

WP5 : THE METHODOLOGICAL APPROACHES

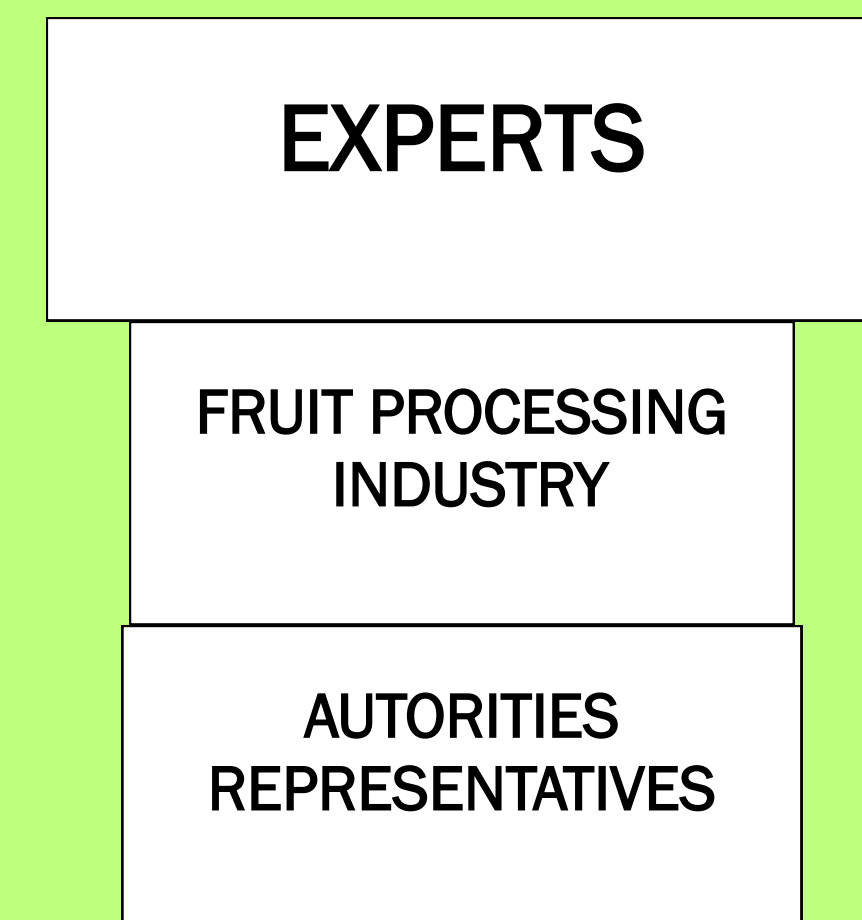
OBJECTIVES

- ⇒ To explore, analyse and understand motivations related to fruit and processed fruit products consumption
- ⇒ To identify barriers to fruit consumption and consumers characteristics in relation to nutrition
- ⇒ To gain insight in the Balkan fruit industry

FRUIT INDUSTRY IN THE BALKAN COUNTRIES

METHOD : Face to face in-depth interviews

- ⇒ Structured questionnaire oriented toward processed fruit
- ⇒ Actual fruit consumption analysis
- ⇒ Competitiveness of the national fruit processing sector
- ⇒ Trends of consumption
- ⇒ National Health policies



