

General Introduction

MLINI Meeting

2011 8-10 June

Welcome

Many thanks to the MIROSS and Ruzica for the support to the organisation

Thank you very for the work you have provided since the last meeting in Belgrade

1. WORKPACKAGES

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Where we are in the project ?

WP1 100%

WP2 100%

WP5 100 %

WP6 100%

WP7: 60%

WP8: 80%

WP9 100%

Dissemination/ Scientific publications : 20%

WP3 : Network building

30 networking meetings were already organized
400 participants

Extended Networking Meeting was organised on
June 7, in Montenegro, to discuss results on
organic and traditional food.

Website is available in English

Sections are available in Bosnian, Croatian,
Macedonian, Montenegrin, Serbian and
Slovenian languages

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WP4 Methodology

Done for all workpackages

Will provide material for publications

WP5 Consumer study implementation for fruits and nutrition balance

Done

On-going publication

To do:

Recommendations

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WP6 Consumer study implementation for products with health claims

Done

Publication of papers is an issue

To do:

Recommendations

To decide:

Application for a new EU-project?

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WP7: Consumers expectations towards organic products

Marketing assessment of the organic supply chain

National reviews: done

Identification of the experts

First / Second rounds of Delphi: done

To be discussed and decided:

3rd round of Delphi

To do:

Final report

Recommendations

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WP8 Consumer's attitudes, expectations and behaviours towards traditional food

Conjoint analysis: will be presented and discussed during the meeting

To do:

Recommendations

WP9 Consumer quantitative survey

Done

Scientific Publications

WP10 Trainings

6 trainings

To discuss:

After FOCUS BALKANS

Organising next trainings with other sources of funding?

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WP11 Dissemination of the results

Leaflet is available

Newsletter: 1st, 2nd, 3rd have been sent

We will have 2 more (newly: June 2011, Oct 2011)

To discuss and to promote:

Last Open Seminar

To discuss:

Scientific publications

OBJECTIVES OF THE MEETING

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- Discussions about the intermediary results for WP7
 - Decision about a third round and complementary interviews
- Discussions about the intermediary results for WP8
- Recommendations for all work-packages
- Administrative issues, including budget for this year and possible reallocation of budget
- Closing of the project, including dissemination (scientific publications, scientific books)
- Fine-tuning for Open seminar
 - especially promotion and content
- Enjoying !

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NICE TO SEND ME...

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Forecast of expenses

Reallocation of budget and activities

- Shift between University of Banja-Luka and IPSOS-SMMRI (decided at the beginning of the project)
- Shift between SEEDDEV and some other partners (I need budget breakdown of all participants) (loss of costs) and the other partners (more costs for activities)

I need budget break-down per Workpackage
Without indirect costs

Before this evening

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ADMINISTRATIVE ISSUES

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Second period

Still no formal acceptance of the costs statement for the second period

Reporting

Dead-line is end of November to submit the scientific and the financial reports

Remind: costs report has to be in line with time report. Please put the effective time report as basis, and not the budget lines

Dead-line to send ETH the reports is Oct. 10

You have to organise the costs audit, so to get the audit certificate before end of November (costs are eligible and foreseen in your budget)

Please, take contact as soon as possible with the audit company

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DISSEMINATION

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Scientific publications in peer-reviewed journal

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Scientific book about FCS, according

1. General introduction
2. Food Consumption in the Balkans: quantitative assessment of the Balkan food habits and motives
 - Method 1: Quantitative survey
 - Method 2: Food choice questionnaire
 - Method 3: Cluster analysis
3. Health claim products
 - Method 4: Shop-check
 - Method 5: Interviews with experts
4. Motives for fruits consumption
 - Method 6: Focus-group
5. Trends and challenges on the Balkan organic market
 - Method 7: DELPHI
6. Consumers preferences for traditional food
 - Method 8: Conjoint analysis
7. Perspectives and Recommendations

Chapter – proposal of „standard“ content

1. Introduction
 1. Context of the study / Scope / Objectives / Research questions
2. Method
 1. Origin (founder) and purpose
 2. Protocol, Data collection and processing
 3. Needed resources
 4. Benefit / Utility
 5. Difficulties
 6. References (5 top-references)
3. Results
4. Discussion
5. Conclusions / Perspectives

Topic related to consumers in the next call

Area 2.2.1 Consumers

Understanding consumer behaviour and consumer preferences as a major factor in the competitiveness of the food industry and the impact of food on the health, and well-being of the European citizen. The focus will be on consumer perception and attitudes towards food including traditional food, understanding societal and cultural trends, and identifying determinants of food choice and consumer access to food. The research will include the development of data bases on food and nutrition research.

KBBE.2012.2.1-01: Role of health-related symbols and claims in consumer behaviour

Call: FP7-KBBE-2012-6

The labelling of food products is intended to help consumers make an informed choice when buying food. **The project will provide scientific evidence on how consumers understand health claims and health-related symbols, and how those claims and symbols contribute to healthier food choices at the point of purchase.** Behavioural and cognitive science research should address the health-related information that the consumer wants, needs and understands on food labels, how best to present this information, and what behavioural consequences and changes health claims and health-related symbols may induce in purchasing and consumption patterns. Health-related information on labels should be considered, together with other labelling information on the food product itself, as well as other information made available to the consumer. The wording of health claims should be addressed with a view to avoiding possible misinterpretation on the part of the consumer, and to optimise the impact of such claims on healthier choices, taking into account country specificity.

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Funding scheme: Collaborative Project (small or medium-scale focused research project).

Additional eligibility criterion: The requested European Union contribution shall not exceed EUR 3 000 000 per proposal.

Additional information: One project may be funded.

Expected impact: Generation of knowledge of how to influence the consumer towards healthy choices. Contribution to the EU policy related to food information and health claims leading to social innovation.