

# Health and nutritional claims

## FOCUS group SLOVENIA

### Summary

## Methodology - remarks

**Not easy to recruit enough of participants from targeted population who would be willing to attend the focus group. (reason)**

**In the focus group also males representing “fathers” were included. (explanation)**

**The question of defining the general and specific nutritional claim appeared. (clarification)**

# Methodology - remarks

'Nutrition claim' means any claim which states, suggests or implies that a food has particular beneficial nutritional properties due to:

(a) the energy (calorific value) it

(i) provides;

(ii) provides at a reduced or increased rate; or

(iii) does not provide; and/or

(b) the nutrients or other substances it

((i) contains;

((ii) contains in reduced or increased proportions; or

((iii) does not contain;

Nutrition claims are only permitted if they are listed in the Annex of Regulation (EC) No 1924/2006.

## Exercise 1: Spontaneous associations to healthy life style

**The free associations in both groups did not differ very much.**

**We can group associations into general clusters:**

**physical activity,**

**mental activities,**

**spiritual activities**

**issues connected with food and drinks.**

**The issues associated with food and drinks appeared in groups M+F as one of first associations.**

## Exercise 2&3: The link between concepts of food and health

The main issues regarding the consideration what is “a healthy food” in both groups were centered about questions of food production and food processing.

Food produced without usage of fertilizers and without chemicals treatment is considered as healthy.

The time spent from harvest to consummation was also considered to be important.

Participants in both groups mentioned that food has ingredients which body needs to function properly and some ingredients which can be harmful for the body.

The right balance between them and absolute quantity of each one consumed is the important factor for having “a healthy diet”.

The healthy food therefore is not an absolute term.

## Exercise 4: Rationale for products choice (regular vs products with health claims)

**Within both groups there was a large variability of reasons why products were chosen.**

**Group E more frequently selected within same categories products with nutritional or health claim,**

**the group M+F paid more attention to price, taste and brand**

## Exercise 5: Consumer of products with health claim (image, demographic, personality)

Regarding the image of consumer there were not as many different opinion as seen in previous exercises.

The majority believes that such products are not for general “public” but for specific target groups, with specific needs.

Image that consumers live in urban areas and has higher income were prevailing.

## Exercise 6: Perception of product claims (commercial, nutritive, health claims)

Participant in both groups were very **suspicious** about the claims presented.

They perceive such claims as **commercial tricks** by which producers and retailers want to increase the purchasing intention of consumer to buy such products.

The only claim which would be **conditionally trusted** was the **commercial claim**



## Exercise 7: Perception and comprehension of nutritional information

**Information written on products is bulky, not clear enough, and for one group written in too small letters.**

**Consumers do not have enough understanding of meaning of different claims and other information.**

**The perception of credibility of information varies between participants.**

**There is the perception between participants that claims are “fashion”.**

## Exercise 8 -10: Products with nutritional health claims: motives for purchase and consumption, trust, expectations

**Products with health claim are of special interest for senior people.**

**The members of younger group believe that they do not need (yet) such products.**

**If the price of such products would be equal to “normal” products they would purchase more of them.**

**The most skeptical are about effect of products with nutritional claims.**

**The elder group is more interested to gain the knowledge about products with health claim.**

**Products of this kind should not be available only in special shops.**

Focus group 1: Elderly (50+)

Resp .No	Age	Gender	Household size	Employed or retired	Profession	Remark
1	65	F	4	R	bookkeeper	Tree generation household
2	62	F	2	R	security	Two generation household
3	61	F	4	R	Industrial worker	Tree generation household
4	63	M	2	R	bricklayer	One generation household
5	54	M	3	E	designer	Two generation household
6	57	M	3	R	industrial worker	Tree generation household
7	51	F	3	E	secretary	Tree generation household

Focus group 2: Mothers of children up to 15 years of age

Resp No.	Age	No.of children	Household size	Working or staying at home	Profession	Remark
1	37	3	5	W	Civil servant	
2	25	1	3	W	Student	
3	29	1	5	W	Sales rep. leasing	Live in household with parents
4	40	3	5	W	Engineer	Male*
5	36	5	8	H	Farmer	Running a farm with husband
6	35	2	4	W	Driver	Male*
7	35	4	6	H	Farmer	Running a farm with husband
8	36	3	5	W	Teacher	

\* Due to country specifics we included also two persons of male gender representing a FATHER

