

FOCUS in the BALKANS

SOME REMARKS AND VIEWS

Alenka Urbančič, MSc
Project Advisory Board

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GENERAL OBJECTIVE OF THE PROJECT

TO IMPROVE COMPETENCIES AND
UNDERSTANDING IN THE FIELD OF
CONSUMER FOOD SCIENCE IN WBC

TOOLS

TRAININGS, MEETINGS

ESTABLISHING NETWORK

RESEARCH

Situation in the Balkan

- Long tradition of centralism and passivity of the people
- Institutions leading by state
- Cheating the “state authorities” as a model of surviving
- Low income in comparison with West Europe
- Different cultural background

BREAK DOWN

- TRANSITION WITH GROWING DIFERENTIATION

TRAININGS

- Very important way to transfer the knowledge
 - Interesting subjects
 - good working methods (good evaluation results)
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- ARE THE RIGHT PERSONS INVITED?
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- HOW THEY WORK AFTER BEING TRAINED?

NETWORK MEETINGS

- HAVE THE RIGHT TARGET, IS THE ROLE DEFINED ENOUGH?
- (LOW FED BACK, PEOPLE JUST LISTEN, THE INTERACTIVITY IS LOW, the importance to include)

NETWORK

- LACK OF COLLABORATION BETWEEN STAKEHOLDERS (AGRICULTURAL & HEALTH INSTITUTIONS, producers & processors & retailers & consumers)
- NO CLEAR RESPONSIBILITIES BETWEEN INSTITUTIONS
- ESTABLISHING NETWORK IS ESSENTIAL (defined and include the most important stakeholders)
- HOW SERIOUS THEY WILL TAKE THEIR ROLE ALSO DEPENDS ON
 - 1. HOW “STRONG” IS THE NATIONAL COORDINATOR
 - 2. HOW IS PROJECT COVERED BY THE MEDIA

RESEARCH

1. COLECTION OF DATA

2. UNDERSTANDING THE QUESTIONS AND THE TERMS

3. RESOULTS ARE PRELIMINARY AND NEED FURTHER INVESTIGATION

RESEARCH

1. COLECTION OF DATA

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- interviews – tendency to act according the picture in mind how should be (example: WP 5, consumption of fruits)
- focus groups – the profile of persons who come to meetings – different from region to region, fed back, activity
- interviews with companies, retailers (are the right persons considered for interviews to give proper data - example: difficult to rich responsible persons in important companies; right approach?)



2.UNDERSTANDING THE QUESTIONS AND THE TERMS

- Traditional & local (different perception)
- Convenience & availability & seasonal effect (strawberries)
- Fresh fruit & processed fruit
- fruit juice & soft drink
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DIFFERENT CULTURAL AND SOCIAL BACKGROUND SHOULD BE TAKEN INTO CONSIDERATION

3. RESULTS ARE PRELIMINARY AND NEED FURTHER INVESTIGATION

The sources of data are based on small samples;

STRENGTH

- Right objectives
- good experts
- EU financing (pushing the leaders to follow the plan)

OPPORTUNITIES

- Introducing the complexity of FCO
- Stronger cooperation between WBC and WBC and WE
- Sharing knowledge on the field of FCS

WEAKNESSES

- Small number of population involved
- Results based on very modest samples
- Regional difference were not taken in consideration (enough)
- Same methodology for all WBC

THREATS

- get results just to fulfil obligations
- Not to assure the continuation of the work after closing the project

CONCLUSIONS

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CONCLUSIONS

Good base for creating or improving national policies related food, nutrition and consumers

Incentive to establish/improve regulation in this field

Starting point for further research (students, researchers)

NETWORK in FCS

Thank you for attention!



QUESTIONS ?