

FOCUS BALKANS

Food Consumer Science in the Balkans Training Session 5 on Traditional Food

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FOOD CONSUMER SCIENCE IN THE BALKANS



Framework Programme of European Research

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Project Call

Developing research tools for food consumer science in the Western Balkan Countries

The countries of the Western Balkans (WBC) have little tradition in consumer science related to food, but are showing increasing interest in this field.

Research should focus on developing research tools for assessing consumer behavior of the WBC populations within this area.

Capacity building and support to consumer food science should be fostered through an integrated information exchange, technology transfer and education programme.

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SEVENTH FRAMEWORK
PROGRAMME

Expected Impacts

Determination of consumer behaviors (drivers and determinants) in the countries of the Western Balkans and Black Sea Region;

Contribution to regional and European nutrition and health policies;

Increased dialogue between consumers and food producers, including industry, in the area;

Enhanced cooperation in the area of consumer science with EU and neighboring countries;

Contribution to consumer policy making, in particular in the areas related to health, nutrition and food safety, relevant to the Health and Consumer Protection Directorate General.



General Objective of the FOCUS-BALKANS Project

To improve competencies and understanding in the field of food consumer science in the Balkan countries.

This will result in a stronger participation of WBC scientists in projects related to food consumer science and in an increased number of publications related to food consumer science in the WBC in consumer science other scientific journals.

The project beneficiaries aim to be active in food consumer science in their country and region.



Partners

AGRIDEA, CH

GEM, FRANCE

LEI, NETHERLANDS

ENITA-C, FRANCE

University of New
Castle, UNITED
KINGDOM

University of
PARMA, ITALY

ECOZEPT, GERMANY

SEEDDEV, SERBIA

IPSOS, SERBIA

University of BELGRAD, SERBIA

University of ZAGREB, CROATIA

RIHP, FYRo Macedonia

University of Ljubljana, SLOVENIA

Faculty of Agronomy, University of
Banja Luka, BOSNIA and

HERZEGOVINA

Institute of Public Health,
MONTENEGRO



The Philosophy of the FOCUS BALKANS Programme

The research, training and networking activities are intimately interlinked and will have strong synergies

- **Formal trainings will be organised for key research organisations in the WBCs to enable them to become familiar with state of the art methodologies, practical techniques and theories. The training activities, organised in each WBC, target a wide range of organisations from the public and private research sectors, NGOs & consumer associations.**
6 regional training meetings will be designed by the project partners and associated organisations.

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- Four studies on niche markets plus one quantitative survey will systematically be conducted by WBC organisations as a mechanism for learning-by-doing.
- Two open seminars will bring together a wider spectrum of stakeholders including food supply chains representatives and policy-makers.
- Altogether, these actors will be invited to participate in the “Balkan Network for Food Consumer Science”, which will seek to stimulate regional and interdisciplinary co-operation.



4 main topics for Consumer's and market's studies

1. Consumer study implementation for **fruits and nutrition balance**
2. Consumer study implementation for **products with health claims**
3. Consumer expectations towards **organic products**
4. Consumers' attitudes, expectations and behaviours towards **traditional food**



Consumers' attitudes, expectations and behaviours towards traditional food (ENITA-C, with UL-SLO, UNEW, PARMA)

The main objective is to check the WBC consumers' attitudes, expectations and behaviour towards traditional and local food products. Thus, we aim to:

- measure the attitudes towards traditional and local food products expressed by Balkan consumers,
- assess the purchasing behaviour of WBC consumers for traditional and local food products,
- identify specific segments of consumers sensitive to traditional and local food products.

Deliverables

D8.1 Study report on consumer attitudes, expectations and behaviours towards traditional food. Month 30 : March 2011

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Educational Programme (SEEDEV, with LEI, AGRIDEA) *Trainings*

Trainings will build up the competences in the WBC public organisations, private enterprises and NGO's regarding the understanding of consumer science related to food and of consumer food choices and behaviours.

