

Work package number	5	Start date or starting event:	8
Work package title	Consumer study implementation for fruits and nutrition balance		
Activity type	RTD		
Objectives			
<ul style="list-style-type: none"> • To elaborate a state of the art regarding the consumption of fresh and processed fruits in the Balkans on the basis of WP 1 general results and draw conclusions concerning the execution of this WP 5. • To explore, analyze and understand motivations related to the purchase and consumption of fruits and processed fruit products in different situations or consumption moments. • To identify the role and barriers to fruit consumption and consumer characteristics in relation to nutrition • To identify the position of fruit and processed fruit in a well-balanced diet from Balkan consumers perspective. • To give an insight of the Balkan producing fruit industry and their market expectations • To provide inputs for WPs 9, 10 and 11. 			
Description of work			
<p>In cooperation with the research partners the WP-leader and Scientific Coordinator will write the project implementation plan (PIP). It is essential to have a strong local team supporting the work in the Balkan countries. RIPH and IPH MNE, as well as BIH will support LEI in leading this work. The mile stones activities will be undertaken by the leader and all WBC partners. There will be close research cooperation with WP leaders of WP 6, 7, and 8.</p> <p>Under the lead of LEI, SMMRI and RIHP will study the literature on fruits consumption and gather the production data already available on the subject. They will activate this review and relay to WBC local partners, with the scientific review of PARMA and LEI. The market research on fruit industry will be performed by SMMRI with the support of GEM for the methodology and market research aspects and of BIH for the expertise on fruits in the WBC. Expert interviews will be realised by each local partner. SMMRI will also lead the core consumer survey under the guidelines given by LEI. Local partners will realise semi-structured interviews and focus groups.</p>			
Activities			
<i>Activity 5.1 Literature study on consumption and production data and consumer studies</i>			
<i>Activity 5.2 Market research on Fruit Industry</i>			
<i>Activity 5.3 Consumers attitudes: a qualitative approach</i>			
Deliverables			
D 5.1 Report on the production and consumption of fruits and fruit products in the Balkans. Month 17.			
D 5.2 Study report on consumer motivations and behaviours for fruits and fruit products in the Balkans. Month 17.			