

WP5 : Consumer in depth interviews and Market Survey

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In-depth interviews with consumers in Macedonia were conducted during the period of 15th to 31st of October 2009, 30 interviews were performed, of which 16 with consumers living in urban settlement and 14 in rural in all regions of the country

Healthy life and well balanced diet

- Most of the participants knew had perception and give their explanation of what the terms healthy lifestyle and well balanced nutrition comprise
- Mainly the term healthy lifestyle was explained like life deprived of nervous moments and life in clean environment, consumption of healthy food, practicing sports i.e. physical activity
- High awareness: care about their food intake, avoid fats, eat larger amounts of fruit and vegetable and consume food in smaller portions but more frequently during the day. Also, they stressed the physical activity as important contributor to healthy life-style
- Low awareness: found superficial relation between balanced diet and healthy eating
- Women living in the cities are with the most knowledge comprehensive approach concerning these terms and the less knowledge about it exists among men living in rural settlements provided answers which were the most different from the ones in women living in cities

Motivation to fruit in general

- For 14 participants the taste was the most important motivation, 6 answered that it is the eating habits, 5 – health protection etc.
- The average value of the importance, taste is the most important motivation, then the habits and the third of importance are convenience to eat and the pleasure
- Biggest number of respondents stressed the taste as the most important element about consuming or not the certain types of fruit
- Apple was mentioned as the tastiest and most prioritized fruit for consuming
- The most important obstacle is availability since they stated that in Macedonia some fruits are not available during whole year or they are not available as fresh. Some participants from small rural places stated that the availability even for the basic fruit is a problem so they consume what they have in their gardens at home. Second obstacle is the price since prizes defer for the fruit with same quality in different markets and in different seasons

Image of fruit eater

- Almost all participants described the fruit consumers as persons with ideal body proportions. They practice sport or they are physically active, and are sportsmen/sportswomen or models
- They know a lot about healthy and well balanced nutrition, as persons with stable characters, have well organized spare time and know what they want from life
- Contrary to that, non-fruit eaters were described as having higher body weight, being lazy, with limited communicational skills, closed towards the other persons (introvert), work sitting most of the time, in spare time watch TV and eat snacks while watching

Personal consumption of fruit compared with general consumption

- Out of 30 participants, only 1 estimated himself as heavy consumer of fresh fruit. All the others described themselves as medium consumers of fresh fruit. All respondents answered that on the day before the interview was conducted have eaten fruit, stating that they've consumed 1-3 types of fresh fruit
- All respondents answered that they assume that fruit can contribute in prevention of some diseases. Most of participants said that fruits can contribute in strengthening of immune system of the body
- Almost everybody answered that minimal daily amounts of fruit recommended by doctors is 2 portions
- Around $\frac{1}{4}$ of participants answered that it is generally recommended to eat not more than 5 portions of fruits each day
- Over $\frac{2}{3}$ of the participants answered that that fruit is very important in preventing diseases, and the rest of them answered that it is rather important



Suggestions for focus groups

- Attitude towards fruit consumption
- How much? Do they know the recommendations (WHO)?
- Fruit and health?
- Food pyramid?
- How much they spent on fruit?
- How do they obtain information and do they believe in it?
- ...