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MASTER THESIS

The "consumer-worker": a contribution of consumers to the production of ecological, social and ethical values in community supported agriculture in Switzerland

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Declaration of Authorship

I, Linus Boog, declare that this thesis titled, "The "consumer-worker": a contribution of consumers to the production of ecological, social and ethical values in community supported agriculture in Switzerland" and the work presented in it are my own. I confirm that:

- This work was done wholly or mainly while in candidature for a research degree at the University of Bern.
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- Where I have consulted the published work of others, this is always clearly attributed.
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Abstract

In an increasingly globalized and anonymous food system, there is a growing number of consumers who reject mass-produced food and prefer seasonal and regional foods that have been produced with environmental and social considerations in mind. Community supported agriculture (CSA) initiatives aim at contributing to the development of sustainable food systems. Consumers engage in regular purchase of local products to enable producers securing regular incomes, reducing the risks and improve their livelihoods. The objective is to create socio-ecologically compatible and demand-oriented sustainable conditions for both, consumers and producers. Consumers get actively involved in CSA through membership, subscription or participation in return for a share of the production. What is called the "consumer-worker", is a particular situation blurring the gap of classical dichotomies in mainstream economic paradigms and has rarely been studied in Western Europe yet. This thesis builds on the concept of „contributive economy" to shed a particular light on the labour processes and their role in the production of ecological, social and ethical values. The question is as follows: How are ecological, social and ethical values tied to voluntary engagement of consumers in CSA initiatives in the region of Bern, Switzerland? Based on expert interviews and the Q-Method this thesis gets a closer look at different CSA initiatives and discusses to what extent they are linked to various forms of value creation.

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Alternative Food Networks are on the rise all over the world. I am very interested in what potential these alternative forms of agriculture can have, to guarantee the continued supply of food in such globalized and through climate change affected times. CSA are seen as having a huge potential for meeting our ever increasing demand for socially and ecologically sustainable grown food in the world.

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List of Abbreviations

AMAP	**A**ssociation pour le **M**aintien d'une **A**griculture **Paysanne**
CSA	**C**ommunity **S**upported **A**griculture
FAO	**F**ood and **A**gricultural **O**rganization of the United Nations
FRACP	**F**édération and **R**omande d'**A**griculture **C**ontractuelle de **P**roximité
GmbH	**L**imited **C**ompany
GV	**G**eneral **A**ssembly
LASET	**L**abour **a**nd **S**ocial-**E**cological **T**ransitions
RVL	**R**egionale **V**ertrags**l**andwirtschaft
SDG	**S**ustainable **D**evelopment **G**oals
URGENCI	Réseau Urbain – Rural: Générer des Engagements Nouveaux entre Citoyens
WHO	**W**orld **H**ealth **O**rganization

Chapter 1

Introduction

1.1 Research Focus

Many natural resources are used for the production, processing and distribution of food. Around 30 percent of the environmental pollution in Europe is caused solely by the provision of food (Trivelli et al., 2016). The production of food plays an important role from a social point of view: unjust conditions often prevail during production and food is unfairly distributed around the world. On the other hand, an oversupply of food, especially in the western world and in emerging countries, leads to major health problems (FAO et al., 2019).

Through the progressive intensification and mechanization of agricultural production, as well as the several structural changes in the agricultural sector, the character of food production and rural areas have changed over the last few decades. Regional supply structures have increasingly been replaced by globalized value chains and networks (Diekmann & Theuvsen, 2019a). The trend in most western countries continues towards fewer and larger farms and a small number of companies dominate distribution and trade (Fabienne, 2019).

The progress achieved in agricultural production through intensification and globalization is associated with growing costs in the form of degradation of many environmental services and an increased risk of unpredictable ecosystem changes (Millennium Ecosystem Assessment, 2005). However, it is often overseen that this trend leads to increased poverty for some people and to growing inequalities and disparities between different groups of people (Schlicht et al., 2012). Because of the increasing competition in global markets, in a context of increasingly open markets and removal of protectionist barriers, small and medium-sized farmers are forced to compete with the agro-industry and therefore become increasingly dependent on world market prices (Schlicht et al., 2012).

The production of goods by market-based rationalities leads to socio-ecological challenges like deteriorating working conditions, lack of integration of globalized food systems into local cultures and economies and inequalities. These Challenges are addressed in the broader context of solidarity- and contribution-based economy (Pascucci et al., 2016; Bottazzi, 2019). These Alternative economic models take

several other economic relationships into account, enlarging the diversity of economic functions. The creation of solidarity, shared knowledge and the collective production and acquisition of common goods are important consequences of these economies (Laville, 2010; Bottazzi, 2019).

Because global supply chains are opaque and current production practices are regarded as ethically and morally doubtful, there are efforts to make the food system, especially in the western hemisphere, more sustainable. The consumers have increasing societal concerns about the impact of modern food production on human well-being and the environment (Diekmann & Theuvsen, 2019b).

Ilbery and Maye (2005) observed various developments resulting from the far-reaching changes in the agricultural sector and the increasing insecurity of consumers and producers in Western society, in particular the orientation towards more sustainable agricultural methods, the creation of local and shorter food supply chains and new forms of discerning and reflective consumer behavior.

These aspects have encouraged a growing group of consumers and producers to find an alternative form of high-quality food supply in what can be called the 'solidarity-based agriculture'. These projects directly contribute to a more sustainable and conscious processing of food and play an important role for encounters, leisure and community feeling (Trivelli et al., 2016). CSA is an example of searching for market alternatives that are re-embedded in their physical, social and ethical context. This allows important dimensions to be restored. E.g. social interactions, local knowledge or spatial/temporal feedback functions (O'Hara & Stagl, 2001).

Geography poses many questions about sustainable consumption, environmentally friendly farming methods and socially responsible food production. With the increased emergence of solidarity-based agriculture in recent years, there is an exceptional opportunity for sustainable consumption: Community Supported Agriculture (CSA). CSA initiatives are part of alternative food networks (AFN) that contribute to the transformation of conventional agriculture towards alternative, more sustainable forms of agriculture. AFNs have the ability to reconnect production and consumption. Thereby they boost local markets and increase the circulation of quality and differentiated products (Goodman et al., 2012).

The food chain is long and offers little interaction and feedback between producers and consumers. New technologies, a greater awareness of the ecological consequences of modern agriculture and the dependence of food transport on non-renewable resources may encourage consumers to look for alternative ways of obtaining food (van Elsen & Kraiß, 2010). In many industrialized countries, most households have sufficient quantities of food with verifiable quality characteristics available. Today's focus is often on less tangible characteristics such as food safety and health, environmental aspects, geographical and social affiliations and animal welfare (Bougherara et al., 2009). In addition to the demand for organically produced food, the importance of regionality for consumers continues to grow. Compliance with social standards is becoming increasingly relevant when consumers

choose their food. Aspects such as socially responsible working conditions and fair payment are increasingly important (Volz et al., 2016).

There is a longing for reconnection to nature, community or traditional food within the society. Several products (raw products, regional products, seasonal products, organic, slow food and fair trade products) are becoming more popular. Alternative and regional food systems, such as CSA, are therefore becoming increasingly important. They are an expression of the consumer's search for alternatives that are integrated into their physical, social and ethical context. A "relocalization" of the food system is demanded (Darolt et al., 2016). The way in which food is produced, distributed and eaten, influences the ecological, social, spiritual and economic balance of a society (O'Hara & Stagl, 2001).

1.2 Local Context

In the context of the ongoing debate about climate change and agriculture as a climate violator, the local media have repeatedly cast a critical eye on conventional agriculture in recent years and pointed out what alternatives there are (e.g. Wiget, 2020; Bundesamt für Landwirtschaft, 2010). In the course of this reporting, ways were pointed out where consumers could make their food purchases more ecologically. Organically or locally produced products were repeatedly advertised, as well as products that are sold via direct sales channels, e.g. via so-called vegetable subscriptions. Solidarity-based agriculture was often mentioned in this context (see Scheidt, 2018; Forster, 2019). Solidarity-based agriculture, which is characterized by direct sales channels, fair production conditions and intensive interactions between producers and consumers (Netzwerk Solidarische Landwirtschaft, 2020), emerged strengthened from this discussion. This was reflected by the fact that many new initiatives were founded throughout Switzerland, as well as in the area around the city of Bern (e.g. Feldmoos, TaPatate!). Initiators reacted to an increased demand for fresh, seasonal and high-quality vegetables, which are prepared directly by the producer and delivered close to the place of residence. The demand seems to continue to grow. The covid-19 epidemic in Switzerland, at the beginning of spring 2020, contributed to an increase in memberships (see e.g. Wiget, 2020; Interview Feldmoos). Due to the increased risk of infection in grocery stores, people were looking for other ways to get food such as vegetables without coming into close contact with other people. Regional vegetable subscriptions from regional farms were just the right thing to do. The weekly deliveries to a depot chosen by the consumers offered an almost risk-free alternative (Wiget, 2020).

In the surrounding area of the city of Bern, farms that practice agriculture based on solidarity principles have been able to establish themselves and become involved in the topic of sustainable food production. In recent years, they have become an increasingly important component of the food system in the region of Bern. Examples

of such initiatives are: radiesli, TaPatate!, Erlengut and Feldmoos. In such CSA initiatives, several private households bear the costs of an agricultural enterprise in return for which they receive its crop yield. Through the personal relationship to each other, both producers and consumers experience the advantages of a non-industrial, market-independent agriculture (Netzwerk Solidarische Landwirtschaft, 2020).

So far, CSA initiatives have not been examined in detail in the region of Bern. In Switzerland, studies on solidarity-based agriculture are manageable. Most of the studies look at solidarity agriculture as a social innovation and movement towards raised sustainability. With numbers of initiatives growing, there is the need for further research.

This thesis wants to dig a little deeper and look not only at the relationship between the producer and the consumer, but at the voluntary engagement of consumer-workers in order to understand their motivation to participate. By evaluating the motivation of consumer-workers, it is possible to find out which values are rather represented and reproduced in CSA initiatives.

Chapter 2

Objectives, Research Questions and Hypotheses

2.1 Objectives

This research contributes to a broader understanding of the role of consumer engagement in CSA initiatives. CSA initiatives, as part of AFNs, are becoming increasingly popular because of the various challenges agriculture is facing nowadays. Approaches such as solidarity- and contribution-based economies, with the focus on CSA initiatives, are explored. This offers a far-reaching and interesting insight into alternative economies. CSA is an important approach to foster local economic growth and contribute to sustainable agriculture.

This study examines various initiatives of solidarity-based agriculture in the region of Bern and attempts to classify them according to their organizational structure and the formal and informal agreements between producers and consumers. Given that CSA initiatives define new producer-consumer relationships, this study will take a closer look at the motivations of „consumer-workers“ to participate in CSA initiatives and how these are linked to ecological, social and economic values. Through a closer look at consumer-workers, this study finds out which motivations are most important and what values are most likely represented.

A central question is whether new social relationships are being established and new capabilities acquired. Generating more information about the motivation of consumer-workers and new labour processes in food production are essential for further understanding and discussion of social-ecological transitions nowadays.

2.2 Research Questions

Based on the objectives discussed above, the following research question was developed:

- How are ecological, social and economic values tied to the voluntary engagement of consumer-workers participating in community supported agriculture (CSA) in the region of Bern, Switzerland?

And the following specific research questions have emerged:

- What forms of community supported agriculture can be found in the region of Bern?
- Under what formal or informal institutional agreements do producers and consumers collaborate in community supported agriculture?
- What motivations drives consumer-workers to participate in community supported agriculture?
- To what extent is voluntary engagement of consumer-workers in community supported agriculture driven by their interest in work experience to gain capabilities and make new social relations?

2.3 Hypotheses

Based on the research questions, the following hypotheses need to be verified. Because this study is interested in the motivation of consumer-workers to participate in CSA initiatives, it is important to find out whether the agreements between producers and consumers differ in each initiative. Therefore, the first hypothesis is: CSA initiatives in the region of Bern differ in their organization and have different institutional agreements for participation between producers and consumers.

This study assumes, that consumer-workers are not a homogeneous group, but differ in various characteristics. Therefore, different motivations of consumer-workers are assumed. The second hypothesis is as follows: There are different sets of motivations of consumer-workers relevant for the participation in CSA initiatives.

In order to find out, whether consumer-workers participate in CSA initiatives because of work-specific and social aspects, mentioned in the contributive and solidarity economy, the last hypothesis aims at finding out about central motivations: Consumer-workers mainly participate in CSA initiatives because of their interest in work experience in order to gain new capabilities and extent their social network.

Chapter 3

Current State of Research

3.1 CSA in the Context of Globalization

Globalization has affected the global food system and poses several problems. The negative effects of intensive production methods, homogeneous crops and hybrid plants, decreasing prices and soil erosion are immense. This leads to increasingly homogeneous production methods, consumption patterns, poverty and patterns of social organization with the loss of social and biological diversity (O'Hara & Stagl, 2001). Growing concerns about food quality and the impact of food production systems on the environment and health, strongly remind of human dependence on the natural systems that provide for most basic needs. Local, more socially embedded agricultural alternatives have developed as a response to this globalization trend, namely CSA. These AFNs, which CSA is a part of, have been very popular in recent years.

