

Synthesis of WP8 Traditional Food Products Recommendations

Corinne AMBLARD*

Elise PRUGNARD*

Georges GIRAUD**

*VetAgro Sup Clermont – c.amblard@vetagro-sup.fr

**Agro Sup Dijon

1

Reminder of WP8 methodology

Same methodology in the 6 countries

Study of the legal framework for traditional food



12 focus groups in 6 countries



Quantitative study associated to trade-off measurement



(1 200 consumers)



Analysis with a special focus on consumers clusters 2

Interest of WP8 methodology

- FG generated hypothesis about traditional food perception and consumption.
- FG showed a gap between experts' and consumers' perceptions about traditional food:
 - From experts: traditional food = food with GI and more product-oriented
 - From consumers: more home-made dishes-related
- FG made it possible to find a common product between the 6 countries for conjoint analysis : Mladi Sir.

Interest of WP8 methodology

- Conjoint analysis avoided the declarative bias and forced the consumer to make a choice between attributes.
- Clustering showed that there is not only a single behaviour but different behaviours towards traditional food.
- WP9 results will be complementary to WP8 (traditional products / dishes)



More validated results

What is traditional food ?

A traditional food is a product frequently consumed or associated with specific celebrations and/or seasons, normally transmitted from one generation to another, made with care in a specific way according to the gastronomic heritage, with little or no processing/manipulation, that is distinguished and known because of its sensory properties and associated to a certain local area, region or country (Guerrero, 2009, TRUEFOOD).

What is traditional food in the Balkans?

- Same definition than TRUEFOOD but :
 - Natural products or dishes with natural ingredients
 - Without packaging or with a “traditional packaging”
 - More home-made or bought at farmers or green markets



What about consumers' attitudes, expectations and behaviours towards traditional food ?

7

Attitudes toward traditional food

- Globally, there is a positive attitude towards traditional food in all countries.
- For the product studied, more than 80% eat it once a month or more often.
- 82% eat traditional dishes once a week or more.
- 38% would eat more often fresh cow cheese.
- Almost all consumers will eat more often traditional dishes if they would be more available to them.

Drivers for traditional food consumption

- To take care of the natural content of food
- To promote the local or country origin of the traditional food
- To favour the on-farm and small dairy production
- BUT to adapt the offer of traditional food to different segments of consumers :
 - Those who favour local origin
 - Those who favour small or on-farm production
 - Those who seek affordable prices
 - Those who prefer industrial products and pay for this

Barriers for traditional food consumption

- Consumers who control his/her weight (to be confirmed by WP9 analysis) or have some diseases (i.e. cholesterol)
 - Traditional food may be too fat or salted
- Prices of some traditional food too high
- Availability of this type of food: not found everywhere
- Lack of trust in on-farm production (hygiene)

Recommendations about traditional food in Balkan countries

11

Innovation is more accepted for products rather than for dishes

- Traditional dishes are usually home-made.
- They are not often bought ready-made and consumers may be reluctant to packaging.
- 64 % will not buy traditional dishes in supermarkets as **ready-cooked meals** (WP9) BUT:
- 31 % would buy traditional ready-cooked dishes in supermarkets
- Long time preparation of traditional dishes is a barrier of consumption



➔ Ready-cooked dishes attractive for urban active and/or young people¹²?

Innovation is more accepted for products rather than for dishes



- Preference for purchase to farmers or confident sellers **but** majority of purchases of traditional products in supermarkets.
- Packaging is not a negative criterion for cheese. Some consumers do appreciate the convenience of the packaging.
- New packaging are well accepted by consumers.
- When accepted, innovation increases the willingness to pay of consumers (industrial products with high prices).

13



Need to protect traditional food

- Long tradition of protecting geographical indications.
- Lot of traditional foods but not registered as PDO nor PGI (except in Slovenia).

Why register traditional Balkan food as PDO or PGI ?

- More than 80% of respondents considered that traditional food should be protected as a GI.
- Geographical origin is an important purchase criterion.
- Consumers require stricter hygiene rules to be reassured towards on-farm production.

14

Consequences to protect traditional food

- Stronger notoriety outside the region of production
- Better confidence of consumers in traditional food produced by small producers.
- Protection against imitation
- To make exportations easier (?)



Preservation of the strong heritage of Balkan culinary tradition, especially for the new generations

Segmentation of the traditional food offer

- “Typical traditional food” for consumers sensitive to traditional food
- Traditional food more industrial, prepacked with high prices and maybe more available (supermarkets) for consumers more sensitive to convenience (packaging, time of preparation...)



Development of ready-to-eat traditional dishes sold in supermarkets?

Perspectives of the study

- Application of the study on fresh cow cheese
 - Need to broaden towards other categories of food
- Interesting to combine focus groups and conjoint analysis : to implement in other research projects.
- Need to compare WP8 and WP9 results to have a global overview of traditional food
- Interesting to compare perception of traditional food by EU consumers and Balkan consumers (TRUEFOOD/FOCUS Balkans)



Further publications are to come...

17

Conclusion

A lot of work for Balkan partners !

Thank you very much