



LESSONS LEARNED



WP3

Benefits of Networking Meetings

- Benefit analysis (for ex. to build a questionnaire for participants)
- Benefits for NM participants (next meeting)
- Participants of the NM were not clear with their own benefits
- What are the actual benefits of NM for the participants in networking and how it is done ?
- It might be useful to have examples of some successful NM practices
- Tips and tricks for improvement of NM

EVALUATION

- NW need evaluation afterwards
- Having questionnaires at the end of the meeting could improve future NM

Strategy

- NM need a clear strategy
- NM have to be promoted to the right target with right tools
- Regional network instead of national
- Use NM for dissemination (WP11)

Participants

POTENTIAL TARGETS

1. Research community
 2. Market Stake-holders
 3. Consumer organisations
 4. Policy makers
- Audience: group with various stakeholders
 - Take care of participants, they will consider « what is in it for me »
 - Different occasions (fairs) could be used to build up networks

Suggestions

- Good ideas for NM are key for success
- Programme for the NM has to be attractive
- The presentation of results about national / WBC situations
- To present results on national language
- Presentation of the perception of NM during the training (?)
- Travel for researchers to the NM (optional) ?
- Specific workshops
 - During the meeting
 - Possibly afterwards

WP5

There is a good baseline for fruit consumption increase
Consumers perceive they eat enough fruit

Differences between WEU and WBC

- Convenience

Similarities between WEU and WBC

- Same motivations (Health, Pleasure, Taste)
- Differences tend to reduced

Similarities between WBC

- Safety is a great concern
- Health benefit are becoming more important

LESSONS LEARNED

Insight in:

- Situations, barriers and motivations of Fruit consumption
- Processors and authorities perspectives
- SWOT
- Cognitive vs. Affective
- Perception vs. Consumption
- Health vs. Taste
- Availability (seasonality, imports vs. domestic)
- Rural / Urban

PROCESS

- Eagerness of WBC to learn
- Data collection method worked
- Rich results that should be used and disseminated



WP6

WP6 LESSONS LEARNED

- Things I have learned from this session:
- I got familiar with different qualitative techniques i.e. Focus Groups
- Work with focus groups is very interesting
- Participants appeared willing to engage with the method
- I can educate student more about nutrition and health claims
- Ambivalent attitudes to „manufactured“ products
- *Importance of habits in food choice, thus important with regard to products with claims*
- *In some countries N&H claims products are on the decrease due to the lack of consumer confidence*
- *There is no one single motive for purchase of products with health claims*
- *„Bounded rationality“, Impulsive vs. deliberate behaviour*
- *Anti-stress fruit juice (!?)*



Problems/issues which I have identified

- Market survey: problems to collect statistical information
- Interviews with retailers were very difficult
- Difficult to inspire companies to be active in sharing information
- Female oriented (through the selection of participants) was influencing this (result?)

Reflections about the WP6 study

- Two target groups for prod with claim: one group merit preventive (mothers), other in case of illness (elderly)
- 10 consumers per focus group – more information than 10 in-depth (?)
- Results from each country are fairly consistent, although did Serbia mention link with organic?
- *Slovenia - comparison with „normal“ scientifically proven (!?)*

General comments...

- Dynamic of the group...
- To be realistic when planning the methodology, especially with B2B (expert) interviews
- Importance of communication between partners
- Importance of detailed guidelines and instruction in order to get the methodology right
- Importance of motivating of the researchers



WP7

Lessons learned

- How to approach experts for the Delphi method
- Use of the Delphi method for organic experts promises very good results

Suggestions, Questions and Clarifications

- Information about organic production can be found in some other organizations besides state statistic departments
- Organic products from consumer's point of view are not included in this WP?
- Statements obtained through Delphi – how will they be unified?
- Will there be a problem to integrate them in the general part of the questionnaire?



WP8

WP8 Traditional Products

CONCEPTS

Need of clarification on what are traditional products:

- Traditional product, dish or food
- Spatial variation of traditional products
- Home made and processed products
- Registered and non-registered

Traditional products

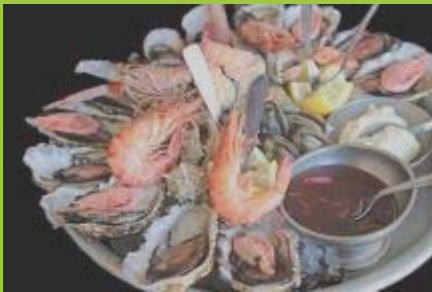
METHODOLOGY

- Good balance between introductory speeches, discussions and workgroups; useful for clarifications
- Applicability of methods FG and CA broader than the specific topic
- Rather focus on the consumers than the products



WP9

- BEING PARTICIPANT IN A VERY CONSTRUCTIVE DISCUSSION TO COME UP WITH THE BEST RESULT FOR FB
- MORE CONSENSUS ABOUT THE CONTENT OF WP9
- START TO THINK ABOUT THE PURPOSE AND CONTENT
- CONCERNING THE WP9 THE MOST IMPORTANT IS TO ESTABLISH THE GOALS OF THE QUESTIONNAIRE FROM THE PART OF THE OTHER WP LEADERS, AND THEN TO PREPARE THE QUESTIONNAIRE
- INTEGRATION OF WP5,6,7,8 INTO WP9
- DELIBERATE VERSUS SPONTANEOUS CHOICES FOR FOOD
- TEST MODE MODEL, IMPLICIT/EXPLICIT MEASUREMENT
- COMMON QUESTIONNAIRE TO WBC
- QUESTIONNAIRE STRUCTURE (GENERAL PART AND SPECIFIC PART)
- EQUAL REPRESENTATIVENESS OF EACH WP / EQUITY
- IMPORTANCE OF THEORETICAL BACKGROUND
- REDUCTION OF POTENTIAL PROBLEM ON APPROPRIATE LEVEL FOR 20 MINUTES QUESTIONNAIRE
- IMPORTANCE OF KNOWING ALL HYPOTHESIS BEFORE MAKING QUESTIONS
- NECESSITY OF COMING UP WITH INDICATORS AND PUTTING THEM IN THEORETICAL FRAMEWORK



WP10

WP10 lessons learned

- We need to hurry with the WP8 Focus Group guidelines (?)
- Case studies are useful in the trainings
- Briefings are necessary before starting a survey
- Best rated presentations were those about methodology and case studies

WP10 Suggestions

- Training needs mixture of theory and practice
- Days are long – integrate more exercises
- Probably, it would be useful to know the “profile” of the people we trained! Students, researchers etc.