Pascucci et al. (2016) identifies several reasons for the emergence of AFNs. AFNs can ensure fair prices for farmers, protect local species or cultural heritage and produce credible food products (i.e. organic, local and high quality products). Other factors relate to the socio-institutional dimensions of the context in which AFNs emerge and operate. The presence (or absence) of community attributes such as cooperation, trust and reciprocity can facilitate AFNs. Moreover, the emergence of AFNs is explained as the need of individuals to restore a sense of community, and as a way to re-establish relationships between producers and consumers, generating socio-economic and environmental benefits through localized food systems.

A farm that applies the CSA model is a farm that is directly involved in the local or regional food system and typically serves consumers interested in buying local, mostly organic, food. It is a direct marketing tool for farms which allows farmers to sell products directly to individual consumers rather than to an intermediary, such as a grocery store. The shareholders of the farm provide capital to the farm at the beginning of a growth season and the farm distributes its harvest among these shareholders. The farmers receive a steady income, regardless of the success of the growing season itself (Kaltsas, 2015).

Agriculture based on solidarity should give alternatives in which social, ecological and economic aspects of food production are not undermined. The pressure on

prices is pushing social and ecological aspects more and more into the background (Weber, 2012).

To summarize, CSA can be seen as a cooperative, market-mediated attempt by consumers and producers to counter the de-territorializing trajectories of globalization, which have led, among other things, to small family farms becoming an economically endangered species (Thompson & Coskuner-Balli, 2007).

3.2 Consumer-Producer Interactions

Opitz et al. (2019) investigated, which consumer-producer interactions are most relevant for economic stability of a CSA farm. Their results show that personal interactions between consumers and producers are seen as a key factor for the economic stability of CSA agriculture. It can be seen as a way in which consumers can economically strengthen the producer. As an additional stabilizing factor, consumer needs, such as product qualities and quantities, are relevant. They concluded that direct cooperation with consumers enables CSA farmers to be more independent of volatile markets but increase their dependence on the consumer shareholder group. Not just economic interactions are important, especially social interactions are a key characteristic of CSA. Obach and Tobin (2014) have examined the claims that solidarity agriculture has the potential to strengthen social ties and community spirit, a phenomenon known as "civic agriculture". They conclude that civic agriculture can prove to be a particularly important path to renew social engagement simply because food is necessary for life. Civic agriculture is opening new avenues for both, food shopping and community involvement. The opportunities to purchase at least some food through CSAs are growing, and therefore more people are likely to try one of these alternative venues. Obach and Tobin (2014) expect a corresponding increase in social engagement.

To find out what interactions between producers and consumers take place in CSA initiatives, Opitz et al. (2017) conducted interviews in different initiatives all around Germany. The interactions in CSA initiatives take place in six different areas: labour (e.g. through joint harvesting operations), knowledge (e.g. transfer of knowledge on cultivation techniques), resources (e.g. sharing gardening tools), financing (e.g. cooperative shareholdings) and production (e.g. Decisions on cultivation and varietal planning). The cooperation between producers and members takes mainly place when cultivating or harvesting the fields or when packaging or distributing the products.

The question is, how producers and consumers profit from their interactions. Darolt et al. (2016) have found, that especially producers have more advantages than disadvantages in such short distribution channels. The results suggest that they allow for greater producer autonomy, direct contact with consumers, financial transactions without intermediaries, as well as fairer remuneration and lower risks of loss in trading. From the consumers' point of view, CSA bring opportunities that lead to

changes in dietary habits, encourages sustainable consumer standards, awareness of factors such as seasonality, knowledge about difficulties producers face and changes in attitude with regard to regularity, quantity and diversity.

3.3 Consumer Participation

Alternative food networks like CSA are strongly influenced by the values and objectives of their members (Brehm & Eisenhauer, 2008). The importance of values within the community is reflected in consumer's reasons for joining a CSA (Diekmann & Theuvsen, 2019b). Beyond the provision of fresh local produce, consumers are motivated to join a CSA by the expected social, environmental and economic benefits of the initiatives. Consumers concerned about the safety and sustainability of food production and processing, highly appreciate the benefits of a CSA initiative for both altruistic and self-interested concerns (Diekmann & Theuvsen, 2019b). A sense of moral satisfaction drives consumers to support a system that they believe is good for the environment, the local community and their personal health (Diekmann & Theuvsen, 2019b). There is strong evidence, that values influence people's attitudes, motivation and action (Miles, 2015). According to Kolodinsky and Pelch (1997), the probability of becoming a member of a CSA is much higher if a consumer holds particular environmental values.

In Hvitsand (2016) article about attitudes and values among CSA producers and consumers, she describes how values and attitudes are transformed into practical actions and measures caused by certain motivations. She found that Norwegian CSA producers and consumers are motivated by a desire for a production and food system that protects aspects such as the environment, equity, health, participation and communication. For them, the farms are a platform to translate social values into practical action.

MacMillan Uribe et al. (2012) looked at CSA involvement in Arizona US and how that could reflect and be related to greater concern with both, health and environmental impact of food choice. In their survey, the environmental attitudes of CSA members are the most important indicator of several sustainability and food behaviors.

There is no doubt that producers and consumers can profit from each other. Fresia (2018) shows that households are improving their knowledge of seasonality, production methods, storage and preparation of agricultural products by participating in solidarity-based agricultural initiatives. This changes their eating habits and leads to more healthy and sustainable behavior. According to Mincyte and Dobernig (2016), bridging the distance between production and consumption is very important for initiatives. It is where farm managers share their work experiences with volunteers and new socialites are built. Reconnecting with nature and building social and cultural capital as well as new job opportunities are key factors of CSA initiatives.

Opitz et al. (2017) outline, that the diversity of reasons underlying the creation of CSA is reflected in the diversity of motives for the participation of its members. Frequently, self- and community-oriented as well as socio-political motives exist simultaneously. This suggests that lifestyle aspects and political views are mixed and that members see participation as an opportunity to serve their own interests and social needs at the same time. According to Opitz et al. (2017), product quality, supporting the producer and consumer-producer interactions are the main motives of CSA participation.

Pole and Kumar (2015) see CSA participants anything but homogenous and described four different types of CSA-participants: The „No-Frills Member“, whose primary goal is to obtain seasonal and fresh produce, the „Foodie Member“, who does not just favor fresh and seasonal produce, but values local and organic food too, the „Nonchalant Member“, who participates because of health factors, social pressure and personal norms, and lastly, the „Quintessential Member“, who values community the most, next to all the variables mentioned above.

Throughout the literature, it is pointed out that environmental considerations (Brehm and Eisenhauer, 2008; Bougherara et al., 2009) and supporting local farmers and accessing organic and quality foods (Cox et al., 2008; Pole and Gray, 2013; Peterson et al., 2015; Rossi et al., 2017; Vassalos et al., 2017; Diekmann and Theuvsen, 2019a), can play a major role in explaining household participation in CSA arrangements. The expected higher environmental, economic and social sustainability of CSA is frequently reported as a motivation to participate (Kolodinsky and Pelch, 1997; Thompson and Coskuner-Balli, 2007; Bougherara et al., 2009; Diekmann and Theuvsen, 2019a).

Another important aspect is, that community attachment and making new social relations have a positive influence for joining a CSA (Brehm & Eisenhauer, 2008). However, some studies about CSA have shown that consumers simply join for convenience and that it's the producers who ultimately promote community building activities (Cone and Myhre, 2000; Hinrichs, 2000).

It is expected that joining a CSA initiative will lead to a deeper understanding of agricultural processes, which will help to restore consumer confidence in food production. This may be a reason for joining (Rossi et al., 2017; Diekmann and Theuvsen, 2019a).

Peterson et al. (2015) point out, that the only variable that distinguishes CSA from other AFNs, is the preference of members to know the origin of their food, which may include knowing the producer, where it was produced and under what production practices.

Zoll et al. (2018) distinguish three different types of motivation to participate in AFNs: Lifestyle-oriented pragmatic motives focussing on recreation and health, community-orientated motives focussing on solidarity and shared values, and transformation-oriented motives focussing on opposing globalized agri-food systems and emphasizing sustainable alternatives.

3.4 Socio-Ecological Transition of Work in AFN

The economic development and its expectations of unlimited growth and its trickle down effects, have put human work under pressure. It is affecting workers' employment and well-being considerably. Socio-ecological challenges are apparent, and our relationship with work is discussed critically. Work is undergoing a socio-ecological transition and new approaches aim to liberate pro-social and pro-environmental behaviors (Bottazzi, 2019).

In order to overcome socio-ecological challenges in agriculture, the role of work is being reconsidered. AFNs like CSA initiatives strive to socially just and environmentally sound agriculture system practices. Producing and consuming food by certain standards leads to labor intensity, which poses a significant challenge to AFN initiatives long term viability. Farmers involved in alternative food production have to invest significantly more time in soil conservation by e.g. following a crop rotation system, growing a greater variety of crops or building up organic matter. Because much of this work is unpaid, the additional workload is an obstacle to the financial and social viability of alternative production methods (Bruce & Som Castellano, 2017).

By building a cooperative, these additional measures and its effects (e.g. lack of workforce) can be compensated by the help of participants (Darolt et al., 2016). This model is being practiced by many AFN initiatives. Consumers get physically involved on a voluntary basis, to translate their social and environmental values into practical actions (Hvitsand, 2016).

Inspired by these approaches, the concept of "contributive economy" has recently emerged. This set of practices is carried out by voluntary contributors who are involved in value-added activities and who are willing to cooperate and share their knowledge without receiving a financial compensation (Bottazzi, 2019).

An interesting question of whether organic and/or agro-ecological agriculture can help to develop better working conditions was looked at by Dumont and Baret (2017). In their study, they have made a framework with nine different dimensions defining working conditions, to find out if „green jobs“ really improve the working conditions in agriculture. They focused on Belgium and found that it is not possible to say that agro-ecological agriculture offer better working conditions than conventional agriculture. Due to the different socio-economic and political contexts, producers on medium areas have the most positive work conditions. At the same time, producers on small areas experience the most precarious conditions. In both situations, it is difficult to be enough profitable. Overall, employment conditions of workers are poor in all systems and that is mainly due to the context and trade-offs between social, ecological and economic aspects. Dumont and Baret (2017) conclude that it is most important to have a better understanding of advantages and difficulties in these systems in the present context.

Chapter 4

Initiatives and Consumer-Worker

4.1 Initiatives

4.1.1 radiesli

The farm of radiesli is located in the Worblental, more precisely in Worbboden, near the village of Worb in the canton of Bern. radiesli cultivates about 10ha of agricultural land and 3ha of forest. When the association was formed in 2011, thanks to the initiative of a trained gardener and some friends, only about 0.6ha were leased from the local farmer for the cultivation of vegetables. Since 2016, they have had the opportunity to lease the entire surrounding area of the farm and, in addition to growing vegetables, to plant various arable crops. They are able to keep a herd of cows with 10 mothers and their calves and various other animals.

radiesli cultivates vegetables in crop-rotation on four fields on an area of around 1.2ha. In addition, there are 0.2ha where they grow vegetables such as potatoes, carrots or onions which can be stored.

The farm of radiesli seems rather unusual in the Worblental. The surrounding farms consist mainly of large, traditional farmhouses with extensive pastures or monoculturally and mechanically cultivated farmland. The farm can be easily reached within 30 minutes by S-Bahn or by bicycle from the city of Bern.

At the moment, radiesli offers about eight different subscriptions. The subscriptions are called "Hochstamm", "Mehl und mehr", "Wintervorrat", "Viel vom Rind", "teikei coffee", „dein gemüse kennt dich“, „huhn und ei“ and „Tolle Knolle“ and contain different products which are produced on site, except for the coffee. Depending on the subscription, the number of days the subscribers have to work on the farm varies. With around 130 subscriptions, the vegetable-bag subscription „dein Gemüse kennt dich“ is the most important. The vegetable bags are distributed on two routes once a week to the depots in Worb and in the city of Bern. The vegetable harvest takes place weekly from April to December and every two weeks between January and March. The depots are looked after by one or two members of radiesli. The quantity of vegetable in the bags can vary, according to the season, weather or year. The entire harvest is distributed so that there is hardly any waste (Source: Interview radiesli (Appendice A) and “radiesli”, n.d.).

FIGURE 4.1: Vegetable-bags from radiesli
(Retrieved on 10.08.2020 from www.radiesli.org)

4.1.2 TaPatate!

In autumn 2017 the association TaPatate! was founded. The association pursues to grow ecological and seasonal vegetables and fruits, which subscribers receive on a weekly basis. The farm is located in Wallenbuch, a Fribourg enclave in the canton of Bern. The association cultivates 0.4ha of land and 30 fruit trees which are leased from a local farm. TaPatate!'s production is biodynamic. There is a a fruit subscription (CHF 500/year and one share certificate), a small vegetable-bag (CHF 1100/year and two share certificates) and a large vegetable-bag (CHF 2200/year and four share certificates). In addition, there is a coffee subscription from Teikei (CHF 34/kg and one share certificate), which imports coffee from Mexico and roasts it in Basel.

The vegetables are delivered to the four depots in the city of Bern and the depots in Fribourg, Murten and Wallenbuch. They are collected by the subscribers at the depots. Currently, there are around 90 vegetable subscriptions and 15 fruits and berries subscriptions.

