

# Proceeding

## International Conference

# Food for a Quality Life

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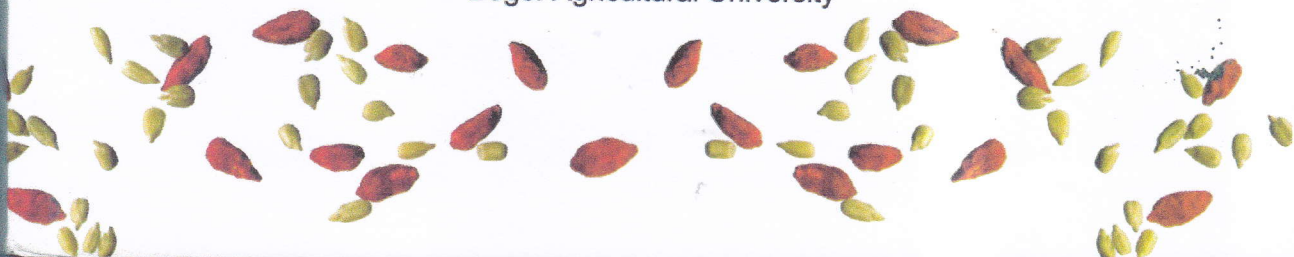
**Sri Widowati**

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Southeast Asian Food & Agricultural Science & Technology (SEAFAST) Center  
Bogor Agricultural University





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**Editor:**

**Nur Wulandari  
Lilis Nuraida  
Sukarno  
Puspo E. Giriwono**

**Winiati P. Rahayu  
Harsi D. Kusumaningrum  
Sri Widowati**

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2015**

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# Indonesian Consumers' Perception of Locally Grown Produce: A Case study

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## **Indonesian Consumers' Perceptions of Locally Grown Produce: A Case Study**

**Poppy Arsil**

Jenderal Soedirman University, Department of Agricultural Technology  
Dr. Soeparno St, Karangwangkal, Purwokerto 53123, Central Java, Indonesia  
E-mail: poppy74arsil@gmail.com

### **ABSTRACT**

This study investigates consumer perceptions and the level of awareness of local foods among Indonesian consumers who are living or staying in South Australia. A total of fifty one respondents were involved in this study. The snowball technique were employed to select respondents. "Local production" is found to be the most important meaning of "local". Consumers believe that local foods are food produced and sold within province and neighbouring province. Local foods are also believed to be cheaper and have higher quality when compared to 'national' or 'imported' food. Rice is mentioned most frequently by respondents as local food beside sweet potatoes, fish, and sago. The consumer levels of awareness of local foods and local food policy are still low.

**Keywords:** *Indonesia, local food, perception*

### **INTRODUCTION**

Local food trend is not a new phenomenon. Interests in relation to local foods have been identified in early 1980s. Eastwood (1987, p. 183) reported that "consumers have no strong preferences for or against locally fresh produce". Bruhn (1992) then indicated that consumers who shopped in Sacremento and Sonoma, United States expressed their interests to buy locally grown produce if the products had good quality and the price were not higher than they usually paid. Subsequently, the local food movements are flourishing in many countries around the world. People who buy and consume local foods, so-called "locavorer", are aware about "foodmiles", the distance the foods travel. In United States, Brown (2003) found strong interests in local foods among Southeast Missouri consumers. In United Kingdom, the local government has promoted the local food system since the early 2000s. Although UK consumers purchase their local foods very low



on a regular basis, they believe that local foods have better quality and fresher (Trobe, 2001). Arsil *et al.* (2004b) examined what the motives behind purchasing local foods in Indonesia. It was reported that "good health" and "cheap price" are two main motives of Indonesian consumers to consume their locally grown foods.

The government of Indonesia has promoted local food policies since 1960s'. The Presidential Decree number 14/1974 was issued aiming at improving people daily diet. This program was then strengthened by food diversification and nutrition program sponsored by Indonesian Agriculture Department (1993-1998). Indonesian Ministry of Food also launched the slogan "I like Indonesian foods" in year 1996 that focused on encouraging Indonesian people to eat more local food products. The Food Security Council was then established in 2001. Another important regulation with respect to local foods was Presidential Decree Number 22 year 2009 that aimed at acceleration for the consumption of diversified foods that was based on local resources.

