

FOCUS-BALKANS

Food Consumer Science in the Balkan Frameworks, Protocols and Networks for a better knowledge of food behaviours

A Research EU-Programme funded through the FP7

Duration: 3 years

Begin: 1.1.2008

***Dr Dominique Barjolle, ETHZ, Switzerland
Co-ordinator***

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Funding scheme: Collaborative project Supported by EU and Associated Countries

Croatia, the Former Yugoslav Republic of Macedonia and Serbia

(13 June, 2007)

Switzerland (25 June, 2007)

Montenegro (17 December 2007 and 25 January, 2008)

Bosnia & Herzegovina - 24 November, 2008

Albania, Turkey, Israel, Norway, Iceland and Liechtenstein, Faroe Islands

All legal entities established in these Associated Countries are eligible for funding on the same footing as legal entities from the Member States.

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FOCUS BALKANS Research Program

Expected impacts

Determination of consumer behaviours in the Western Balkan Region

Increased dialogue between consumers and food producers, including industry

Enhanced cooperation in the area of consumer science with EU

Contribution to consumer policy making in the areas related to health, nutrition and food safety

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General Objective of FOCUS-BALKANS

To improve competencies and understanding in the field of food consumer science in the Balkan countries

Stronger participation of WBC scientists in European projects related to food consumer science in an increased number of publications related to food consumer science in scientific journals

Food consumer science

Research on

- how consumers behave and react ?
- what are their expectations and needs ?

in the context of how they are influenced by marketplace institutions and communities.

Consumer science draws from fields such as economics, sociology, psychology, law and business (esp. marketing management)

Major areas of consumer science : consumer behavior, household finance, and consumer protection.

Why is consumer science important ?

Eating is one of the vital activity

Food Intake both in quantity (food security) and quality (food safety) are major policy concerns

Consumer should be the main driver of the market

... IN FACT, there are important obstacles in the information processes between producers and consumers

Food Consumer science intends to explicit the needed information for a better market functioning

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What we assess as patterns of food consumption in the Balkan countries

Balkan countries are Mediterranean countries

Fruit eaters, a lot of traditional products, enjoy home made dishes, take time to eat, lower concern yet for organic food than in the Northern Europe

These countries are in an economic transition, but also in a social and cultural transition, so the consumers habits and expectations are changing fast

Agriculture and Food industry are important sectors

Particularities

Influence of the supermarkets is less important than green market/self-consumption in food consumption

Consumer's life styles are strongly influenced by "Western" perspectives and industry (for ex. health concerns)

Food safety regulations influence the strategies of retailers and therefore of the industry of agriculture

Our Philosophy

The research, training and networking activities are interlinked and have strong synergies

- 4 research on niche markets plus one quantitative survey have systematically been conducted by WBC partners
- 6 trainings have been organised for key research organisations in the WBCs
- 2 open seminars bring together a wider spectrum of stakeholders including food supply chains representatives and policy-makers.
- Setting-up of the “Balkan Network for Food Consumer Science”, which seeks to stimulate regional and interdisciplinary co-operation.

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4 topics for Consumer and Market Research

- Consumer study implementation for fruits and nutrition balance
- Consumer study implementation for products with health claims
- Consumer expectations towards organic products
- Consumers' attitudes, expectations and behaviours towards traditional food

Educational Programme

**Building-up the competences
in the public organisations,
private enterprises and
NGO's**

**regarding the understanding of consumer
food choices and behaviours**

Dissemination of the results

Spreading out in the Balkan countries

knowledge

concerns

awareness

Through publications, website and newsletters

www.focus-balkans.org

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Network (which will be active after the end of the project)

Development of a network of

- universities**
- institutes**
- high schools**
- consumer associations**
- NGOs**
- private enterprises**
- other interested organisations**

active in the field of consumer science related to food

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Partners

SEEDDEV, SERBIA

IPSOS Strategic Marketing, SERBIA

University of Belgrade, SERBIA

University of Zagreb, CROATIA

RIHP, FYRoM

University of Lubljana, SLOVENIA

University of Banja Luka, BIH

IPH MNE, MONTENEGRO

ETHZ, SWITZERLAND

(coord.)

