

WP3: Networking Meeting Strategy

Country: SLOVENIA

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Target audience

- Ministry of Agriculture, Forestry and Food,
- Ministry of Higher Education, Science and Technology,
- Ministry of Education and Sport,
- Ministry of Health,
- Public health institutions,
- University of Ljubljana,
- University of Maribor,
- Food processing industry,
- Chamber of agriculture and forestry,
- Chamber of Commerce and Industry of Slovenia,
- Farmers/producers organisations,
- Business Associations for meat, milk and fruits,
- Consumer associations,
- Regional development agencies,
- Media...

Topics of Networking Meetings

Meeting 2:

Qualitative researches:

- Theoretical background
- Presenting of Focus groups in Slovenia and comparison with other WBC on:
 - Fruit consumption
 - Food with H&N claim
 - Traditional food

Situation of Organic Food in Slovenia

Meeting 3:

Quantitative researches on:

- Fruit consumption in Slovenia,
- Results of WBC Quantitative Survey

Food with H&N claim in Slovenia: view of processors and retailers;

Consumers expectations towards Organic Food in Slovenia – results of Delphi study;

Traditional food products and dishes – results of Conjoint analysis

Objectives of Networking Meetings

Meeting 2:

1. Share the results and receive feed back
2. Giving information for research, policy makers, business and private sector for formulate strategic directions in areas under consideration

Meeting 2:

1. Identify possible initiatives and partnerships
2. Address issues of consumer trust and confidence
3. Identify further needed research activities within food consumer science
4. Stressing the importance consumer protection and the need for improvement

Expected output

- Dissemination of results of FOCUS BALKANS project
- Networking at the national level between different sectors and actors
- Exchange of information and opinions regarding fruit consumption, N&H claims, organic food production, traditional food
- Food Science Platform (Food for Life – ETP)
- Ideas for new national or international projects

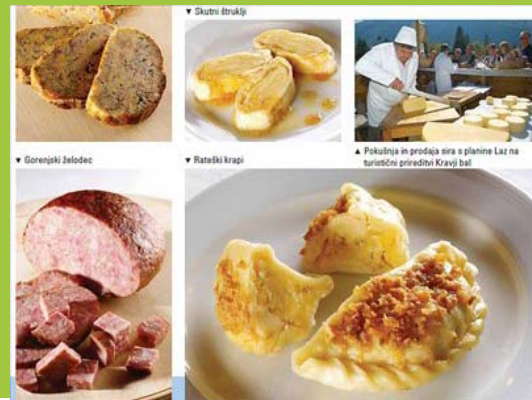
Networking Meetings - events

Meeting 2:

- In cooperation with 41st Nature - Health Fair – Ljubljana (October 2010)
- Topics of 41st Nature-Health Fair:
 - nutrition
 - eco-home
 - healthy life
 - environment

Meeting 3:

- In cooperation with 22nd Exhibition of “Food Products from Slovenian Farms” – Ptuj (May 2011)
- Combination of Exhibition and Networking



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Suggestions and remarks

- National Networking meetings need to be attractive and useful for participants
- It is necessary they have long-term benefit
- There is need for help and active support from WP's leaders
- They should get large media coverage
- Trainings for larger number of members from target groups (those who were not yet trained due to limitation of number of participants)