Although the local food movement has been promoted as the national program to deal with food consumption problems such as the dominant of rice as the source of carbohydrate, there are still limited studies with respect to consumer perceptions and awareness of locally grown produce in Indonesia. What the most important concern is the meaning of 'local'. A search of studies through official websites of Indonesian government and scholarly research journal articles to the definition of 'local' is very limited particularly based on Indonesian case study. When raising a question "What is the definition of 'local'?" Many answers may be arise such as place production, geographic differences (physical distance, political boundaries, border of counties, and region boundaries), driving distance (Arsil *et al.*, 2014a; Dume *et al.*, 2011; Onozaka *et al.*, 2010; Darby, 2008; Smithers *et al.*, 2008; Zepeda and Leviten-Reid, 2004; Gallons *et al.*, 1997), quality (Chambers *et al.*, 2007), and distribution (Wilkins *et al.*, 2000). Some researchers have constructed the meaning of 'local' in different ways. According to previous published surveys, there are different definition of local foods mentioned by consumers from developed countries background, but it can be categorised into: (a) physical scale such as 30 miles (Flint, 2004), a day's round trip (Devine, 2004), (b) geographical borders such as county or neighbouring county (Ostrom, 2006), (c) place of production (Wilkins *et al.*, 2000), (d) place distribution and marketing (Wilkins *et al.*, 2000), (e) support local farmer and economy (Bruhn *et al.*, 1992; Smithers *et al.*, 2008), and (f) price and quality (Roininen, 2006; Chambers, 2007; Bruhn *et al.*, 1992). As the local food movement continues to grow not only in developed countries like the United States, and European countries but also flourishes in

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developing countries like Indonesia, therefore the aim of this research is to examine consumer perceptions and the level of awareness toward local foods. In order to examine the perceptions and consumers' awareness of local foods among Indonesian consumers, some research questions have been formulated:

- a) What is the meaning of "local"?
- b) How do consumers perceive the price and quality of locally grown produce?
- c) What is consumers' vision about local farmers?
- d) What are the name of local food products that consumers are familiar with?
- e) Are they familiar with local food policies in Indonesia?
- f) What are consumers' levels of awareness of food labelling and country of origin?

## **MATERIALS AND METHODS**

This study investigates the consumer perceptions and awareness of local foods among 51 Indonesian consumers who live or stay in South Australia. Snowball technique were chosen to select respondents due to practical reasons. Semi-structured interview were used to collect information from respondents during November 2010 to January 2011. The interview started by asking respondents initial screening questions to select respondents. Respondents should be (a) a food decider, (b) living in Indonesia at least one year and (c) consumed local foods when living in Indonesia. Respondents choose the place of interview such as at the respondent offices, at home, in the malls or supermarkets. The interview lasted around 20 minutes.

Open-ended question were asked to the consumers with respect to the meaning of 'local'. Then, a semi-structured questions were presented to the respondents with regards to the local boundaries, consumer perceptions of price and quality of local foods and consumer vision of local farmers. Respondents were also asked to mention the name of local products. Following these questions, a series of semi-structured questions was provided to the respondents to identify their level of awareness of local food labelling and policies. A closed and open-ended questions were provided to consumers to collect their socio-demographic profile. All data were calculated as a percentage of the total data. The methods used in this study refers to Arsil *et al.* (2014a). The data are then summarized and presented in the results and discussion section and some critical points and findings are then discussed.



Respondents varied with respect to gender, age, education, occupation, ethnicity, and how long staying or living in Australia. Table 1 presents the demographic characteristics of survey respondents. Two third of those respondents were female. Most of them have higher education and have been living in Australia less than 5 years. Javanese ethnic was dominant (62.4 per cent). It is higher than the composition of Indonesian people which Javenese people occupied 42 per cent of the total population of Indonesian. In term of household members, 54.4 per cent of the respondents have 4 to 5 family members. The dominant occupation of respondents are civil servant. Generally, respondents have better education compared to the national census in Indonesia (Centre Bureau of Statistics, 2010).

Table 1. The characteristics of Indonesian consumers who are staying or living in South Australia

| Personal information (%) |      | Other information (%)                      |      |
|--------------------------|------|--|------|
| <b>Gender</b>            |      | <b>Ethnicity</b>                           |      |
| Male                     | 37.6 | Javanese                                   | 66.4 |
| Female                   | 62.4 | Non-Javanese                               | 33.6 |
| <b>Age (years old)</b>   |      | <b>Staying/living in Australia (years)</b> |      |
| < 30                     | 7.2  | ≤ 5  | 80.8 |
| 30-39                    | 35.2 | >5   | 19.2 |
| 40-49                    | 31.2 |  |      |
| 50-59                    | 22.4 |  |      |
| ≥60                      | 4    |  |      |
| <b>Education</b>         |      |  |      |
| High School              | 8    |  |      |
| Undergraduates           | 30.4 |  |      |
| Master degree and above  | 61.6 |  |      |
| <b>Household member</b>  |      |  |      |
| 2-3                      | 39.2 |  |      |
| 4-5                      | 54.4 |  |      |
| 6-7                      | 6.4  |  |      |
| <b>Occupation</b>        |      |  |      |
| Civil servant            | 64.8 |  |      |
| Housewife                | 9.6  |  |      |
| Entrepreneur             | 1.6  |  |      |
| Student                  | 8.0  |  |      |
| Employee                 | 16   |  |      |

