

Mid-term review

Results and actions to be taken

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Main conclusions of the mid-term review

The progress in the project has been good in relation to the DoW and the networking activities have been carried out in an excellent manner.

Good progress (the project has achieved most of its objectives and technical goals for the period with relatively minor deviations)

Overall recommendations (e.g. on overall modifications, corrective actions at WP level, or re-tuning the objectives to optimise the impact or keep up with the State of the Art, or for other reasons, like best use of resources, re-focusing...).

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To support the future success of the project, the coordinator and WP leaders are recommended to produce a list of planned scientific publications to appear in international peer-reviewed journals. In the future the project should give particular emphasis on the objective of improving the scientific competence of the network, e.g. by aiming at peer reviewed international publications in relation to the objective of having better knowledge and understanding of WBC consumers.

The consortium is recommended to ensure that training activities in the last part of the project emphasise the analyses and interpretation of the data in order to support the writing scientific publications to appear in international peer-reviewed journals.

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WP7 on organic foods should clarify the link to the consumer behaviour.

The consortium is recommended to build on the excellent initial networking activities to further facilitate the network of actors from across the food value chain. The network would benefit from continued efforts to expand the network to scientists with possible interest in food and those with social science methodological expertise. The possibilities of expanding to the international food consumer science community should also be explored.



