

WP5 : Consumer in depth interviews and Market Survey

INSTITUTE OF PUBLIC HEALTH OF MONTENEGRO



1

Association on healthy life and well balanced diet

For majority of respondents healthy lifestyle includes physical activity, healthy and balanced diet, harmonized life, sport and recreation, avoiding stress, regular schedule of rest and work.

Under good balanced diet respondents, in the highest degree, assume steady and adequate intake of all foods, taking care of diet, in terms of distribution of meals during day and quality of food.

Particularly the younger respondents emphasized the impact of proper balanced diet on healthy lifestyle, sports, intake of, as many different ingredients in the diet as possible and life without stress

Older respondents of both gender emphasized the importance of harmonized life tempo, regular schedule of rest and work.

Consumption of fruit plays an important role in both concepts. Most respondents agreed that a healthy and balanced diet and adequate intake of all foodstuffs, to a large extent, includes consumption of fruit - especially fresh fruit because of its valuable ingredients (primarily vitamins)

General consumption

Most of respondents prefer to consume fresh fruit and they often eat it, mostly they like all fruits, they eat it in different situations during day, during year they eat more fruit in the season, but they think that they eat also in the periods when there are not a lot of fruit. They consume mostly with family members or alone, less frequently with friends or partners.

Most respondents consume fruit products in the periods when fresh fruit is not available. Also, most respondents prefer domestic fruit products compared in relation to industrial products.

The main differences in the consumption of fruit related to these three categories would be that most respondents chose fresh fruit, while dried and processed fruit is consumed in periods when there is less available fresh fruit (usually winter). Most respondents prefer to consume more fresh fruits, fruit products and dried fruit for which they know the origin and which is prepared domestically, in relation to the industrially processed fruit. The respondents were overwhelmingly fans of fruit and attitude of frequent consumption of fresh fruit was prevailing, especially during the season when certain types of fruit are more accessible.

In fruit products they like that they are that are available throughout the year, easily and quickly consumed, long lasting, and easier to store than fresh fruit (in the term that they are less susceptible to spoilage). Jams are often used in the composition of cakes and pastries as well as supplement to certain food (pancakes, doughnut etc.).. Jams are more consumed in the morning for breakfast; fruit juices are consumed throughout the day.

Dried fruit is consumed more in the winter, during the afternoon rest time, while watching TV etc. Also dried fruit is used for making various compotes, especially compotes from dried plums.

Respondents usually consume fruit products and dried fruit within their family or alone, drinks are usually consumed with friends, in particular female.

Motivation to fruit in general

- Most respondents consume fresh fruits because they think it is :
 - ✓ healthy and beneficial for their body,
 - ✓ rich source of vitamins,
 - ✓ it is very tasty,
 - ✓ can successfully replace a meal and sweets.
 - ✓ gives energy
 - ✓ refreshes, especially when they are tired.

Older respondents emphasize health benefits, while younger respondents emphasize pleasant feeling, positive correlation with sport and physical activity and fitness.

Respondents rarely consume fruit products-mostly in periods when there is no enough fresh fruit. Fruit products replace fresh fruit, have taste and refreshing characteristics, because it is healthy and gives energy.

Respondents also chose dried fruit in periods when there is lack of fresh fruit. Homemade products than industrial. Generally they agree that it is delicious, that gives a feeling of fullness, consumed at any time of day-rather as an integral part of various pastries and sweets, and most respondents considered it healthy. Also younger female respondents use dried fruit as substitute for sweets.

Image of fruit eater

- Generally: person who looks healthy, youthful, living alone or in small family, with a higher income. In spare time such person does physical activity (running, walking, cycling). Imagined person is generally good, mild character, loves watching sports on television, life motto is in a healthy body-healthy spirit; adhere to a healthy lifestyle, tries to have healthy diet and has a well balanced diet. Fruit and health are seen as an inevitable correlation where one associated with another. The person believes that fruit is healthy based on personal experience, information gained...
- Respondents stated that this person thinks fruit is healthy. All participants declared that they do not think that imagined person does not think fruit is healthy.

Personal consumption of fruit compared with general consumption

- The largest number of respondents (18 of them) consider themselves as a medium consumer of fruit, 11 **participants** consider themselves as a heavy consumer, and one respondents consider him/herself as a light consumer of fresh fruit.
- Regarding question how often and how much they eat fresh fruits, generally 14 respondents stated that the fresh fruit is consumed more than twice a day, 10 respondents consume fresh fruit twice a day, three respondents stated that they consume fruit once a day and 3-6 times a week.
- Among fruit products, fruit juice is at the top in consumption frequency in relation to the jam - 9 respondents stated that they consume fruit juice more than twice a day (one should note that most respondents preferred consumed fruit juices prepared by squeezing fresh fruit or home made juices). Among fresh fruit dominant is consumption of apples. Other frequencies presented in the table generally correspond to what the majority of the respondents reported in the open questions - that is, jams, dried fruits and fruit juices (especially industrial products) are consumed less than fresh fruits and in periods when fresh fruit is not available.

Suggestions for focus groups and reflection on own experience What do you think are interesting insights for focus groups?; How did you experienced the in-depth interviews?