The name TaPatate! (in Swiss-german "DiHärdöpfu!") is intended to represent the idea of regional and sustainable agricultural production, seasonal vegetable and participation. For TaPatate! it is important that all stakeholders are being involved: the producers, the consumers and nature. For this purpose, they have chosen the model of solidarity agriculture. The founders emphasize that the risk-sharing, the continuous supply of fruit and vegetables, and the participation of consumers, were the key factors to achieve (Source: Interview TaPatate! (Appendice A) and "TaPatate!", n.d.).

FIGURE 4.2: Harvested carrots (Retrieved on 10.08.2020 from www.tapatate.ch)

4.1.3 Feldmoos

Since the beginning of 2019, Feldmoos has been a CSA initiative in Herzwil (Köniz), with a total area of 14ha, which is managed by five persons. Three of the land managers lease the farm. In addition they have employed a farmer and the landlord for two to three days a week. All three of the leaseholders are qualified farmers.

The basic idea of the initiative is to supply food, independent from the market-based capitalist system. The way in which this supply takes place, is to be self-determined by consumers and producers. For this purpose, it is necessary to question existing structures and provide new approaches. Therefore, they have decided to establish a solidary agriculture initiative, as it is a new approach to food production and distribution.

In order to ensure that various ideas can be incorporated into the process of establishing an initiative, they do not want to present a defined path as producers, but to work out this path together with their members.

One of the aims of Feldmoos is to improve the network with their members in order to enable active participation and exchange of knowledge. Thereby, different perspectives around consumption and understood and a long-term detachment from market-based rationalities is achieved.

On their arable land, they aim to cultivate as many different types of food as possible. At the moment, they cultivate about 0.6ha of vegetables, about 10ha of

cropland and about 3ha of permanent grassland for their animals. The rest is used as ecological compensation. On the farm, 23 cattles, two cows with calves, two horses, bees, dogs, cats and chickens live. In the fields, about 80 different kinds of vegetables are grown. The producers alternately grow root crops —potatoes, carrots, beetroot and onions — as well as wheat, spelt and linseed. The farm is Bio-Suisse certified.

There are three different vegetable subscriptions and one meat subscription. The three different sized vegetable subscriptions cost CHF 25, 35 or 45 per week and are distributed weekly on Wednesdays. The mixed meat package contain 5 or 10 kg of different pieces of meat. They offer the option of putting together individual a vegetable-bag, which results in a 10% surcharge. At the moment, they have around 45 vegetable subscriptions.

The vegetable boxes are delivered to eight depots in Bern and Köniz and are collected by the subscribers themselves. In addition to the subscribers, they supply a local shop in Murifeld in the city of Bern and a housing cooperative in Wohlen with around 12 residents (Source: Interview Feldmoos (Appendice A) and "Feldmoos", n.d.).

FIGURE 4.3: Farmhouse Feldmoos (Retrieved on 10.08.2020 from www.feldmoos.be)

4.1.4 Erlengut

Since 2018, Erlengut has been a CSA initiative, located in Steffisburg, northeast of Thun. The farm is owned by two persons which lease a total area of 1.3 ha. About 0.8 ha are cultivated with vegetables. Throughout the year they produce 80 different products, mainly vegetables and herbs. They produce according to Bio Knospe

and Demeter guidelines. As a consumer there is the choice between a large (CHF 32/week) and a small (CHF 20/week) vegetable-bag, which is paid in advance annually or each quarter. At the moment, they have about 75 weekly vegetable bags that can be picked up at their farm or in the city of Thun. Their customers come exclusively from Thun or Steffisburg.

FIGURE 4.4: Vegetable crops on the farm of Erlengut (Retrieved on 10.08.2020 from www.solawi-erlengut.ch)

The producers have decided in favor of a solidarity-based agriculture, because they wanted a sustainable, small-scale, local and socially responsible agriculture. Their experience has shown, that conventional distribution channels generate a lot of food waste. For example, when vegetables have to be thrown away, because they do not meet market standards due to their shape and size or because a surplus was produced. In addition, entering into a contract with the buyer, obliges the producer to deliver the agreed quantity, which can be very difficult. For them it is easier to plan how much they have to grow, based on the number of subscriptions. In the end, the whole harvest is divided between all the vegetable-bags.

The farmers think it is important to know for whom they are growing vegetables for. It is important to communicate and organize themselves directly and together with the consumers. Thereby, they get to know and appreciate one another. As they point out, the cooperation promotes mutual tolerance. If something has not turned out as it should have, for example, if the vegetables do not look as good as in regular retail or if environmental influences cause crop damage, the tolerance is

more likely to be there. They try to cultivate vegetables as ecologically as possible and to treat plants and soil responsibly. They grow all young crops themselves and use only seed-solid, reproducible species (Source: Interview Erlengut (Appendice (A) and "Erlengut", n.d.).

4.2 Consumer-Worker

One of the main objectives of this study is to provide a broad definition of consumer-workers. In the broad literature there is no specific reference to consumer-workers. This study tries to give an overview of what consumer-worker are.

First of all, consumer-workers are individuals or households who have a regular subscription or a membership in an agriculturally based Organization. These consumer-workers consume various goods from this organization, for which they in return have to pay monetarily. But the subscription or the membership is not only tied to a regular paid fee, but also to a wide variety of tasks, which involve work. This additional work is normally carried out within the organization. Consumer-workers are considered as entities which care about the impact of food production on the environment and society (Vassalos et al., 2016). This contributes to their motivation to obtain environmentally and socially responsible produced goods from an organization and carry out work assignments in return. Several other factor playing a role in participating in CSA initiatives, are discussed beneath.

Chapter 5

Theoretical Framework

5.1 Alternative Food Network

Today and in the future, the agricultural and food industry faces a number of challenges, such as climate change or the scarcity of natural resources (e.g. soil). In order to be able to continue to guarantee the standard of living, it will be more important in the future to preserve natural resources along the entire supply chain. How natural resources are dealt with is determined by the way they are consumed. Therefore, alternative food supply networks are in the focus of political, scientific and media attention in Switzerland (Opitz et al., 2017). According to Opitz et al. (2017), projects in CSA, regional contract farming, farmers' markets, self-harvest gardens, urban gardening, etc. belong to alternative networks of food supply in Switzerland. In such projects, agricultural producers cooperate with consumers. They make joint agreements, work together and learn from each other. This creates a new type of link between producers and consumers, often supported by shared values relating to the environment and society. The interactions reestablish links between town and country that were partially dissolved in the course of industrialization, urban growth and the globalized food system (Opitz et al., 2017).

Goodman et al. (2012) summarizes core characteristics of AFNs as follows: the ability to reconnect production and consumption using sustainable models, social cooperation and partnerships between producers and consumers, the capacity to boost local markets with regional identity and increase the circulation of quality and differentiated products, for example, organics. AFNs are often described as somehow oppositional to „conventional" food systems, which lack embeddedness in local cultures and economies (Renting et al., 2003; Maye and Kirwan, 2010). In the organizational mechanisms of AFNs, social embeddedness and economic performance are closely linked, at least more so than in mainstream food regimes (Roep & Wiskerke, 2012). This view is justified by the AFNs ability to reconnect producers and consumers and their ability to create regional, resilient and small-scale forms of food provisioning which is proving beneficial for the well-being of rural as well as urban communities (Pascucci et al., 2016; Ilbery and Maye, 2005). As a result, AFNs are considered to have the potential to improve the redistribution of value to producers and facilitate the production of sustainable grown goods (Michel-Villarreal

et al., 2019).

Pascucci et al. (2016) sees AFNs as social devices that promote consumer awareness for purchasing locally grown food products, thus reducing environmental impacts of food consumption, preserving biodiversity and supporting rural communities and cultural heritage.

5.2 Community Supported Agriculture

Solidarity-based agricultural initiatives are characterized by their diversity and different cultural shaped characteristics. Therefore, the definition of solidarity-based agriculture may differ according to the language area. Internationally, they are often referred to under the generic term "Community Supported Agriculture" (CSA). In the European CSA Declaration adopted in September 2016, the definition is formulated as follows: "Community Supported Agriculture (CSA) is a direct partnership based on the human relationship between people and one or several producer(s), whereby the risks, responsibilities and rewards of farming are shared, through a long term, binding agreement" (URGENCI, 2016). The direct relationships between consumers, processors and producers promote mutual support and trust. This creates the foundation for fair prices between producers and consumers. Most initiatives produce according to organic guidelines, but are not always certified in organic farming. The changes in the production, processing and consumption of food are intended to ensure that the processes are not regulated by ever larger food companies and state regulations, but by collectively and democratically organized groups (Scharrer & Rist, 2017).

The CSA Declaration of 2016 states that it is not a static model, but dynamic and evolves over time. The authors emphasize that each initiative is different and each CSA partnership has autonomy. Overall, they formulated a few guiding principles for initiatives:

- Responsible care for the soil, water, seeds and the other commons through the agroecological principles and practices.
- Food as a common good, not a commodity.
- Human scale production rooted in local realities and knowledge's.
- Fair working conditions and decent income for all involved.
- Respect for the environment and animal welfare.
- Fresh, local, seasonal, healthy and diverse food accessible to all.
- Community building through direct and long term relationships with shared responsibility, risks and rewards.

- Active participation based on trust, understanding, respect, transparency and cooperation.
- Mutual support and solidarity beyond borders.

5.2.1 Types of CSA

Bigler in Volz et al. (2016) defines three main forms of CSA in Switzerland: the cooperatives, the non-governmental organizations and the individual initiatives. The food cooperative is the oldest form of organization in Switzerland. Within a food cooperative, the consumers are members of the cooperative and the producers are usually employed by the cooperative. The investments for production and distribution are partly covered by the shares of the cooperative members and partly by the subscription fees. The members of the cooperative can usually participate in the decision-making process and take part in some production and management tasks. A contract specifies the goods delivered and the mandatory half-day shifts of work performed by the subscribers. The cooperatives usually offer vegetables on a weekly basis. The goal of the cooperatives is to have collectively farmed land (Bigler in Volz et al., 2016).

A majority of CSAs in Switzerland are organized as non-governmental organizations (NGOs). An NGO is linking consumers and producers and organizes the distribution of products delivered by one or several farms. The products are distributed to consumers belonging to the same organization or to a group of self-organized consumers. The contract defines the number and frequency of the deliveries (weekly, monthly or annually). The producers are usually recognized as farmers and receive direct payments from the state. Some NGOs are consumer-driven, some producer-driven and some a mix of the two (Bigler in Volz et al., 2016).

An individual initiative is a CSA-type subscription system where producers decide to create a new distribution channel for their products. The producers can diversify their production and change their work organization. The low entry costs are an important advantage. Therefore, a farmer offers his products to consumers (not to an organized group of consumers) with a contract. The contract, usually for one year, determines the supply and distribution of the products and may include compulsory labour inputs in production. The producer is usually a certified farmer and therefore receives direct payments from the state. The administration is totally taken care of by the producer (Bigler in Volz et al., 2016).

5.2.2 History of CSA

The concept of direct marketing of organic foods between consumers and farmers originated in Japan in the 1960s under the name of Teikei. As a reaction to the increasing use of chemicals in agriculture and the associated health damage to consumers, the founders of Teikei sought direct access to food from family farms and helped on the fields (Dyttrich & Hösli, 2015).

Independently of this, the Swiss agronomist Reto Cadotsch founded the first European solidarity-based agricultural initiative in Geneva in 1978 under the name "Les Jardins de Cocagne". This cooperative and participatory initiative served shortly afterwards as an inspiration for the foundation of different cooperatives. „Agrico“ near Basel in 1980, "la clef des champs" in the Jura in 1982 and „Jerusalem artichoke“ in Dällikon near Zürich in 1983 (Dyttrich & Hösli, 2015).

Since 2000, the CSA idea has spread from Switzerland to various countries in Europe . In France, it has spread under the term "Association pour le Maintien d'une Agriculture Paysane (AMAP)" and in German-speaking countries it is known under the term „Solidarische Landwirtschaft“ (Solawi). Through the emigration of individuals around 1980, with experience in European CSA initiatives, the idea of contract-farming spread in different countries, such as the USA. In the 1990s, the international smallholder farmers' movement "La Via Campesina" played an important role, as it placed CSA members in an international political context as part of the movement for "food sovereignty". Since 2004, there is the international CSA network „Urgenci“, which promotes the dissemination of the CSA idea on a global level (Dyttrich & Hösli, 2015).

Volz et al. (2016) mention that the CSA movement consists mainly of young, well-educated and socially critical urban dwellers. However, in countries with a well-established CSA movement, the movement is growing beyond this sociocultural milieu.

