

1.1 Available diagrams or photos

1.1.1 Photos illustrating the work of the project



Figure 1: 1st open Seminar, Belgrade, February 2011



Figure 2: Extended Networking Meeting, Podgorica, 7th June 2011



Figure 3 : 2nd Open Seminar, Brussels, 23rd September 2011

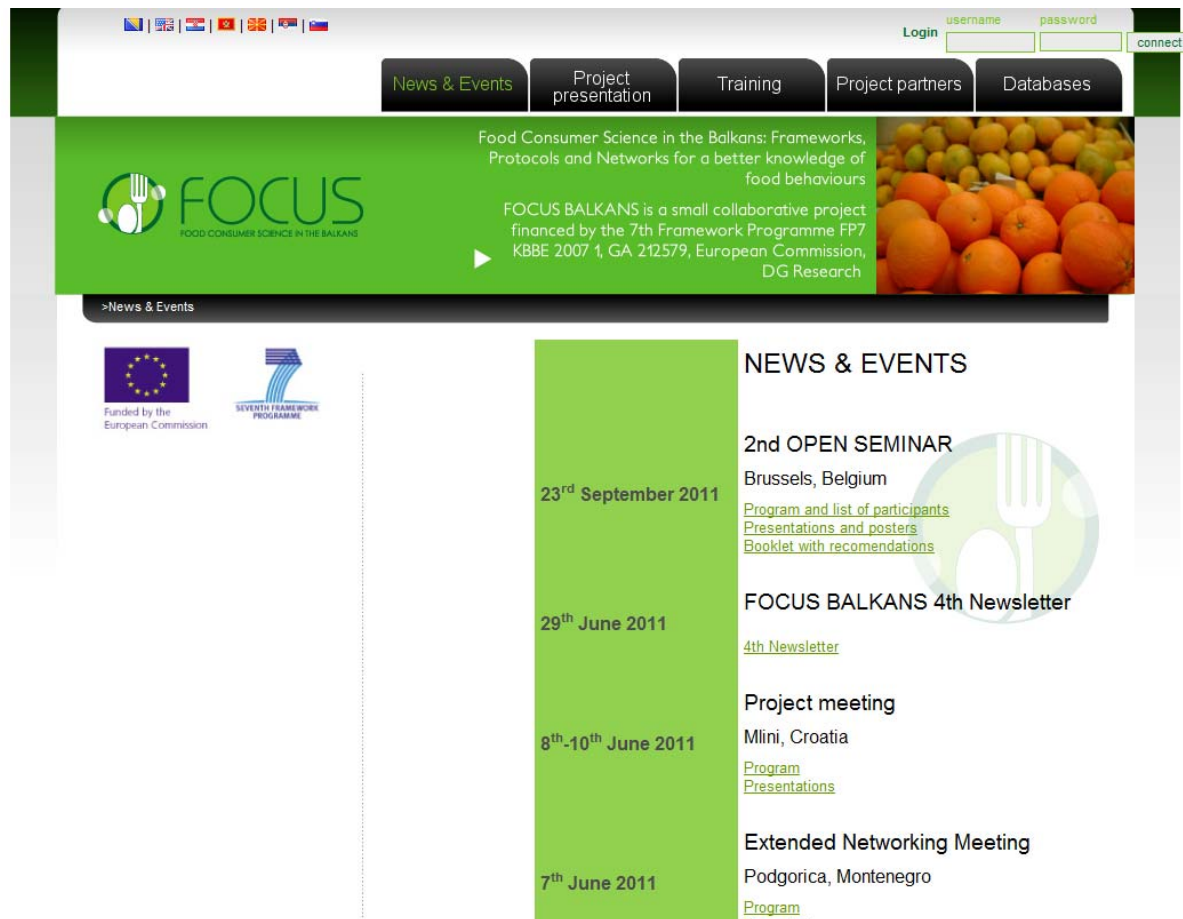
1.1.2 Project logo

The project partners have chosen, by vote, a logo for the project:



1.1.3 Reference to the project public website

<http://www.focus-balkans.org>



1.1.4 Leaflet of the end of the project

FOCUS-BALKANS NETWORKS AND ITS FUTURE

During the project, people have worked together for the research and have exchanged a lot during seminars and networking meetings. They have certainly enhanced cooperation in the area of consumer science with EU and neighbouring countries. The dialogue between consumers and food producers, including industry, has also started and will continue with further researches and meetings. All the stakeholders will be invited to participate in the "Balkan Network for Food Consumer Science", which will seek to stimulate regional and interdisciplinary co-operation.

