

WP7: D7.2 Report on market data, market trends and consumer behaviour for organic product in the WBC.

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Focus Balkans 4th Project Meeting
Split, Croatia, Thursday, February 4th 2010

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Activity 7.1& 7.2 - DoW

- Qualitative experts surveys, through in-depth semi-directive face-to-face interviews, will be realised. Once identified, the experts will be interviewed about the current problems of the organic food supply chain, the role of the organic food supply chain stakeholders (producers, processors, wholesalers and retailers, controllers, importers and exporters / traders), the perspectives of the market: domestic and international consumptions trends, marketing problems and the measures to be undertaken to develop the organic food supply chain. These qualitative surveys will be done in an iterative way on different market levels, re-confronting experts with the resumed results (close to the Delphi-approach). The expert opinion will be assessed by structured interviewed based on the results of the state of the art, in particular the importance of the identified commercialisation channels. Face-to-face – when possible – and phone interviews will be implemented.

Activity 7.1& 7.2 - DoW

- This second part will focus on the perspective of the market and consumers expectations. ZAG will concentrate on the needs of the stakeholders involved into the commercialisation of organic products and of the final consumers.
- Qualitative survey will assess the stakeholders motivations, needs and considerations with organic market development with:
 - Organic food supply chain experts (see above);
 - Wholesalers and retailers: Supermarkets, specialised channels, retail shops;
 - Tourism experts as well as foreign consumers (tourists);
 - Domestic consumers.

DELPHI - conduction

ZAG, ECOZEPT,
GEM + WBC

- Country reports
- Experts identification

ZAG, ECOZEPT,
GEM

- 1st round questionnaire
- Backtranslation by WBCs

WBCs

- 1st round
- 1st round report

ZAG, ECOZEPT,
GEM

- 2nd round questionnaire
- Backtranslation by WBCs

WBCs

- 2nd round
- 2nd round report



1st round questionnaire draft

1. What are the most important influences that have shaped the development of the organic market in your home country in the past 10 years? (Please describe key events if appropriate.)
2. How would you describe the current state of the organic market (including regional variations, if any)?
3. How do you expect the organic market to develop over the next 10 years? (Please include important new influences not discussed in previous answers.)
4. Describe the role, if any, which different organic food supply chain stakeholders have played in contributing to developments and future potential.
5. Have organic food initiatives had an influence on economic, ecological or social development in disadvantaged areas of your country?
6. What characteristics make an organic supply chain or its elements successful? (Please give concrete examples, if appropriate.)

2nd & 3rd round questionnaires

General part (same for all WBCs)

Country specific part

TIMELINE

ACTIVITY	RESPONSIBLE	DEADLINE
DELPHI panel experts identification	ZAG, ECOZEPT, GEM + all WBC partners	01/04/2010
DELPHI 1 st round questionnaire*	ZAG, ECOZEPT, GEM	01/04/2010
DELPHI 1 st round	all WBC partners	07/05/2010
DELPHI 1 st round report	all WBC partners	14/05/2010
DELPHI 2 nd round questionnaire*	ZAG, ECOZEPT, GEM	07/06/2010
DELPHI 2 nd round	all WBC partners	09/07/2010
DELPHI 2 nd round report	all WBC partners	16/07/2010

*each WBC partner will do each round questionnaire back-translation