

WP8 Consumers' attitudes, expectations and behaviors towards traditional food
National report for Focus group discussion: **BiH**

METHODOLOGY

Town: Trebinje "rural" area

Place: Agency for the development of small and mid-size enterprises in Trebinje

Date: 29th of April

Nb.of participants: 20/12/10

Participant	Gender	Age	Number of persons in the household	Occupation	Educational background	Household monthly income (€)	Rural or urban area of living	Participant in charge of food shopping for the family
I1 - Borka Kurtović	Female	65	2	pensioner	faculty	les than 500	rural	very often
I2 - Slavica Kijac	Female	58	3	employed	high school	les than 500	urban	very often
I3 - Radivoje Maksimović	Male	36	3	employed	faculty	500 - 750	urban	often
I4 - Miljan Vuković	Female	33	3	unemployed	faculty	more than 1000	urban	often
I5 - Mirjana Gurović	Female	36	4	employed	high school	500 - 750	rural	very often
I6 - Vladimir Čerečina	Male	45	3	employed	faculty	500 - 750	urban	very often
I7 - Tijana Karić	Female	32	3	unemployed	high school	les than 500	urban	very often
I8 - Aleksandar Kurtović	Male	38	4	employed	faculty	more than 1000	urban	very often
I9 - Bosiljka Pavlović	Female	18	4	unemployed	high school	les than 500	urban	often
I10 - Ankica Aleksić	Female	62	5	employed	high school	500 - 750	urban	very often
I11 - Olja Lečić	Female	33	4	employed	faculty	500 - 750	urban	very often
I12 - Milidrag Kuljić	Male	38	5	employed	high school	more than 1000	rural	often

METHODOLOGY

Town: Banja Luka "rural" area

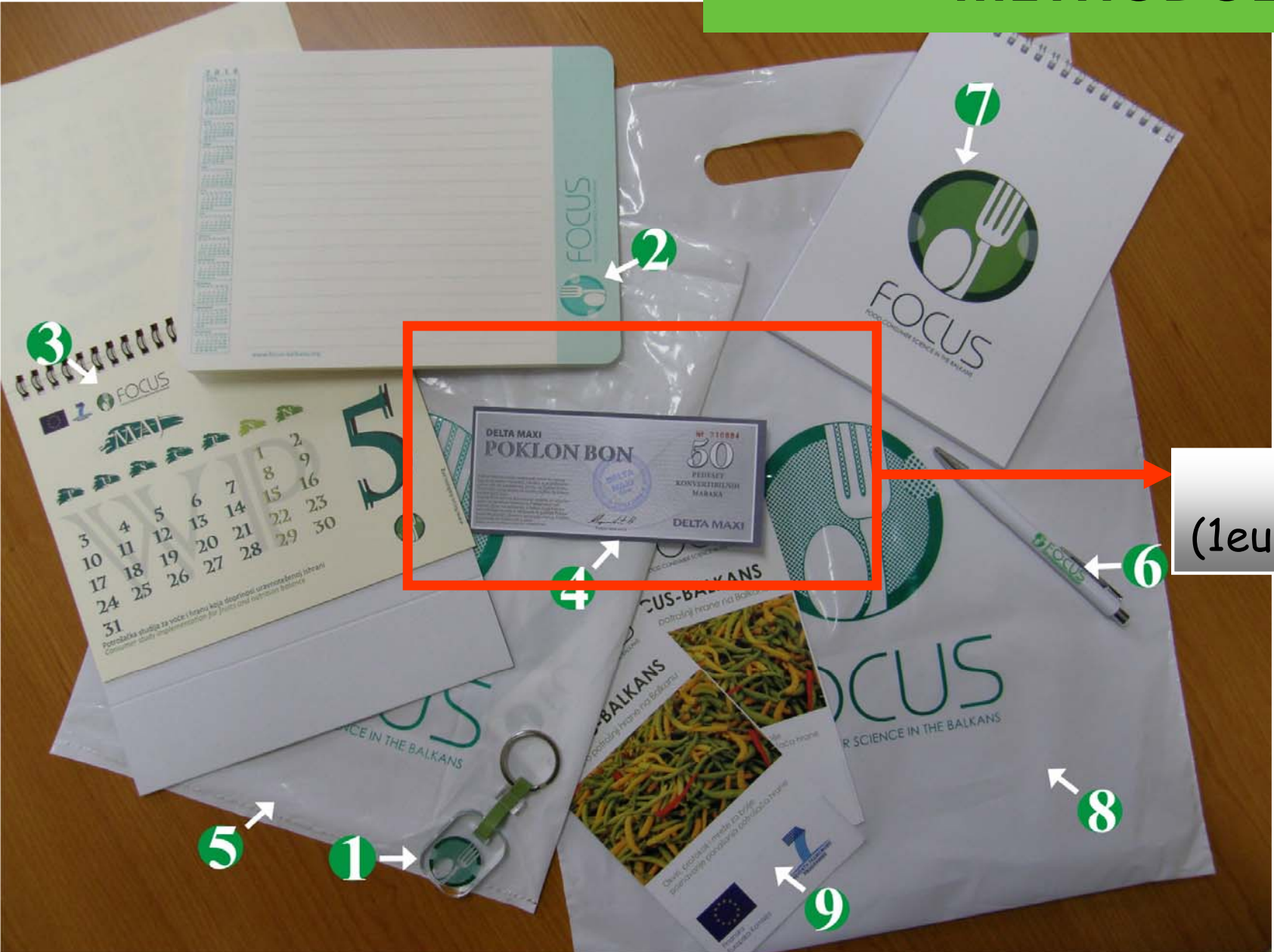
Place: Faculty of Agriculture Banja Luka

