

<b>Work package number</b>	6	<b>Start date or starting event:</b>	8
<b>Work package title</b>	<b>Consumer study implementation for products with health claims</b>		
<b>Activity type</b>	<b>RTD</b>		
<b>Objectives</b>			
<p>The main purpose of WP6 is to identify the image and values that are given to health food product by local consumers. A specific attention will be put on the global health and food worlds, the places and occasions appropriate for dietetic products consumption (social factors), the factors of this consumption (food habits, health concerns, prices, products availability, taste, etc.) and the resulting expectations and behaviours regarding those products.</p> <p>The expected results are the identification of the main firms and quantification of the main markets to be studied. It will be focused on products marketed through specialised channels and on products selected in supermarkets. This will allow the project beneficiaries to have a first panorama of the situation.</p>			
<b>Description of work</b>			
<p>WP6 will provide multidisciplinary approach to the consumer study related to food consumption and health allegations. It will improve consumer studies methodology and network capacity building in the WBC. Important variations in dietary patterns and lifestyle behaviours among the WBC, as well as the areas where further development of food marketing is most required will be analyzed. Information from the surveys could also be used as baseline data against which future dietary consumption patterns would be compared.</p> <p>BEL will conduct the work with the local support of SMMRI and the methodological support of GEM. IPH MNE will give a specific input concerning the scope of products with health claims in WBC. ENITA-C will give a specific input, with the following of the qualitative consumer survey and the realisation of the focus groups per country. Processors and distributors surveys will be led by BEL, with the involvement of each local beneficiary and completed by LEI's food supply chains analysis competences.</p> <p>BEL will lead the different surveys within this case study and propose a definition of the scope of the research with the strong support of GEM, LEI and ENITAC and with the local beneficiary IPH MNE.</p> <p>This Case study has to be linked with the Regulation of the EC on health claims: Regulation (EC) N° 1924/2006, 30.12.2006 relating to the labelling, presentation and advertising of foodstuffs, especially when dealing with nutritional labelling. Overall, this WP is of particular importance to make WBC partners aware of the issue of cross compliance between nutritional and agricultural policies.</p>			
<i>Activity 6.1 Definition of the scope of the research and preliminary work.</i>			
<i>Activity 6.2 Qualitative consumer survey</i>			
<i>Activity 6.3 Processors survey</i>			
<i>Activity 6.4 Distributors survey</i>			
<b>Deliverables</b>			
D6.1 Study report on consumer motivations and behaviours for products with health claims. Month 17.			