



Faculty of
Bioscience Engineering



FOCUS-BALKANS 2nd OPEN SEMINAR
FOCUS on FOOD consumers in the Balkans
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Consumers' expectations towards traditional foods

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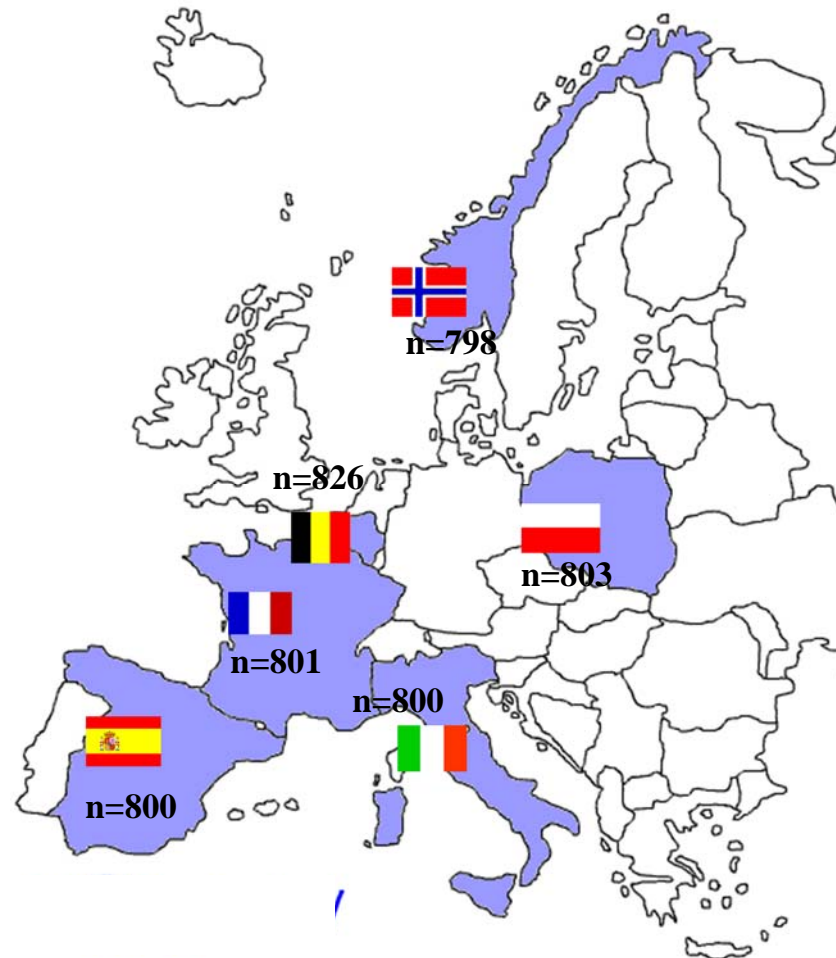
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Experiences from Truefood



Pan-European Truefood Focus group and survey research





1. Qualitative insights

1.1 Definition of traditional foods from focus groups

“A traditional food product is ... a product **frequently consumed** or associated with specific **celebrations** and/or **seasons**; normally transmitted **from one generation to another**; made accurately (**made with care**) in a specific way according to the **gastronomic heritage**; with **little or no processing/manipulation**; distinguished and known because of its **sensory** properties and associated with a certain **local area, region or country.**”

Guerrero et al. (2009) *Appetite*

1.2 Association test



The concept “**traditional**”:

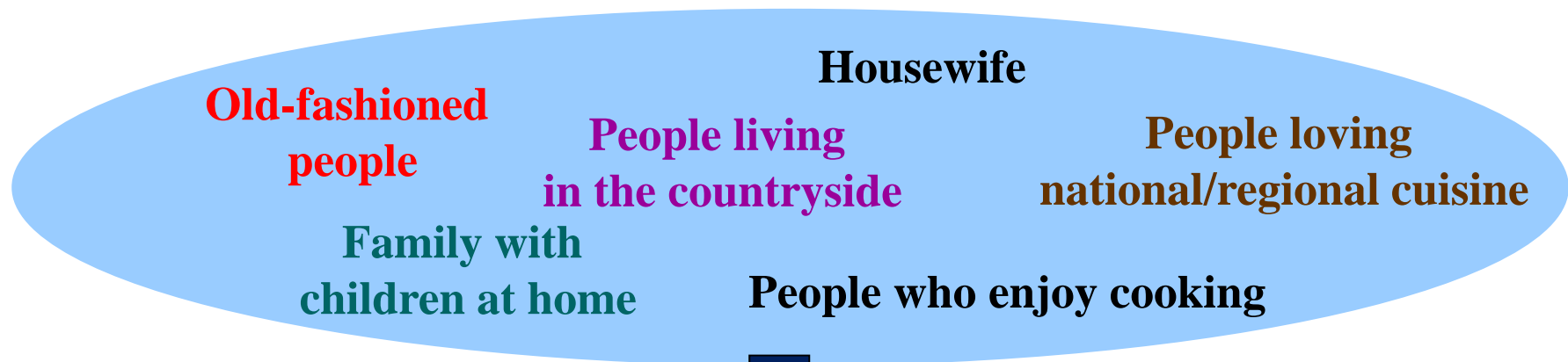
- **Habitual consumption:** habit, often consumed, daily ...
- **Special occasions:** Christmas, holiday, feast ...
- **Specific origin:** country, local, farm, rural ...
- **Made in a specific way:** elaboration, simple, recipe, home-made ...
- **Transmitted from one generation to another:** ancestors, heritage, family
- **Known for sensory properties:** tasty, flavour, good taste ...
- **Related with health:** healthy, natural, nutritious, fatty, unhealthy ...
- **Expensive, good quality, availability ...**
- **Providing diversity:** variety, choice ...

Less positive associations : old-fashioned, boring, fatty

2. Quantitative results



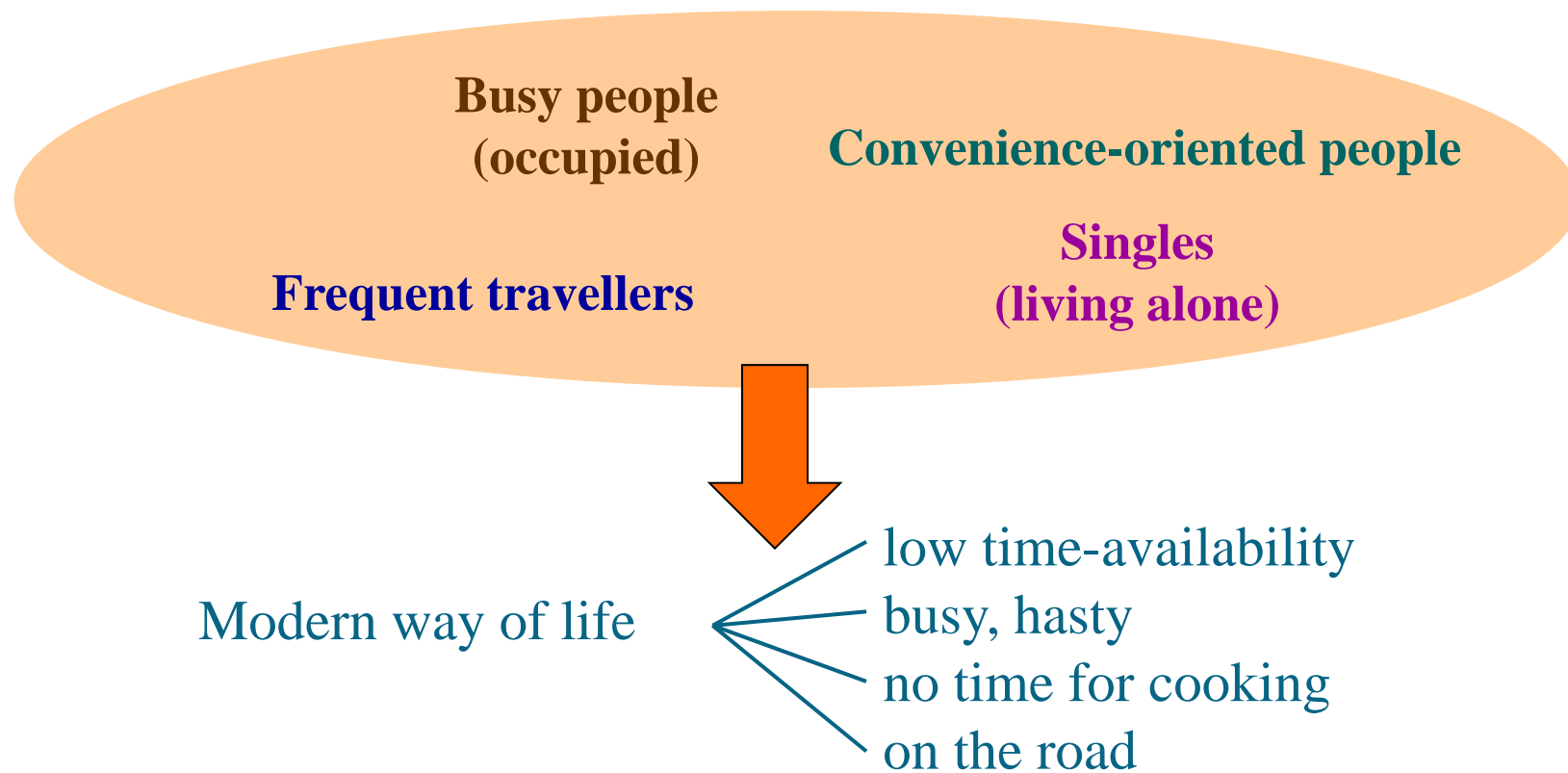
2.1 Image profile of **traditional** food consumers



