



WP 10 Training

Meeting 5

Split 3rd to 5th February 2010.



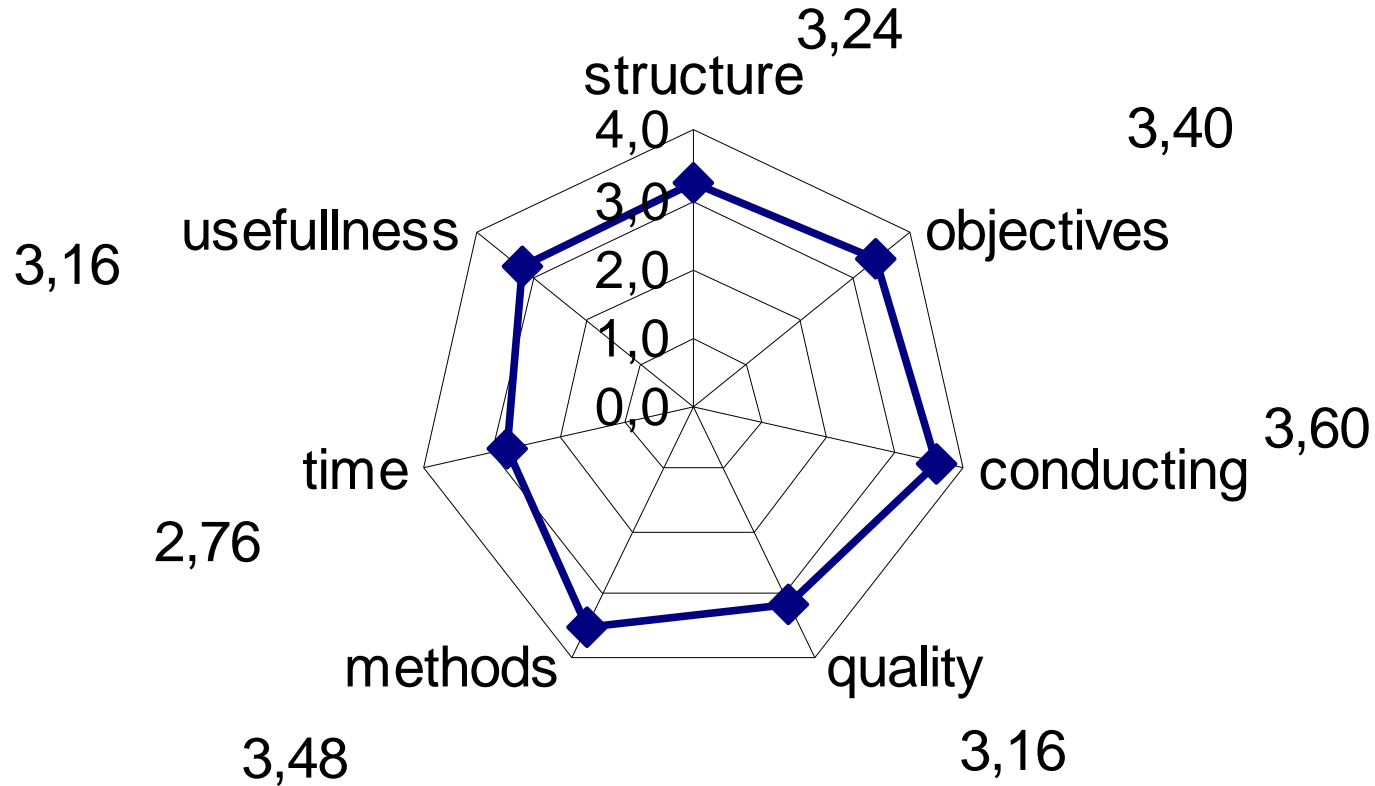
FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Objectives of this session:

1. Reflect on the evaluation and your impressions from T4
2. Roughly define the objectives and content of the Training 5
3. Discuss the ideas for T6
4. Review the short trainings and plan the upcoming

