

**The Relationship between farmers/sellers and tourists regarding Local Food Products:
A study in Friesland, The Netherlands.**

Marcelo De Mansoldo

Elena Cavagnaro

NHL/ Stenden University of Applied Sciences, Leeuwarden, the Netherlands.

ABSTRACT

Local Food consumption is an alternative for the actual global food model. The aim of this study was to investigate the local food relationship between farmers that sell their own produce with tourists visiting the city of Leeuwarden, in the Netherlands. The seminal literature on local food was reviewed prior to providing an overall picture. A qualitative study was conducted with 27 in-depth interviews, out of which 7 were local food producers and sellers, and 20 were tourists visiting the city of Leeuwarden. Although there is a consensus on availability and interest, there are significant gaps in other aspects, such as the lack of a clear definition of what is local food, and a broader picture of who the local food farmers are. Furthermore, the increase in availability and the growing interest in local food over the last decade has been matched with new research findings.

Key Words: Local Food Products, Food Market, Farmers' Knowledge, Cultural Tourism, Friesland, Leeuwarden.