## RESULT

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## **RESULTS AND DISCUSSION**

### **Consumer Perceptions of Local Foods**

#### **The Meaning of 'Local'**

Respondents were asked what is the meaning of "local"? The most common answers of this question are: (1) local production (58%), (2) distribution and marketing (21%), (3) food availability (10%) and (4) food quality (7%). The "local production" refers to where the products come from. Some respondents believe that foods from different places have different quality and tastes. For example, coffees from different places in Indonesia would be different in tastes and aromas. Lampung and Waimena coffees taste different in term of flavour, although these coffees are categorized as Arabica varieties. The "distribution and marketing" term is related to supply chain system and short distribution channels. Local foods systems may have a short food supply chain compared to "national" and "imported" products due to less intermediate traders. The "food availability" term is related to the availability of foods in the markets or other places that consumers can easily buy the products. The "food quality" refers to freshness and less chemical preservatives.

#### **Consumer Perceptions of "Local Production"**

Political borders were chosen to describe the meaning of "local" as they are easily recognized by respondents. When consumers asked the question about local production, many consumers answered various scale of political borders in Indonesia. However, the most common responses for local production were food produced and sold within province (40 %). Some of them though local production related to neighbouring provinces (19%) and less thought within the regency areas (17%). Consumers who mentioned "within the province" are dominated by Javanese respondents, less than 5 years in South Australia, undergraduates and master degree, and age between 15 to less than 49 years old. Figure 1 depicts the percentage of responses with respect to the meaning of local production.



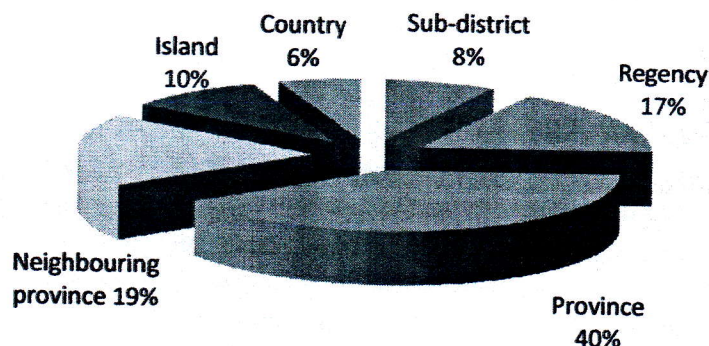


Figure 1. The percentage of responses of "local production" in relation to political borders

This results agree with the findings of Wilkins *et al.* (2000). They reported that university students at New York State considered place food produced and place of distribution and marketing as important characteristics of local. Darby *et al.* (2008) also identified "local" as boundaries of state. A survey conducted by Gallon *et al.* (1997) reported that most consumers mentioned state of location as the meaning of local. However, this findings are quite different from a survey conducted by Arsil *et al.* (2014a) that involved 533 local food consumers in Indonesia. They reported that when respondents asked the meaning of local with respect to specific political borders, 47.9 per cent urban respondents replied 'village' and 70.5 per cent rural respondents answered the same. This may be because there are significant differences of socio-demographic characteristics of respondents between these studies. In this study, respondents are dominated by consumers who have better education, staying or living overseas, better family income that might influence their vision of local foods.

#### The Consumers' Expectation for Local Foods Price

Respondents were asked their expectation of local foods' price compared to the price of national or imported foods. Most respondents (84%) expected to pay less and 10 per cent of them expected to pay higher. Figure 2 presents consumers' expectation of local foods' price compared to national or imported foods.



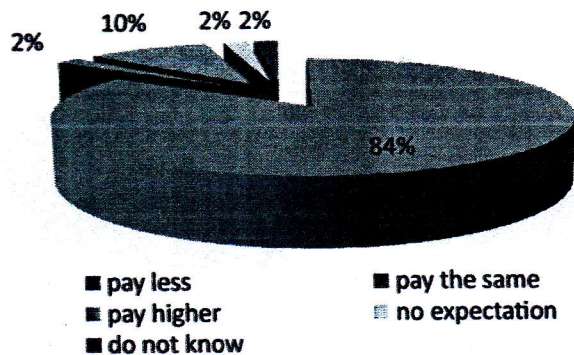


Figure 2. Consumer expectation of local foods' price

Generally, consumers expect that local foods are to be cheaper than non-local foods. This results are also similar to Gallons *et al.* (1997) and Arsil *et al.* (2014a). Gallons *et al.* (1997) reported that 49.5 per cent respondents in Delaware believed that the local food's price were cheaper. A majority of consumers surveyed by Arsil *et al.* (2014a) in Indonesia perceived that local foods were cheaper than national or imported foods. When conducted a survey in Maine, Kezis *et al.* (1989) also reported 49 per cent of respondents expected lower price of local foods.

