

WP3: NETWORKING MEETING STRATEGY Country: CROATIA

Faculty of Economics and Business Zagreb

Trieste, 23rd of June 2010

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Target audience:

- Academic (School of Business and Economics, Faculty of Agriculture)
- Food Agency
- Private sector (BioVega, Zrno, Podravka, Agrokor (Zvijezda), Dukat)
- Governmental (Ministries for agriculture and health, agencies for EU support), consumer associations, etc.)
- Public Health institutions
- Chamber of Commerce
- Chamber of Agriculture
- Media

Topics of Networking Meetings

Meeting 2 – DECEMBER 2009

- Presentation of the Project
- Results of in depth interviews in Croatia about fruit consumption
- Functional products and legislation case of Omegol ZVIJEZDA
- Quality control of functional food – PODRAVKA
- Overview of the food legal framework in Croatia – Croatian Food Agency

Meeting 3 – JUNE 2010

- Presentation of the Project
- Fruit consumption – result of the focus group
- Fruit and vegetables: consumer vs. Industry PODRAVKA
- Overview of fruit market in Croatia
- Business with organic fruit in Croatia BIOVEGA

Objectives of Networking Meeting

Meeting 2 – DECEMBER 2009

- Consumer attitudes about health and nutrition?
- Impact of food legislation in EU on the producers of functional food?
- Food quality control in Croatia?
- Consumer attitudes and behaviour about fruit consumption – result of in-depth interviews

Meeting 3 – JUNE 2010

- Fruit market overview and SWOT analysis of fruit market in Croatia
- Results of focus group in urban and rural areas about fruit consumption
- Fruit and vegetables – consumer vs. Industry
- Launching EKOZONA and organic fruit in Konzum

Objectives of Networking Meeting

Meeting 4 - December 2010

Food with H&N claim in Croatia:

consumer benefits and risks

- Share the results of N&H study of the project
- Raise public awareness on the H&N claim products on Croatian market
- Situation with legal regulation H&N claims in WBC
- Animate coordinated action for consumer protection

Meeting 5 - March 2011

- Building consumer interest and knowledge – tools for development of **organic and traditional food sectors**
- the importance and possibilities of production of traditional and organic food in Croatia
- Address issues of consumer trust and confidence
- Sharing findings of the project

Objectives of Networking Meeting

Meeting 6 September 2011

Food consumers in the Balkans - main drivers and trends

Managerial and teoretical implications

Limitations of the research and future recommendations

Recommendations

- To network more with private sector and media