



Lessons learnt from FOCUS BALKANS



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Research about consumers: food intake, food behaviour, consumers' beliefs, expectations, preferences, motives and attitudes.

The main characteristics of the food intake and the food diet are highly related to food culture and habits.

Food and health policies have not yet provided their impacts to enhance the general level of wellbeing of the population.

It is necessary to reinforce the research particularly in western Balkans countries, both in terms of market development and public policy improvement.



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Research about the communication and the information policies and tools (efficiency, targeting, content, up-taking, etc.)



There is a general need to improve the communication between the stakeholders within the food system, and especially towards the consumers.

This goes along with the improvement of spreading information among the stakeholders of the food system.

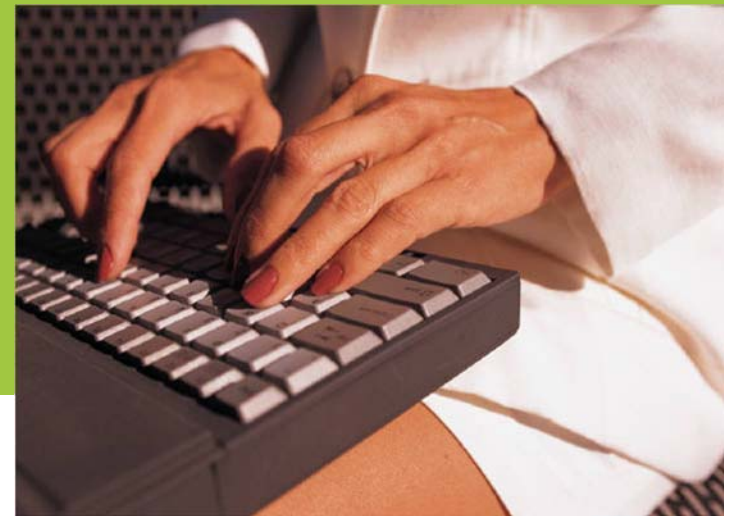
Research should play a major role in developing innovative ways of communications, extensions, labializations, etc.

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Market research: structure, functioning, rules, organisations, standards, investments, etc.

The research should provide qualitative and quantitative data about the trends of each market to better evaluate future opportunities and threats.

The various stakeholders need these data complementary to the research results on consumers, in order to elaborate the most appropriate strategies.



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SEVENTH FRAMEWORK
PROGRAMME



Networking on food consumer science in Europe

The development of a critical mass (scientists, scientific disciplines, facilities, etc.), facilitation and promotion of data exchange, joint activities (protocols, metrics, collaborative studies, etc.) and comparability of research actions in the field of consumer science in food is today needed.



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Thank you for
your active participation

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