According to Porcher (2011), there has been a sharp increase in the number of contract-farming initiatives in French-speaking Switzerland since 2003, which merged to form the "Fédération Romande d'agriculture contractuelle de proximité (FRACP)" in 2008. The aim of this association is to establish the basic principles of CSA in a charta and to link the existing CSA initiatives with each other (Porcher, 2011). Since 2009, this concept has established in the German part of Switzerland. The „Kooperationsstelle für solidarische Landwirtschaft“, i.e. Association of Regional Contract Agriculture, was founded in 2011 and currently connects around 43 different established or upcoming CSA initiatives in the German-speaking part of Switzerland. In Ticino, the consumer-producer cooperative Conprobio was established in the 1990s, where around 16,000 households in purchasing groups purchase organic food from the region (Dyttrich & Hösli, 2015). In 2013, initiators from „Ortoloco“, a Zürich based CSA initiative, founded a cooperation centre for solidarity agriculture with the aim of passing on practical knowledge about CSA and its "small-scale, diverse and little mechanised" agricultural cultivation practices (Dyttrich and Hösli, 2015, p.25).

The number of CSA initiatives in the German-speaking part of Switzerland has rapidly grown over the past few years. Today there are at least around 75 CSA initiatives in Switzerland, 43 of which are in German-speaking part Switzerland (Uniterre, 2017).

5.3 Solidarity-based Economy in the Context of CSA

The solidarity-based economy represents a form of alternative economic activity. However, the term is not understood as a unified concept. Rather, due to historical developments and parallel geographical developments, there are numerous concepts that can be associated with the solidarity-based economy (Giegold & Embshoff, 2008). Basically, these are oriented towards social, democratic and ecological approaches, with the needs of the people or the common good in the foreground.

The concept of the solidarity-based economy encompasses a wide range of concepts and is deliberately kept open: The concepts of alternative economy include, for example: Community economy, local economy, solidarity-based economy or social economy (Mittendrein, 2013). Due to the variety of forms of solidarity-based economy, it is not possible to provide a consistent and precise definition. The basic idea of the common good is familiar to all solidarity-based economic concepts. The common good, i.e. the well-being of members, consumers, the local environment or another specific group, is at the centre of all concepts (see e.g. Voß, 2016). Five dimensions can be identified, which are more or less contained in all forms of solidarity-based economy:

- "Cooperation" - Collective cooperation refers to the idea of the well-being of the community. Working together enhances this welfare in the long term (see e.g. Giegold and Embshoff, 2008).
- "Self-organization" - Self-organization includes the alternative, democratically organized economic activity of the projects. Work and organization is either done without hierarchies or with hierarchies that are as flat as possible (see e.g. Bierhoff (2008) in Giegold and Embshoff, 2008).
- "Solidarity" - Solidarity is a central principle of action. Solidarity is action and value-oriented and is understood as an interaction between people. Solidarity behavior is motivated by values and norms (see e.g. Giegold and Embshoff, 2008).
- "Volunteering" - Volunteering refers to the participation in projects. No member, consumer or stakeholder (e.g. donor) is obliged to participate in these projects (see e.g. Giegold and Embshoff, 2008).
- "Democracy" - The basis for the organization of projects in solidarity-based economies is a basic democratic order, although the form of this varies from project to project (see e.g. Voß, 2016).

According to Hitchman (2019), CSA include two essential pillars: food sovereignty and solidarity economy. In her paper on the contribution of CSA to the realization of solidarity economy in the Sustainable Development Goals (SDG), she states that solidarity economy is present in all CSA initiatives in terms of systemic

economic change. But the ways on how to implement this change are many and vary. But one main aspect is the over-arching principle of shared risks and benefits. Solidarity is shown in various manners. In some cases it is possible to pay through what is called a „working share“, by contributing a number of hours on the farm as a form of payment. Some CSA initiatives implement sliding scales of payment linked to consumers' financial status. Other mechanisms include crowd-funding for those unable to cover the full cost, and accepting food stamps. Whatever the form of a CSA initiative is, the solidarity remains consistent, as does the urban-rural linkage (Hitchman, 2019).

The networks call themselves „solidary“ mainly because producers and consumers share the risk of crop failure. Producers receive their members monthly contribution regardless of the amount of the harvest. So if climatic events or pests cause a lower yield, each member receives a smaller basket of goods than in years with high yields. Consumers thus declare their solidarity with their producers, who in the case of traditional sales channels, bear the costs of crop failures alone. The farmers feel solidary with the members of their initiative. They see themselves responsible for providing their members with high-quality products and involving them in decision-making processes (Opitz et al., 2017).

Hitchman (2019) mentions that in the Nyéléni Declaration on Agroecology (2015) or „The 10 Elements of Agroecology Guiding the Transition to Sustainable Food and Agricultural Systems“ (FAO, 2018) solidarity economy is referred to as part of agroecology. Community Supported Agriculture is therefore an integral part of both solidarity economy and agroecology.

Furthermore Embshoff et al. (2016) regards the emancipation from the food industry, which is dominated by agribusinesses, and the strengthening of peasant agriculture, as the basis of food sovereignty and as an important part of the solidarity economy.

5.4 Concept of Motivation and Values in the Context of CSA

To be motivated means to be moved to something. A person who feels no impulse or inspiration to act is therefore characterized as unmotivated, whereas a person who is energized or active towards a goal is considered motivated. People have not only different amounts, but different kinds of motivation. Motivation affects the underlying attitudes and goals that lead to action (Ryan & Deci, 2000).

Rode et al. (2015) describe different motivations in their study. There are financial incentives driven motivations, pro-social motivations (which refer to social relations with other people or the community and include possible gains in social capital through cooperation with others), pro-nature instrumental motivations (which refer to perceived instrumental benefits from the relationship with nature) and pro-nature, non-instrumental motivations (which refer to the moral valuing of a ecosystem).

According to Golightly (1956), value is a social science concept that refers to certain verbal and non-verbal behavioral events. Because the concept of value has vague and controversial meanings in the scientific concourse, it is difficult to give an universal definition. In this study, values are seen as initiators of motivation and action. Like Miles (2015) states that „Values predict actions that express the motivations they represent“ (p.685). Someone's values suggest what actions are being pursued and are therefore important components in many types of actions.

CSA initiatives as a solidarity economy movement, for example, questions the dominant mode of production and consumption and provides an alternative. It encompasses ecological aspects and values such as fairness, trust and solidarity (Plank et al., 2020).

Bouman et al. (2018) describe that values correspond to general guiding principles in people's lives and that thoughts and actions are, often unconsciously, based and evaluated on specific values. It is very individual, how people prioritize certain values over others. For example, some are valuing the environment more than new personal social relations. This determines the choices individuals eventually make.

Accordingly, Pascucci et al. (2016) explains that purchasing food products by participating in CSA initiatives is seen as an act of ethical consumption. Consumers value social, environmental, health and political attributes of their participation, besides the values related to the "material" use of the products.

The views mentioned above represent mainly individual motivations, but in the context of CSA initiatives, as cooperatives with many members, it is important to look at the local context and collective values. Brehm and Eisenhauer (2008) explain, that the agricultural industry in certain regional contexts can differ from each other. This leads to a different cultural identity and associated values, beliefs, and behaviors of residents. „It is expected that the variations in the sociocultural context of agricultural production will lead to variations in both motivations for joining a CSA and the broader environmental values of CSA members“ (Brehm and Eisenhauer, 2008; p.99). Collective values and shared values are often used interchangeably. A Collective refers to social entities whose members are grouped together according to various aspects. Mostly they are members who cooperate as a group or team in a purposeful and oriented manner (Orléan, 2004). More generally, collective values can be framed as explicit or implicit fundamental beliefs, concepts and principles that underlie an organization's culture and guide the decisions and behavior of its members (Business Dictionary, n.d.).

5.5 Contributive Economy

The concept of „contributive economy“ has recently emerged as a set of practices performed by free contributors involved in value-added activities and who are willing to cooperate and share their knowledge without being fully dependent on financial compensation (Bottazzi, 2019).

This concept is inspired by developments in the digital economy, particularly open source software, peer-to-peer platforms and the sharing economy. The aim is to facilitate direct interactions between contributors and to produce social values independent of market relations (Bottazzi, 2019). According to the French philosopher Bernard Stiegler, three core principles characterize contributive economy. First, in contributive economy the roles of the producer and consumer are often combined as both become contributors. Secondly, the value produced is not exclusively monetary, but it is considered as a positive externality or "social value". Thirdly, the contributive economy combines the production of classical goods and services with the production of meanings and collective social-ecological values (Bottazzi, 2019).

Bottazzi (2019) summarizes a number of related conceptualizations and principles of contributive economy from Stiegler's core definition and his successors: Economic operators have a willingness to collaborate and generate social interactions and cohesion; Several types of non-monetary rewards like social recognition, self-esteem and knowledge acquisition motivate economic processes; Intrinsic motivations are central drivers; Work is seen as an opportunity to improve people's capabilities; The contributive economy is a parallel or a niche economy; The contributive economies direct interactions between contributors can be facilitated through re-localization or web-interfaces; The objective of the contributive economy is to reduce the impact of inequalities and to provide an income for those who engage in an activity that adds value to society, for example by helping to improve people's capabilities.

Contributive economy can be summarized as a model of value creation based on contribution. It is a model whose primary aim is the fight against inequality through the valorization of knowledge. It is characterized by the blurred difference between a producer and consumer, as both become contributors (Bottazzi, 2019).

Chapter 6

Methodological Approach

6.1 Q-Method

6.1.1 Introduction

Aiming for a closer look at the at the motivations of solidarity-based agricultural initiatives consumers, the Q-method approach is the best suitable method to survey different people from different initiatives.

The Q-method, as a research method has had a rather shadowy existence in German-speaking social and educational research and is completely unknown to many researchers. It is not explicitly dealt with in relevant textbooks in the social sciences (see e.g. Bortz and Döring, 2015). At the interface of qualitative and quantitative methods, it has traditionally been used, particularly in the Anglo-American field, especially to record complex opinions and attitudes from a subjective perspective.

The term "Q" comes from the specific type of factor analysis used to analyze the data obtained. Whereas a "normal" factor analysis aims to find correlations between variables over a sample of people, "Q" looks for correlations between people over a selection of variables. The so-called Q-sort procedure, as the central application of the Q-method, offers a suitable way to model individual views (points of view, beliefs) of persons. Each participant can express his or her individual point of view by placing different statements regarding a construct of interest in a predetermined ranking structure. In doing so, the participants have to relate the individual statements to each other and weight them variably in order that so-called Q-sorts are created. These Q-sorts represent the data basis for the Q-correlations and for the factor-analytical Q-technique (Webler et al., 2009).

The Q-factor analysis examines similarities between the individual Q-sorts (between the beliefs of people) and forms "person types" (factors). The factors resulting from the Q-factor analysis can then be used to differentiate various point of views in the Q-sorts and they can be interpreted (Webler et al., 2009).

According to Müller and Kals (2004), the Q-method is a versatile and an independent procedure. Therefore, the Q-method is a powerful methodology to reveal complex and various social perspectives involving human subjectivity, by identifying different patterns of thoughts within a group on a topic of interest (Wibbelmann

et al., 2013). It is a mixed or semi-qualitative methodology. The Q-method uses statistical procedures of quantitative research such as correlations and factor analyses with the aim of forming types or systematically analyzing individual cases. Their interpretation is then largely qualitative (Zabala, 2014).

The "Q-Methodology" was first described in detail by the American psychologist and physicist William Stephenson in 1935 in the article "Correlating Persons Instead of Tests" and was specified in his major work "The Study of Behavior: Q-technique and Its Methodology". Several methodological papers on the Q-method have since been published in the Anglo-American language area (e.g. McKeown and Thomas, 1988; Carr, 1992; S. R. Brown, 1993; Stainton Rogers, 1995; Webler et al., 2009). The contributions refer to survey procedures, statistical procedures and meta-theoretical foundations, so that different positions are discussed and represented.

The Q-methodology should be seen in contrast to the traditional "R-methodology", which is based on test-theoretical assumptions and analyzes categorical systems in relation to each other (Müller & Kals, 2004).

R- and Q-approaches have many differences (see Figure 6.1). Especially when it comes to factor analysis and its implementation, the R- and Q-approaches can be distinguished quite easily. In R research, the respondents are the subjects and the questions are the variables. R-researchers look for patterns in the answers of the variables of each person. They are searching for a relation in rating two different variables from the same person. For example, do people who strongly agree with variable 1 also agree with variable 2 (Webler et al., 2009)?

In Q-research, subjects and variables are inverted. So the subjects of a Q-study are the Q-statements and the variables are the people, more precisely, their Q-sorts. Q-researchers look for patterns of the variables (Q-sorts of people) for each subject (Q-statement). They look at how the characteristics of one variable (a Q-sorting by person 1) relate to the characteristics of another variable (a Q-sorting by person 2). The participants sort the statements according to how these statements fit into their beliefs and perceptions. Q-researchers then search for patterns that are repeated over the participants Q-sorts. If patterns are found, this indicates that there are structures of beliefs between subjects that are common among participants. This is understood to be the concept of social perspectives (Webler et al., 2009).

The Q-investigations do not replace representative surveys. Usually the Q-method involves 10 to 50 participants, who can be selected according to certain criteria and do not have to reflect the population (Müller & Kals, 2004).