CONSUMERS' ATTITUDE

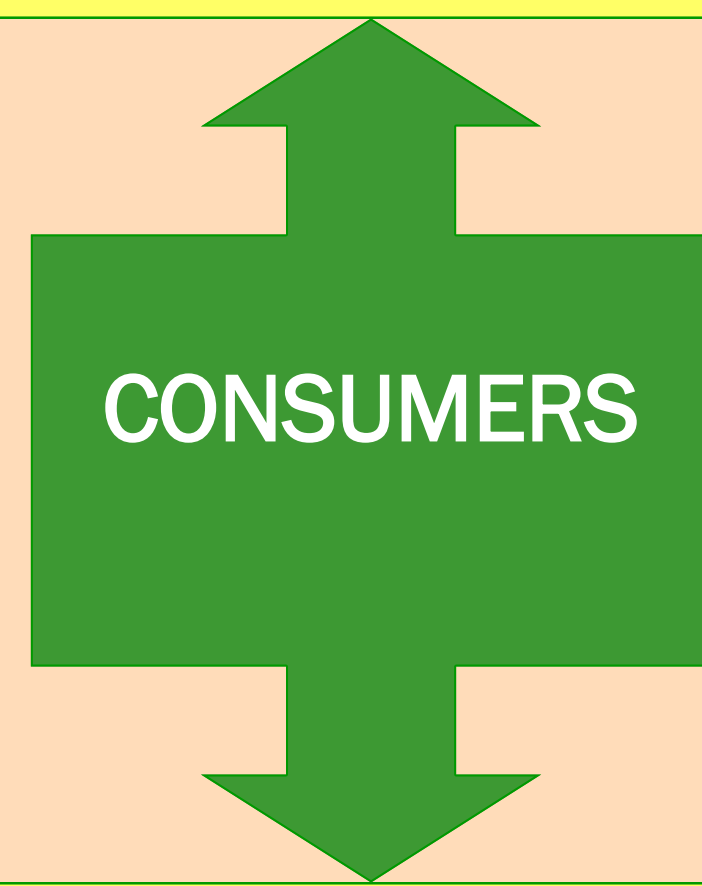
IN DEPTH INTERVIEWS OF CONSUMERS

Consumption and perception of fruit

- First part:
- Healthy life style and healthy food
- Consumption moments
- Motivations and barriers for fruit consumption
- Image of a fruit and non fruit consumer
- Second part:
- Frequency of consumption and role of homegrown consumption
- Motivations towards food in general
- Knowledge about recommendations of fruit in diet

Link with European project ISAFRUIT (aims to increase fruit consumption)

30 interviews per country
Structured guide: open and closed questions
Half in rural areas
Half in urban area
Half > 40 years
Half < 40 years



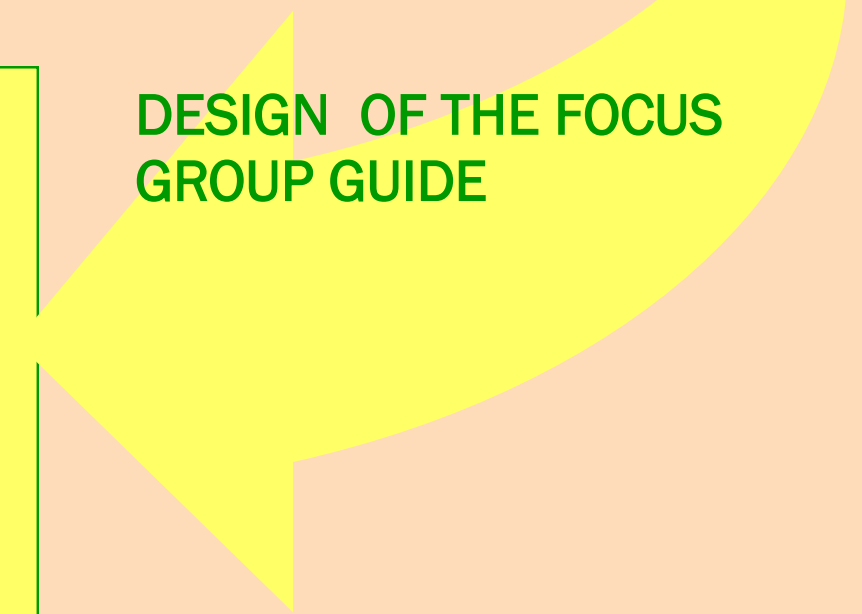
FOCUS GROUP DISCUSSION with CONSUMERS

Perception of Health and Fruit

- Availability of fruit
- National versus fruits from other countries
- Out of home fruit consumption
- Purchase, channels and consumers' motives
- Home grown fruit and fruit products
- Knowledge about well balanced diet and fruit



RESULTS OF IN DEPTH INTERVIEWS



DESIGN OF THE FOCUS GROUP GUIDE

2 FOCUS GROUPS PER COUNTRY
Structured guide

Urban participants
Rural participants