Consumers Perceptions of Local Food Quality

Respondents expected that local foods have higher quality than national and imported foods (36 %) and 29 per cent of respondents expected the same quality. The term "quality" used in this study refers to freshness. One respondent (female, 30-40 years old, master degree, housewife, less than 5 years in South Australia) responded that local foods were fresh because farmers harvested their crops on that day, so we could buy fresh food in the same day at the nearby markets. Figure 3 presents how consumers perceive quality of local foods. This also confirms previous studies that local foods have better quality than non-local foods due to its freshness (Trobe, 2001; Arsil *et al.* 2014a). Brown (2003) reported that majority of buyers in the Southeast Missouri were not aware of the state local food program. However, consumers perceived local food s to be higher quality and cheaper. Trobe (2001) emphasised that direct market from farmer to consumer has many potential benefits in term of quality at lower price. It is also reported that the most important characteristic when buying local foods was the quality. Ostrom (2006) also reported that local foods had superior in quality due to its fresher and tastier.



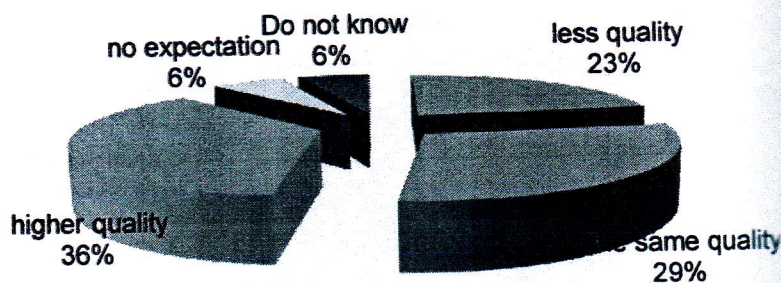


Figure 3. The consumers' perceptions of local food quality

Consumer Vision of Local Farmers

When respondents asked a question “local farmer are farmers within your...”, the most frequent answers of local farmers was farmers in their village (35 %) and then followed by subdistrict (27%). Table 2 shows the consumers' vision of local farmers. Smithers *et al.* (2008) asked the vision of local farmers in Ontario, Canada. The most accepted definition of local farmers were within region/neighbouring region (40%) and county/neighbouring county (28%) respectively.

Table 2. Consumer vision of local farmers

| Local farmers are farmers within (%) |    |
|--------------------------------------|----|
| Village                              | 35 |
| Subdistrict                          | 27 |
| Regency                              | 18 |
| Province                             | 12 |
| Country area                         | 8  |

Naming Local Food Products

Consumers were asked to mention local food products. A total of 100 responses were replied by respondents and rice was still the most familiar local food products. Sweet potato and sago could be an important alternative sources of carbohydrate for rice substitution as consumers are familiar with these foods. Table 3 shows the most frequently local food products answered by consumers.

Table 3. N

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|---------|
| Rice    |
| Sweet p |
| Fish    |
| Sago    |
| Mango   |
| Corn    |
| Apple   |
| Cassava |

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**Table 3. Naming local food products**

| Local food products (%) |    |
|-------------------------|----|
| Rice                    | 17 |
| Sweet potato            | 11 |
| Fish                    | 10 |
| Sago                    | 10 |
| Mango                   | 9  |
| Corn                    | 7  |
| Apple                   | 6  |
| Cassava                 | 5  |

### **Consumers Awareness of Local Foods**

#### **Consumer Knowledge about Local Foods**

Consumers were also asked their knowledge about local food using an open question. Three levels of consumer knowledge were identified: (a) listening, (b) understanding the term meaning and (c) applied in daily life. Respondents listen and obtain the knowledge of local foods from media mass (television programs, newspaper), websites, scientific journals, teaching-learning activities at schools or universities, seminars, and local government programs. The level of understanding of local food means that respondents can explain the definition of "local foods" generally as food produced and sold near consumer's houses. Respondents apply the local food program in daily life activities such as local government programs (Bank Indonesia programs, village government activities or "Tim Pokja"), exhibitions, and teaching learning activities at schools or universities. The most frequent answer was that the consumers understand the meaning of local food (44 %) followed by listening the local food term (33 %) and applying local food programs in daily life (21 %).

