Feedback on the FOCUS-BALKANS project results

dr.sc. Jasmina Ranilović
Member of the Project Advisory Board

PODRAVKA d.d.

Split, Croatia, 3-5 February 2010

SEVENTH FRAMEWORK PROGRAMME

Podravka: Historical development, Nowadays, Markets, Brands, Vision & Mission

Results of two studies relating attitudes to healthy eating and nutrition claims, among representative sample of Croatian adults (2008, 2009)

Organic food project: decision-making process in industry

Some observations on FOCUS-BALKANS MEETING, Split, Croatia 3-5 February 2010

Podravka food industry – Historical development

1934 Brothers Marijan and Matija Wolf, entrepreneurs from Koprivnica, open a fruit processing plant, the predecessor of Podravka.

1947 The Wolf brothers' business becomes state ownership, and Podravka gets the name it maintains to this day.

1949-1957 Production of preserves (fine marmalade), candy fruit, desserts, fruit syrups, mustard, ketchup, fruit wines, dried vegetables, sterilised beans and peas, tinned meat, soups

1959 Vegeta, all-purpose food seasoning, sold today in more than 40 countries on all continents, has been launched on the market.

1967 First cooperative arrangements with foreign partners. Vegeta sets out into the world - first exports to Hungary and Russia.

1970 Production of Čokolino begins, followed later by baby food in other flavours, all with a little bear called Lino as their trademark.

1973 Podravka's meat factory - today called Danica Meat industry d.o.o. - is built as part of the industrial zone in Danica.

*Source:*www.podravka.com

Podravka food industry – Historical development

1981 Belupo, a pharmaceuticals and cosmetics factory, is built as part of the Danica industrial zone in Koprivnica.

1993 Podravka is privatised and registered as a joint-stock company.

1997 A strong wave of modernisation and investment, worth 130 million EUR, including the construction of three new factories and the introduction of a new, integrated commercial IT system.

1998 Podravka d.d. shares start trading in the 1st quotation of the Zagreb Stock Exchange.

2000 A new Vegeta plant opens in Koprivnica and another for Vegeta, soups and powder products in Poland.

2001 Podravka Vegeta receives Quality Management System ISO 9001:2000 certificate.

2002 A contract has been signed between Podravka and Nestlé World Trade Corporation for sales, logistics and distribution of some Nestlle Group products. Podravka takes over a Czech company Lagris.

Podravka food industry – Historical development

2003 www.coolinarika.com culinary web site (recipes, cooking, health)

2004 Vegeta in Poland receives an award "Superbrand Polska".

2005 Vegeta Superbrand 2005 in Russia

2006 Eva brand was purchased (tinned fish)

2007 Podravka purchases Polish brands Warzywko and Perfekta, and Croatian Lero.

Podravka is a company with a heart!

Podravka food industry – Nowadays

Head-quarters: Koprivnica, Croatia

Business: Food & beverages, pharmaceuticals

Employees (2008): 6706

Total sales (2008): 3,660.0 mil. HRK

Food processing plants in Croatia:

Koprivnica (6), Umag (1), Lipik (1), Varaždin

Food processing plants outside Croatia:

Poland (1), Czech Republic (1)

Podravka's subsdaries:18

*Source:*www.podravka.com

Podravka food industry – Nowadays

Podravka's subsdaries :18

1. Slovenia (Ljubljana)
2. Serbia (Beograd)
3. Bosnia & Herzegovina (Sarajevo)
4. Macedonia (Skopje)
5. Montenegro (Podgorica)
6. Kosovo (Priština)
7. Russia (Moskva)
8. Ukraine (Kiev)
9. Poland (Warsaw)
10. Slovakia (Bratislava)
11. Hungary (Budapest)
12. Latvia (Riga)
13. Czech Republic (Prague)
14. Turkey (Istanbul)
15. Germany (München)
16. Romania & Bulgaria (Bucharest)
17. USA, Canada, south America (New York)
18. Australia (Sydney)

Podravka food industry – Markets

Slovenia
Bosnia and Herzegovina
Serbia
Macedonia
Montenegro
Kosovo
European markets; Turkey
Russia
Ukraine
Australia
USA
South America
Africa and Middle East

Podravka food industry – Brands

PODRAVKA	Synonym for top quality, convenient and safe products.
VEGETA	Vegeta is the best known genuine Croatian product; universal food seasoning.
Talianetta	Talianetta pasta is an excellent and quick independent meal or side dish.
Vital Fini-Mini	Instant soups! Simple and quick to prepare in any occasion.
fant	Special seasoning mix.