At the European level, a common European network, including the Western Balkans, is also needed as a platform to get real impacts of the research. It should involve all the concerned disciplines. This is the only way to better promote new knowledge and to strengthen consumer science in Europe.



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FOCUS - BALKANS

Food Consumer Science in the Balkans



Frameworks, Protocols and Networks
for a better knowledge
of food behaviours



Funded by the
European Union



KEY-FINDINGS & RECOMMENDATIONS

RESEARCH NEEDS FOR THE FUTURE

FRUITS AND BALANCED DIET

The majority of consumers have a positive attitude towards fruit consumption. They consider that eating fruit is a pleasure. Next to pleasure, health is another main motive for fruit consumption. The aspiration of a better health is, both in West Europe and the WBCs, one of the main drivers for consumers to eat fruit. Research to deepen the insights into consumer behaviours, attitudes, preferences and willingness to pay, related to socio demographic data, as important predictors of consumer behaviour, is needed for the policy-makers and industry stakeholders to define, develop and implement adequate strategies for new fruit products and interventions to increase the consumption of fruit.

CONSUMERS' MOTIVATIONS AND BEHAVIOURS FOR PRODUCTS WITH HEALTH CLAIMS

Introducing a product with health claim can be useful for image of a certain brand: WBC consumers perceive it as innovation oriented and socially responsible. However, consumers are not sufficiently informed and they perceive functional food to be targeting small specific groups (such as older or chronically ill). An effective health claim should be understandable by the consumers, convincing through official approval of competent institutions or regulatory body and relevant for the targeted consumers.

EXPERTS' FORECAST OF ORGANIC MARKET

In the future, the demand for organic food will grow in WBC. This general consumption trend will be particularly strong in tourism, agro ecotourism, schools, and hospitals. The WBC organic market will, according to experts, be reinforced by measures of the EU Enlargement Policy.

Organic agriculture has excellent preconditions in WBC. To foster this strength factor for WBC agribusiness, all experts interviewed agreed that National strategies for organic farming are needed, as well as regional and local government support. They consider increasing supply chain structuring, promotional activities, and information of consumers as key factors for the success of organic farming.

CONSUMERS' ATTITUDES, EXPECTATIONS AND BEHAVIOURS TOWARDS TRADITIONAL FOOD

In general, consumers express a positive attitude towards traditional food. Different drivers explain traditional food consumption, such as: the importance of the natural content of food, the promotion of local or national origin, and of on-farm and small dairy production. Nevertheless, different segments of consumers have been noticed and key enhancements of traditional foods supply should be adapted to them for the development of this market. Also, in order to preserve the strong heritage of Balkan food and cuisine, the protection of traditional food is needed.

For all the four studied markets: fruits, products with health's claims, organic products and traditional food, there is a need of future research on food consumption, food and health policies, and markets' trends.

The recommendation is to develop the collection of reliable data on food consumption, so to increase the scientific-based knowledge in three main general directions:

- ⇒ First, **research about consumers**, such as, food intake, food behaviour, consumers' beliefs, expectations, preferences, motives and attitudes.
- ⇒ Secondly, **research about communication, information policies and tools**, for example efficiency, targeting, content, and up-taking.
- ⇒ Finally, **market research** with focuses on structure, functioning, rules, organisations, standards, and investments.