#### **Familiarity with Local Food Policy**

To understand consumer familiarity toward local food policy, two open-ended question were questioned. The first question related to "I like Indonesian foods" slogan that promoted by Indonesian Ministry of Food in year 2006. Ninety two percent respondents replied they heard the slogan and only 8 per cent respondents never heard the slogan. However when they were asked about local food diversification policy linking to Presidential Decree No 22 year 2009, only 46 per cent respondents said yes, others replied no. Thus, publication and promotion from the Government is really



needed to convey the messages of the local food diversification policy. The most effective promotion can be through media mass, government official websites and local government's programs.

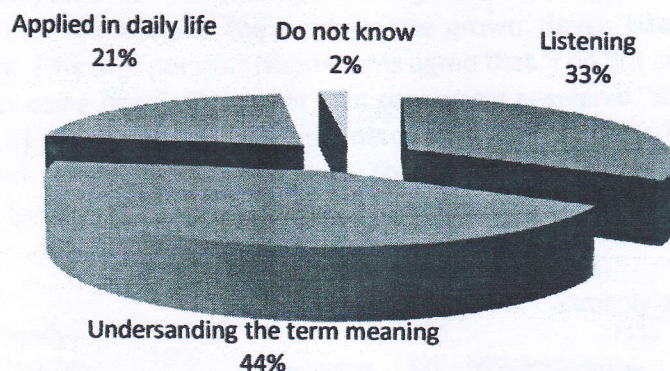


Figure 4. Three levels of consumer knowledge of local foods

#### Consumers Awareness Towards Local food Labels

When consumers asked their intention to buy local food, all consumers answered they intended to buy local food. Then, they were asked how often you look at the product labels to know where the products come from. Fifty one per cent replied they always checked the label before purchase the product and others answered 'seldom' or 'frequently'. Figure 5 shows how often respondents refers to food labels.

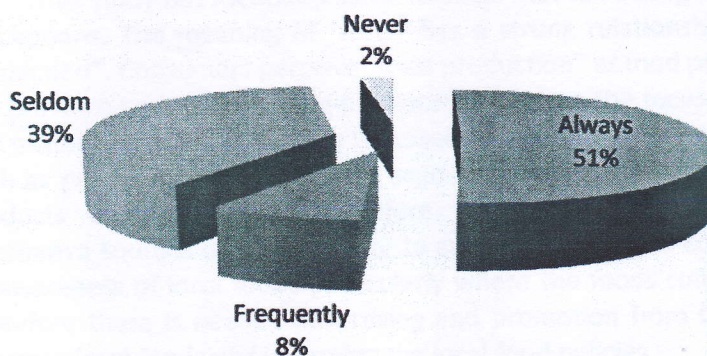
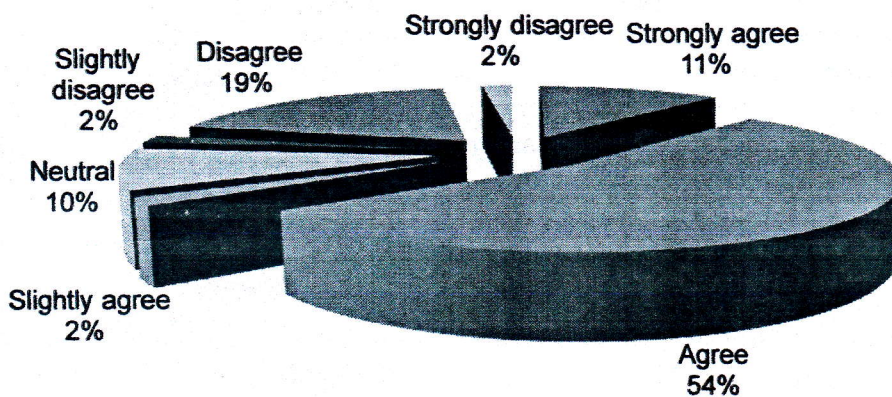


Figure 5. The frequency of consumers look at the food labels



### **Consumer Awareness of where the Product are Grown**

The last question was about the consumer awareness of country of origin. The question was when purchasing fruits and vegetables, consumers do not care from where the products are grown. Seven Likert scale were provided. Fifty four per cent respondents agree that "I do not care where the products come from". Eleven per cent consumers answered "strongly agree" (Figure 6). Although most respondents look at the product's label, they do not check the origin of the product. The information sought by consumers may be food ingredients and food expiration dates.