- **Traditional way of life**
 - **stability rather than change**
 - **family role model**
- **Importance of locality**
- **High involvement with food**









Image profile of **non-traditional** food consumers



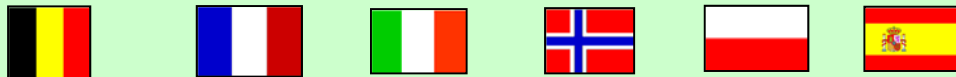
2.2 General image of traditional food products

Very negative			Neither negative nor positive			Very positive
1	2	3	4	5	6	7

					
5.51	5.62	5.93	5.71	6.01	6.04



2.3 Definition of traditional foods



Pan-European consensus :

- Well-known
- Grandparents already ate
- One can eat very often
- Seasonally dependent
- Specific sensory properties
- Authentic raw material, recipe, process

Cross-cultural differences :

- Contain a story
- Local
- Natural, Low processed





2.4 Segmentation based on consumers' definition of TFP

Traditional food products are ...	AVG	USUAL	AUTH	INHER	Sample mean
1/ Well-known	0.29	0.95	-0.58	1.06	0.40
2/ Can often eat	0.17	0.72	-1.73	0.32	-0.04
3/ Grandparents already ate	0.35	1.10	0.39	1.17	0.66
4/ Natural, low processed	-0.10	-0.12	-1.17	-1.81	-0.66
5/ Dependent on the season	0.36	0.77	0.13	-0.61	0.24
6/ Local	-0.24	-0.16	-0.03	-1.63	-0.41
7/ Specific sensory properties	0.17	0.20	0.48	0.24	0.25
8/ Special occasions	-0.02	-2.29	-0.13	-0.05	-0.56
9/ Contain a story	-0.12	-1.10	0.57	-0.01	-0.19
10/ In grandmothers way	-0.10	-0.23	0.45	0.50	0.08
11/ Authentic recipe	-0.08	0.27	0.77	0.62	0.28
12/ Authentic origin of raw material	-0.25	0.05	0.50	0.24	0.04
13/ Authentic production process	-0.44	-0.16	0.37	-0.03	-0.15
Segment size (% of sample)	41.2	22.7	19.2	16.9	



Segment profiling

- ***S1: Traditional = MANY DIFFERENT THINGS***
 - No explicit definition of traditional foods
 - ⇒ no strong or no explicit opinion, confusion ?
 - ⇒ very wide and quite generic concept
 - France, Italy, Spain
- ***S2: Traditional = THE USUAL***
 - Mainly Belgium and Spain, few Norwegians and Poles
 - Older age
 - Rural place of residence
 - Supermarket buyers
 - TFP = healthy, safe, nutritious, widely available, convenient
 - ⇒ every day meal