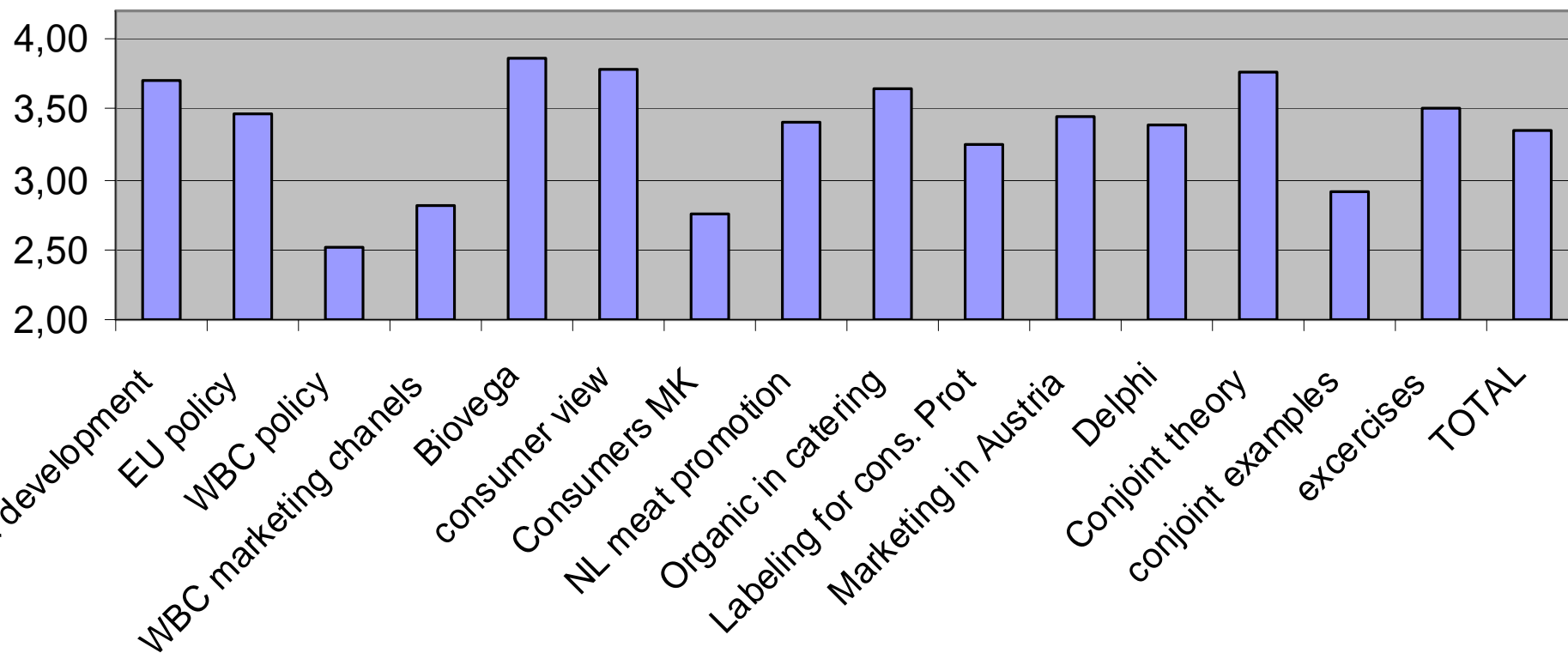
Training 4 evaluation



Average course evaluation: 3.26 out of 4

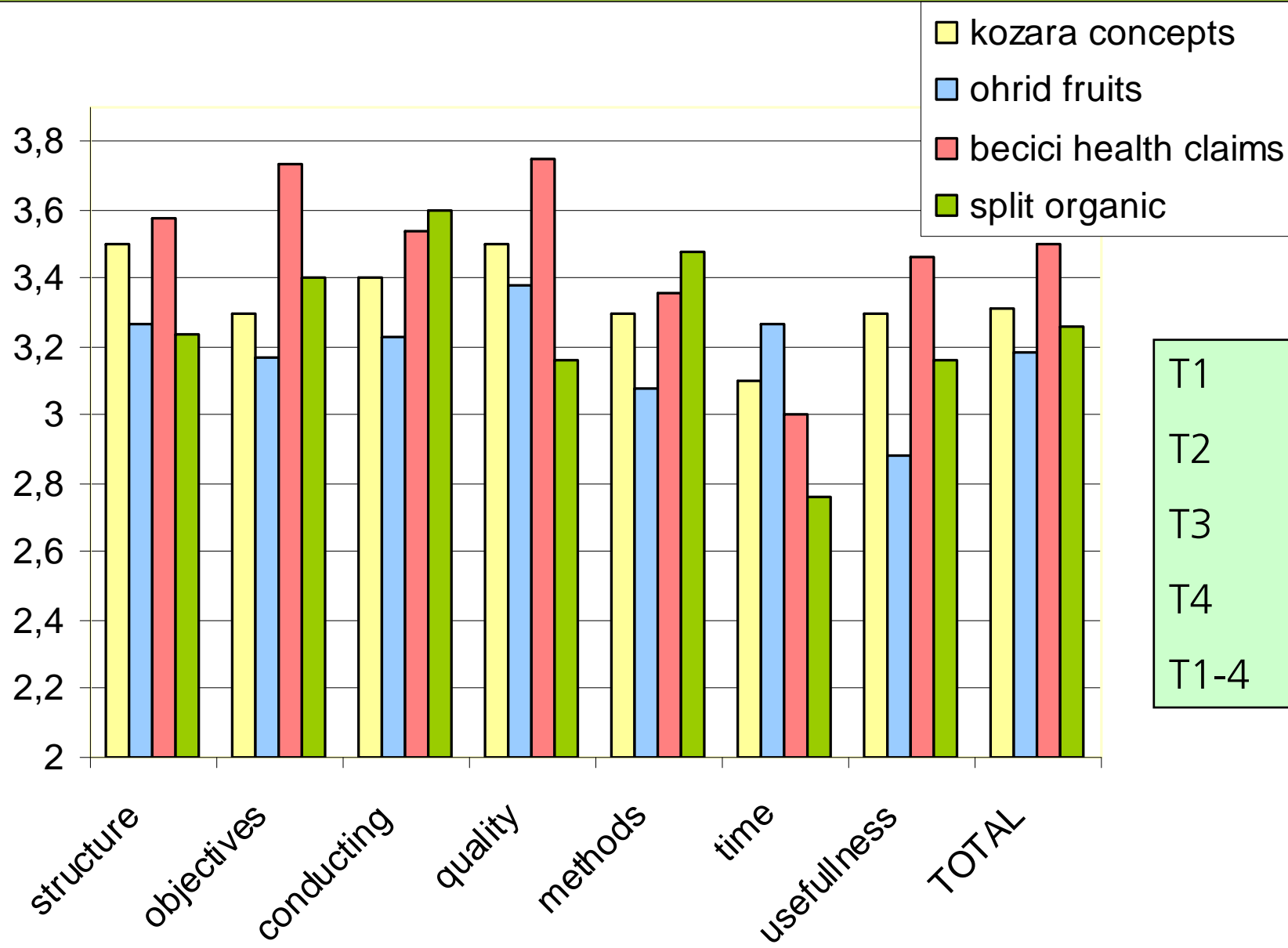


T4 lectures evaluation



Average course evaluation: 3.35 out of 4





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|------|------|
| T1 | 3,31 |
| T2 | 3,18 |
| T3 | 3,50 |
| T4 | 3,26 |
| T1-4 | 3,31 |



| Overview of the training curriculum in the FOCUS Balkans | | | |
|--|--|--|----------------------------------|
| 1 Mth 4 Feb 09 | Theory Method | Food related behaviour Qualitative research, Focus groups and in-dept interviews | |
| 2 Mth 8 June 09 | Case Research approach Method | Fruit and nutrition balance Planning research -Development of a measurement instrument Data analyzing qualitative research Transition and FCS | |
| 3 Mth 12 Oct 09 | Case Topic | Products with health claim Cluster analysis Obesity and public health | |
| 4 Mth 16 Feb 10 | Case Method and topic | Organic products Delphi approach Conjoint analysis | |
| 5 Month 19 June 10 | Case Method | Traditional foods Sensory research | ENITA-C, PARMA LEI-WUR WBC |
| 6 Month 24 October 10 | Case Topic | Evaluation results of cases Integration of qualitative and quantitative research results Data analyzing and preparation of scientific articles Networking for consumer research Synergies with other FP projects | ??? |