Podravka food industry – Brands

Lino	Baby food products.
Čokolino	Cereals make a perfect meal for children.
Dolcela	Puddings, whipped cream foams, whipped cream, cake mixtures, supplements for cakes, ready-made desserts and liquid vegetable cream.
Kviki	Snacks (gritz, salty sticks, pretzels, fish, flips and crackers).
studena.	Bottled natural, spring water.

Podravka food industry – Brands

STUDENAC: Bottled natural mineral water.

Lero: Juices are natural fruit juices.

EVA: Canned fish (tuna , sardines , mackerel , hake and salmon).

Warzywko: Universal seasonings.

coolinarika.com: Podravka's culinary web site

Podravka food industry – Vision & Mission

Podravka' s Vision

To be the leading food company in knowledge, consumer relations and revenues among companies placed in the region of Southeast, Central and Eastern Europe, as well as a pharmaceutical company which achieves more through a distinctive partnership approach.

Podravka's Mission

To create high-quality brand products that gain the trust of clients and consumers.

PODRAVKA

FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS

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PODRAVKA

FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS

Interpretation of healthy eating among Croatian adults (2008)

International Journal of Food Sciences and Nutrition,
September 2009; 60(S7): 11–29

informa
healthcare

Attitudes to healthy eating among a representative sampling of Croatian adults: A comparison with Mediterranean countries

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Abstract
The objectives of this study were to examine the understanding of healthy eating, to assess the perceived need to change eating habits, to identify information sources about healthy eating among Croatian adults and to compare it with other Mediterranean countries. The sample included 1,006 randomly selected Croatian subjects over 15 years of age. The questions were adapted from the Pan-European Survey (1995 1996). A total of 50% of the participants described healthy eating as 'fresh and natural foods', more than one-half believed there is no need to change eating habits (53%) and 'newspapers/magazines' (26%) were identified as the most frequently used sources of information about healthy eating. Older males, either unemployed or retired, of lower educational background and monthly incomes, and the overweight and obese were the subgroups of the Croatian population that pose a real challenge to health nutrition promoters. A comparison with Mediterranean countries showed a higher level of similarity in attitudes with Italians.

Keywords: *Healthy eating, sources of information, attitudes, Croatia, Mediterranean countries*

Introduction

The Institute of European Food Studies investigated attitudes to food, nutrition and health among 15 European Union (EU) member states within nationally representative samplings of adults aged 15 and over (Lapalainnen et al. 1998). The survey findings provided the baseline for the future area of research that should take into account the cultural diversity and geographical variability of the European countries. A majority of EU respondents described healthy eating as specified by many dietary guidelines: less fat, fatty foods or a low-fat diet, more fruit and vegetables, balance and variety. However, older and less educated subjects were less likely to mention any aspects of healthy eating (Margetts et al. 1997). The most frequently used information

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Interpretation of healthy eating among Croatian adults (2008)

Starting stimulus for the research:

Definitions of 'healhty' eating: A pan-EU survey of consumer attitudes to food, nutrition and health (1997):

- Majority of all respondents described healthy eating as: less fat, fatty foods, more fruit and vegetables, balance and variety
- Older and less educated subjects were less likely to mention any aspects of healthy eating

A large Cross-Sectional Study of Health Attitudes, Knowledge, Behaviour and Risks in the Post-War Croatian Population (1995-1997):

- Good level of information what type of nutrition is healthy or not; however, problems in the excessive energy intake and large number of meals
- Low level of physical activity
- High prevalence of overweight and obesity

Croatian Nutrition Policy (1999)

- A Strategy for improving Food Quality and Diet – lack of evaluations of established aims

Understanding food consumer behaviour in Croatia, after 1990's

A larger survey on attitudes to food, nutrition and health among the Croatian population was conducted

Interpretation of healthy eating among Croatian adults (2008)

The objectives of the study:

- to examine the interpretation of a ''healthy eating'' among a representative sample of Croatian adults related to the socio-demographic characteristics
- to compare with interpretations of ''healhty eating'' among EU countries

Interpretation of healthy eating among Croatian adults (2008)

Methodology:

Participants

- A representative sample of 1,006 Croats age 15 years and over, randomly selected through double-stage stratification and weighted according to 2001 National census (by age, gender and education).
- Interviewing was done through the Computer Assisted Telephone Interviewing (CATI) system and conducted by the market research agency.
- All interviews were completed between March and April 2006.
- For the comaprison was used data base from a pan-EU survey among 15 EU countries (Margetts et al., 1997).

