

FOCUS-BALKANS EXTENDED NETWORKING MEETING

“FOCUS on FOOD consumers in the Balkans”

Date: **Tuesday, 7th June 2011.**

Place: **Podgorica, Montenegro; Institute for Public Health of Montenegro,
Ljubljanska bb. Street**

Establishing Food Consumer Science in the Balkans

The FOCUS-BALKANS project aims at developing network, strengthening research capacities and producing results in the field of Food Consumer Science in the Western Balkan countries (WBC).

In each of the countries up to 5 networking meetings were organized with partners from academia, value chain actors, consumer associations, policymakers, who jointly contribute to the public health and consumer protection in the Western Balkan region.

After a successful Open Seminar that was organized in February, when the results of the quantitative survey, research on fruits and food with health and nutritional claims consumption were presented, the FOCUS-BALKANS Consortium wishes to present the remaining studies and the important scientific results within the project, inviting you to:

Extended Networking Meeting

“FOCUS on Organic and Traditional FOOD consumers in the Balkans”, on Tuesday 7th June 2011 in Podgorica (Montenegro)

This will be a great opportunity within the project duration to bring together a wide range of stakeholders, including food supply chain representatives and policy makers to share with the FOCUS-BALKANS consortium members the most recent results related to the organic markets and organic food consumption in the WBC as well as the attitudes and behaviors related to consumption of traditional food products.

The main expected output of this event would be the strengthening of the regional collaborative links and identification of further topics and needs on food consumer and health issues in the region, while at the same time consolidating the network in the field of Food Consumer Sciences in WBC and Europe.

For further information, please contact:

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Draft Programme

9.30	Registration and coffee	
9.45	Introduction to the seminar	Goran Zivkov, SEEDEV
9.45	Welcome addresses	Minister of Public Health, Montenegro (<i>asked</i>) Institute of Public Health Director Boban Mugoša
10.00-10.10	Role of the consumer and importance of the Food Consumer Science in Europe	Dominique Barjolle, ETHZ, FOCUS-BALKANS coordinator
10.10 - 10.30	Results of the quantitative survey about organic products and traditional food consumption's in the Balkans	Prof. Bogosavljevic Srdjan, Director of IPSOS Strategic Marketing
Organic product consumption and organic markets – WP7		
10.30 -10.50	Insight in organic food market in Europe	Burkhard Schaer, Ecozept
10.50 – 11.30	Key findings on the current market - General situation of the market of organic product in the WBC	Prof. Natasa Renko, University of Zagreb
	Predicting Organic markets – Delphy research report, trends in organic market development in the Balkans	Prof. Natasa Renko, University of Zagreb
11.30 – 12.30	Questions/ Discussion	Moderation: Goran Zivkov
12.30 – 14.00	Lunch buffet	
Traditional food consumption in WBCs – WP8		
14.00 - 14.45	Consumers' attitudes, expectations and preferences towards traditional food products in WBC	Georges Giraud, VETAGROSUP, Dijon
14.45 - 15.30	Implementation of the protection for names of traditional products in WBC	Pascal Bernardoni, SEEDEV
15.30-16.00	Coffee break	
16.00 – 16.30	Questions/discussion	Moderation: Goran Zivkov
16.30-16.45	Concluding remarks	Goran Zivkov

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Annexe: Partners in the consortium

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