Date: 5th of May

Nb.of participants: 20/12/10

Participant	Gender	Age	Number of persons in the household	Occupation	Educational background	Household monthly income ()	Rural or urban area of living	Participant in charge of food shopping for the family
II1 - Radmila Došen	Female	45	4	employed	high school	500 - 750	urban	very often
II2 - Gavro Đurić	Male	62	2	pensioner	high school	les than 500	urban	very often
II3 - Mirjana Šobota	Female	27	7	unemployed	faculty	500 - 750	urban	very often
II4 - Kristina Vasić	Female	27	4	unemployed	faculty	500 - 750	urban	very often
II5 - Dragan Davidović	Male	51	3	employed	faculty	more than 1000	urban	very often
II6 - Dragan Mrgan	Male	52	4	pensioner	high school	les than 500	urban	very often
II7 - Dragica Marinković	Female	54	4	employed	faculty	les than 500	urban	very often
II8 - Dragan Šešić	Male	38	2	employed	high school	les than 500	urban	often
II9 - Slaviša Vibli	Male	22	2	employed	faculty	500 - 750	urban	often
II10 - Dragica Todorović	Female	63	3	pensioner	high school	more than 1000	urban	very often
II11 - Mira Čopić	Female	43	4	employed	faculty	more than 1000	urban	very often
II12 - Draško Bašić	Male	28	5	employed	faculty	500 - 750	urban	often

METHODOLOGY



50 KM
(1euro = 1,95583KM)

PERCEPTION OF TRADITIONAL FOOD CONCEPT

Participants from both groups get their ingredients at usual places: supermarkets, mini markets, green markets or from the country.

When it comes to food preparation habits, both groups have the following:

- **Almost all the participants, regardless of the group prepare their food at home,**
Sometimes by kid likes to have some pizza...but otherwise I prepare food at home (17).
- **Participants believe that preparing food at home guarantees healthier eating habits,**
- **Women do most of the food preparation at home, and men rarely do that,**
- **All the participants avoid eating at restaurants, which is usually due to lack of money or lack of habits;**
*As for the restaurants, we don't have the habit of eating there at all (112).
We don't exactly have the money to eat out...there are four of us, you know (11).*
- **Men are those who would rather go to restaurants, and usually because of business partners coming to town or on the weekends with their family;**
I rarely eat out. With friends or family but it does not happen so often (13).
- **Eating out is rather often with younger female participants from both groups as well as parents who have children at school or toddlers,**
*Kids have school and trainings and they eat out a lot. When they're not home they only eat those pizzas (113).
We eat at home; but fast food is the priority for the kids because they spend a lot of time outdoors (19).*