- ***S3: Traditional = AUTHENTIC***

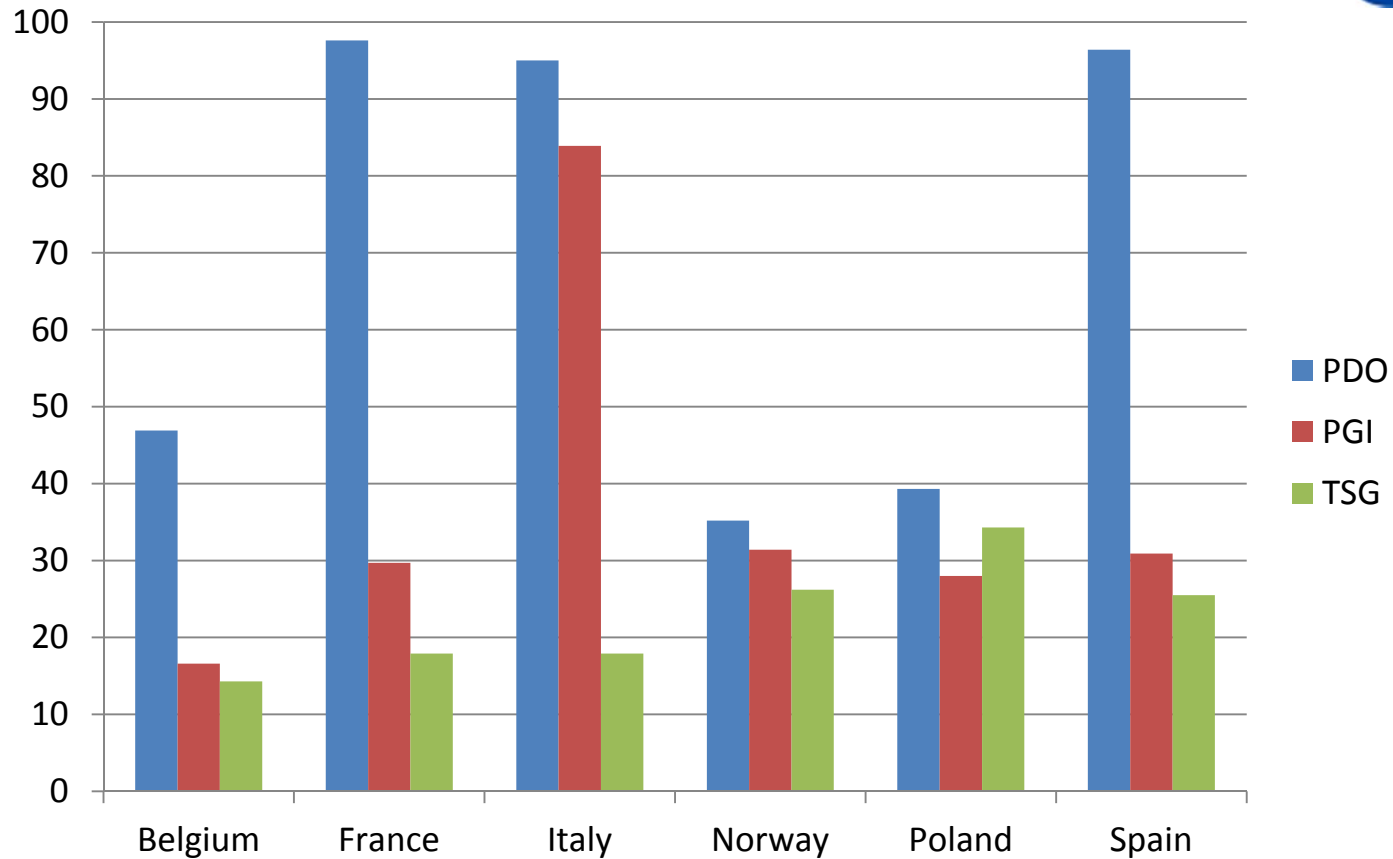
- Poland and Italy, few Belgians
 - Urban place of residence
 - Specialty shops and market places
 - TFP = unique taste, high quality, supportive for local economy
 - TFP \neq healthy, cheap, consistent quality, convenient
 - Most averse towards innovation in TFP
- ⇒ typical authentic artisanal products

- ***S4: Traditional = INHERITED***

- Mainly Norwegian consumers
- Well-known, Grandparents, Grandmothers' way
- Not local

2.5 Consumer awareness of EU geographical origin labels

%, n = 800 consumers per country (2007)



PDO = Protected Designation of Origin

PGI = Protected Geographical Indication

TSG = Traditional Specialty Guaranteed

EU quality policy for agricultural products

Protected geographical indications and origin labels

Belgium



13 rows.