6.1.2 Implementation

A Q-study begins with a literature review on a specific topic. The researcher collects a large set of statements from interviews, expert consultations or participant observation for instance. Various statements are strategically selected from the collection (Webler et al., 2009). The Q-approach is a ranking procedure in which cards with statements are usually arranged in relation to each other along a scale, for example

TABLE 6.1: R Method and Q Method compared according to Webler et al. (2009), p.7

	R-method	**Q-method**
Variable	Survey question	Q-sort done by a Q-participant
Subject	Respondent	Q-statement
Population	All possible respondents	Concourse (all possible Q-statements)
Goal	Find patterns in how respondents answered different questions	Find patterns in where Q-statements appear in different Q-sorts
Factor Analysis	Normal	Inverted

from "most like how I think" to "less like how I think" (Müller & Kals, 2004). The illustration of the variety of perspectives of different people, regardless of whether they are popular or not, is a great advantage of this method (Zabala, 2015). Another advantage of this method is that the sample of respondents does not have to be large or representative of the population, but it must be diverse. The aim is to obtain a wide range of opinions, regardless of whether they are minority ones (Zabala, 2014).

Danielson (2009) further describes some steps of conducting a Q-method. Each participant is arranging the printed statements on a table along the scale. The resulting rankings are called "Q-sorts". The analysis of the data is carried out by a factor analysis, which reduces these many points of view, to a few common perspectives and shows the most relevant statements (Danielson, 2009). The factor analysis groups the Q-sorts into factors. These factors can be interpreted by using an idealized Q-sort that represents any factor calculated using the weighted average of the Q-sorts, associated with that factor. Each factor represents a generalization of the perspective shared by the people who produced these Q-sorts.

This study wants to use various statements to find out which motivations are important, and which are less important for consumers to get involved in an initiative. By conducting the Q-method it is possible to see if there are different perspectives of why „consumer-workers“ get involved in CSA initiatives. This set of motivations can vary between the different perspectives.

6.1.3 Selecting Q-Statements

In the Q-sort procedure, the selection or construction of used statements, is of considerable importance. Depending on the interest and especially the state of knowledge, different methods and sources are used to create a Q-sample (S. R. Brown, 1993).

A Q-study begins with the identification of a topic and a group of people, a segment of society. Thereby, the interest is in their perspectives. A text-concourse is identified for the study, which should cover as many perspectives on the topic as possible. The concourse can consist of existing print media (e.g. newspapers,

reports, books) and online media (e.g. websites, public records, papers). The Q-statements are selected from these existing sources (Webler et al., 2009).

Q-statements should contain "excessive meaning". In other words, a Q-statement can be interpreted in different ways by different participants (Brown, 1993). An important characteristic of Q-statements is that they accurately reflect what is said in the concourse. A further important characteristic of Q-statements is the interpretation in the context of all other questions. This means that Q-researchers do not need to worry about order effects. Instead, Q-participants should be encouraged to interpret the statements in the context of the other statements (Webler et al., 2009).

In order to ensure that the Q-statements represent the entire concourse, the collected statements are arranged in categories according to Zoll et al. (2018) (see table 7.2).

6.1.4 Conduct Background Interviews to re-create the Concourse

Additionally, a concourse can be replicated by interviews with experts. Interviews are an efficient and practical way to re-create the concourse, as it is possible to ensure that all relevant aspects of the topic are discussed explicitly and nothing is systematically excluded. One of the advantages of re-creating a concourse by interviews is that the Q-statements reflect the people directly involved in CSA initiatives. Consequently, the influence of the researcher in designing the stimuli on the process of selecting the statements, is minimized (Webler et al., 2009).

In this study, four guideline-based semi-structured expert interviews (according to Kaiser, 2014) were conducted with persons from each CSA-initiative, which have been deeply involved in these initiatives and have profound knowledge about the initiative. A member from the operational group of radiesli, with the producers from Erlengut, a person from the administration from TaPatate! and a producer from Feldmoos. They are all considered as experts, as they play an actively role in operating the initiatives. They were interviewed with the aim of asking for specific knowledge which served to answer the research question and complement the Q-sample. Two of the interviews took place on site, and the other two in rooms provided by the university. All of the interviews were recorded by a mobile device and afterwards transcribed in accordance with its meaning.

The guideline-based interview is a qualitative research tool and is a semi-structured or structured interview method that follows a previously created guideline (See Appendices B). The important aspects of the research topic are integrated into the interview questions. The aim for the interviewees is to provide answers that are as detailed as possible. However, there is the possibility to further explore the topics addressed by asking additional questions. Semi-structured interviews are designed like a conversation, the interviewees have the questions in advance, but deal with them flexibly during the interview. This means that it is not necessary to follow

the order of the questions and the interviewer can react better to answers of the interview partner. The guideline used for an interview serves the interviewer as an orientation as well as a reminder (Kaiser, 2014).

The basic principle is to make a guideline as open and flexible as possible, but at the same time as structured as necessary in accordance with the research interest. A guideline-based interview ensures that aspects of interest are addressed and allows comparability with other interviews based on the same guideline.

6.1.5 Q-Participants

In a Q-study, the aim is to include all existing views present in the concourse. The persons conducting the Q-types are called Q-participants. It is best, if the Q-participants have different and well-founded opinions. People who have well-founded opinions will find it easier to produce a more robust sort. Usually a Q-study leads to two to five social perspectives. For each perspective it would be sufficient to have four to six people "defining" a perspective, although many studies involve many more people. According to Webler et al. (2009), the number of Q-participants should therefore be between eight and 30, depending on the number of statements. However, it is impossible to know who determines which factor, so in practice, it is necessary to involve more people. Since the online-survey, which was distributed among the four different initiatives, was open to all, it was not possible to regulate the number of participants. However, it turned out that 30 participants took part in the survey, which is exactly within the range defined by Webler et al. (2009).

6.1.6 Conducting Q-Sort

Due to the COVID-19 pandemic emerging in Switzerland at the beginning of March 2020, the Q-survey was not carried out personally with the Q-participants as originally planned, but instead a web-based solution was found. „Q Method Software“ (qmethodsoftware.com) is a platform that offers an integrated solution for the implementation of a Q-survey, that is able to set up, conduct, and analyze the Q-methodology study completely online. The website offers a real-time correlation and factor analysis and is able to configure and analyze the study the way the researcher want it to be (see Lutfallah and Buchanan, 2019).

In coordination with the four different CSA initiatives (Radiesli, Erlengut, TaPatate! and Feldmoos), the online-survey was sent by email to subscribers of the respective initiatives. The subscribers had one month to complete the survey. There was no limit on how many participants could take part in the survey.

6.2 Analysis

6.2.1 Introduction to the Factor Analysis

After the respondents have sorted the statements, the resulting Q-sorts are analyzed by a combination of computer processing and theoretical interpretation (Eden et al., 2005). The computer processing is automated by the online-tool „Q Method Software“ (qmethodsoftware.com).

A factor analysis looks for „factors“ that explain the variations of many variables. In a Q-study, the variables are the Q-sorts. If there are 30 Q-sorts, then there are 30 variables (Webler et al., 2009).

A factor analysis tries to reduce this complexity to a simpler picture. Once the factor is described in the language of the Q-statements, it becomes a social perspective and the product of the Q-study. It is the task of the Q-researcher to figure out the qualitative meaning of these new factors (Stephenson, 1965 in Webler et al., 2009).

Therefore, it is up to the Q-researcher to correctly assess and interpret the results. Basically, there are any number of possible solutions for the factor analysis. The decision as to which is the "best" describing variable is a question of interpretation. Each solution presents a set of "factors" (also called "point of view" or "perspective") that explains the variation of the data. Each factor is a particular set of Q-statements. It is possible to define two, three or more factors in a factor analysis. If there are as many factors as statements, they would reproduce the original data set. Ideally, the researcher wants to discover just a handful of factors (Webler et al., 2009).

Sometimes, individual participants may not correlate strongly with a particular factor. As a result, the factors can be rotated so that individuals correlate more strongly with one or more factors to highlight existing relationships with a factor. The results of a Q-study therefore depends on the decision of the researcher, on how the factors should rotate and which factors should be maintained (Eden et al., 2005). For this study, a widely used computer based rotation called "Varimax" was used. It aims to find the most simple structure in the data, that maximizes the amount of variance. Varimax tries to rotate the factors, in a way, that each participant tends to be associated with just one factor (Cairns, 2012). Rotating the factors changes their meaning and can make the factors more relevant or meaningful (Webler et al., 2009).

The factor analysis generates several factors and describes every statement according to the factors with a value between -1 and 1. The closer the value is to 1, the more it matches the rotated factor. Which means, that the factor describes the social perspective (Q-sort) very accurately. However, the factors have to be evaluated whether they are reasonable or not. The Q-researcher must rely on his knowledge on the subject, in order to be able to make a judgement as to how reasonable this score is. Eventually, he must have a convincing explanation for the result (Webler et al., 2009).

6.2.2 Viewing the Output-Data

The online-tool generates a simple text-file which contains a great deal of information. The important sections for a basic Q-analysis are (adapted by Webler et al., 2009):

1. **Participants' Q-sort**: Every individual Q-sort of each participant is shown. Each statement has been assigned to a specific value according to the Q-pyramid, which shows the degree to which the participant has agreed to the statement.

2. **Q-sort Factor Loadings and Flagging**: The factor loadings table shows which participant agreed with each factor, and by how much. It is indicated with a value between -1 and 1. Participants whose sorts correlate significantly with a given factor are called loaders.

3. **Statement z-score**: The z-score describes the average distance from the centre of an idealized factor. It is expressed by standard deviations. A z-score of 2 is two standard deviations above the mid-point of the distribution. We can assume that it is rather on the right end of a Q-pyramid. Every statement has a z-score with each factor.

4. **Normalized Factor Scores for each Factor**: This output shows idealized Q-sorts for each factor and how far away each Q-statement is from the middle of the sort. Statements with high positive values are located to the far right of the Q-sorting and vice versa.

5. **Correlations between Factor Scores**: This correlation indicates the extent to which one factor corresponds to another. 1 is being identical and 0 is being totally different.

6. **Explained Variance**: This measures the extent to which a factor takes the variation (variance) of a given data set into account.

6.2.3 Deciding on the right Set of Factors

There is no objectively correct number of factors to use and any number of factors will give some insight into different social perspectives. But to find out how many factors should be analyzed, there are some criteria that can be used to decide on the number of factors (Webler et al., 2009; Watts and Stenner, 2012):

1. Eigenvalues are probably the most commonly used criterion for deciding on how many factors the final solution should include. It tells how much variance there is in a specific factor. Eigenvalues with a low value, in most cases lower than 1, are considered to be the cut-off point for the extraction and retention of factors. This threshold is used because an extracted factor with an eigenvalue of less than 1 actually accounts for less study variance than a single Q-sort.

2. It should be simple. Basically, the fewer factors, the better. It makes the perspectives easier to understand. But important and interesting information about differences in people's views should not be lost.

3. It should be clear. The best solution would be, if one participants Q-sort corresponds to one factor strongly, and only one. But it is possible that participants correspond to multiple factors or to none.

4. It should be distinct. The factors can correlate with each other. The lower the correlation between two factors is, the better. Highly correlating factors are representing similar social perspectives. But a high correlation does not automatically mean that it is useless. It is possible that two factors agree on many issues, but their points of disagreement are particularly different and interesting.

5. It should be stable. Certain groups of participants tend to cluster together because they have the same kind of social perspective. These participants think similarly and no matter how many factors are make, these people should correspond to the same factor. A good number of factors will maintain as many of these stable clusters as possible.

6.2.4 Interpreting the Data

Once the factors are extracted, the final step is to look for similarities and differences between the factors and describe them as social perspectives. First it make sense to look at the widespread agreement across all perspectives, before moving further, to examine the points of difference. It is important to make sure that in the discussion of distinguishing and consensus statements, the statements are considered in the context of the overall factors, not just as isolated statements. There might be different interpretations of the statements by participants. By conducting the survey via the internet, it was not possible to talk with the participants and get further insights of their thoughts on specific statements (Webler et al., 2009).

6.3 Demographic Survey

Each participant had to fill out an online-survey in advance, which contained several demographic questions (see Appendice C). This allows the researcher to get a better insight of people involved in CSA initiatives. The questions had predefined answers from which the participants could choose in a drop down menu. This standardized survey allows for better statistical evaluation of the data.

Chapter 7

Results

7.1 Results Initiatives

7.1.1 radiesli

From a juridical point of view, radiesli is organized in an association and a limited company (ger. GmbH). The association is made up of the following four bodies: the general assembly (GV), which operates by a simple majority of members (head vote), the operational group (known as the board of directors, consisting of at least four members), the project group and the auditing group. The GmbH, called the farm group, is composed by four members. These are professionals with a federal certificate of competence in farming. This was necessary in order to be able to lease the entire farm, have the farm certified as an organic farm and receive direct payments from the state. The association is responsible for the exchange between the farm group and its members. With this organizational structure, radiesli aims at a collective production and administration of the initiative.

The operations group works free of charge and everyone in the farm group is employed part-time. The people in the farm group had to calculate a salary based on their annual requirements and are now paid in hours according to this. The wage is therefore different for each and every one.

Those, who receive products from radiesli, have to acquire a minimum of two share certificates of CHF 250 each, which will be refunded when cancelling the subscription. The subscription-fees are based on an annual operating fee. For example, the operating group estimates that CHF 1265 covers the cost of a small bag and CHF 2530 the costs of a large bag. This is only a reference and those who can pay more, will feed the solidarity fund and enable others to pay less.

