

WP 5 Ongoing activities Consumer studies

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Content

1. Process and planning integral report
2. Focus group
 - Guide
 - Planning
3. Publication
4. Others....

In depth interviews Process integrated report

1. National report some are final, some need to be checked, partners will be contacted if improvement or clarification is needed
2. First draft (LEI, PARMA) deadline
1 March 2010
3. Review WBC
15th march
4. Final report
31st march

(for deliverable FG need to be added deadline 20th April)

Focus group guide

1. Introduction
2. Warming up and Health perception
3. Health perception and Fruit
4. Purchase

Break

5. Fruit variety (convenience) and habits
6. National versus imported fruits
7. Knowledge
8. evaluation and good bye

Extended and detailed guide will be provided (goal, question, expected result)
Tasks to further explore the topics, no specific exercises but through questioning is needed. Examples will be given in the guide

Health perception

Part one

Please finish my sentence by ranking five things that come to mind when I say:

For me health is:

- 1) ...
- 2) ...
- 3) ...
- 4) ...
- 5) ...

Part two

After writing down these five answers:

What was the first thing that popped up in your mind? Why is that? Could you explain a bit further? Did others think of this as well as first? Why is that?

Health perception

We go deeper into the arguments/top 5 that participants gave during the first task. Probably some (or all) mentioned a well balanced diet or fruit. First we will discuss the importance of health in general and continue on health aspects of fruit.

Examples of questions are:

- What I was wondering, how important is health in your daily life?
 - Do you ever think of it. Do you think of health or your health on a daily basis? Why/Why not? Could you explain a bit further?
- Is fruit part of a healthy living for you? Why/ why not?

Purchase home grown / fruit

Next topic will be about how you get fruit, for example orchard of yourself or family or shops.

What is the case for you? (make list on white board)

- We will further discuss fruit from your own or orchards from family and friends.

Second we will discuss fruit from shops

- Where do you buy your fruit, get your fruit from? Just shout and I'll write it on the flip chart. Do others buy there fruit there as well? Are there other purchase channels. Are these all channels or are there more?

(If not mentioned start talking about green markets and buying fruit directly from farmers. Do they buy fruit that way and why so?)

Fruit variety convenience and habits

At this moment we would like to take a closer look at some specific fruits and fruit products and their role in a well-balanced diet.

We would like to know what you prefer most and why.

First we will discuss an apple.

When you buy an apple, what is important for you, what do you look at? (price seasonality, locally grown, safety, variety, brand, organic etc). Or do you grow your own apples?

And is this the same for other fruits or specifically for apples? Why and what are the differences?

Does apple suit a well-balanced diet? Tell me and why/why not

Same approach for jam/juice

Convenience

Now I'd like to discuss the moment that you consume fresh fruit or fruit products. Do you take fresh fruit on a daily basis? What types of fruit? Does it vary? Per day or per week or per season? When do you consume it (what time of the day? Special occasions?) and where? Do you prepare it first (e.g. picking, peeling, washing, squeezing, cutting)?

Why don't you eat it (to be filled in with e.g. home, work, school, university, on the move, etc..) Would you like to eat it (to be filled in with e.g. home, work, school, university, on the move, etc..)?

What needs to be changed to be able to eat fruit (to be filled in with e.g. home, work, school, university, on the move, etc..)

National and imported fruit

I'd like to know from you. What are typically (*your country*) fruit? What fruit traditionally grows here? (Note: write down on the flip chart)

Do you know what fruit is produced in your country?

What do you think of the fruit of your country?

When you buy fruit do you notice the country of origin?

What do you think of imported fruit? Which countries/regions do you or don't you like? For what reason?

What do you think about the appearance of the fruit of different countries?

Knowledge is important, under consideration within tasks Fruit variety and convenience, about or separated

Planning focus groups

Finalize protocol	12 -02
Briefing guide by IPSOS week	19 -02
Organize recruitment and preparation FG	8-02 till 19- 02
Execute and transcripts FG	26-02
Fill out format in regional language	05-03
Translation per WBC in English	19-03
Integrated chapter of FG LEI	26-03
Draft integrated report consumer attitude of fruit	26-03
Review integrated report	06 - 04
Integrated report idi and fg	20-04

Publication

For a publication is needed:

- Coding
- Writing / reviewing

Abstract Lisboa IHC - responsible persons per partner at this moment

Timeslot: start 1 april – end 30july

Inventory (mail I need your reply 8th February):

- Participating partners have to do the coding and review paper
- Willingness to participate and if so which role (co-author, reviewer)?
- ONE Contact person per partner 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

Make right decision now, avoid that we will have drop outs.

Other issues to mention/discuss

1. Contact persons for the different countries: Igor, Marija, Miljan, Natasha, Sanja, Zaklina
2. Protocol of publishing:
 1. Are there activities with regard to publishing?