

Subjective well-being in alternative food networks (AFNs)

AIMS

This research project aims to understand the **level and nature of subjective well-being** in relation to **alternative food networks**.

The study of alternative food networks enables the analysis of hybrid organisations, networks and value-chains of social innovations. It also highly supports the understanding of consumer behaviour in **social innovations**.

This study aims to **understand community well-being, including employee well-being and consumer well-being of members of AFNs** (producers, sellers, buyers, workers).

Alternative food-network (AFN) is a comprehensive concept that aims to capture new and socially innovative networks of consumers and producers and short supply chains.

AFNs include new models of production and distribution, such as **food cooperatives (FoodCoops)**, **self-harvest gardens** or **community-supported agriculture (CSA)** schemes (Zoll et al. 2018).

CONCEPTUAL FRAMEWORK

Subjective well-being (SWB) is a broad concept defined as a person's cognitive and affective evaluation of his or her life, which includes positive experiences and moods, pleasant emotions and high life satisfaction or fulfilling existence (Diener et al. 2002, p. 63).

"**Consumer well-being** as a state in which consumers' experiences with goods and services - related to acquisition, preparation, consumption, ownership, maintenance, and disposal - are judged to be beneficial to both consumers and society at large" (Sirgy and Lee 2006, p. 43).

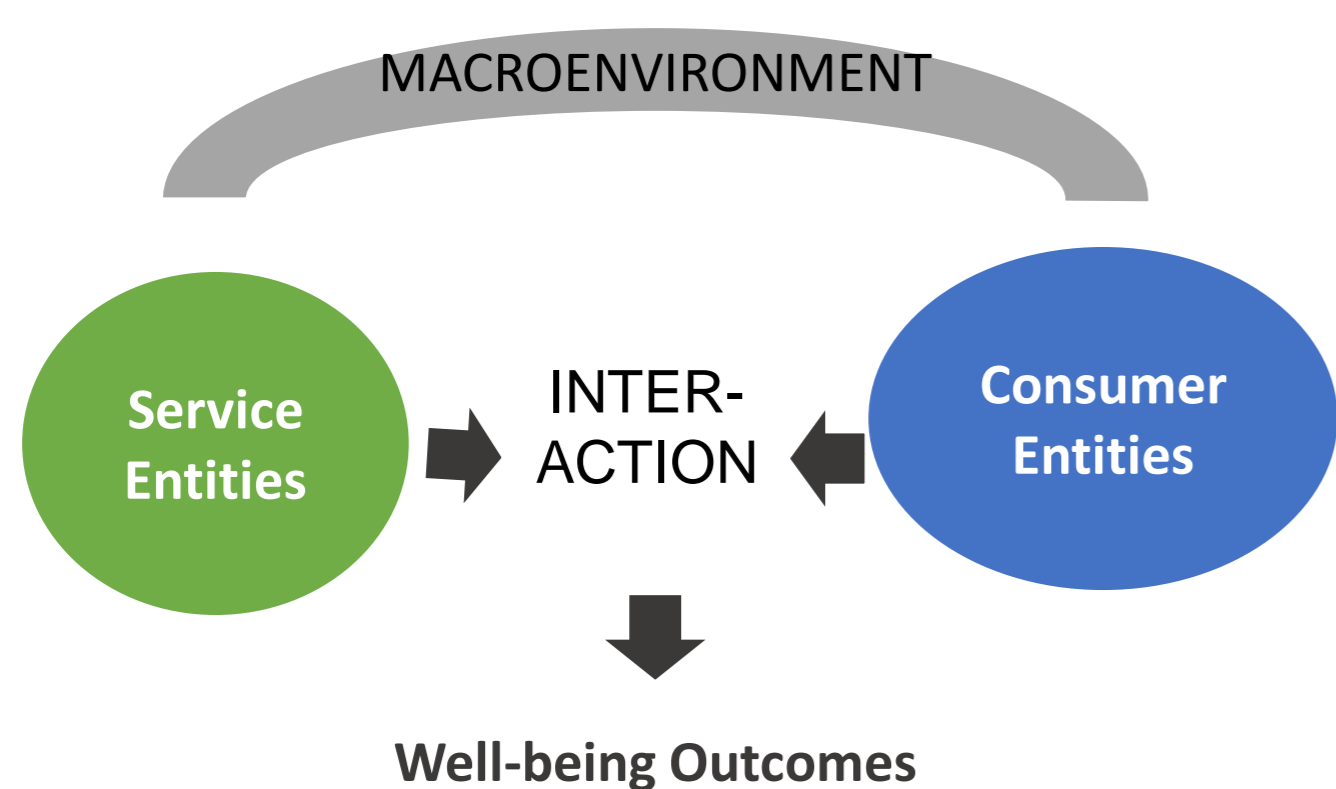
SWB at work is often associated with job satisfaction, however, the term refers to a broader, more holistic experience encompassing different aspects, e.g. emotional, psychological, social, and spiritual (Pawar 2016).

Anderson et al. (2013) discuss the **well-being outcomes** for both **service entities** (e.g., employees, organizations) and **consumer entities** (e.g., individuals, families, communities), stemming from the interaction between the two. Their framework conceptualizes the relationship between service entities and consumer well-being, focusing on the impact of services on consumer entities.



PRELIMINARY RESULTS

Type of food network	Farmers' market (traditional, online)	Shopping communities (boxes)		CSA-s	Community gardens
		flexible	fix		
<i>Hungarian examples</i>	<i>Bosnyák market</i>	<i>Zsámbok's Organic Gardent, Szatyor</i>	<i>Magosvölgy, Táncoškert</i>	<i>Albertfalva, Árnyaskert</i>	
Commitment	occasional	weekly	weekly	yearly	yearly
Control over production/ consumption processes	none	low	low	high	high
Educational role	low	medium	medium	high	very high
Role of community	none	varies	varies	high	high
Motivation to join	easy to get local, Hungarian products, sustainability	quality/safety of the food consumed, community, to support local producers and sustainable production	quality/safety of the food consumed, sustainability, personal relationship with the producer	community, hobby, being and interacting with nature, quality/safety of the food, sustainability	



Based on Anderson, Laurel, et al. (2013)

RESEARCH DESIGN/ METHODS

- Qualitative study, in-depth interviews
- 29 interviews (8 community gardens, 21 farms), July – Dec. 2018
- Comparison of different types of social innovations based on the level of consumer engagement (community gardens, CSA and FoodCoops, box schemes).

Our **further goal** is to analyse farmer and consumer interviews in terms of **how do they evaluate their own well-being** and what are **their perceptions about each other's well-being**.

References

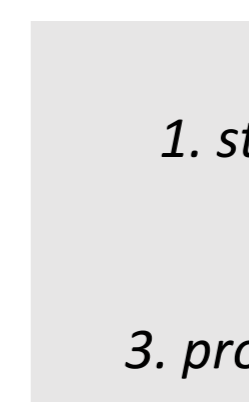
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Subjective well-being impacts



- Positive**
1. health
 2. community, social support
 3. values, identity
 4. stress release



- Negative**
1. stress of "must do" activities
 2. conflicts
 3. product related issues

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