**Figure 6.** Summarizes of the responses to the Likert scale of local products.

### **Managerial Implication**

This study has identified some findings that have insight on local food perceptions. The meaning of "local" has a strong relationship with "place production". Consumers perceive "local production" as food produced within the province and neighbouring provinces, therefore the focus on advertising and promotion of local food can be based in a particular regional boundaries such as province. Sweet potatoes, sago and cassava are familiar local food products with consumers, therefore these products can be used as alternative sources of carbohydrate to substitute rice. The consumer's level of awareness of local foods particularly where the foods come from is low, therefore there is needed advertising and promotion from Government to promote local foods and informing the local food policies.



CONCLUSIONS

In this section, some important findings with regard to consumers' perceptions of local foods are concluded. 'Local production' has been mentioned by majority of consumers as the meaning of 'local'. Consumers consider food produced within province and neighbouring province as the local production of local foods. Consumers expect local food higher quality compared to national or imported food and expect to pay less. The most frequent local foods mentioned by respondent is rice. Sweet potatoes, fish and sago are other local food products that consumers are familiar with. The level of consumer awareness toward local foods and local food policies is low. Consumer awareness of local food labels is high in this study. It may be because the respondents has been living in Australia for many years that they may consume more imported products. However, the information of where the foods are grown are not important for respondents when purchase fruits and vegetables.

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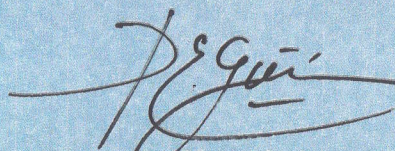
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as Oral Presenter

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Jakarta - Indonesia, 15 - 16 October 2014



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Poppy Arsil <poppy74arsil@gmail.com>

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## Abstract submission

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**SEAFast Center IPB** <seafastseminar@gmail.com>  
To: poppy74arsil@gmail.com

Tue, Jul 8, 2014 at 9:57 AM

Dear Ms. Poppy Arsil,

Thank you for registering and submitting your abstract for the International Conference of Food for a Quality Life 2014, Jakarta, Indonesia. Your abstract will be reviewed by the Scientific Committee and you will be notified once the decision has been made.

Please complete the registration by paying the registration fee and send the payment receipt to us.

Also please visit our web to get detailed information and update about the Conference at <http://fiasia2014.patpi.or.id>  
Thank you.

If you have any questions, please do not hesitate to e-mail us ([seafastseminar@gmail.com](mailto:seafastseminar@gmail.com)).

Best regards,

Desty Gitapratwi

Secretariat Committee  
SEAFast Center IPB  
Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680  
West Java, INDONESIA  
Phone: +62 251 8629903  
Fax: +62 251 8629535  
<http://fiasia2014.patpi.or.id/>



Secretariat: Gedung SEAFast Center IPB, Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680, West Java, INDONESIA  
Tel/Fax: +62 251 8629903. E-mail: [seafastseminar@gmail.com](mailto:seafastseminar@gmail.com); <http://fiasia2014.patpi.or.id>

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Bogor, 26 August 2014

To:  
**Poppy Arsil**  
**Jenderal Soedirman University, Indonesia**

Dear Author,

We are pleased to inform you that your abstract entitled **"Indonesian consumers: Perceptions toward locally grown produce"** has been accepted for **Oral** presentation at the International Conference on Food for a Quality Life, to be held on October 15-16, 2014 in Jakarta, Indonesia. Please note the following:

1. Your paper presentation has been scheduled for the session indicated in Session Summary (please visit our website at: <http://fiasia2014.patpi.or.id>). The abstract of your paper will be published in the conference program book and will help attendees ascertain their interest in attending your presentation.
2. Please complete your conference registration and send your pay-in slip with your name and address via email: [seafastseminar@gmail.com](mailto:seafastseminar@gmail.com), by 15 September 2014. The abstracts of all unregistered presenters will be removed from the program after this date. You can register for the Conference at the following link: <http://fiasia2014.patpi.or.id/register/>
3. Each oral presenter will be scheduled for a total of 15 minutes (nominally a 10 minute presentation and 5 minute discussion). Please keep in mind that the time schedule is fixed so that attendees may move between sessions.
4. Your full paper will be reviewed for publication in the Conference proceeding. A set of instructions for the full paper format will be available on our website.
5. Please visit the SEAFast website (<http://fiasia2014.patpi.or.id>) and check for the updated program of the Conference. Your assigned paper code will be listed on the program.
6. All presenters will be responsible for their own registration, travel and accommodation expenses.

Should you have further queries, please do not hesitate to e-mail us.

We look forward to your participation in our Conference in October.

