

National report for Focus group discussion Traditional food Montenegro



METHODOLOGY

Presentation of two focus groups

Focus group I took place in Podgorica

Focus group II took place in Kolasin (town in northern Montenegro. centre of Kolasin municipality (population about 10 000).

Participants were recruited on the basis of recruitment questionnaire
All selected participants arrived at the appointed time on the agreed place.

Guides for focus groups are significantly assist in all phases of the implementation of this part of study.

Participants were willing to participate, they participated actively, and shared opinions and suggestions.

As gift for participation they received 15 euros.

Presentation of samples

Industrial products	Traditional product
<p>Kulen ("Mesopromet" Bijelo Polje)</p> <p>Industrial honey</p> <p>Industrial hard cheese „Nika”</p> <p>Nika yogurt 1.6%</p> <p>Oil “Vital” (producer A.D. Vrbas)</p> <p>Industrial meal - hamburger steak with rise (producer Carnex)</p>	<p>Njeguška sausages (producer "Martex Cetinje")</p> <p>Njeguški pršut “Martex” Cetinje</p> <p>Pljevaljski sir</p> <p>Domestic mixed honey</p> <p>Priganice(traditional Montenegrin food in the category of pastry)</p>

PERCEPTION OF TRADITIONAL FOOD CONCEPT

- Participants purchasing and cooking habits
- Spontaneously evocation of traditional food

Participants in **focus groups I** (Podgorica) spontaneously as traditional products in the greatest extent stated: polenta, beans, Rastane, various kinds of pie, gruel, potato dishes, while the **focus group participants** (Kolasin) mostly stated: polenta, prosciutto, cheese, beans, Priganice, pies...

Participants in both focus groups listed mainly traditional foods and products that are widely represented in the entire territory of Montenegro. Participants in **focus groups II** mentioned a traditional cheese of that region made by partially skimmed milk which is characteristic for that area and it is prepared in a special way.

Definition of traditional food (with presentation of products and dishes)

Both focus groups, selected mainly as traditional products: Njegusi prsut, Cheese from Pljevlja, Njeguske sausages, and as a traditional dish – Priganice

Reasons for the selection: these products are for long-time present in the market, well known method of production, they have a distinctive taste that distinguishes them from other products. Also stated that this products are typical for this region, they are consumed quite often, and their families for generations consume these products.

None of the participants in two focus groups as traditional dish or product mentioned industrial sausages, cheese-trappist, industrial oil and industrial dish (steak- Carnex)

Reasons for non-selecting industrial products: unknown methods of production, processing, storing, number of different additives that are added during production...

Associations, definitions

Grouping associations in categories	Explanations for categories
location, origin, tradition	Area ; village ; domestic, it has been prepared for centuries ...
mode of preparing	Under pan, in traditional way (salting, squeezing, making cheese in sheets...
Ambient	Fire place serving in different dishes, pans, traditional restaurants and cousins ...
traditional food (there are long tradition in preparing these meals)	All types of cooked meals , pies, kačamak, raštan, patišpanj, priganice ...

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Grouping associations in categories	Explanations for categories
Motivation for preparing meals	Celebrity, festive events, celebrations, religious, state)...
Year period	More frequently during winter, every period of year has its traditional characteristic food
Source of energy	Strong, very caloric, fatty, prepared in larger amounts ...
Quality	Healthy, without additives, natural, fresh ...
Environmental conditions	Unpolluted, natural, healthy and clean water,

Positive sides of traditional food	Explanations
Taste	Recognized and specific taste , more tasty than other food (industrial)
Quality	Healthy, domestic, no additives, without pesticides...
Mode of production and preparations	Production process well known and proved, natural, also process of production is also proved ...
As an integral part of various life events	Present in festive events, different celebrations ...

Negative sides of traditional food	Explanations
HIGHLY CALORIC	It is not recommended for everyday usage , strong food, it has negative effect on high blood pressure
MAINTAINING PRODUCTS	Short shelf life, without conservanse, also because there is not additive it requires additional salting which negatively affects health

Traditional food consumption and purchasing behaviour

Participants in **focus groups I** usually buy traditional food at the green market and in large supermarkets, while in smaller extent, they buy in local stores and directly from manufacturers.

