

WP8 Consumers' attitudes, expectations and behaviours towards traditional food

National report for Focus group discussion: Croatia

Faculty of Economics and Business Zagreb

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Methodology

1. Presentation of the focus group

Focus groups	Date	Number of participants
I	20 th of April 2010	8
II	1 st of May 2010	8

- Place: Zagreb (urban) and Klek (rural)
- Method of recruitment: telephone
- The gift : meal and 100kn for each participant
- Hours and duration: hour and a half

2. Profile of participants

Participants were very interested and involved in discussion;
-very motivated and ready to talk about traditional food
- They showed that they are aware of what traditional food is.

3. Presentation of samples



4. General comments about the organization of the two focus groups

- participants were fully involved in discussion; willing to share their opinion and experience with traditional food
- they are aware of term traditional food and traditional food products
- no problems answering questions and joining discussion
- no problem for moderator in starting or managing the discussion

II. PERCEPTION OF TRADITIONAL FOOD CONCEPT

2.1. Participants purchasing and cooking habits

FC I – Breakfast and dinner at home, lunch at workplace or restaurant, mostly prepared at home; weekends family lunch ;

- Purchasing at green market and in supermarkets

FCII – All meals at home; they liked to cook and to eat at home

- Purchasing food from familiar producers and sometimes in supermarket

2.2. Spontaneously evocation of traditional food

Cheese from island Pag; Pršut

Sarma; Štrukle;

Kulen; Kulenova seka;

Turkey-hen with noodles;

Čobanac

Uštipci; Brudet (frogs, eel);

Wild cabbage;

Roasted veal with potatoes;

Cheese and uštipci;

Fish paprikash

2.3. Definition of traditional food

- “...these products **have story, secret recipes, tradition, special conditions for making them so unique – wind, climate...**”
- “...**naturally made, handmade**, she likes to buy products from people who made them on their own...”
- “...products that **reminds on hometown**, that are **on the table on family dates** and holidays...”
- “...her mother made Štrukle, she makes them, they **remind her on her childhood...**”
- “... he is **aware of them since he was born** (tradition, history...)”
- “...**taste is sweeter** than industrial products...”
- “...**she grow up eating these products..**”
- “...they are made by traditional recipes...”
- “it's natural and homemade”
- “..Difference between traditional and industrial products is the way they are made...”

2.4. Perception of traditional food

- food which is eaten in the time of holidays
- every product/dish which is known to be existing for hundreds of years
- food made by our grandparents
- sweeter, healthier food than industrial
- Food without additive, artificial colours, preservatives
- Food with simple, simple, ordinary appearance, psychological habit
- Everything that has taste of sea salt, everything grown in this region,
- Everything that includes olive oil, grown in healthy environment, fresh, clean air
- Fresh food, healthy, homemade, quality which is trusted and known to be good

Positive and negative perception of traditional food

- consider it **much better than conventional food**
- always prefer to have traditional food on the menu
- **long period of preparation**

TRADITIONAL FOOD CONSUMPTION AND PURCHASING BEHAVIOUR

1. Purchase location

FG I- **open market**; familiar people; homemade production

FG II- buys traditional food at village from farmers, 2 times on month; **from trusted, familiar farmers**

2. Last consumption moment

FGI- every **Sunday**; every **weekend**; every time when traveling back, Easter...

FGII – **yesterday and today**

Types of traditional food eaten and consumption moment

- meat, fresh cheese with cream, garlic, pepper, ham
- turkey with mlinci
- baked lamb
- asparouges with olive oil and eggs, also eats honey, dried meat from south part of Croatia
- Sarma, Pepper, „Čobanac“ dishes
- homemade wine
- Pršut, cheese, pork
- honey

Context of consumption of traditional dish

When and with whom?- **with family** ; *How often, for which occasion?*- **special occasions, family lunches, holiday lunches**

How do they feel when they consume it? **happy and pleasant; divinely; it puts me back in my old days; I remember my mother**

IMAGE OF TRADITIONAL FOOD

Healthy products - there are no pesticides, additives, but they have more calories ; it's healthy in normal quantities

Natural products - Because of „raw ingredients”, of environment we here live in

Quality products -Participants are aware of high quality of this food

Origin labels traditional products should be protected; label of origin, of geographical origin

– for people to know where it came from

salted olives; cheese wines, pršut, honey and wine should have label of origin

- with labels this food/ products would turn into industrial food

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CONCLUSION

Traditional food is eaten in festive moments- **holidays** (Easter, Christmas)

- it is connected with tradition and with **family gatherings** and family moments, and also reminds on childhood
- “**healthy**” food, “**natural**” food, food without additives, preservatives or pesticides
- requires **lot of effort to be grown and prepared**- it is not instantly made
- It takes lot of years to reach quality and lot of human involvement in the whole production - lot of care and patience.

Traditional products are also eaten in everyday life

- **Healthy**
- **Bought from** familiar and trusted at marketplace, from **trusted sellers**.
- **Inhabitants of capital do eat traditional food, but not so often as participants who are living in rural area.**
- **Participants who live in capital eat this food for weekends, special occasions- holidays and buy it at market place or in supermarket.**

CONCLUSION

- **Participants from rural area eat more** often traditional food because of closeness of local trusted farmers from who they buy this kind of products or - they have their own gardens
- Similarities were found in defining traditional food, defining image of traditional food, but the context **-how often they eat it and - when they eat it - is different**

QUESTIONS???

THANK YOU FOR YOUR ATTENTION

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