Scientific Program Chair

Dr. Nur Wulandari

SEAFast Center IPB  
IPB Darmaga Campus Bogor 16680  
West Java, INDONESIA  
<http://fiasia2014.patpi.or.id>



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**Abstract Acceptance**

1 message

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**SEAFast Center IPB** <seafastseminar@gmail.com>  
To: Poppy Arsil <poppy74arsil@gmail.com>

Wed, Aug 27, 2014 at 10:08 AM

Dear Dr. Poppy Arsil,

We are pleased to inform you that your abstract entitled **"Indonesian consumers: Perceptions toward locally grown produce"** has been accepted for **Oral** presentation at the International Conference on Food for a Quality Life, to be held on October 15-16, 2014 in Jakarta, Indonesia. Please note the following:

1. Your paper presentation has been scheduled for the session indicated in Session Summary (please visit our website at: <http://fiasia2014.patpi.or.id>). The abstract of your paper will be published in the conference program book and will help attendees ascertain their interest in attending your presentation.
2. Please complete your conference registration and send your pay-in slip with your name and address via email: [seafastseminar@gmail.com](mailto:seafastseminar@gmail.com), by 15 September 2014. The abstracts of all unregistered presenters will be removed from the program after this date. You can register for the Conference at the following link: <http://fiasia2014.patpi.or.id/register/>
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We look forward to your participation in our Conference in October.

Scientific Program Chair

Dr. Nur Wulandari

SEAFast Center IPB  
IPB Darmaga Campus Bogor 16680

West Java, INDONESIA

<http://fiasia2014.patpi.or.id>

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**Manuscript acceptance for conference proceeding**

5 messages

**SEAFast Center IPB** <seafastseminar@gmail.com>

Tue, Jan 6, 2015 at 2:18 PM

To: Poppy Arsil &lt;poppy74arsil@gmail.com&gt;, poppy.arsil@unsoed.ac.id

No. : 054/FIAC/IX/2014  
Bogor, 31 December 2014

Attach. : 1 (one) document

Subject : Manuscript acceptance for conference proceeding

To:

Poppy Arsil

Jenderal Soedirman University, Indonesia

Dear Author,

Your manuscript entitled "Consumers' Perception of Locally Grown Produce: A Case Study of Indonesian Consumers" «FI-O02» has been reviewed by the Scientific Program Committee of Food for a Quality Life which was held on October 15 - 16, 2014 at the Jakarta International Expo Kemayoran, Jakarta, Indonesia and was in conjunction with the Food Ingredient Asia 2014. Based on the reviewers' recommendations, we are delighted to inform you that your manuscript is accepted and will be published in the Conference Proceeding. Please note the following:

1. Your manuscript needs to enrich research data, needs to revise due to the words of the manuscript are less than 3,500 words and it has not followed the a conference proceeding manuscript guidelines. The conference proceeding manuscript guidelines is attached;
2. 2. f you agree to publish your manuscript in our proceeding, please email us at [seafastseminar@gmail.com](mailto:seafastseminar@gmail.com);
3. 3. For author who needs to revise the manuscript, please submit your revised version of manuscript no later than January 14, 2015 via email at [seafastseminar@gmail.com](mailto:seafastseminar@gmail.com);
4. 4. After submitting the revised version of your manuscript, it will be reviewed by the Committee thus the revised manuscript might need further revision by the author, or might have editorial revised by the Committee without changing the content of the paper itself;
5. 5. The Conference Proceeding will be published within 3 months from now.

Thank you very much for your great cooperation. If you have any further questions, please feel free to contact us.

Sincerely yours,

Dr. Nur Wulandari

Scientific Program Committee

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Secretariat Committee





Poppy Arsil <poppy74arsil@gmail.com>

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## Agreement for publishing manuscript in proceeding

1 message

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Poppy Arsil <poppy74arsil@gmail.com>

Tue, Jan 6, 2015 at 5:46 PM

To: SEAFast Center IPB <seafastseminar@gmail.com>

Dear Secretariat committee,

I would like to inform you that I agree to publish my manuscript on your proceeding. I will submit the manuscript revision before 14 January. Thank you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005, +62 813 90966100

E-mail : [poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com), [poppy.arsil@unsoed.ac.id](mailto:poppy.arsil@unsoed.ac.id)



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**Revised version of manuscript FI-002 Poppy Arsil**

2 messages

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**Poppy Arsil** <poppy74arsil@gmail.com>  
To: SEAFast Center IPB <seafastseminar@gmail.com>

Sat, Jan 10, 2015 at 6:21 PM

Dear Secretariat Committee,

Please find attached files of revised version of my manuscript for conference proceeding. Thank you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005, +62 813 90966100

