

Training on theoretical basis and top current methods in food consumer science
Training 4

ORGANIC FOOD PRODUCTS AND MARKETS
Split, Croatia, 1-3 February 2010.

PROGRAMME

MONDAY 1 FEBRUARY		
8.30-09.00	Introduction to the training programme and objectives.	SEDEDEV and AGRIDEA
	Introduction of participants.	
Organic food products and markets (Part I)		
9.00-9.45	Organic food products and markets: History and development	Burkhard Schaer, Nina Berner, ECOZEPT
9.45-12.30	Organic MIROR Exchange of knowhow and information about the organic food products, markets and consumers	All participants
12.30-14.00	LUNCH	
14.00-15.00	Organic MOSAIC Developing a joint platform for understanding organic food products and markets	Plenary discussion and exchange
15.00-15.30	Introduction to EU organic policy	Burkhard Schaer, Nina Berner, ECOZEPT
15.30-16.00	Organic policy in West Balkan Countries – points of difference	Natasa Renko, EKONOMSKI FAKULTET ZAGREB
16.00-16.30	Organic marketing channels in West Balkan Countries	Sanda Renko, EKONOMSKI FAKULTET ZAGREB
16.30-17.00	BREAK	
17.00-17.20	BIOVEGA: the challenges in organic product businesses	Jadranka Boban Pejic, CEO BIOVEGA
17.20-17.40	BIOVEGA: Researches of organic products in Croatian market	Maja Tomse, BIOVEGA
17.40-18.30	Who buys organic? - Consumer motives and values behind organic consumption	Burkhard Schaer, Nina Berner, ECOZEPT
18.45	Conclusion of the day	All groups
20.00	WELCOME DINNER Restaurant, "Arkada" Split	

TUESDAY 2 ND FEBRUARY		
Organic food products and markets (Part II)		
8.30-9.00	Consumer preferences and choices of organic food in Macedonia	Blagica Sekovska, FACULTY OF VETERINARY MEDICINE, SKOPJE
Analysing Organic		
9.00-10.30	Crafting tools for better understanding of organic food consumers and markets	Work in groups
10.30-11.00	BREAK	
11.00-11.30	Stimulation of organic: A Dutch example of organic meat in the supermarket	Siet Sijtsema, WUR LEI
11.30-12.00	Organic supply to French public catering : illustration with practical cases	Michel Timsit, GEM
12.00-13.30	LUNCH	
13.30-14.00	Organic labelling - informing or confusing for consumers? What do you get as a consumer...	Marijana Peterman, CONSUMER PROTECTION ASSOCIATION OF SLOVENIA
14.00-14.30	Communicating and marketing organic products and values: examples from Austria	Stefan Mercac, ECOCONTACT
Advancing Organic		
14.30-16.00	Generating options and channels for improving environment, social justice and public health through promotion of organic consumption and production.	Work in groups
16.00-16.30	BREAK	
Methods for consumer research		
16.30-17.45	Prognostic methods - Delphi	Ante Vuletić , EKONOMSKI FAKULTET ZAGREB
16.45-17.30	Delphi method application in research	Group work All participants
18.00	Conclusion of the day	
WEDNESDAY 3 RD FEBRUARY		
Methods for consumer research		
8.00-9.30	Conjoint Analysis – Definition, Application, Analysis – Focus on Card-rating Conjoint Analysis	Cleo Tebby, Corinne Amblard, VET AGRO SUP
9.30-10.00	An example of Choice Based Conjoint experiment to analyse preferences for food products	Cristina Mora, UNIVERSITY OF PARMA
10.00-10.30	BREAK	
10.30-11.00	Conjoint analysis – construction of attributes	Group work All participants
11.00-11.45	Evaluation and final discussions	All participants
12.30	LUNCH AND DEPARTURE	