Depending on the subscription, subscribers have to work between one to eight half days. The work is carried out in working groups of their choice (harvesting, packing, driving out and weekend service) or during advertised days, which are held on Saturdays. Depending on the activity, the work is coordinated and guided by the farm group or the operational group. Current jobs are announced on the radiesli intranet calendar and subscribers can register there. (Source: Interview radiesli Appendice A).

7.1.2 TaPatate!

The association consists of a management committee, the farmers and the members. The committee is mainly responsible for the realization of the project. Their efforts are based on a voluntary basis. There is one person on the committee who has a paid workload of 10%, mainly for administrative work. The vegetable cultivation is coordinated by two farmers. Additionally they have one trainee and one apprentice. They are employed with a total workload of 200% and have a monthly salary. Their task is to manage the cultivation plan and coordinate the work of members in the field and in the processing of the vegetables. The members are co-owners of the farm. With the subscription, they purchase share certificates of CHF 250 each, depending on the size of the subscription. Therefore, members have the right of participation at the annual general assembly. Members can participate actively in decisions-making, planning, cultivation and distribution. Subscribers receive a vegetable-bag full of bio-dynamically grown vegetables, or a fruit box full of fresh bio-dynamically grown fruits and berries.

Cooperation is an important part of TaPatate!, whether in the field, when weeding, harvesting, equipping, packaging or delivering. With a small subscription the subscriber is obliged to participate on eight half days of work each year, with a large one 16 half days each year and the fruit subscription requires four half days a year. (Source: Interview TaPatate! Appendice A).

7.1.3 Feldmoos

As an individual initiative, the farm is leased by three persons who each work 80%. Therefore, they have founded a limited company (ger. GmbH). Additionally they have two employees. One is the landlord, and the other is a vegetable gardener. They work approximately 20 hours a week. The participation of subscribers is voluntary. The subscription is running a whole year. Since the beginning of 2020, subscribers have been obliged to become members of a newly founded association. The recommended annual member-fee is CHF 80, but at least CHF 30. The aim is to be able to partially cover additional costs and therefore be partially subsidized by the members. The membership aims to make it easier for consumers participate. The association is open to people who do not receive vegetables, but who would like to support the project through cooperation or financially. The cooperation on the farm includes the distribution and processing of the products and support at events. The communication with active members takes place via a social-media app where new jobs can be announced spontaneously and easily. (Source: Interview Feldmoos Appendice A).

7.1.4 Erlengut

Erlengut is organized as a limited company (ger. GmbH). They describe themselves as a company with a group of consumers. By receiving a vegetable-bag, subscribers

are committing themselves to help out on the farm for four half-days each year. They are responsible for taking and consuming the products so that no food waste is produced.

The working days on which the farmers require help, are announced via digital channels or spread verbally. If the subscribers can not manage to help on the farm, a reference value of CHF 50 per half-day is charged. This in turn can be used for people who can not afford a vegetable-bag. The subscribers are mainly needed to pack the vegetable bags, but they can work in the field planting, harvesting and weeding. (Source: Interview Erlengut Appendice A).

The core characteristic of each initiative are shown in table 7.1 and 7.2.

CSA Initiative	Location	Type of CSA	Legal form	Number of subscriptions	Label	Area	Products
radiesli	Worb (BE)	Food cooperative	Association & Limited company (GmbH)	130	Bio Suisse	10ha farmland, 3ha forest	60 different vegetables, different grains and fruits, meat
TaPatate!	Wallenbuch (FR)	Food cooperative	Association	90 + 15 Fruits	None, according to Demeter	0.4ha 30 fruit trees	Vegetables, Fruits and Berries, (Coffee)
Feldmoos	Köniz (BE)	Individual initiative	Limited company (GmbH) & Association	45	Bio Suisse	0.6ha vegetables 10ha arable land 3ha pasture	Vegetables, meat, honey
Erlengut	Steffisburg (BE)	Individual initiative	Limited company (GmbH)	75	Bio Suisse Demeter	0.8ha vegetables 0.5ha compensation area	80 different vegetables and herbs

FIGURE 7.1: Initiatives Characteristics (Source: Interviews Appendice A).

CSA Initiative	Contract	Details	Minimum workload	Subscriptions	Vegetable-bag 2 Pers.
radiesli	Annual Contract Member Co-owner	Share certificate (At least 2x 250.-), mandatory work	1-8 half-days / year	"Hochstamm", "Mehl und mehr", "Wintervorrat", "Viel vom Rind", "teikei coffee", "dein gemüse kennt dich", "huhn und ei", "Tolle Knolle"	1265.- (recommended)
TaPatate!	Annual Contract Member Co-owner	Share certificate (1-4x 250.-), mandadorty work	4-16 half-days / year	small vegetable bag, large vegetable bag, fruit, coffee	1100.-
Feldmoos	Annual Contract, Member	Membership fee / year (recommended 80.-), voluntary work	Voluntary	small (1-2 Persons), medium (3-4 Persons), large (5-6 Persons), individual subscription	1300.-
Erlengut	Annual Contract	Contract-farming, mandatory work	4 half-days / year	small vegetable bag, large vegetable bag	1040.-

FIGURE 7.2: Initiatives Characteristics (Source: Interviews Appendice A).

7.2 Results Demographic Survey

The number of participants in the survey differed significantly between the various initiatives. There were twelve participants from radiesli, ten from Erlengut, five from TaPatate! and three from Feldmoos. This means that a detailed analysis of the demographic results from each initiatives is not much of use. Therefore participants are looked at more closely, as a whole, as consumer-workers.

The average age of the participants is 39. Seven of which are under the age of 30 and six of them above the age of 50. 18 participants are female, twelve are male. All of them have Swiss nationality, except one is from the USA. Twelve of the participants are married, 18 are single. For twelve participants, the number of persons in the household is between 3-4, for eleven participants it is between 1-2 and seven participants are above. 13 households have kids at home, two kids in average. 24 of the participants have an university degree and the average net income in a household is about CHF 90,000/year. The survey is not representative as only a handful of participants participated voluntarily from the initiatives.

7.3 Results Q-Method

7.3.1 Subject

The focus is on CSA subscribers who have committed themselves to work in the field or who volunteer to do so. Within this group of consumers, from four different initiatives, the Q-method survey was carried out. This helps to differentiate which motivations are most likely to be represented among consumer-workers and whether there are different sets of motivations and perspectives why they participate.

7.3.2 Concourse

There is literature that examines the motivation of consumers in solidarity farming initiatives or alternative food networks (See table 7.1). Across the concourse, different motivations were identified. These identified motivations will serve this study to set a reasonable Q-sample.

The concourse used in this study consists of about eleven papers and four expert interviews. Four of the studies were conducted exclusively in the USA, five of them in different European countries and one on both continents. All the expert interviews were conducted with people from the CSA initiatives.

7.3.3 Q-Statements

After reading carefully through the concourse, text passages which mainly correspond to motivational reasons why people participate in AFN (mainly CSA initiatives) were collected and recorded.

TABLE 7.1: Studies used in the Concourse

Brehm and Eisenhauer (2008)
Bougherara et al. (2009)
C. Brown and Miller (2008)
Cox et al. (2008)
Diekmann and Theuvsen (2019b)
Diekmann and Theuvsen (2019a)
Hvitsand (2016)
Peterson et al. (2015)
Thompson and Coskuner-Balli (2007)
Vassalos et al. (2016)
Zoll et al. (2018)
Interview radiesli (2019)
Interview TaPatate! (2019)
Interview Feldmoos (2020)
Interview Erlengut (2019)

To get a better overview, different categories were created in which the different passages can be classified. The purpose of these categories is to include motivations from each category in the final q-sort and not to forget any relevant motivation. The categories were adapted according to Zoll et al. (2018) and were further adjusted. The three main categories „self-oriented motives", "community-oriented motives" and "globally-oriented motives" have various subcategories (see table 7.2). Certain motivations were identified in different studies several times, therefore some motivations were recorded more than once. A total of 127 different text passages were identified and recorded.

TABLE 7.2: Concourse Categories derived from Zoll et al. (2018).

Self-Oriented motives:	**Community-oriented motives:**	**Socio-political motives:**
Quality of Product	Social Interaction	Environmental Reason
Locality of Produce	Supporting the Farmer	Production Method
Type of Produce		Political Protest
Trust in the Producer		Fair Pricing
Production Method		Societal Issues
Acquiring Knowledge and Skills		
Experience		
Doing something Meaningful		
Saving Money		
Health		

From these different categories a Q-sample was created, which contains statements that cover the whole concourse. The Q-sample consists of a total of 31 different statements from 19 different categories (see Figure 7.3). The 31 statements correspond to the number of rectangles in the predefined pyramid.

Nr.	Statement	Category
1	I would like to actively help a farm or a farming community	Capabilities-instrumental
2	I want to acquire knowledge and new skills	Capabilities-instrumental
3	I would like to know about the individual steps in food production	Capabilities-instrumental
4	I would like to get to know new crops	Capabilities-instrumental
5	I would like to develop my skills and become actively involved in the production of food	Capabilities-instrumental
6	I want to move more and do more physical activity	Capabilities-instrumental
7	I would like to eat more vegetables and thereby promote my health	Economic-instrumental
8	I would like to save on food costs	Economic-instrumental
9	I would like a high quality (freshness, taste) of the products	Economic-instrumental
10	I would like regular deliveries of vegetables, which are delivered to me	Economic-instrumental
11	I would like to have a wide variety of seasonal products	Economic-instrumental
12	I would like to be independent of the offers and opening hours of retailers and weekly markets	Economic-instrumental
13	I would like to consume locally produced vegetables to reduce transport emissions	Environmental-altruistic
14	I would like to consume only seasonal vegetables to respect natural processes	Environmental-altruistic
15	I would like to question our irresponsible approach to food and encourage us to rethink	Environmental-altruistic
16	An environmentally friendly and sustainable agriculture is important to me for the present and future generation	Environmental-altruistic
17	I would like to promote ecologically (organic, Demeter, etc.) produced products	Environmental-altruistic
18	I want to reduce food waste production	Environmental-altruistic
19	It is important to me to create as little packaging waste as possible	Environmental-altruistic
20	I would like to consume locally produced vegetables to support local producers	Social-altruistic
21	Fair pricing of agricultural products is important to me	Social-altruistic
22	I would like to show the farmers more appreciation for their work	Social-altruistic
23	It is important to me that agricultural products are produced in a fair and socially responsible manner	Social-altruistic
24	I would like to support local food production and direct sales	Social-altruistic
25	I would like to support farmers that make effort finding altenative ways of producing	Social-altruistic
26	I like the mutual exchange of knowledge with other people	Social-instrumental
27	I would like to spend my free time with other people sharing the same values	Social-instrumental
28	The shared experience with other people is important to me	Social-instrumental
29	I would like to make new contacts and get to know new people	Social-instrumental
30	I want to feel part of a community	Social-instrumental
31	I like direct contact with the producers	Social-instrumental

FIGURE 7.3: Q-sample derived from the Concourse.

The whole Q-sample can ultimately be divided into 5 general, summarizing categories (see figure 7.3). This categorization serves to classify and analyze the Q-sorts and to simplify the interpretation of the results based on the research questions and hypotheses.

7.3.4 Factor Analysis

Ultimately, 30 participants from the studied CSA initiatives took part in the q-method survey.

The different Q-sorts are directly fed into the factor analysis within the Q-method survey website. The website uses a factor analysis package based on the programming language R composed by Zabala (2014).

TABLE 7.3: Factor Characteristics

	Nr. of Loadings	Eigenvalue	Explained Variance (%)
Factor 1	13	8.4	28
Factor 2	7	6.1	20
Factor 3	4	5.1	17
Factor 4	2	2.1	7

First, it must be decided how many factors make sense (see chapter 6.2.3). In this study, the focus was on the eigenvalues, maximizing the explained variance (see table 7.3) and the number of participants whose sorting correlated significantly with only one factor. The number of "con-founders" (participants whose sorting correlated with more than one factor) or "non-loaders" (participants whose sorting did not correlate with any factor) should be minimized and each factor should contain at least two Q-sorts that correlate with that factor alone (Cairns, 2012). Based on these criteria, a four-factor solution was found to be optimal.

