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

• 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 the **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
Previous Literature (Research)

- **Family Capitals**
    - Social capital unique to close family relationships
    - Store of capital which contribute to business survival/success
    - Family capital leads to family resilience capacity in crisis
    - 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

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number of Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td>No high school diploma</td>
<td>3</td>
</tr>
<tr>
<td>High school diploma</td>
<td>5</td>
</tr>
<tr>
<td>Some college</td>
<td>6</td>
</tr>
<tr>
<td>College degree</td>
<td>8</td>
</tr>
<tr>
<td>More than college degree</td>
<td>5</td>
</tr>
</tbody>
</table>
Results

Health perceptions and number of foods

![Bar graph showing health perceptions and number of foods](image-url)
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