They buy traditional products from time to time, especially when family gathers, during celebrations organized for various reasons, and because of the tradition that these products are served to guests, they do not buy products everyday, but occasionally, depending on the circumstances, and on the green markets they mostly buy in weekends.

Participants in **focus groups II**, traditional food usually buy from people they know and tested "good hosts."

Unlike everyday buying, participants stated that they buy traditional products from time to time, which is related to the offer of small producers from whom in the greatest extent they buy these products.

Last consumption moment

FG I participants consume traditional products and dishes mostly in the context of gathering (family, friends), as well as for special events, celebration

FG II participants consume products that are considered traditional almost daily, especially at a time of gatherings family and friends as well as in a variety of occasions

Traditional food is readily consumed, with different frequency and more often in the colder period of the year, which coincides with the natural cycle of processing of some traditional products as well as the time of religious holidays.

These foods are considered healthy and good and participants of both focus groups stated that they prepare and consume this food readily.

Traditional dishes that are quick and easy to prepare such as Priganice, corn bread etc., are consumed more usually, in combination with prsuta or cheese.

Types of traditional food eaten and consumption moment

Participants of **FG II** most domestic product that they use for everyday consumption consider as traditional products because of specific methods of production and preparation that have not been changed through generations. Domestic products are present in everyday nutrition, in particular products that are produced locally including a leading dairy products.

Participants of **FG I** consume gladly traditional products and they prepare them mostly at the time of family gatherings (especially in weekends).

Participants in both focus groups, mainly consume traditional products and dishes with the family and friends. Participants also considered these products and dishes of high quality, and they like to prepare them for their children and some meals for the participants have an emotional connotation and arise memories of childhood.

Image of traditional food

- 1. Healthy products:** participants in both focus groups agreed in the constitution that traditional products are healthy, especially because of the conditions under which these products are made
some of the traditional highly caloric dishes are not suitable for everyday use or for certain periods of the year (summer months), but due to these properties should not be out of use.
- 2. Natural products:** Participants in both focus groups think that traditional products are natural, and during whole discussion they emphasized this characteristic of these products which as a main attribute recommend their usage.
- 3. High -Quality products :** Participants in both focus groups believe that the traditional products of high quality products. As reasons for this they stated that they are made in a special way, in small quantities, taking care of hygiene and quality. The quality is recognized by a distinctive taste, smell and other properties and characteristics of these products which are “far ahead by the same attributes” in relation to manufactured industrial products.

Reasons for labeling		Explanations
Benefit for consumers	Quality	In terms of apply traditional technology and the mode of production which should not be changed
	Safety	in terms to control health safety of products, producers should undergo regular control
Benefit for producers	Profit	It would be easier to offer products which would be good stimulants for them to continue with production of these products
Benefit for economy	Economic factor	product that would represent the country in the best possible way and in this way contribute to development of economy

GENERAL CONCLUSION

Participants of both group showed interest in this topic, especially participants of FG II who gave a more complete and more detailed answers in relation to the participants of the first focus group (FG I)

Participants in both focus groups consume more food during some particular events (festivities, celebrations, gatherings of family, friends, etc.)

Participants FG I buy traditional products mainly in the green markets and supermarkets whether participants of FG II traditional food usually buy directly from the manufacturers.

Traditional products and habit of preparation the traditional products has been kept for generations and it is present at both focus group - especially for participants from less urban areas who consume these products to a greater extent and consider them as an integral part of daily diet.

Participants in both focus groups consider traditional products as healthy, natural and high quality products, without preservatives, without artificial coloring, or other additives.

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In general participants of both FG identified traditional food at the opposite side of industrial food.

Contrary to FG I, participants in FG II consume traditional products in everyday life, as they consider under traditional food also home made food.

Participants in both focus groups are generally not familiar with the marking and labeling of traditional products

Participants in both focus groups are of opinion that traditional products should have a label and that the state should help the economy in terms to protect and improve production, but at the same time to preserve qualities of traditional products and to avoid the commercialization and industrialization of these products.

THANK YOU FOR YOUR ATTENTION

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