

General Introduction

BELGRAD Meeting

2010 12-14 October

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FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Welcome

Many thanks to the team of Zaklina Stojanovic, from the University of Belgrad for the organisation

Congratulations to those of us for all the work they have provided since the last meeting in Trieste



1. WORKPACKAGES

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Where we are in the project ?

WP1 100%

WP2 100%

WP5 100 %

WP6 100%

WP7-8 : 40 to 50%

WP9 70-80%



WP1: State of the art. Theoretical approaches, methods, market and consumer studies already available in the Balkan countries

Done

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WP2: Description of the knowledge system for consumer research related to food in the Western Balkan countries

Done

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WP3 : Network building

14 networking meetings were already organized
270 participants

Website is available in English

Sections are available in Bosnian, Croatian,
Macedonian, Montenegrin, Serbian and
Slovenian languages



WP4 Methodology

Done for WP5, 6 & 9– Almost ready for WP7 & 8.



WP5 Consumer study implementation for fruits and nutrition balance

Done

DL 5.2 has been delivered

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WP6 Consumer study implementation for products with health claims

Done

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WP7: Consumers expectations towards organic products

Marketing assessment of the organic supply chain

National reviews: done

Identification of the experts

First round of Delphi: done

To be done:

2nd and 3rd rounds of Delphi

Final report



WP8 Consumer's attitudes, expectations and behaviours towards traditional food

Focus group : done in each country

Synthesis of the focus groups results: will be presented

Conjoint analysis: end of 2010 and 2011



WP9 Consumer quantitative survey

Survey is on-going

Analysis of data will be discussed during the seminar



WP10 Trainings

5 trainings

We will discuss the 6th training



WP11 Dissemination of the results

Leaflet is available

Newsletter: 1st and 2nd have been sent, the 3rd is ready

Open seminars and meetings

Discussion about the organisation of the 1st Open Seminar on Wednesday

Publications

Objective is to take decisions about the forthcoming publications

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OBJECTIVES OF THE MEETING

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- Discussions about the intermediary results for WP7 and 8, next steps for each partner
- Discussion on analysis of the data in WP9
- Vision about the future of FOCUS-BALKANS
- Discussion and decisions about open seminar
- Decisions for future networking meetings
- Experience sharing, Enjoying !

