

WP7: Activity7.1 **Marketing assessment of the organic supply chain**

professor Nataša Renko, PhD
assistant professor Sanda Renko, PhD
Ružica Butigan, MBA
Ante Vuletić, MA

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

Contents

- WP7
- WP7 – DoW
- Activity 7.1 – DoW
- Country report template
- WBC organic bibliography
- Timeline

WP7

Work package number	7			Start date or starting event	16 (Jan 2010)										
Work package title	Consumer expectations towards organic products														
Activity type	RTD														
Responsible partner: ZAG	Assistants: ECOZEPT, GEM														
Participant number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Participant short name	AGRIDEA	SEEDDEV	SMMRI	GEM	LEI	ENITA-C	BEL	ZAG	RIHP	UL-SLO	UNEW	PARMA	ECOZEPT	BiH	IPH MNE
Person-month	1	1		2		2	1	8	1	1			6	1	1



WP7 - DoW

ACTIVITIES

- 7.1 Marketing assessment of the organic supply chain
- 7.2 Perspective of market development
- 7.3 Consolidation on the general overview

DELIVERABLES

- D7.1 National report per country on the organic production on the basis of bibliography and data collection. Month 20 (May 2010).
- D7.2 Report on market data, market trends and consumer behavior for organic product in the WBC. Month 26 (Nov 2010).

Activity 7.1 (DoW)

- ...It will also include a full description of the production data (areas under organic crops and number of farms, volumes of plant and animal productions, volumes of domestic processing, volumes of exportation, organic food supply chains) on the basis of bibliography and data collection [available official data (Ministries, statistical offices, professionals, certification bodies and/or organisations involved in organic agriculture, food supply chain actors)]....

Country report template

1. **Country overview** (*can be based on Eurostat/ National Statistics Bureaus and other official sources*)
2. **Details on organic production** (Ministries of Agriculture or similar official source)
3. **Imports and exports** (based on Chamber of Commerce informations or shopchek)
4. **The organic market** (development – bibliography, certificates)
5. **Organic market actors** (Chamber of Commerce, other data)
6. **The specialised organic retail market**
7. **Expected changes, challenges and opportunities in the specialised organic sector**
8. **Final comments**

WBC Organic Bibliography

- based on WP1 database – organic products
- limited resources:
 - BiH 1
 - HR 5
 - MK 0
 - CG 1
 - SRB 7
 - SLO 5

! ADDITIONAL INPUT NEEDED

TIMELINE

ACTIVITY	RESPONSIBLE	DEADLINE
National report per country on the organic market template	ZAG, ECOZEPT	08/02/2010
Data collection	all WBC partners	15/03/2010
D7.1 National report per country	ZAG, ECOZEPT + all WBC partners	15/04/2010
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