

WP 5 Concluding remarks in dept interviews

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based on the results from our WBC partners

Content:

- Reflection in keywords
- Ideas for focus group
- Ideas for questionnaire

Remark:

- Interesting, rich input from WBC
- First integrated analyses (results from closed questions, consumption not considered yet) now single issues no linkages yet
- Reflection from Dutch point of perspective
- Comments are more than welcome

Perception of fruit and health

Concluding:

Overall we see that the perception of WBC consumers is in line with each other.

Rich set of data

Reflection needed on:

- Interesting issues
- Contradictions
- Within specific groups
- Compared to WEU

Motives and barriers

Motivations and fruit

- Taste and health are important
- Appearance isn't that relevant for most respondents "it is about taste and fruit doesn't have to look perfect for that"
- Convenience seems not to be important (differs from WEU)

Barriers for fruit consumption

- Lack of habit, (contradicts with that in Montenegro, Bosnia and Serbia it is mentioned that they grew up with fruit. "There was always a bowl of fruit in the home." Fruit is mainly eaten at home, no habit of eating fruit out of home))
- Price
- Availability – contradicts with convenience
- Safety

Image fruit eater

Fruit eater

- Fit good looking healthy living person
- Happy
- strong personality
- Being active in spare time
- Healthy mind in a healthy body

Non fruit eater

- Overweight clumsy looking person
- Unhappy
- Bad character varies from lazy to angry
- Inactive in spare time or watching tv
- Live for today

In some countries less difficult to personalize themselves with non fruit eater

WEU – (over) regulated lifestyle not that present in this overview

WBC appearance – WEU activities

Purchase of fruit

Homegrown

Supermarket vs green market

We have insight in what consumers do, would be helpful to know more about how consumers perceive this

Issues for focus group

1. Health perception and fruit – home grown, appearance, convenience, safety
2. Purchase channels - contradiction in results rural people prefer green market, more fresh, safe etc
3. Fruit and habits – consumption at home and nearly not out of home (childhood)
4. Convenience seems not important, this in is contrast with that availability is a barrier.
5. Is fresh fruit differently perceived than processed or dried fruits
6. Knowledge about fruit and nutrition
7. Some differences found between urban and rural – target group of the two focus groups
8.ideas

Issues for quantitative study

Position of health and it's relative importance with regard to other daily life worries i.e. safety, education, work, privacy etc

Consumption

Hypotheses:

Rural prefer home grown and self prepared food

WBC consumers have a different perception of convenience that WEU consumers

Output WP5

Coding of in depth interviews was planned, not feasible in tight time schedule

But we want:

- publication
- learning by doing

Possibilities

As much countries per paper makes them more interesting

Each participating country has to do coding and review, to be decided which participant takes the lead

Output WP5

Inventory:

Time available each WBC

Willingness to participate

Contact person who will be in charge

With taking in respect the code of conduct of authorship the ones who really worked on it will be mentioned as author

Thanks to all partners involved in data gathering and reporting

It was a time consuming task but you provided WP5 with interesting insights

Let's create output!

