

# FOCUS-BALKANS

*Food Consumer Science in the Balkan Frameworks, Protocols and Networks for a better knowledge of food behaviours*

A Research EU-Programme funded through the FP7

***Duration: 3 years***

***Begin: 1.10.2008 – End: 30.09.2011***

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Co-ordinator***

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# Funding scheme: Collaborative project Supported by EU and Associated Countries

Croatia, Macedonia and Serbia

(13 June, 2007)

Switzerland (25 June, 2007)

Montenegro (17 December 2007 and 25 January, 2008)

Bosnia & Herzegovina - 24 November, 2008

Albania, Turkey, Israel, Norway, Iceland and Liechtenstein, Faroe Islands

All legal entities established in these Associated Countries are eligible for funding on the same footing as legal entities from the Member States.

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# FOCUS BALKANS Research Program

## *Expected impacts*

Determination of consumer behaviours in the Western Balkan Region

Increased dialogue between consumers and food producers, including industry

Enhanced cooperation in the area of consumer science with EU

Contribution to consumer policy making in the areas related to health, nutrition and food safety

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# General Objective of FOCUS-BALKANS

*To improve competencies and understanding in the field of food consumer science in the Balkan countries*

Stronger participation of WBC scientists in European projects related to food consumer science in an increased number of publications related to food consumer science in scientific journals

## 4 topics for Consumer and Market Research

- Consumer study implementation for fruits and nutrition balance
- Consumer study implementation for products with health claims
- Consumer expectations towards organic products
- Consumers' attitudes, expectations and behaviours towards traditional food

# Partners

**SEEDDEV, SERBIA**

**IPSOS Strategic Marketing, SERBIA**

**University of Belgrade, SERBIA**

**University of Zagreb, CROATIA**

**RIHP, FYRoM**

**University of Lubljana, SLOVENIA**

**University of Banja Luka, BIH**

**IPH MNE, MONTENEGRO**

**ETHZ, SWITZERLAND**

**(coord.)**

**AGRIDEA, SWITZERLAND**

**GEM, FRANCE**

**ECOZEPT, GERMANY**

**LEI, The NETHERLANDS**

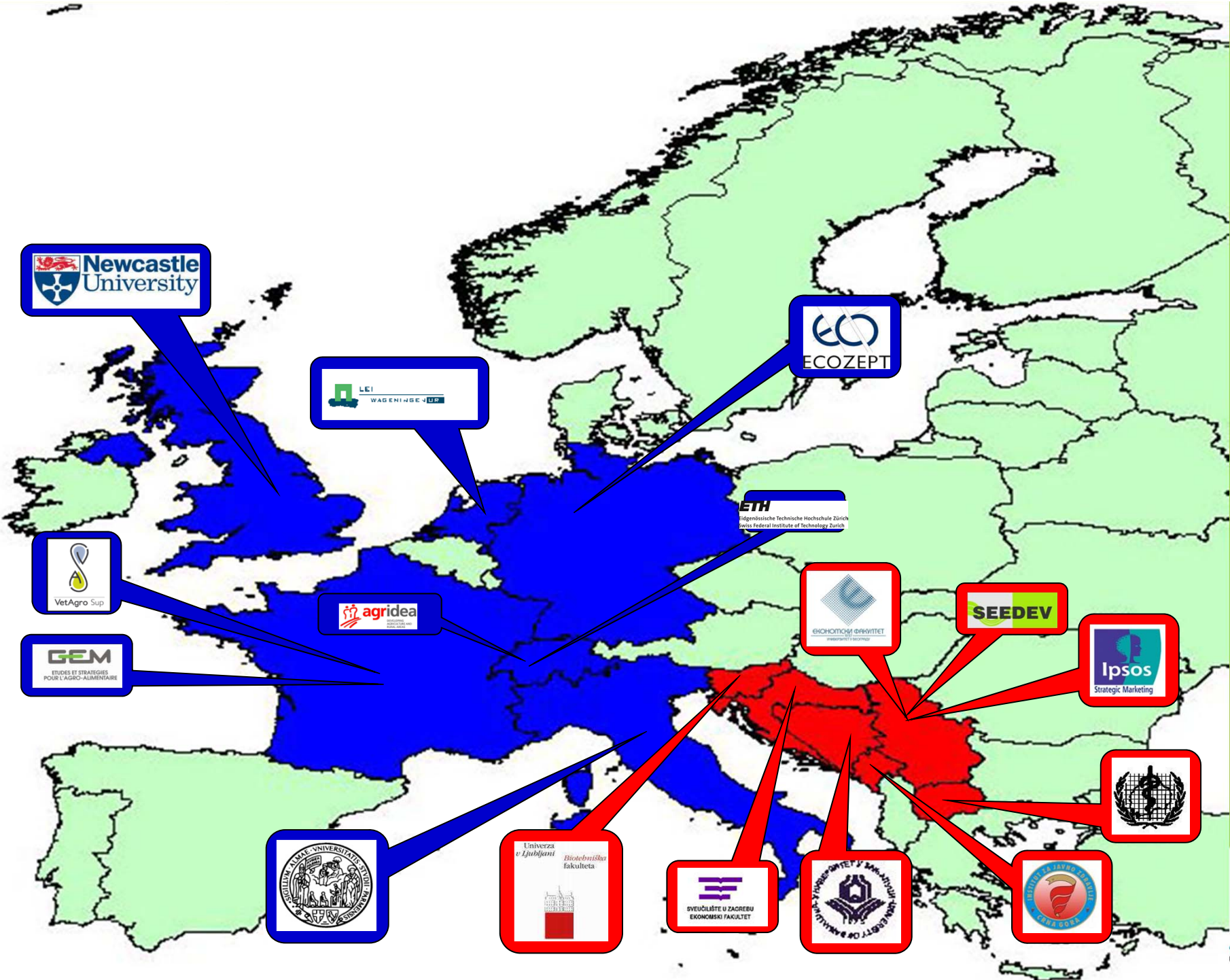
**VETAGROSUP, FRANCE**

**University of New Castle, UK**

**University of PARMA, ITALY**

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# Thank you for your attention

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