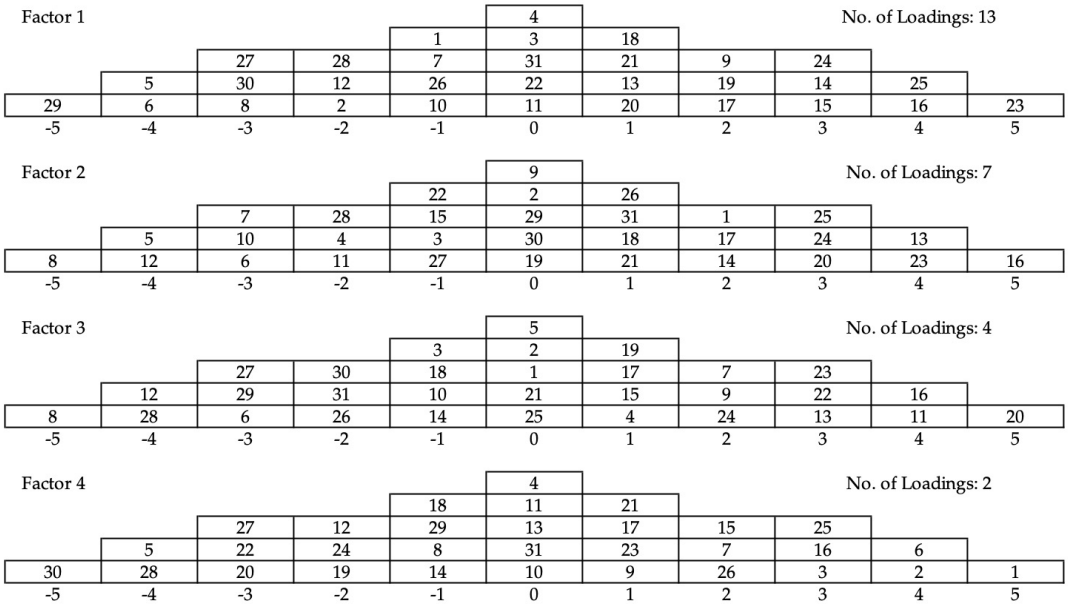

FIGURE 7.4: Idealised Sort Patterns for each Factor

Each of the four factors have an idealized sorting pattern which is the weighted average of the loaders' q-sort along the original response scale (-5 to +5) (Cairns, 2012). The idealized sorting patterns for each factor are shown in figure 7.4.

Considering the factor differences, three of the four factors differ only marginally from one another. Only factor No. 4 differs significantly from the others. Table 7.4 shows the correlation between the different factors.

TABLE 7.4: Factor Correlations by Z-scores

	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1	1	0.7	0.71	0.21
Factor 2	0.7	1	0.56	0.22
Factor 3	0.71	0.56	1	0.21
Factor 4	0.21	0.22	0.21	1

The idealized factors are as follows:

Factor 1: See figure 7.4

13 Q-sorts loaded high on this factor. In Factor 1, the statement No. 23 "It is important to me that agricultural products are produced in a fair and socially responsible manner" was weighted most strongly on average by 13 participants.

The statements No. 25 "I would like to support farmers that make effort finding alternative ways of producing" and No. 16 "An environmentally friendly and sustainable agriculture is important to me for the present and future generation" were rated as strongly applicable. These three statements stand out from the other statements. Three statements, No. 15, 14 and 24, were rated +3. Three of these six

statements can be classified as social-altruistic and three as environmental-altruistic. Statements No. 29, 6 and 5 were rated as the least accurate.

Factor 2: See figure 7.4

Seven Q-sorts loaded high on this factor. In factor 2, statement No. 16 "I would like to question our irresponsible approach to food and encourage us to rethink" was weighted most strongly on average.

The statements No. 23 "It is important to me that agricultural products are produced in a fair and socially responsible manner" and No. 13 "I would like to consume locally produced vegetables to reduce transport emissions" were rated as very applicable. The statements No. 20, 25 and 24 were rated significantly. Out of these six statements, four can be classified as social-altruistic and two as environmental-altruistic. Statements No. 8, 5 and 12 were rated as the least accurate.

Factor 3: See figure 7.4

Four Q-sorts loaded high on this factor. In factor 3 the statement No. 20 "I would like to consume locally produced vegetables to support local producers" was ranked highest. Statements No. 11 "I would like to have a wide variety of seasonal products" and No. 16 "An environmentally friendly and sustainable agriculture is important to me for the present and future generation" were rated as accurate. Statements No. 13, 22 and 23 were rated on average with +3. Three of these statements can be classified as social-altruistic. Statements No. 8, 12 and 28 were rated as least accurate.

Factor 4: See figure 7.4

This factor stands out clearly from the other factors. Two Q-sorts loaded high on this factor. In factor 4, statement No. 1 "I would like to actively help a farm or a farming community" was weighted the strongest by the two participants.

The statements No. 2 "I want to acquire knowledge and new skills" and No. 6 "I want to move more and do more physical activity" were rated as strongly applicable. Statements No. 3, 16 and 25 were rated as accurate on an average of +3. Four of these six statements can be classified as capabilities-instrumental. Statements 30, 5, and 28 were considered to be the least accurate.

It becomes interesting when you look at the Q-sorts in more detail. Although three of the factors have relatively similar statements in the area of the pyramid, where participants agree with the statements, they differ on the lower end of the scale. If you take the five categories and look where on the scale statements of each category are represented, you get a more diverse picture of the different factors.

These distinctions can be checked by the total value of z-scores of each category (see table 7.5). This helps to analyze and compare the salience across the five categories. (Webler et al., 2009).

The z-score of the social-altruistic category proofs that factor 2 and 3 are quite similar to factor 1. All of these three factors load highly on this category. The z-scores

of factor 2 and 3, however, the environmental-altruistic category is clearly weighted less strongly than in factor 1. In addition, statements in the social-instrumental category were rated significantly stronger and the economic-instrumental category significantly less accurate in factor 2 than in factor 1 and 3. On the other hand, the z-score of factor 3 loads higher on the economic-instrumental category than the other three factors. The z-score of Factor 4 rates the capabilities-instrumental category by far the strongest and therefore, the other four categories are less relevant.

TABLE 7.5: Total Value of Z-scores of each Category

	Factor 1	Factor 2	Factor 3	Factor 4
Capabilities-instrumental	-0.71	-0.27	-0.19	1.45
Economic-instrumental	-0.44	-1.35	0.10	-0.08
Environmental-altruistic	0.95	0.48	0.46	-0.10
Social-altruistic	0.87	0.82	0.89	-0.30
Social-instrumental	-1.16	0.07	-1.04	-0.91

Regardless of the four factors, the statements in the two altruistic categories were considered by participants as far more important than the other three. Statements in the social-instrumental category were considered the least important, and the economic-instrumental category the second least important.

Overall, statement No. 16 was considered most important, with a clear lead over No. 23; No. 8 was considered least important, closely followed by statements No. 12 and No. 5.

Chapter 8

Discussion

8.1 Initiatives

The three kinds of CSA initiatives, described by Bigler in Volz et al. (2016), all exist in the region of Bern. Initiatives like Bioabi or Soliterre are NGOs which offer subscription to consumers by following CSA principles. But these subscriptions are not tied to compulsory work for consumers and are therefore not the main aim of this study and left aside.

The four initiatives this study has analyzed are either food cooperatives or individual initiatives and involve consumer-workers. TaPatate! and radiesli have each been founded by a consumer led community. Consumers play an important role in their initiatives. They actively participate in shaping the initiative according to their expectations. New ideas can be shared and implemented. These two initiative count the most subscription so far (130 radiesli and 100 TaPatate!) (Interviews Appendice A).

radiesli was the first CSA initiative founded in the region of Bern and has significantly more members than any other initiative. They have built up a strong organizational structure that has been developed for many years. As they were growing, they have divided their organization into different parts. These subdivisions are led by members on a voluntary basis. Therefore they can rely on a lot of dedicated consumer workers, that are committed to actively help and contribute their part to this community. They diversified their range of products and have further developed new cultivation methods and techniques. By practicing four-field crop rotation, they can achieve many environmental and ecological advantages (Interview radiesli Appendice A).

TaPatate! is an association, which has committed itself to let the members participate in important decisions. In addition to the employed farmers, the association consists of a committee which manages the activities of the association. This board is responsible for bringing the members and the producers closer together and for strengthening the network. TaPatate! obligates the subscribers to participate in several agricultural tasks. This way, an understanding of how the production looks like, what it takes to successfully harvest vegetables and how the products and soil are

treated, is created. This exchange is considered as enormously important (Interview TaPatate! Appendice A).

Erlengut is an initiative owned by the producers, which wanted to implement the idea of solidarity into their agriculture. They describe themselves as a company with a consumer community. The consumers support the farm by paying the subscription fee each quarter in advance. This minimizes the economic risk of the producers and guarantees a regular income. This is particularly important for a small scale farm of this size (around 75 subscriptions). By tying the subscription to mandatory work is a useful way of connecting to consumers, receiving additional help with work-intensive tasks and get to know consumer's concerns. Thereby the producer-consumer relationship is strengthened and mutual trust and understanding is created (Interview Erlengut Appendice A).

Persuaded to establish a model that rethinks food production and is independent from market-based rationalities, friends have joined and founded a solidarity agriculture initiative in Feldmoos. As a relatively new initiative, they had to find a way to implement the idea of solidarity. Since the beginning of 2020, every subscriber is a shareholder with the right to participate in the decision-making process. This new distribution-channel enables producers and consumers to make self-determined decisions about rethinking and redesigning existing structures. Because they do not want to force anybody to work on the farm, it is the only CSA initiative examined that does not link compulsory work assignments with the subscription. However, they can rely on many helping hands, as they can announce upcoming work assignments via a chat group. Their management consists only of the five persons living at the farm (Interview Feldmoos Appendice A).

The reasons why the initiators have founded a CSA are manifold. Reasons such as the demand for seasonal, regional and sustainable grown vegetables, an independent, self-determined supply, criticism of the existing system, viable, small-scale agriculture or strengthening ties between producers and consumers (Interviews Appendice A).

Nowadays, It is very tough to manage a small-scale farm profitably. The distribution over conventional channels poses many problems. The model of solidarity-based agriculture enables small-scale farmers to generate a guaranteed income. It enables farmers to maintain their livelihood even with limited land. According to Bruce and Som Castellano (2017), managing a farm according to certain guidelines and ecological and social beliefs requires a higher workload. This amount of work can be compensated by recruiting consumers and tying them to compulsory work, in return for socially and ecologically friendly produced goods.

The analyzed CSA initiatives, as part of the AFN, meet all of the core characteristics of AFNs mentioned by Goodman et al. (2012). They are able to reconnect production and consumption, social cooperation and partnerships between producers and consumers, they have the capacity to circulate quality and regional products

and therefore contribute to the regional identity and increase re-localization of agricultural products.

New forms and models of economy and work are practiced in CSA initiatives and the solidarity is clearly in the center of attention. The five dimensions of solidarity economy described earlier in this study (cf. Giegold and Embshoff, 2008; Hitchman, 2019) take a major role in the initiatives analyzed. In each initiative, cooperation is in the foreground, to strengthen the relationship between consumers and producers and therefore to enhance each and everyones well-being. The initiatives with a cooperative model, despite their clear organizational structure, take the idea of democracy and self-organization very seriously and actively advocate to ensure that everyone is involved. They like to hold hierarchies as flat as possible. Even in individual initiatives, the producers aim to dissolve hierarchies between them and the consumers, although consumers have not the same rights as in cooperatives. Volunteering plays a major role throughout the initiatives. Up to 16 half-days of volunteering are required to become a subscriber of a vegetable-bag. This is a sign of immense devotion by the consumer-workers to contribute to a socially and ecologically sustainable model. Solidarity shows itself especially by the principle of shared risks and benefits. In all the analyzed initiatives, the model of payment in advance is established, which allows the producers to better plan their cultivation.

In the context of contributive economy, CSA initiatives can have a major impact. As mentioned in different interviews, producers get a lot of inputs from consumers. By joining producers and consumers, knowledge can be easily transferred. Consumers can profit from producers knowledge about methods and technique in agricultures and producers get new approaches and ideas from consumers. With an intensified exchange, different values, independent of market-relations, are produced (Bottazzi, 2019). A lot of the voluntarily involved members in CSA initiatives have a high educational degree, therefore the expertise is very high and encourages the communication between different disciplines. So both, the producer and the consumer contribute to the continued existence of CSA initiatives.

The CSA initiatives are eager to reach a systemic economic change and emancipate themselves from market-based rationalities. This is the basis to food sovereignty and strengthening small-scale agriculture (e.g. Embshoff et al., 2016).

The demographic survey represents a large spectrum of consumer-workers. The data showed, that all the age groups are well represented and reach from 20 up to 65 years old. It is evident, that almost all of the participants have a Swiss nationality, that they are well educated and have a fairly high income per household. With an average net income of CHF 90,000, it is almost CHF 7,500 per month, which is above the average wage of CHF 6,500 in Switzerland (Bundesamt für Statistik, 2018).

8.2 Q-Method

The Q-method has provided an approach for this study which is very exciting and multi-faceted. Using the Q-method, it was possible to focus on a very specific part of the population and to have a closer look at it. By collecting various statements from a wide range of literature, that has dealt with CSA and its members, it is possible to ensure that the whole range of motivations of members are taken into account. In addition to the literature, expert interviews provide interesting insights into the organization of the initiatives.

With about 30 participants and 31 statements, the study is at the upper limit of the required Q-participants described in the literature. However, the 30 Q-sorts have the potential to provide an in-depth look into the motivation of participants.

The four factors described according to the criteria above, represent the different "types" accurately. However, they show that the members of the initiatives have similar motivations. Three of the four factors are quite similar and differ mainly at the less accurate end of the scale. Therefore, it is worth taking a closer look at the different factors.