Benaming	Type aanvraag ▲	Date	Status	.xls
<input type="text"/> ... [ALL Product Classes]	<input type="text"/> <input type="text"/>	...	<input type="button" value="search"/> <input type="button" value="showAll"/>
Vlaams-Brabantse tafeldruif	BOB	11/07/2008	Geregistreerd	
Fromage de Herve	BOB	02/07/1996	Geregistreerd	
Beurre d'Ardenne	BOB	13/11/1996	Geregistreerd	
Brussels grondwitloof	BGA	05/08/2008	Geregistreerd	
Pâté gaumais	BGA	10/10/2001	Geregistreerd	
Geraardsbergse mattentaart	BGA	16/02/2007	Geregistreerd	
Gentse azalea	BGA	13/04/2010	Geregistreerd	
Jambon d'Ardenne	BGA	21/06/1996	Geregistreerd	
Lambic, Gueuze-Lambic, Gueuze / Lambiek, Geuze-Lambiek, Ge (...)	GTS	07/05/1998	Geregistreerd	
Vieille Gueuze, Vieille Gueuze-Lambic, Vieux Lambic / Oude (...)	GTS	21/11/1997	Geregistreerd	
Vieille Kriek, Vieille Kriek-Lambic, Vieille Framboise-Lam (...)	GTS	21/11/1997	Geregistreerd	
Kriek, Kriek-Lambic, Framboise-Lambic, Fruit-Lambic / Krie (...)	GTS	07/05/1998	Geregistreerd	
Faro	GTS	21/11/1997	Geregistreerd	

