

**Training on theoretical basis and
top current methods in food consumer science**

Training 5

TRADITIONAL FOOD AND SENSORY PRODUCT ANALYSIS

Ljubljana, Slovenia, 21-22 June 2010.

MONDAY 21 st June		
8.30-09.00	Introduction to the training programme, objectives, practical information etc.	SEEDDEV and Agridea
Traditional food products – consumer research		
9.00-9.30	Traditional food products and market globalisation: Between strong global branding and re-localization of taste	Georges Giraud, VetAgro Sup Clermont
9.30 –11.45 (break included)	Understanding consumption of traditional food products: exchange of views on traditional food products, markets and consumers	all participants
11.45–12.30	Traditional food seen by European consumers and attitudes to innovations in this product category.	Margrethe Hersleth, Nofima
12.30-14.00	LUNCH	
14.00 – 14.30	Paying quality - consumers preferences and willingness to pay for local products	Sophie Reviron, Agridea
14.30 - 15.15	PDO and PGI schemes in EU - present and future legal framework	Gesa Wesseler, DG Agri, Quality Policy, Brussels
15.15 - 16.00	Consumer protection in the EU policies on traditional products	Maria Cecilia Mancini Parma University
16.00 – 16.30	Break	

16.30 - 17.00	Consumer motives and values behind traditional food consumption	Georges Giraud VetAgro Sup Clermont
17.00 -17.40	Consumer research of traditional food in WBC - transforming theory into practical tools: Slovene consumers' buying decisions for cheese and sausages Willingness to pay for a PDO product: A case of pepper from Leskovac, Serbia	Abele Kuipers Srdjan Stamenkovic
17.40-18.00	Conclusions of the day	
20.00	Welcoming dinner	

DAY 2		
TUESDAY 22nd June		
Sensory analysis		
8.30-10.00	Sensory research – an introduction	Siet Sijtsema WUR LEI
10.00-10.30	Research of sensory properties of traditional food: An example with the PDO Rye bread of Valais in Switzerland	Anne Claude Luisier SensoCreativ
10.30-11.00	Break	
11.00-12.30	Sensorial analysis workshop	all participants
12.30-14.00	LUNCH	
14.00 – 15.30	Consumer related aspects in promotion of traditional products in Slovenia: Policy issues, producer groups success, show case of Kranjska sausage, consumer groups comparative testing	Mira Kos Skubic, Ministry of Agriculture SLO Vesna Erhart, EKometer Boris Jez, Slovenian meat industry Marijana Peterman, Slovene Consumer Assoc.
15.30 – 16.00	Break	
16.00 – 16.45	Improving understanding and promotion of traditional food products consumption in WBCs	work in groups
16.45 - 17.15	reports from the working groups	all participants
17.15 – 18.00	evaluation and conclusions	all participants