8.2.1 Factor 1

Factor 1 is the factor which applies to 13 participants and therefore to the most. Participants have rated the environmental-altruistic and the social-altruistic statements most positively. Participants who agree most with this factor are persons who show mainly altruistic motivations. This means that they put the public welfare before their personal good. They are seen as selfless and unselfish, and are primarily committed to environmental sustainability and social fairness. Statements such as No. 23 "It is important to me that agricultural products are produced in a fair and socially responsible manner", No. 25 "I would like to support farmers that make effort finding alternative ways of producing" or No. 16 "An environmentally friendly and sustainable agriculture is important to me for the present and future generation" are exemplary for these two categories. The only statement outside these two categories that was rated positively, was the statement No. 9 "I would like a high quality (freshness, taste) of the products" from the economic-instrumental category. Due to the strong valuation of these two categories, the other categories are not applicable. The participants in factor 1 have clearly rated statements from the social-instrumental category the least significant. Statement No. 29 "I would like to make new contacts and get to know new people" is exemplary for this category. But the instrumental capabilities and economic-instrumental categories fall short. Statements such as No. 6 "I want to move more and do more physical activity" or No. 8 "I would like to save on food costs" were rated as less accurate. Factor 1 describes consumer-workers who participate in CSA initiatives almost entirely because of altruistic reasons. Obtaining knowledge or making new contacts play a less important role to them.

8.2.2 Factor 2

Factor 2 is the factor which applies to seven participants and therefore to the second most. As in factor 1, the social-altruistic category applies strongly here. Nearly all statements, except No. 22 "I would like to show the farmers more appreciation for their work" were placed on the more accurate side of the pyramid. This suggests that these participants care about the welfare of others and act in the interest of the community rather than for themselves. The environmental-altruistic category was rated as applicable, but not quite as strong as in factor 1. Here again, ecological concerns seem to be highly valued. In this factor it is noticeable that the economic-instrumental category was rated by far the least accurate compared to the other factors. For these participants, the costs of membership and subscription, the variety and range of vegetables and the promotion of their own health, are not their main motivation. The statements in the capabilities-instrumental category were weighted very differently. For example, the statement No. 1 "I would like to actively help a farm or a farming community" was rated as accurate with an average of +2, while No. 5 "I would like to develop my skills and become actively involved in the production of food" was almost rated the least accurate. This suggests that engagement on a farm can be motivating, but not to acquire new skills and knowledge. The majority of the statements in the social-instrumental category were classified in the middle of the pyramid and are not decisive.

8.2.3 Factor 3

With the third factor, four participants agreed most accurately. This factor is comparable with factor 2, in three of five categories, except for the social instrumental and economic instrumental category. The participants have rated the statements in the economic-instrumental category across the entire spectrum of the pyramid. For example, statement No. 11 "I would like to have a wide variety of seasonal products" was rated as highly accurate, while statement No. 8 "I would like to save on food costs" was ranked at the very end of the spectrum. The participants want to improve their health and have a variety of high quality products, but it is not important to save on expenses. At the same time, they consider the social-instrumental category to be much less important than factor 2 does, and the network and the resulting social contacts are less important to them. The participants in Factor 3 are more altruistically motivated and do not attach as much importance to social contacts and the acquisition and sharing of knowledge.

8.2.4 Factor 4

Factor 4 clearly stands out from the other factors. Although only two participants agree most closely with this factor, it is still important to look at it. It is quite evident that these two participants weight the statements in the capabilities-instrumental

category the most. This category is mainly about active participation in a CSA initiative. They want to acquire new knowledge and skills and engage in physical activity. Passing on their knowledge was rated as less important. The statements in the social-instrumental category were rated on average as the least accurate. The other three categories are distributed across the entire spectrum. For example, statements No. 16 "An environmentally friendly and sustainable agriculture is important to me for the present and future generation" and No. 25 "I would like to support farmers that make effort finding alternative ways of producing" are rated as fairly applicable, which suggests motivations that aim for sustainable agriculture.

A number of reasons why consumers participate in CSA initiatives are mentioned in the literature. Most of these motives are represented by the results. In particular, the expected higher environmental, economic and social sustainability (Kolodinsky and Pelch, 1997; Thompson and Coskuner-Balli, 2007; Brehm and Eisenhauer, 2008; Bougherara et al., 2009; Diekmann and Theuvsen, 2019a) as well as support for local farmers and access to organic and quality food (Cox et al., 2008; Pole and Gray, 2013; Peterson et al., 2015; Rossi et al., 2017; Vassalos et al., 2017; Diekmann and Theuvsen, 2019a) were strong motivators for participating in CSA initiatives. Strong social relations or community attachment motives, as described by Opitz et al. (2017), Pole and Kumar (2015) and Brehm and Eisenhauer (2008), were not shown by the results. Motives for a deeper understanding of agricultural processes, as described by Rossi et al. (2017) and Diekmann and Theuvsen (2019a), could only be demonstrated by a small minority of the participants. Stronger evidence for such motives would need to be investigated in further research.

8.3 Limitations

The reader should bear in mind that the Q-method only examines a small cross section of the society. However, it tries to include as many different views as possible. This can be very challenging, as it is not possible to foresee what views are represented. One way to ensure a wide-ranging study is to choose participants according to demographic characteristics. Because this study has been executed online, it was not possible to control these principles. Nevertheless a wide range of different consumer-workers was reached and it was possible to create reasonable results.

The Q-method is highly dependent on how much literature is already available on a certain topic, in order to be able to create a detailed concourse. Without specific literature it is not possible to conduct a Q-method with the aim to cover all possible opinions on a certain topic.

Due to the unpredictable circumstances caused by Covid-19, the planned close personal interaction with the participants and researchers had to be carried out online. Due to the impossible execution face-to-face, the Q-method has been affected in its actual character. Unfortunately, it was not possible to ask the participants about

their thoughts during the sorting process. Nevertheless, the online-based solution made it possible to provide detailed instructions, which were presented to the participants before sorting. There were no feedbacks regarding any uncertainties or any fundamental questions.

This study is unable to encompass the entire concourse around AFN. The study focuses on CSA initiatives as part of the AFN and therefore only covers a small piece of the whole topic. This thesis does not engage in alternative economies in detail, but serves as an example. This research was interested in the practical, theoretical significance of the factors and not the statistical significance. So a few statistical steps have received little attention.

8.4 Further Research

Further research should be extended to other initiatives. It would be interesting to find out whether there are differences between German and French-speaking initiatives in Switzerland. Depending on the definition, CSA include, for example, regional contract farming (RVL). It would be interesting to include RVLs into the context CSA, in order to identify possible differences and to be able to examine the different motives of consumers in further detail.

In order to get a detailed picture of an average consumer of a CSA initiative, a widespread demographic survey across different initiatives could lead to some interesting results. It can be assumed that only a very specific social group participates in CSA initiatives. Further research could check this assumption and identify possible reasons for the absence of other social groups.

Chapter 9

Conclusion

This study was able to show that various forms of organization of CSA initiatives exist in the region of Bern. All three forms (individual initiative, non-governmental organizations and cooperatives) of CSA can be found in the region of Bern. But because the studies interest was on consumer-workers, the non-governmental organization was not taken into account. There was no NGO that tied their subscription model to compulsory work. The individual initiatives and cooperatives organizational structure differs from each other and they enter into different informal or formal institutional agreements with consumers. However, the two forms have in common that they want to guarantee food sovereignty through new social and economic approaches such as the solidarity- and contributive economy. In addition, the study was able to show that there are different motivations of consumer-workers to participate in CSA initiative. A clear tendency towards altruistic motives can be observed. These results meet many principles described by AFN or solidarity economy but is a little too one-sided. Motivations in the economic-, social- and capabilities-instrumental categories were not represented by the majority of consumer-workers. This shows that aspects like making new contacts, saving food costs or sharing knowledge is not a driving motivation for consumer-workers. These results contradict some motivations mentioned in the literature and principles of the contributive economy, like improving people's capabilities. The proof, that consumer-workers are engaging in CSA initiatives because of their interest in work experience, in gaining new capabilities and in extending their social network, is not given. However, only specific initiatives and a very specific group of society is represented in CSA initiatives, which resemble in similar views and values.

CSA initiatives such as radiesli have a supra-regional impact and serve as a good example of a successful alternative agriculture and a sustainable community. It is proof that the CSA concept is able to establish itself in the local agriculture and enjoy support from the local population.

Certain ecological, social and economic values are seen as initiators of motivations and actions. Therefore, voluntary engagement of consumer-workers in CSA initiatives is very much tied to various values. This study was able to show which motivations are mainly responsible for the participation of consumer-workers in

CSA initiatives. Belief in alternative economic systems, that are untied from market-based rationalities is the foundation to achieve socially and ecologically responsible objectives. Participation in value-added activities within the initiatives itself, lead to the production of socio-ecological values. Not only individual values are created, but collective values which underlie an organization's culture. These values are represented in the way that people get together and create initiatives that try to implement their beliefs in alternative social, environmental and economic realities. The commitment of consumers and organizations can ensure greater sustainability in the social, ecological and economic dimensions, which is ultimately the basic objective of the initiatives analyzed.

The study contributes to a broader understanding of solidarity-based and alternative economic models in agriculture. This is important, because there is an ongoing interest in shifting from a globalized, capitalistic system to an alternative.

The results can be used to get the CSA initiatives a more differenced picture of consumer-workers participating in their initiatives. Furthermore, it can help them to specifically attract new consumers. The study shows consumer-workers motivation to participate and allows initiatives to assess which motivations they should address more specifically.

By conducting a Q-method approach it was possible to assess the motivations of a small group of consumer workers in participating in CSA initiatives. This was the right method to contribute to the understanding and discussion of social-ecological transitions nowadays. In social- and psychological sciences this method has far-reaching possibilities and will definitely continue to provide interesting insights.

Appendix A

Interviews

- The Interviews (audio and text) are downloadable under the following link:
  –> tinyurl.com/yxhtnf9j

Appendix B

Semi-Structured Interview Guideline

Allgemein:

- Denken sie es ist passend, wenn ich im Laufe dieses Interviews ihren Landwirtschaftlichen Betrieb als Initiative bezeichne oder gibt es einen passenderen Begriff?
- Welche Rechtsform weisst ihre, in der solidarischen Landwirtschaft tätige, Initiative auf (Verein, Stiftung, Genossenschaft, Einzelunternehmen)? Wieso haben sie sich für diese Form entschieden?
- Wie würden sie ihre Art von Landwirtschaft bezeichnen? Sind sie einer Vereinigung oder einem Verband angehörig? Produzieren sie nach gewissen Richtlinien?
- Von wem und warum wurde diese Initiative gegründet? In welchem Jahr? Was wird damit beabsichtigt?
- Wem gehört das Land, dass sie bewirtschaften?
- Wie gross ist ihre Initiative? Flächenmässig?
- Mitgliederzahl (Anzahl Lieferungen)?
- Festanstellungen/Prozentstellen?
- Wie hat sich die Mitgliederzahl im Laufe der Jahre verändert?
- Welche Produkte werden auf diesem Bauernhof produziert und/oder wie viele Produkte werden angeboten? Und wie gross ist die Produktionsmenge der einzelnen produzierten Produkte?
- Wie sieht ihr Angebot aus? Wie ist die Preisgestaltung dieser Angebote?
- Wie gelangen die Produkte zu den Konsumenten?

Verhältnis Produzent-Konsument:

- (Bezug auf Rechtsform) Wie ist das formelle/organisatorische Verhältnis zwischen Produzent/Produzentin und Konsument/Konsumentin bzw. Mitglied?
- Wem gehört der Bauernbetrieb? Wem gehört die Initiative? Wie sind die Anteile verteilt?
- Wer bestimmt (Anbau, Leitbild, etc.)? Wer hat ein Mitspracherecht?

Mitglieder:

- Gibt es mit der Teilnahme an ihrer Initiative Verpflichtungen für die Mitglieder? Wenn ja, welche?
- Wie werden Arbeitseinsätze der Mitglieder organisiert? Wie kommuniziert man miteinander?
- In welche Tätigkeiten werden die Mitglieder involviert?
- Was denken sie, wieso wird man Mitglied einer solidarischen Landwirtschafts-Initiative?
- Denken Sie die Mitglieder haben bestimmte Wertvorstellungen (Beweggründe), die sie dazu bewegen mitzumachen?
- Wie würden sie die Durchschnitts-Mitglieder ihrer Initiative beschreiben? Alter, Interessen, Familienverhältnisse, Überzeugungen, etc.

Appendix C

Demographic Survey

Initiative:

- Radiesli, Worb
- Feldmoos, Köniz
- Erlengut, Steffisburg
- TaPatate!, Wallenbuch
- Andere

Postleitzahl:
Alter:
Geschlecht:

- männlich
- weiblich
- andere
- keine Angabe

Nationalität:
Familienstand:

- ledig
- verheiratet
- geschieden
- verwitwet

Anzahl Kinder:
Anzahl Personen im Haushalt:
Beruf:
Höchste abgeschlossene Ausbildung:

- Universität, ETH oder Fachhochschule
- Höhere Fach- und Berufsausbildung
- Gymnasiale Maturität
- Berufsmaturität
- Fachmaturität
- Berufliche Grundbildung
- Obligatorische Schule
- Keine

Nettoeinkommen Haushalt (jährlich):

- unter 30,000 CHF
- 30,001 - 50,000 CHF
- 50,001 - 70,000 CHF
- 70,001 - 90,000 CHF
- 90,001 - 110,000 CHF
- 110,001 - 130,000 CHF
- 130,001 - 150,000 CHF
- Mehr als 150,000 CHF

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