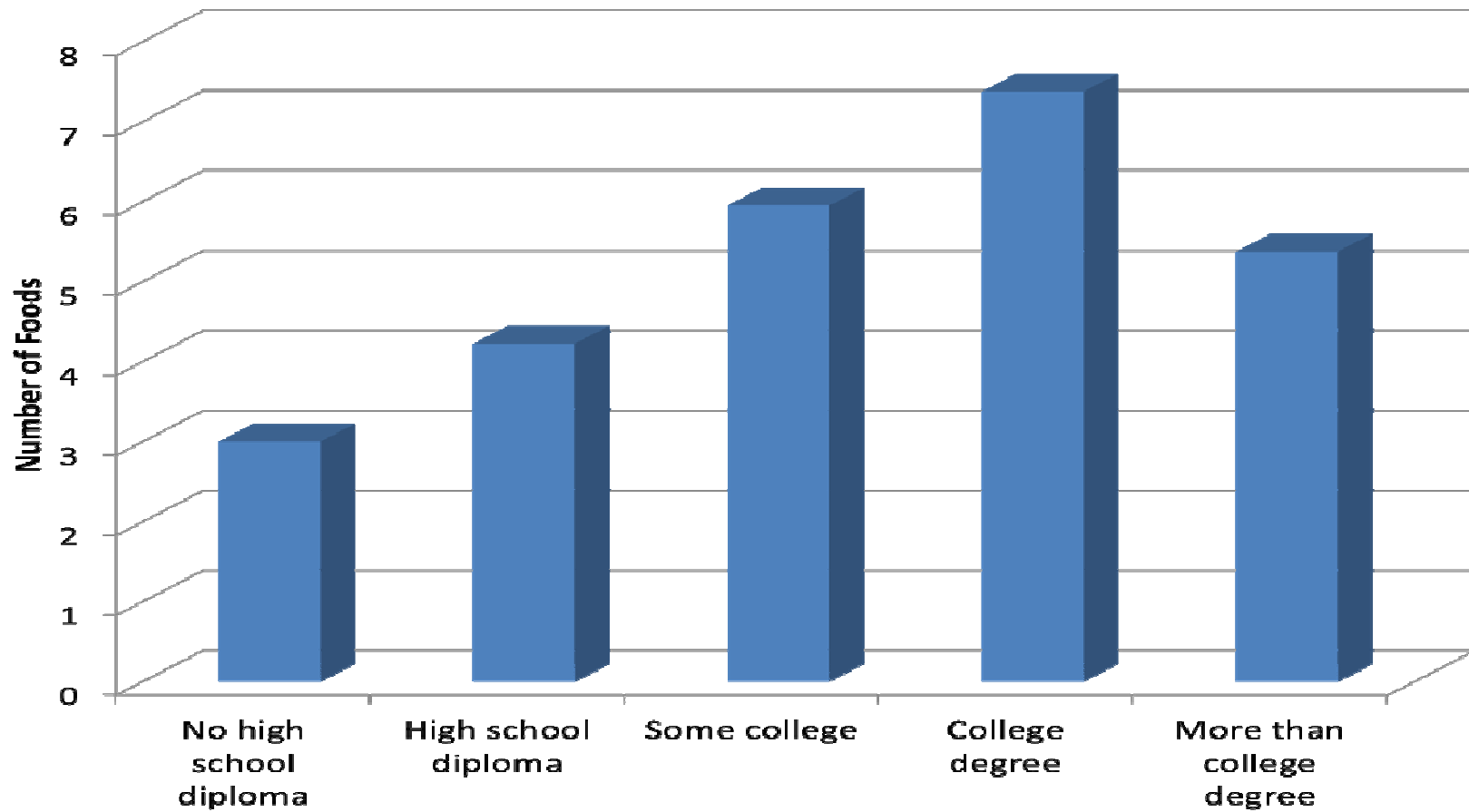


# Variables of Interest

- Family capitals
  - Human – years of education
  - Social – years living in the community
  - Financial – income
- Attitudes/Perceptions
  - Health
  - Culture
  - Financial
  - Social
- Controls