Source: EU DOOR (2011), <http://ec.europa.eu/agriculture/quality/door>

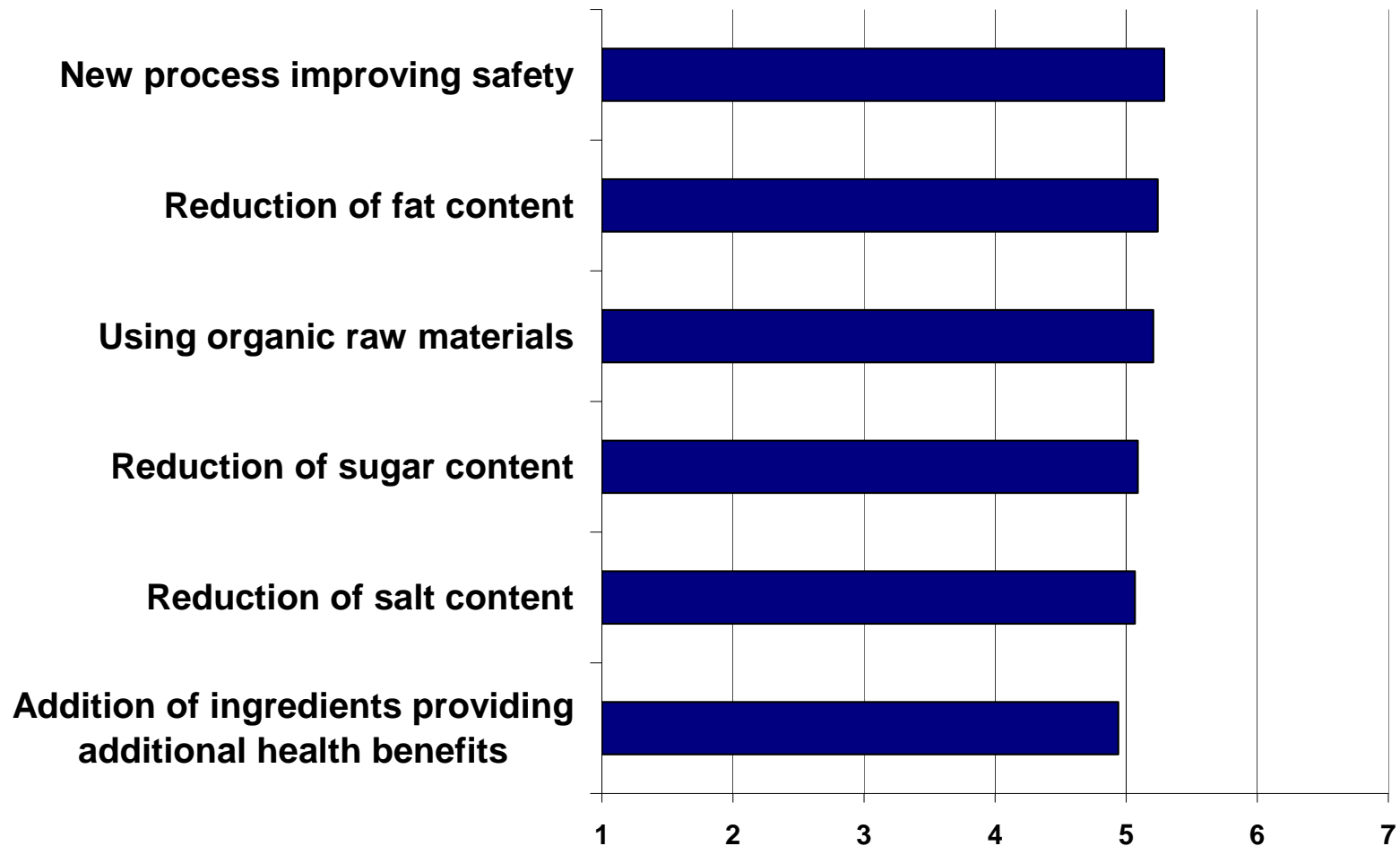


2.6

Consumer acceptance of innovations in traditional foods

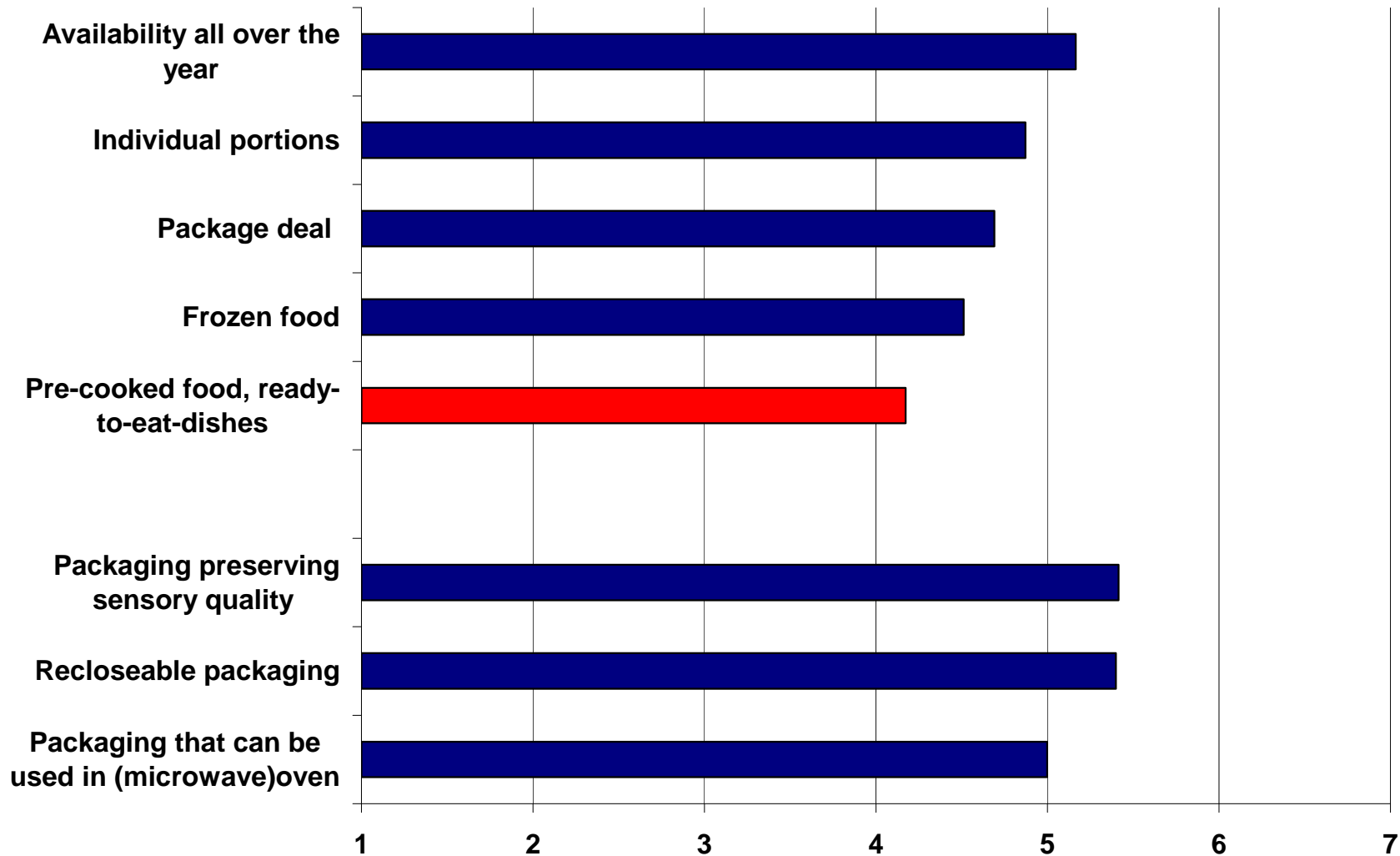


Acceptance of **health-related innovations** in TFP



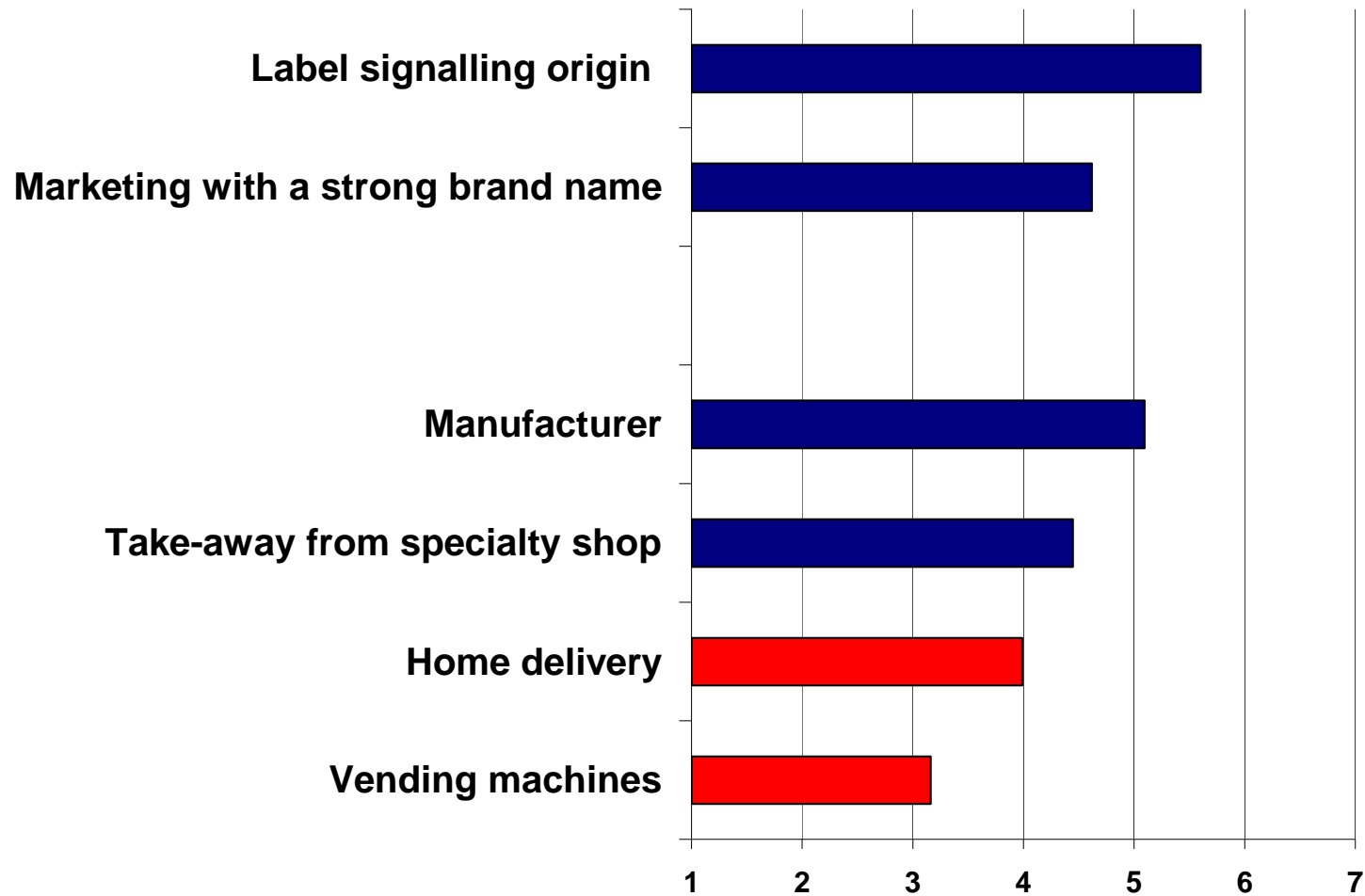


Acceptance of **product type and packaging innovations** in TFP