Objectives training 5

- Understand and characterise different types of traditional food in EU and WBC;
- Highlight the challenges for establishing and maintaining systems of registered traditional food products in WBC;
- Identify and assess the potential of traditional food for development of WBC local economy and markets;
- Gain knowledge of sensory analysis and its use in food consumer research;

Proposed content of training 5

1. Defining traditional food
2. Certification schemes of traditional products in EU and WBC – legal and institutional framework
3. Cost benefits of traditional product registration and promotion
4. Several European projects:
 - TYPIC Typical Food Products in Europe: Consumer Preference and Objective Assessment
 - TRUEFOOD Traditional United Europe Food
 - EUROFIR European Food Information Resource (EuroFIR) Consortium
5. WBC case studies and comparisons
6. Sensory analysis

Planing deadlines:

T5 21st – 22nd June

- To prepare the announcement 15th March
- To publish the call out of the Consortium 1st April
- For application 15th May
- For selection and reply 1st June

Points for discussion:

Discuss the content and objectives of Training 5

Propose topics, lecturers, projects to be included in the Training 6?

| | | YEAR 1 | | | | | | | | | | | | YEAR 2 | | | | | | | | | | | | YEAR 3 | | | | | | | | | | | |
|-------|------------------------|-----------|---|-----|----|---|---|-----|----|---|----|-----|----------|--------|----|----|-----|----|----|-----|----|----|-----|---------------|----|--------|-----|----|----|----|----|----|----|----|----|----|-----|
| Month | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| WP1 | State of the art | D1.1 | | | | | | | | | | | D1.2 | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2 | Knowledge system | D2.1, .2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP3 | Networking | D3.1 | | | | | | | | | | | D3.2 | | | | | | | | | | | D3.3 | | | | | | | | | | | | | |
| WP4 | Methodology | D4.1 | | | | | | | | | | | D4.2 | | | | | | | | | | | D4.3 | | | | | | | | | | | | | |
| WP5 | Fruits & Nutrition | | | | | | | | | | | | D5.1, .2 | | | | | | | | | | | | | | | | | | | | | | | | |
| WP6 | Health Allegation Food | | | | | | | | | | | | D6.1 | | | | | | | | | | | | | | | | | | | | | | | | |
| WP7 | Organic | | | | | | | | | | | | D7.1 | | | | | | | | | | | D7.2 | | | | | | | | | | | | | |
| WP8 | Traditional | | | | | | | | | | | | | | | | | | | | | | | D8.1 | | | | | | | | | | | | | |
| WP9 | Quantitative survey | | | | | | | | | | | | | | | | | | | | | | | D9.1, .2, .3 | | | | | | | | | | | | | |
| WP10 | Training | D10.1 | | | | | | | | | | | | | | | | | | | | | | D10.2 | | | | | | | | | | | | | |
| WP11 | Dissemination | D11.1 | | | | | | | | | | | D11.2 | | | | | | | | | | | D11.3, .4, .5 | | | | | | | | | | | | | |
| WP12 | Project management | D12.1 | | | | | | | | | | | D12.2 | | | | | | | | | | | D12.3 | | | | | | | | | | | | | |
| | | D12.4, .5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Month | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| | | MT1 | | MT2 | | | | MT3 | | | | MT4 | | | | | MT5 | | | MT6 | | | MT7 | | | | MT8 | | | | | | | | | | MT9 |
| | General Assembly | x | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | | | | | | x |
| | Methodology group | x | | | x | | | | x | | | x | | | | | x | | | x | | | | | | | | | | | | | | | | | |
| | Steering Committee | x | | | x | | | | x | | | x | | | | | x | | | x | | | | x | | | x | | | | | | | | | | x |
| | Advisory board | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Trainings | | | | T1 | | | | T2 | | | T3 | | | | | T4 | | | T5 | | | T6 | | | | | | | | | | | | | | |
| | Open seminars | | | | | | | | | | | | | | | | | | | | | | S1 | | | | | | | | | | | | | | S2 |
| | | YEAR 1 | | | | | | | | | | | | YEAR 2 | | | | | | | | | | | | YEAR 3 | | | | | | | | | | | |

