

WP8: Focus group results

Country: SLOVENIA

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Methodology

- 2 groups (A: 9 participants - 5F:4M B: 9 participants - 7F:2M)
- Group A – inhabitants of Ljubljana (population 250.000) Group B inhabitants of Škofja loka (population 35.000)
- Recruiting: personal contact of “scouts” – participants were not known by person conducting interview
- Place: A group: premises of Faculty B group restaurant



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FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Perception of traditional food concept

By spontaneous evocation majority mentioned dishes not products

-More frequent ordinary food – not specialty

-Hard to make clusters: typical Sunday meal, “koline”, stews, “potica”, some untypical products or dishes, “general items”

-Issues raised:

home prepared : industrial

dish : product

GI were not recognised as TF : non GI were recognized as TF

-TF should be produced (cooked) according known recipe for many years

-TF should originate in specific region

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Perception of traditional food concept

TF should be made out of raw materials grown in the region

- Traditional is closely associated with domestic
- Standard quality, standard ingredients, same recipe
- Without chemistry
- Associations were wide
- Positive: taste, clear identity, enjoyment, sentiment, not perishable, national pride
- Negative: long cooking time, small variability

PERCEPTION IS NOT CLEAR

HARD TO EXPRESS + AND – ASPECTS

SOME CHARACTERISTICS PERCEIVED AS + AND -

TF consumption and purchasing behaviour

- Group from capital more often mentioned out of home (restaurants, mountain huts, farm tourism...)
- Group from smaller town mentioned own cooking
- Younger participants get TF when visiting home
- Traditional products are bought at market place and special shops
- In normal shops selection is limited
- Frequency of eating of TF is larger in small town

THE MOST COMMON PLACE IS HOME, EATEN TOGETHER WITH FAMILY MEMBERS

Image of TF

- Healthy: *yes* because is not made industrialy; *no* because of fat, salt, spices
- Natural: ?
- Quality: ?
- Origin labels: limited knowledge, wrong

THE TERMS HEALTHY, NATURAL, QUALITY WERE CONFUSING.
THEREFORE NOT PRECISE EXPRESSIONS.

General conclusion

CLEAR AND PRECISE VIEW WHAT IS CONSIDERED AS TF DOES NOT EXIST.

AS TF A LARGE ARRAY OF PRODUCTS, DISHES AND MEALS WAS PERCEIVED.

PERCEPTION OF TF IS FUZZY.

TF IS CONSUMED RATHER FREQUENTLY, AT HOME WITH FAMILY, NOT EXCLUSEVELY IN RETAURANTS AND FOR SPECIAL OCCESIONS

SOME PROBLEMS WITH SLOVENE MEANING OF WORDS.

PROPOSED HYPOTHESIS TO BE TESTED IN QUANT. RESERCH ARE RELEVANT.