1.1.5 List of partners

Name, Surname Title, Function	Address Telephone Email address Website	Short Biography
Amblard Corinne	VetAgroSup Site de Marmilhat - BP 35 63370 Lempdes Phone: 00 33 473 987 039 c.amblard@vetagro-sup.fr www.vetagro-sup.fr/	MSc engineer Corinne AMBLARD is research scientist at VetAgroSup with expertise in consumer surveys. She has a Master degree in Marketing. She works at VetAgroSup since 1998 on different EU research projects. Her field of experience is on consumer surveys, marketing and economy.
Barjolle Dominique, Senior researcher	ETHZ/IED/Agri-food and Agri- environmental Economics Group Sonneggstrasse 33 CH-8092 Zürich barjolle@ethz.ch www.afee.ethz.ch	She has interest in the quality food products, strategies and policies. She has particular skills in the Transaction Cost Theory in the frame of food quality supply chain analysis. Expert for the FAO, UNIDO, European Commission. She is coordinator of FP7 FOCUS-BALKANS research program.
Bernardoni Pascal	SEEDDEV in Serbia: Jevrejska 7, 11000 Belgrade Phone: + 381 11 2180 264 pascal.bernardoni@seeddev.org www.seeddev.org	Pascal graduated M.A. in Agro-economics in ETH Zürich and worked in Western Africa and Latin America. Since 1999, in the Balkans and in the Caucasus with specific emphasis on agriculture and rural development. Since 2006, Pascal has worked on various projects related to Rural Development with a specific emphasis on the development of Geographic Indication systems Bosnia, Serbia and Croatia.
Bogosavljevic Srdjan Director	IPSOS Gavrila Principa 8 11000 Belgrade Srdjan.Bogosavljevic@ipsos.com www.ipsos.com	Director of IPSOS Strategic Puls of Serbia. Ipsos Strategic Puls is the largest full service company for market, media and public opinion research in the region. Ipsos Strategic Puls' main dedication is providing best quality, reliable research in the region, and clearly contribute to client's success by providing value added analysis and actionable recommendations.
Cvetković Miljan, Docent Vice Dean	University of Banja Luka, Faculty of Agriculture Bulevar vojvode petra Bojovića 1a, 78000 Banja Luka, BiH cell: + 387 65 927 565 miljan.cvetkovic@agrofabl.org www.agrofabl.org	Miljan graduated M.A. in Fruit Science and worked 2 years as general manager in the Institute for viticulture and enology. Since 2002, he worked for the UN FAO in Serbia, on fruit project. Since 2004, Miljan is Teaching Assistant at Department for Fruit on Agriculture Faculty, Banjaluka.
David Hanna	IPSOS Gavrila Principa 8 11000 Belgrade Hana.david@ipsos.com www.ipsos.com	BA in Painting, University of Art, Belgrade; BA in Psychology, University of Belgrade; Responsible for different tasks: FGD moderating, creating the questionnaire, field researchers training, statistical analysis, presentation of the results.
Giraud Georges Professor	AgroSup Dijon, 26 Bld Dr Petitjean, F-21000 DIJON, France Tél.: + 33 380 772 671 georges.giraud@dijon.inra.fr g.giraud@agrosupdijon.fr www2.dijon.inra.fr/esr/pagespe rso/giraud/index.htm	As senior researcher in food consumer science since 1993, he wrote over than 200 publications including several ones in peer-review process in the fields: Agricultural marketing; Consumer science; Food economics; Geographical Indications; Rural development; Retail studies. G. Giraud was partner or coordinator of EU funded projects.