Questionnaire

- Respondents were asked to freely describe healthy eating (open-ended question); interpretations were clustered into the main categories as it was described in Margetts et al., survey (1997); at the end were asked questions related socio-demographic status.

Interpretation of heathy eating among Croatian adults (2008)

Variables:

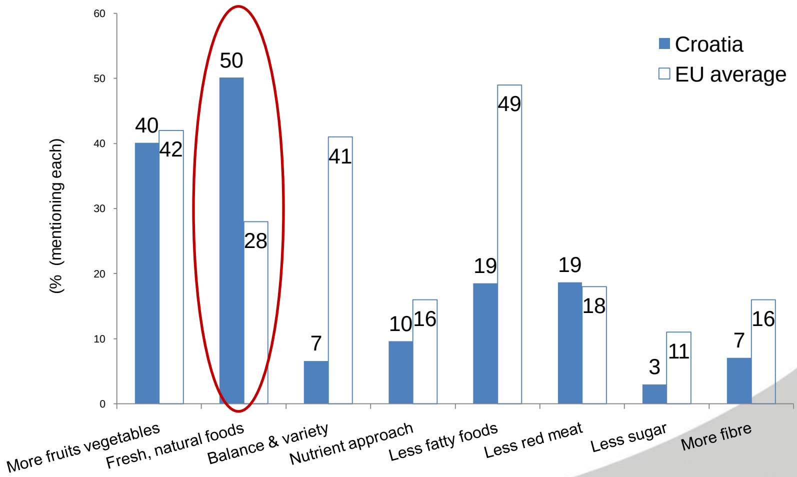
- Socio-demographic variables (8): sex, age, education level, household size, children up to 18 years old, monthly income per household, employment status, marital status,
- Perceived health status variables (3): smoking, physical activity, body mass index [BMI]* and special diet (due to various health and weight problems)

Statistical analysis:

- Descriptive statistics, Pearson chi-squares statistics (statistical significance was accepted at $P<0.05$)
- SPSS statistical software

- BMI (BMI= weight (kg) / height (m^2)) was calculated on the basis of self-reported weight and height and based on WHO criteria (WHO, 1998).

Interpretation of healthy eating: A comparison between Croatia and EU average



Croatia: n=1,006 (Ranilović et al., 2008)
EU: n=14,331 (weighted for population size) 15 EU countries; Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxemburg, Netherlands, Portugal, Spain, Sweden, England (Margetts et. al., 1997)

Interpretation of heatlhy eating among Croatian adults (2008)

Heathy eating
=
Fresh, Natural Foods (50%)

- ✓ No additives
- ✓ No pesticides
- ✓ No fertilisers
- ✓ No GMO
- ✓ Unpacked
- ✓ Seasonal food
- ✓ Domestic
- ✓ Dalmatian, Croatian, Mediterranean origin
- ✓ Safe for the health
- ✓ Own production
- ✓ **Organic production**

- ➢ Men
- ➢ 25 years and over
- ➢ The lowest household income
- ➢ Unemployed
- ➢ Married

Interpretation of heatlhy eating among Croatian adults (2008)

Heathy eating
=
More fruits and vegetables (40%)

- **Women**
- **Young (18-24 years)**
- **Singles**
- **Physical active**
- **Normal weight**
  (18,50-24,99 kg/m^2)

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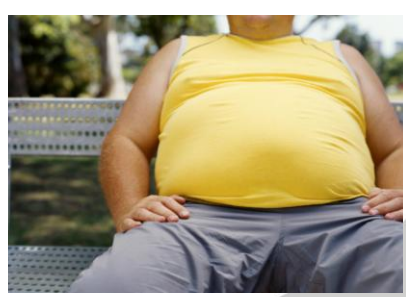
Interpretation of heatlhy eating among Croatian adults (2008)

More fruits & vegetables, less fat, balance & variety: socio-demographic profile of Croatian adults