Spontaneously evocation of traditional food

Product

Dish

Rural	Joint	Urban
ham sausages dried fig wine honey milk cabbage	cheese cream	delicatessen

Rural	Joint	Urban
noodles soup home baked bread roast (lamb, pork) lamb stew traditional roast cabbage and meat baklava	sarma beans potato pie mash fish	stew kebabs Bosnian stew chicken boiled vegetables musaka (meat and potato) soup doughnuts corn bread pancakes picked cabbage plum jam forest fruit jam

Definition of traditional food

Chocolate bananas	
Urban	Rural
0	0

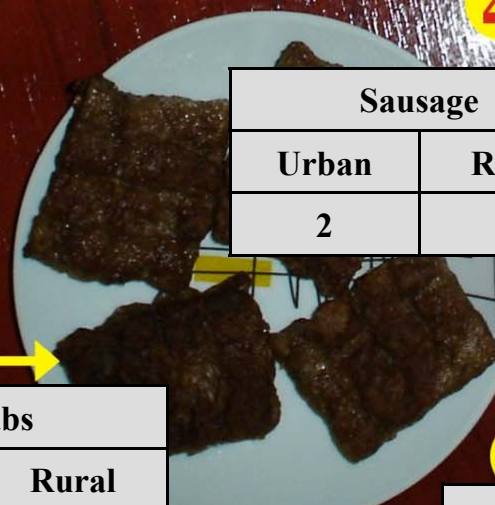


Sarma	
Urban	Rural
8	0

Honey	
Urban	Rural
10	10



Ham	
Urban	Rural
10	10



Sausage	
Urban	Rural
2	4

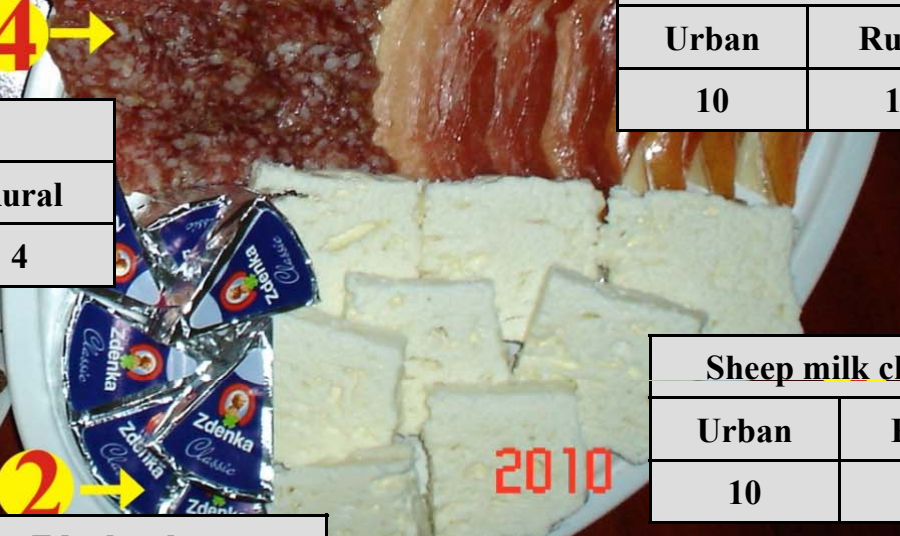


Zdenka cheese	
Urban	Rural
0	0

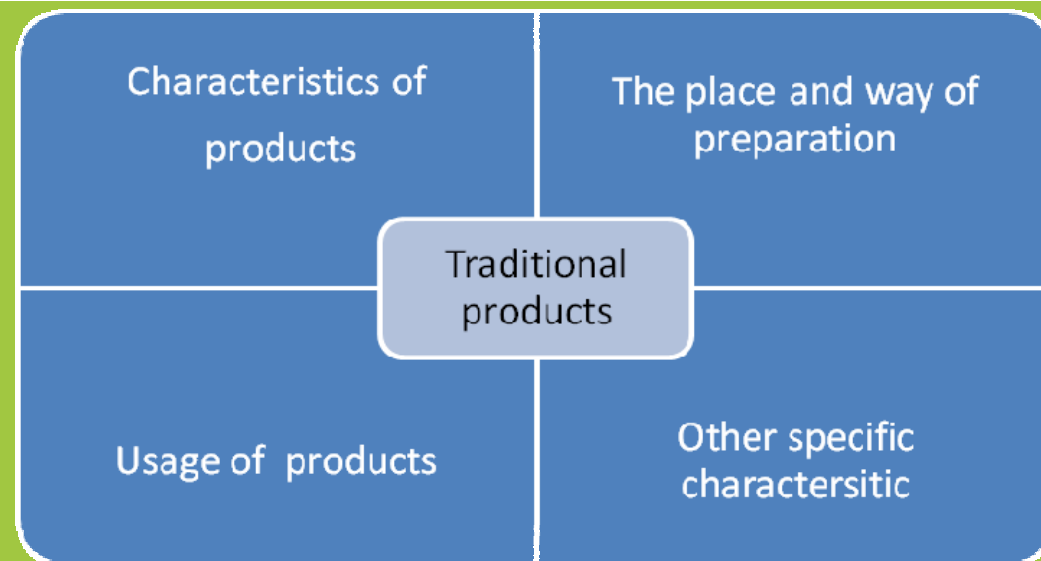
Kebabs	
Urban	Rural
5	6



Sheep milk cheese	
Urban	Rural
10	10



Reasons some products are referred to as traditional



The place and way of preparation	Usage of the product
<ul style="list-style-type: none"> -We make them ourselves -A long tradition of consumption -All prepared in a same way -We got the recipes from our ancestors -Organic made -Machines are not used -No additives -Connected to a certain region of production -Home made -Most households have the same recipe 	<ul style="list-style-type: none"> -Have been consumed for years -Serving your guests -On holidays -At weddings -Birthday parties -Small amounts served
Characteristics of products	Other characteristics
<ul style="list-style-type: none"> -Well known origin of the ingredients -High quality -Specific appearance (ham) -Special package -As an alternative – nicer packages -Better appearance -Better taste 	<ul style="list-style-type: none"> -Bought from a well known manufacturer -We serve them to people we like -We present them as a gift -They help cure diseases (not all of them) -They are believed to better than other products