Gorton Matthew PhD Senior lecturer	Newcastle University Business School, Newcastle University, 5 Barrack Road, Newcastle upon Tyne. NE1 4SE. UK Tel: 0044 0191 2081576 matthew.gorton@newcastle.ac.uk www.ncl.ac.uk/	Matthew has contributed to various projects on the restructuring of the agri-food sector in Central and Eastern Europe. This has included work on agricultural water management in the Western Balkans and rural development policy in the New Member States of the EU.
Laniau Martine	GEM 58 A Rue du Dessous des Berges 75013 Paris Tel: +33 1 45 84 01 94 mlaniau@gem.fr www.gem.fr	Graduate Agro-food engineer (AgroParis tech Massy) she also has a Master of psychology (Université Paris V Sorbonne). Martine has joined GEM, a private consulting company specialized in agro and agro food sector in 1980. She is in charge of market studies, supply chain analysis, consumers' behavior analysis in France and European countries. She has performed more than one hundred studies for private agro food companies, public and professional organizations such as Ministry of Agriculture.
Milošević Jasna, PhD	IPSOS Gavrila Principa 8 11000 Belgrade Tel: +381 600900326 +381113284075 Fax: +381112626430 jasna.milosevic@ipsos.com www.ipsos.com	She is a researcher in IPSOS and a lecturer for Social psychology and methodology issues on the Faculty of Media and Communication; Department of Psychology. Master and PhD thesis related to voting behavior, at the University of Belgrade. Published book on national identity and over 30 scientific articles in national and international Journals. Worked on various projects related to political public opinion issues and media, with a specific emphasis on the development of the region.
Mugoša Boban MSc, PhD Associate Professor	Institute of Public Health- Montenegro, Ljubljanska bb 81000 Podgorica Montenegro Phone: + 382 20 412 888 boban.mugosa@ijzcg.me www.ijz.cg.yu	Boban Mugosa, specialist of epidemiology. MSc, in epidemiology Medical Faculty Belgrade 2003. PhD in epidemiology Medical Faculty, Kragujevac 2009. Author and co-author of many books and guidelines. Since 2004 – Director of the Institute of Public Health of Montenegro.
Pohar Jure PhD, Associate professor	University of Ljubljana Groblje 3, SLO 1233 Domzale Tel: +386 1 721 78 00 Fax: +386 1 724 10 05 jure.pohar@bfro.uni-lj.si www.bfro.uni-lj.si	He has more than 15 years of the professional experience in Marketing and Management. In addition to his academic carrier at University of Ljubljana, he has held different posts in marketing-advertising companies. He was member of board of directors responsible for marketing and R&D at largest Slovene dairy company. He served as a national coordinator at Slovene Ministry for science and technology and as the representative of Europe in CGIAR (Consultative group for international agricultural research).
Prugnard Elise	VetAgroSup, Site de Marmilhat - BP 35 63370 Lempdes Tél.: 04 73 98 13 13 Fax: 04 73 98 13 00 e.prugnard@vetagro-sup.fr www.vetagro-sup.fr/	MSc engineer Elise PRUGNARD is research scientist at VetAgro Sup. She has a Master degree in data analysis and statistics graduated. Her field of experience is on data extraction and analysis, statistics applied to marketing and consumer behaviour.
Renko Natasa, Professor at Department of Marketing	University of Zagreb, Croatia Trg J. F. Kennedyja 6 HR 10 000 Zagreb Tel: +385 1 238 3333 Fax: +385 1 233 5633 nrenko@efzg.hr www.efzg.hr	Full Professor at Department of Marketing, courses Marketing, Marketing Strategy, SMEs Marketing and Decision-Making in Marketing. Author and co-author of more than hundred papers. Specialized in food marketing research. Project leader of several food projects in Croatia and in USA (with US Department of Education) as well.