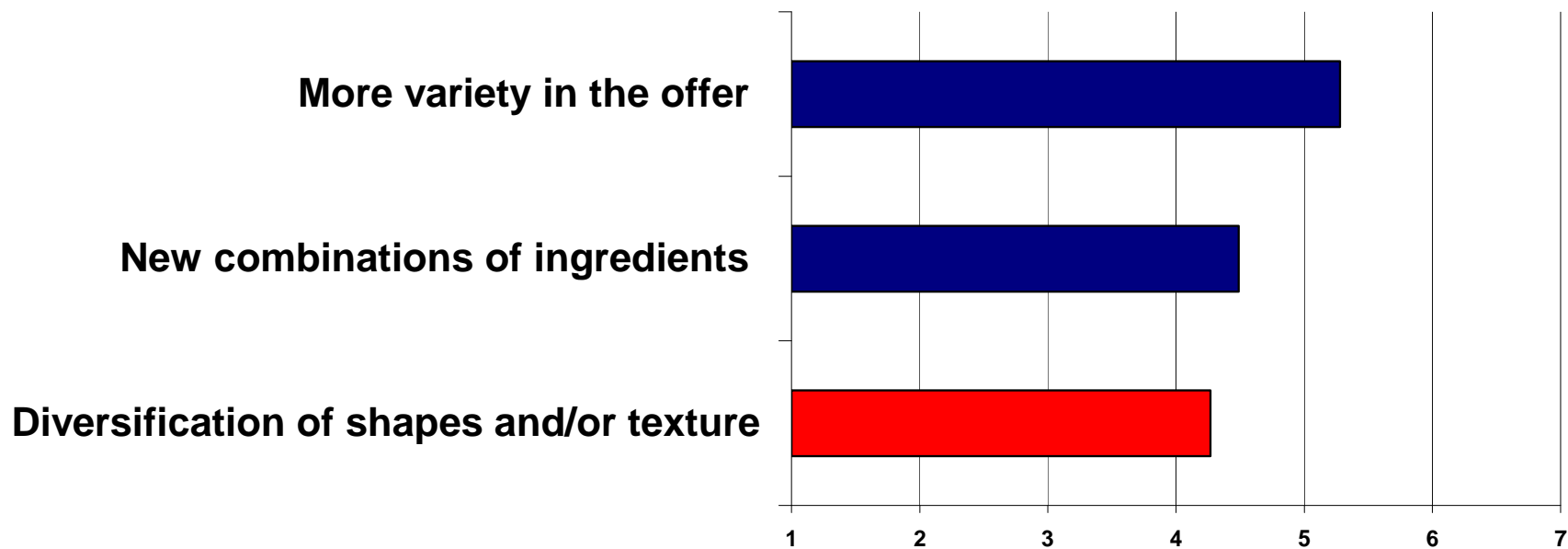


Acceptance of **marketing-related innovations** in TFP





Acceptance of **product development** innovations in TFP





3. Conclusions

- Consumer oriented definition of traditional foods
- Associations and image profiles of traditional foods
- Overall positive image of traditional foods
- Pan-European market segments
- Awareness of geographical indications
- Innovations compatible with traditional foods



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Szkoła Główna Gospodarstwa Wiejskiego
Warsaw University of Life Sciences



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THANKS FOR YOUR ATTENTION



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