E-mail : [poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com), [poppy.arsil@unsoed.ac.id](mailto:poppy.arsil@unsoed.ac.id)**FI\_002 Poppy Arsil Proceeding.docx**

107K

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**SEAFast Center IPB** <seafastseminar@gmail.com>  
To: Poppy Arsil <poppy74arsil@gmail.com>

Mon, Jan 12, 2015 at 10:25 AM

Dear Dr. Poppy

Thank you very much

Best regards

Secretariat Committee

SEAFast Center IPB

Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680

West Java, INDONESIA

Phone: +62 251 8629903

Fax: +62 251 8629535

<http://fiasia2014.patpi.or.id/>

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SEAFast Center IPB  
Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680  
West Java, INDONESIA  
Phone: +62 251 8629903  
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 Letter acceptance \_prosiding\_-Poppy Arsil.pdf  
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SEAFast Center IPB <seafastseminar@gmail.com>  
To: Poppy Arsil <poppy74arsil@gmail.com>, poppy.arsil@unsoed.ac.id

Mon, Mar 16, 2015 at 10:06 AM

Dear Ibu Poppy

Berikut kami kirimkan hasil review paper Ibu untuk publikasi di prosiding.

Komentar umum dari reviewer:

1. Penulisan makalah belum sesuai dengan format penulisan pada Jurnal Teknologi dan Industri Pangan (JTIP). Penulis harus memperbaiki makalah sesuai pedoman penulisan (terlampir)
2. Penulisan makalah masih kurang sesuai dengan tata bahasa dalam Bahasa Inggris. Penulis diharapkan melakukan pengecekan ejaan dan tata bahasa secara seksama.

Komentar khusus untuk perbaikan makalah, silakan dicek langsung dalam makalah tersebut (terlampir). Revisi harus dilakukan secara menyeluruh, bukan hanya pada bagian yang diberikan komentar oleh reviewer.


Makalah yang sudah diperbaiki mohon bisa dikirimkan ke panitia paling lambat diterima panitia tgl 20 Maret 2015.

Terima kasih.

Secretariat Committee  
SEAFast Center IPB  
Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680  
West Java, INDONESIA  
Phone: +62 251 8629903  
Fax: +62 251 8629535  
<http://fiasia2014.patpi.or.id/>

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Poppy Arsil <poppy74arsil@gmail.com>  
To: SEAFast Center IPB <seafastseminar@gmail.com>

Fri, Mar 20, 2015 at 7:47 PM

Dear Seafast Committe,

Berikut saya kirimkan revisi paper seperti pada attachment. Terimakasih.



Yours sincerely,  
Dr. Poppy Arsil  
Lv. 2 Agricultural Technology Building  
Department of Agricultural Technology  
Dr. Soeparno St, Karangwangkal  
Jenderal Soedirman University  
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107  
Mobile : +62 822 21886005, +62 813 90966100  
E-mail : [poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com), [poppy.arsil@unsoed.ac.id](mailto:poppy.arsil@unsoed.ac.id)  
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**FI\_002 Poppy Arsil Proceeding R2.docx**  
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**SEAFast Center IPB** <[seafastseminar@gmail.com](mailto:seafastseminar@gmail.com)>  
To: Poppy Arsil <[poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com)>

Thu, Mar 26, 2015 at 9:31 AM

Dear Ibu Poppy

Terima kasih sudah kami terima dengan baik.

salam,  
Virna

Secretariat Committee  
SEAFast Center IPB  
Jl. Puspa No. 1 IPB Darmaga Campus Bogor 16680  
West Java, INDONESIA  
Phone: +62 251 8629903  
Fax: +62 251 8629535  
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**Poppy Arsil** <[poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com)>  
To: SEAFast Center IPB <[seafastseminar@gmail.com](mailto:seafastseminar@gmail.com)>

Thu, Jun 11, 2015 at 9:55 PM

Dear Panitia SEAFast Seminar,

Melalui e-mail ini saya memohon informasi mengenai proseding seminar. Mengingat Seminar telah dilaksanakan pada bulan Oktober 2014. kami berharap proseding sudah dapat diakses sekaligus kami menanyakan prosedur pembelian. Terimakasih.

Yours sincerely,  
Dr. Poppy Arsil  
Lv. 2 Agricultural Technology Building  
Department of Agricultural Technology  
Dr. Soeparno St, Karangwangkal  
Jenderal Soedirman University  
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107  
Mobile : +62 822 21886005, +62 813 90966100  
E-mail : [poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com), [poppy.arsil@unsoed.ac.id](mailto:poppy.arsil@unsoed.ac.id)

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