AGRIDEA, SWITZERLAND

GEM, FRANCE

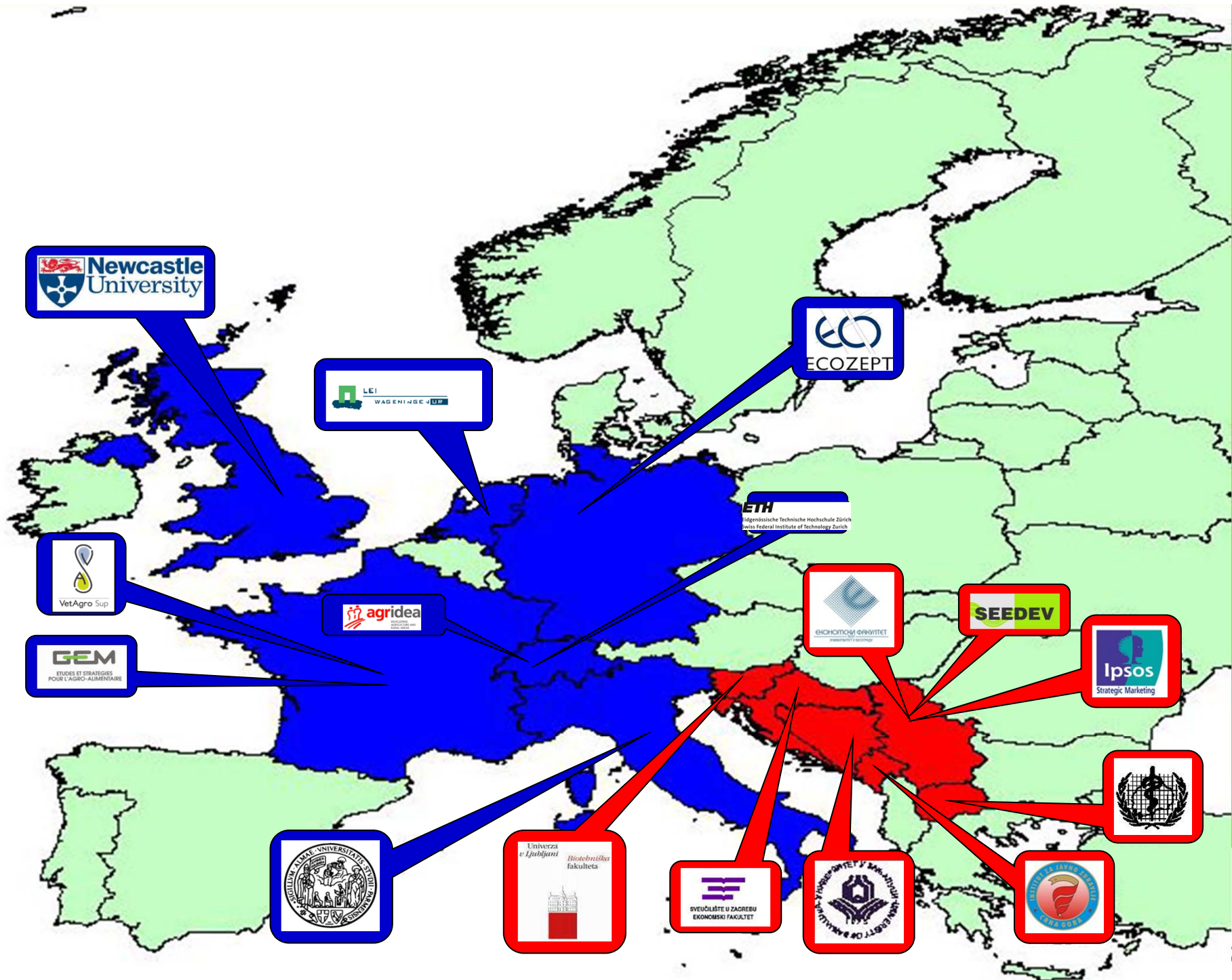
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University of PARMA, ITALY





Thank you for your attention

barjolle@ethz.ch

www.focus-balkans.org



ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

