

Work package number	7	Start date or starting event	16
Work package title	Consumer expectations towards organic products		
Activity type	RTD		
Objectives			
<p>WP 7 examines the consumption of organic products in the Balkans from different perspectives in order to obtain:</p> <ul style="list-style-type: none"> • A better assessment of the consumer demand and expectations for organic products; • The state of the art on the current situation of organic production (animal and plant production); • The panoply of raw and processed organic products issued from domestic production; • The main domestic marketing channels and the importance of exports and imports; • The trends and market evolution for organic products on domestic and main export markets; • Measures to enhance the development of the domestic organic products market. 			
Description of work			
<p>This WP is much less oriented towards consumers as such insofar as it is more difficult to obtain reliable data when talking about organic products to consumers. It is more oriented towards stakeholders survey, using the Delphi approach, which also constitutes a know-how to be learned by the participants.</p> <p>Under the lead of ZAG, each local beneficiary (except SMMRI and SEEDEV) will realise qualitative stakeholder surveys, with the methodological support of ENITA-C. GEM will support WBC partners in identifying perspectives of organic market development and ECOZEPT will bring its knowledge on organic production and consumption, including possible extrapolation and consumer behaviour analysis.</p> <p><i>Activity 7.1 Marketing assessment of the organic supply chain</i></p> <p><i>Activity 7.2 Perspective of market development</i></p> <p><i>Activity 7.3 Consolidation on the general overview</i></p> <p>As far as BEL is involved, BEL – Faculty of Economics will implement the WP 7 activities.</p>			
Deliverables			
<p>D7.1 National report per country on the organic production on the basis of bibliography and data collection. Month 20.</p> <p>D7.2 Market data, market trends and consumer behaviour report for organic product in the WBC. Month 25.</p>			