Description of traditional food for participants

- ☞ The region in which the product is produced: geographic origin – a specific area;
- ☞ The way (technology) of production – we have been producing them for centuries, homemade or grown, traditional technology of production and recognizable production,
- ☞ The environment and condition of production – healthy environment,
- ☞ Characteristics of a product,

☞ Usage

Geographical origin and tradition...it means that the product has been made on a certain ground for centuries... (115).

Traditional technologies used in the process of production...for instance they make cheese in a traditional and old way...that's the way I prefer it. (116).

You cannot find it anyplace else but here. The way we make it, the way it tastes, you see, everyone makes cheese but no one makes it the way we do. (113).

The technology of production means we do not use modern technology but we do it all manually...and we can make these products on our own. (119).

It is important to know the origin of a product...if I know what those cows are fed to then I know that the milk is good. (19).



Advantages

Limited quantity

Quality

Taste

Shortcomings

No mass production

No standards in the production process

Usually no labels

Problems in the technological procedure of production

Short date of expiration

Too much fat

Too much salt

The producers lack education



TRADITIONAL FOOD CONSUMPTION AND PURCHASING BEHAVIOUR

Most participants from groups purchase the traditional products from producers they know well. The main reason for this is the trust they have in them as a result of long-term familiarity they have (or friends, relatives, etc.).

I get it in the countryside...from relatives or other people I know... (114)

The green market is also a place where they get these products but not so often. A number of participants say they simply do not trust the products that are sold in this way.

