

OBJECTIVES

General:

to develop a network of universities, institutes, high schools, consumer organisations, NGOs and private enterprises active in the field of food consumer science that are able to develop joint-research activities

Specific:

- To recognize the need for adopting multidisciplinary approach (project related and public)
- Establish regional framework agreement between research institutions (project related and public)
- Negotiate cooperation modalities on specific research activities (project related)
- Balkan Network for Consumer Science to be established
- Identification and involvement of key-players in project activities (trainings)

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able to develop **joint-research activities**

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Envisaged topics for the coming networking meetings

NM3 or 4: Food with H&N claim in WBC region: trends and perspectives	<ol style="list-style-type: none"> 1. Share the results and receive feed back on the N&H claim products study for WBCs; 2. Raise public awareness on the H&N claim products; 3. Initiate legal regulation H&N claims; 4. Animate coordinated action for consumer protection. 	Nov/Dec 2011
NM3 or 4: Fruit and organic- tools for develop. of fruit and organic sectors	<ol style="list-style-type: none"> 1. Share the results and receive feed back on the fruit consumer study and fruit and organic market overview 2. Research and private sector discussion and formulation of strategic directions for increasing fruit and organic production and consumption 	Nov/Dec 2011
NM5: TFP - following consumer demand toward stronger agricultural sector	<ol style="list-style-type: none"> 1. Identify linkages and initiatives to be used for promotion of value adding qualities in food products: 2. address issues of consumer trust and confidence - quality guaranteed through control and certification 	Feb/March 2011
NM6: WBCs food consumers buying behaviour	<ol style="list-style-type: none"> 1. Identify further research activities within consumer studies 2. Initiatives and responses for improving consumer protection 	June 2010