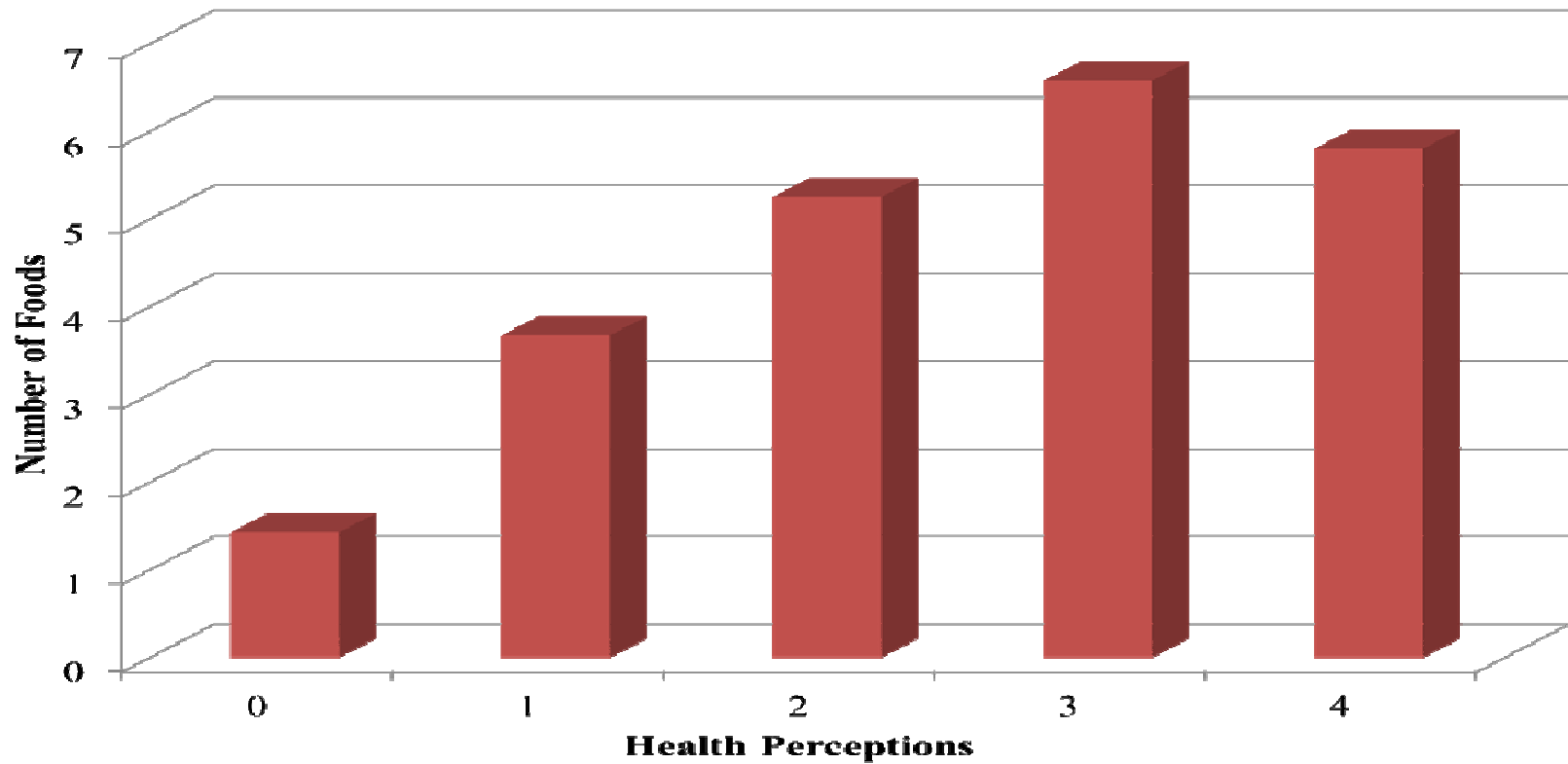
# Results

## *Human capital and number of foods*



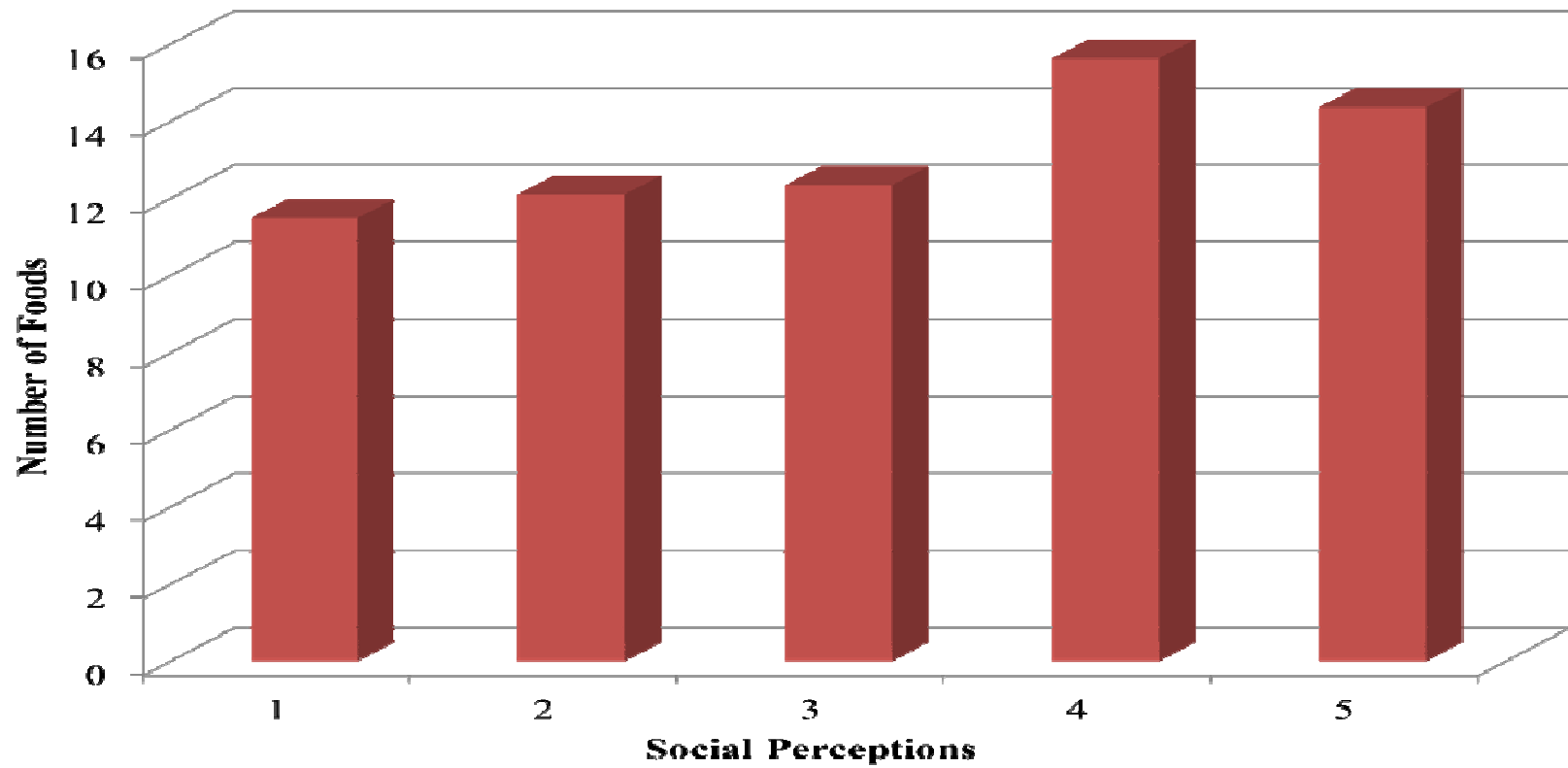
# Results

## *Health perceptions and number of foods*



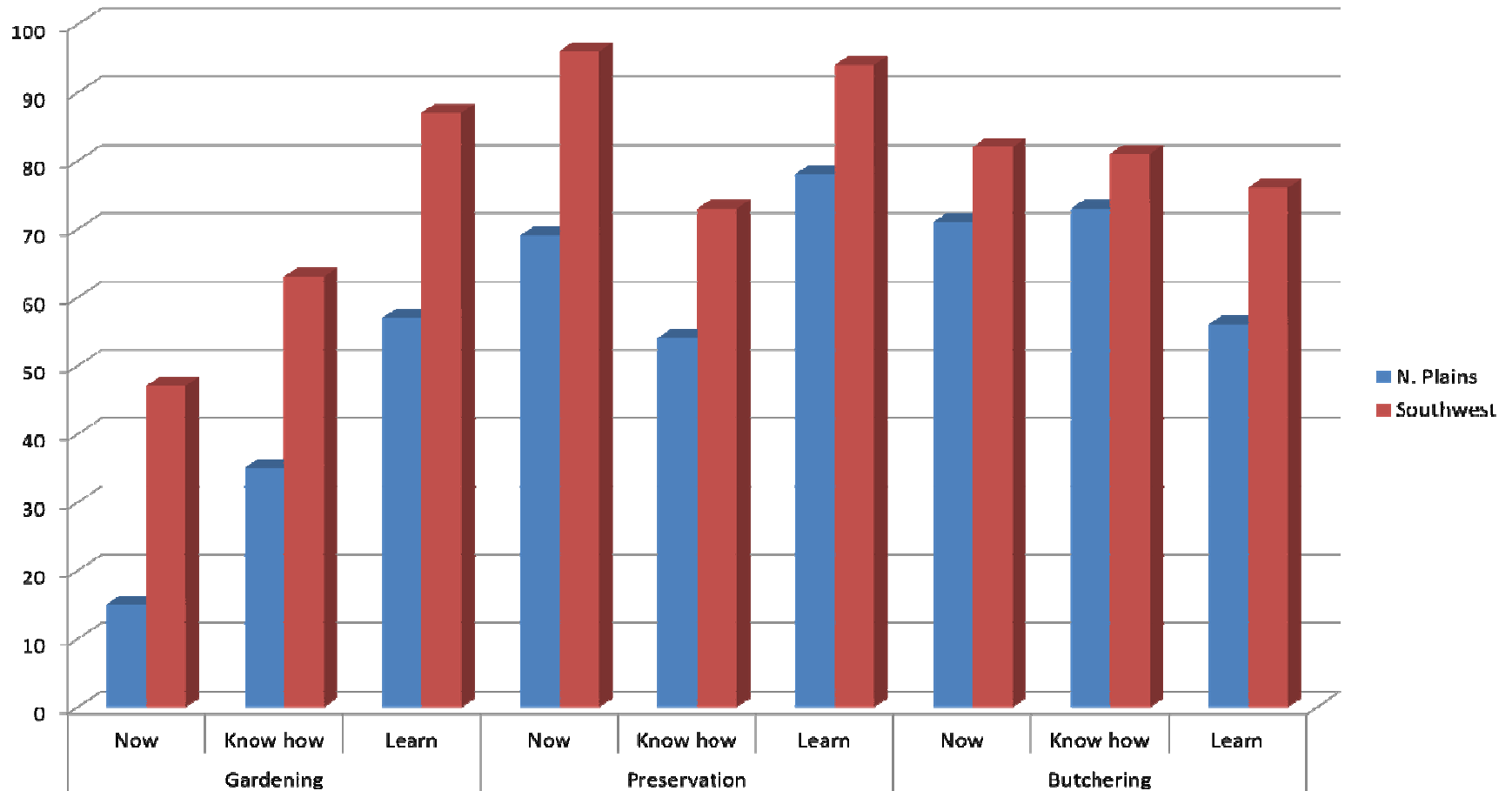
# Results

## *Social perceptions and number of foods*



# Results

## *Gardening, Preservation, Butchering*



# Results

## *Production*

### **Northern Plains**

- Gardening
  - Health perceptions (+)
  - Employed (+)
- Preservation
- Butchering
  - Health perceptions (+)
  - People fed (+)

### **Southwest**

- Gardening
  - Human capital (+)
  - People fed (+)
- Preservation
- Butchering
  - Social capital (+)
  - Age (-)

# Conclusions

- Marketing the local foods notion to these two communities will likely require two distinct strategies:
  - emphasize the importance of the health benefits, such as added nutritional value, to the northwest community
  - emphasize the social value, such as philanthropic value of sharing with others, to the southwest community
- Substantial production potential in both communities
  - More current production in southwest, than northern plains community
- Costs of entering the local foods market will be higher on the northern plains reservation than on the southwest pueblo