



WP7 CONSUMER EXPECTATIONS TOWARDS ORGANIC PRODUCTS

OBJECTIVES

examine the consumption of organic products in the Balkans from different perspectives in order to obtain:

- better assessment of the consumer demand and expectations for organic products;
- state of the art on the current situation of organic production (animal and plant production);
- panoply of raw and processed organic products issued from domestic production;
- main domestic marketing channels and the importance of exports and imports;
- trends and market evolution for organic products on domestic and main export markets;
- Measures to enhance the development of the domestic organic products market.

Responsible partner: ZAG

Assistants: ECOZEPT, GEM

DELIVERABLES

- **D7.1 National report per country on the organic production on the basis of bibliography and data collection.**
–Delphi research
- **D7.2 Report on market data, market trends and consumer behavior for organic product in the WBC.**

DELPHI METHOD

•systematic, interactive forecasting method which relies on a panel of experts

•answer questionnaires in two or more rounds

•after each round, a facilitator provides an anonymous summary of the experts' forecasts from the previous round as well as the reasons they provided for their judgments

Structuring of information flow

The initial contributions from the experts are collected in the form of answers to questionnaires and their comments to these answers. The panel director controls the interactions among the participants by processing the information and filtering out irrelevant content. This avoids the negative effects of face-to-face panel discussions and solves the usual problems of group dynamics.

Regular feedback

Participants comment on their own forecasts, the responses of others and on the progress of the panel as a whole. At any moment they can revise their earlier statements. While in regular group meetings participants tend to stick to previously stated opinions and often conform too much to group leader, the Delphi method prevents it.

Anonymity of the participants

Usually all participants maintain anonymity. Their identity is not revealed even after the completion of the final report. This stops them from dominating others in the process using their authority or personality, frees them to some extent from their personal biases, minimizes the "bandwagon effect" or "halo effect", allows them to freely express their opinions, encourages open critique and admitting errors by revising earlier judgments.

DELPHI - 1st round

	SLO	HR	BiH	SRB	MNE	MK
Experts interviewed	12	8	6	8	4	4

DELPHI - 2nd round

- **97 "items" derived from 1st round questionnaires**
 - Reviewed, combined and reformulated to:
 - 6 segments
 - 64 statements (12 with lists – "substatements")