I will tell you one thing about green markets...I go there every day. Most of them get the goods from the same suppliers, with some exceptions. And that's the thing (119).

Traditional products are also bought in supermarkets or groceries shops but rarely.

Customers from small rural areas purchase these products when they run out of it, which clearly shows the importance they have in every day diet.

Customers from urban areas are not clear with purchasing these products and they buy them once a week or every two weeks

I get cream and cheese every day (13).

We get ham for New Year's Eve or Christmas. (12).

Both groups' members believe that the taste, quality and safety are the basic motives for buying traditional products. One of the motives is also the health aspect.

Rural group members have far more motives: preparation of the products, special occasions (Slava, birthdays), sudden guest visitors or simply the fact they like eating these products.

My motive is the eggs. When I make a cake I can clearly tell the difference and it tastes better with those eggs. (117).

Last consumption moment

When it comes to opportunities for consummation of traditional products, there are differences between the groups. Rural group members insist that they eat some of these products every day (cheese, honey). Most urban group members eat traditional food 'rather often', for Sunday lunch or every day (one participant).

Urban	Joint	Rural
Traditional stew		Cheese
Homemade chicken		Bacon
Cicvara (boiling flour and cream)		Honey
Mash	Ham	Sarma
Eggs	Meat	
Bees with ribs		
Pies		

I vote for the standardization of the products. We all know the standard for producing vlasicki cheese. But now they make all types of cheese and at Banja Luka green market they sell it as vlasicki cheese. But it is obvious that is not the real thing (118).

Well, I keep bees so I can tell something about honey. Most people who keep bees say that they have some standards in production. But unless there is some label to prove it, you cannot trust them. That's for sure... (13).



Types of traditional food eaten and consumption moment

Urban	Join	Rural
Doughnuts	Cicvara Pie	Mash
Bread	Beans with cabbage and ribs Sarma	Kacamak cheese
Cabbage stew		Cabbage
		Cabbage and meat

Urban	Join	Rural
Paprika sausage		Cabbage
	Cheese Honey	Ham
		Cream
		Milk
		Fig



Context of consumption of traditional dish

Dish

	Urban (number of participants)	Rural (number of participants)
Every day	-	4
2-3 times a week	3	4
Twice a week	2	-
1-2 times a week	1	-
Once a week	1	1
3 time a month	2	-
Twice a month	1	1

Product

	Urban (number of participants)	Rural (number of participants)
Every day	2	4
Almost every day	3	3
2-3 times a week	1	2
1-2 times a week	2	1
Once a week	1	-
Quite often	1	-

IMAGE OF TRADITIONAL FOOD

Participants from both groups believe the traditional products to be healthy but there are still several reasons why these products might be considered unhealthy.

The participants' arguments on the good sides of the traditional products could be grouped as follows:

The origin of the products has to do with the quality

The cattle, i.e. the meat, is fed to grass and healthy domestic food and they are not fed to some artificial food, you know (I13).

Traditional products have a positive effect on people's health, mostly due to the fact that

You see, why are our products so healthy? We do live long lives round here. This fact proves it. Our elder folks are round 90 years old, and all their life they eat nothing but the traditional food (I4).

Traditional products are good because the process of production does not presume any chemical additives. In some cases (in rural areas) buyers are well familiar with the whole process of traditional production.

When you say that traditional products are healthy products....cheese comes to my head, there are no additives when women in the country make it (I18).

Participants from both groups also number some reasons why the traditional products could not be considered healthy. **Firstly, there is a problem of nutritive values, e.g. salt, cholesterol or sugar.**

They say that the production is performed in **a traditional and natural way** so there are no additives or chemicals to spoil the products.

Sometimes, they themselves **witness the process of production**, which helps them believe that it is all natural.

Namely, the rural group believes that these products are, no doubt, of a **high quality and good taste**. They are also certain that the process of production guarantees the quality as well as the fact that **people have been buying these products for years**.

All the participants agree that some traditional products from Bosnia and Herzegovina **should be protected** because it would be good for the image of the products. Still, they are not quite sure **what this means and which methods** should be used.

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Thank you for your attention!