Renko Sanda Associate Professor at the Trade Department	University of Zagreb, Croatia Trg J. F. Kennedyja 6 HR 10 000 Zagreb Tel: +385 1 238 3333 Fax: +385 1 233 5633 srenko@efzg.hr www.efzg.hr	She is involved in some scientific projects such as the Project of the development of organic food distribution channels and the consumer protection in the Republic of Croatia and the Project of the development of sale and distribution systems in Croatian enterprises. In 2006, she awarded the „Mijo Mirković“ Award for the best scientific paper. Now, she is the editor in Chief of the International Journal of Sales, Retailing and Marketing.
Ruzica Butigan, MBA	University of Zagreb, Croatia Trg J. F. Kennedyja 6 HR 10 000 Zagreb Tel: +385 1 238 3333 Fax: +385 1 233 5633 rbutigan@efzg.hr www.efzg.hr	Senior Teaching and Research Assistant at the Department of Marketing, courses Marketing, Marketing Strategy, SMEs Marketing. Involved in “Food consumer science” research in Croatia. Fields of interest: SME marketing, marketing strategies, food marketing.
Schaer Burkhard MSc	ECOZEPT Oberer Graben 22 85354 FREISING schaer@ecozept.com www.ecozept.com	Agricultural engineer, PhD on Organic markets in Germany, Burkhard Schaer co-founded Ecozept in 2000. More than 180 projects on food marketing for private enterprises, research bodies and government agencies in different countries. Implication in European research projects. Teaching activities: food marketing (guest lecturer) at several universities.
Sijtsema, Siet. Consumer researcher	LEI Wageningen UR P.O.Box 35, 6700 AA Wageningen T +31 317 484791 siet.sijtsema@wur.nl www.lei.wur.nl	Her key qualification is consumer research on food, being involved in qualitative research in which she pays attention to the cognitive aspects as well as affective aspects like feelings and emotions. Expert on transforming consumer perception into food product characteristics in a consumer oriented product design.
Spiroski Igor Researcher and lecturer	Institute of Public Health of the Republic of Macedonia 50 Divizija 6; 1000 Skopje Telephone: +389 23125044; +38923223033 Fax: +38923223354 e-mail: i.spiroski@iph.mk www.iph.mk	Igor is medical doctor and holds master degree in public health. He works as researcher at the Department of physiology and monitoring of nutrition. His primary professional occupation is health risk assessment related to nutrition for different population groups of interest. He also works in safety assessment of functional foods. Igor is teaching assistant at the Faculty of Medicine in Skopje for the subjects of nutrition and environmental health. He has worked on several projects funded by the UN agencies and EC.
Stojanović Zaklina Associate Professor	Faculty of Economics – University of Belgrade Kamenicka 6 11000 Belgrade Serbia Tel + 381 11 3021 222 Fax + 381 11 2639 560 zaklina@ekof.bg.ac.rs www.ekof.bg.ac.rs	Zaklina is associate professor, a position she has held since 2008 (Lecturer at Belgrade University from 1996). Research interests: agricultural risk management, futures markets, agricultural finance, agricultural policy, rural development, agricultural and nutrition transition. She published over 60 articles, contributed chapters in 7 books and in 10 national and 4 international research projects in the field of agricultural and rural economics.
Vuletić Ante MSc Lecturer	University of Zagreb, Croatia Trg J. F. Kennedyja 6 HR 10 000 Zagreb Tel: +385 1 238 3333 Fax: +385 1 233 5633 avuletic@efzg.hr www.efzg.hr	Teaching and Research Assistant at Department of Marketing, courses Marketing, Marketing Strategy, Decision-Making in Marketing and Public Relations. Involved in organic food research in Croatia.
White John Associate Professor	Plymouth Business School University of Plymouth Drake Circus Plymouth, Devon PL4 8AA +44 (0)1752 585652 john.white@plymouth.ac.uk www.plymouth.ac.uk	John has acted as coordinator for two EU INTAS projects on the restructuring of food supply chains in the former Soviet Union. His main research areas are supply chain management, especially in the agri-food industry of Central and Eastern Europe, and brand management. He teaches marketing communications and marketing theory at the University of Plymouth.

Žeželj Iris	Faculty of Psychology – University of Belgrade Cika Ljubina 18-20 11000 Belgrade Serbia Tel + 381 11 3021 222 E-mail: izezelj@f.bg.ac.rs www.f.bg.ac.rs	Iris has been lecturer at the Belgrade University – Faculty of Philosophy, Department of psychology, cathedra for Social Psychology since 2003. Member of International society of political psychology. Fields of interest: attitude change, attitude- behavior relation studies, media and communications, social sciences research methodology.
Zimmermann Karin Senior researcher and project manager	LEI Wageningen UR Mail address: P.O Box 29703 2502 LS The Hague The Netherlands karin.zimmermann@wur.nl www.lei.wur.nl	Her expertise is on strategic trends and strategies based on consumer information. Karin has been involved in quantitative and qualitative market research, consumer and chain research, agricultural environment (green) economics. She is leader of a research group on strategic marketing and consumer research. In FP7 EU-project Focus Balkan she is the administrative coordinator for the Netherlands and involved in consumer and market research.
Zivkov Goran	SEEDDEV in Serbia: Jevrejska 7, 11000 Belgrade Phone: + 381 11 2180 264 goran.zivkov@seeddev.org www.seeddev.org	Between 2004 and 2007, Assistant Minister and Minister of Agriculture. Previously, Goran worked for the UN FAO in Serbia. Goran is currently working on agriculture and rural development project projects in Western Balkan and Caucasus region