More prevalent:

Young (15-24 years) , educated people

Less prevalent:



Older males, excessive weight, lower social level and minimal education level

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Interpretation of healthy eating among Croatian adults (2008)

Conclusions:

- **This is a first study focusing on an interpretation of a 'healthy eating" on a representative sample of Croatian adults**
- **Croatian participants were more focused toward external quality attributes of food, rather than on many dietary guidelines.**
- **Young population (15-24 years) had higher prevalence to the wide accepted dietary guidelines.**
- **The lowest educated, older, males with excessive weight and from the lower social classes, were less likely to mention any aspect of healthy eating.**
- **Although, notable differences about interpretation of healthy eating exist between EU countries and Croatia, certain similarities noted regarding specific groups of population who need special nutritional focus (older, less educated).**

Consumer perceptions on nutrition claims (2009)

Ranilović, J., Colić Barić, I. (2009). Consumer perception on nutrition claims. *International Congress of Nutrition, 4-9 October 2009*, Bangkok, Thailand

Objective of this study was:

❖ To investigate importance of nutrition claims according to socio-demographic variables in representative sample of Croatian adults in age 15 years and over, using Computer Assisted Telephone Interviewing (CATI)

Statistics:

The importance of nutrition claims were measured on five-point Likert scale and differences of scores between sociodemographic groups were examined using one-way analysis (ANOVA) and Scheffe's multiple comparison test (α=0.05).

Consumer perceptions on nutrition claims (2009)

Results:

- ❖ Participants with lower monthly income, females and older strongly agree that use nutrition claims when choosing among different products in categories,
- ❖ Female and subjects responsible for food purchasing decision strongly agree that use nutrition claims for quality check.
- ❖ Price could be barriers for buying products with nutrition claims more often among subjects with lowest education level and monthly income.
- ❖ Overall, 66% participants express partly confidence in nutrition claims.

Interpretation of heatlhy eating among Croatian adults (2008)
Consumer perceptions on nutrition claims (2009)

Findings suggest:

- **Focused promotion of a national nutrition strategy is needed, taking into account the specific cultural, economic and social aspects of the Croatian population.**
- **Nutrition education should be vital part of communication.**
- **Further research is necessitated to examine healthy eating perceptions with actual dietary behaviour.**

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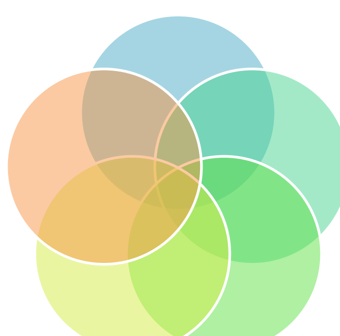
Corporative decision

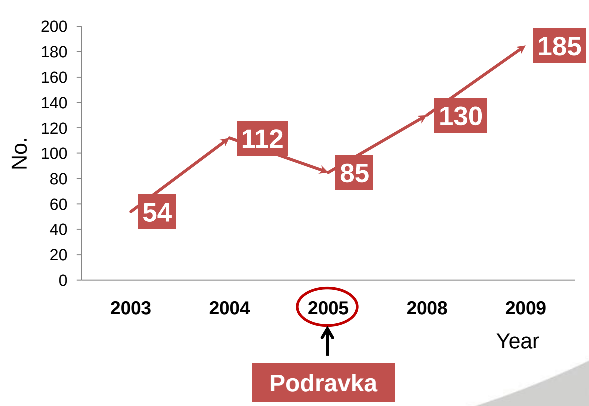


Legislation in Croatia is compatible with EU legislation

- Producer, Production units
- Transitive period
- Plant protection resources
- Animal farming
- Inspection
- Certificate
- Labeling, packaging, warehouse and trade

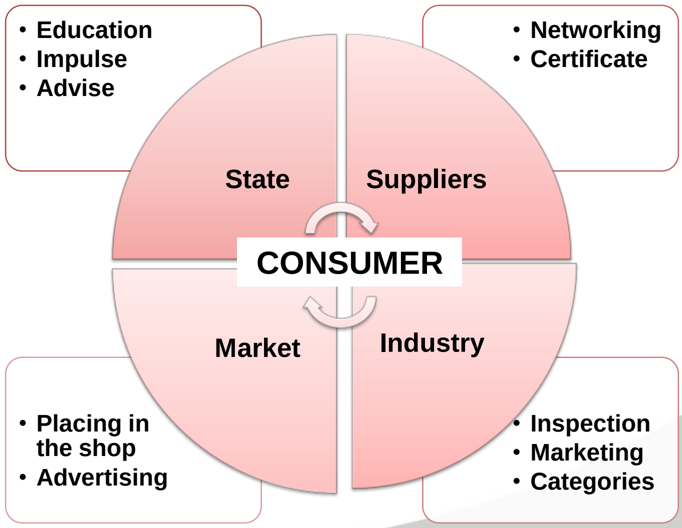
Law about ecological production of agriculture and food products law (Official Journal of Republic Croatia No. 12/2001 with amendments)

List of individuals registered as producer in ecological production of agricultural and food products in Croatia (2003-2009)



Source: *List of individuals registered as producer in ecological production of agricultural and food products (Official Journal No. 63/2004, with amendments)*

Key players



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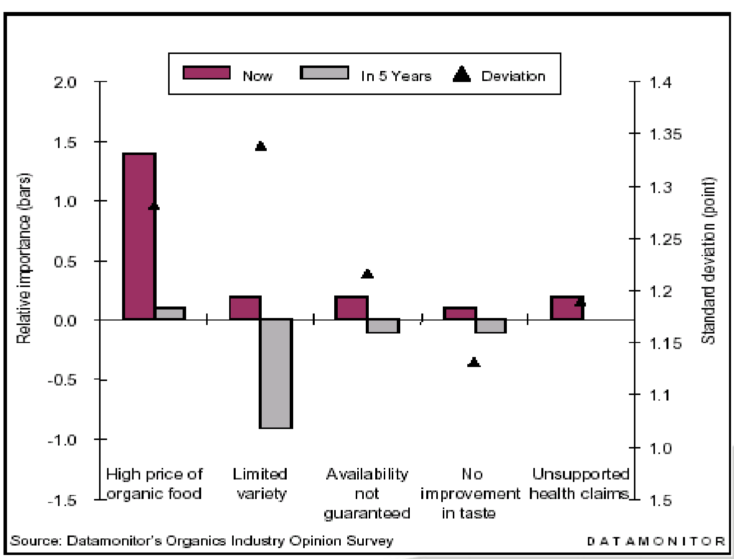
Consumer's the highest barriers: High price



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Instead of conclusion: Some perceived barriers

Legislation demands	Time-consuming process
Product Design	Longer than usual (in relation with legislation and consumer demands)
Supply of raw material	Risk (enviroment, climatic changes)
Processing, handling, warehousing, transporting	Separate from conventional food processing
Inspection's cost of supply chain	Higher costs (quality, food safety, authenticity 'from farm to fork')
Safety concerns ('Food you can trust')	Consumer education; Communication
Price (approx. 30% higher price than conventional food)	Risk for consumer's sub-groups (eg. lower social and educational level)

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Some observations...

- ❑ Participation was excellent personal experience – many thanks to prof. Renko Nataša for invitation, also Ružica and Ante
- ❑ Selection of respondents for the survey were problematic for the most country teams (time-consuming, personal contact mostly, lack of motive among industries experts) → the results are potentially biased
- ❑ Fresh fruits vs. Processed fruits – according respondent's believing from all countries, that increasing trend of consumption of processed fruit is a result of raised awareness of healthy diet, should worry experts (nutrition) and health promoters in terms of promotion healthy dietary guidelines → processed (canned) fruits have different nutritional profile in comparison with fresh fruits (increasing level of sugars, higher calories) → consumer education is needed in promotion of eating fresh fruits (change the image of fruit consumer ☺)

Some observations...

- ❑ Misunderstandings of some terms (traditional products= traditional meals) or meaning (availabile vs. convenient), try to clarify before the survey (relating the aims of the projects)
- ❑ Results are good starting point for the survey with more representative sample regarding socio-demographic characteristic and monitoring real dietary habits on a Country specific base → although similarities among WBC exist each country represents social, economical and geographical uniqe area of Europe
- ❑ Strongly encourage publishing the articles relating to the results of Project
- ❑ The main objectives of meeting in Split are achieved!

www.podravka.com

www.coolinarika.com

www.studena.com.hr

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THANK YOU FOR YOUR ATTENTION !