

# FOCUS BALKANS 1<sup>ST</sup> OPEN SEMINAR

## “FOCUS on FOOD consumers in the Balkans”

Date: Wednesday, 2<sup>nd</sup> February 2011

Place: Belgrade-Serbia; address of the meeting will be communicated

### 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). Since it started in 2008, this research program, gathering 15 partners from which 8 universities, Public Health Institutes and consumer associations in six Balkan countries (Slovenia as a EU-member State, Croatia as associated country and Bosnia and Herzegovina, Montenegro, FYRof Macedonia and Serbia), has achieved important scientific results which contribute to the public health and consumer protection in the Western Balkan region.

In order to disseminate those results and raise awareness about food consumption patterns in the region, the project will organize a:

**1<sup>st</sup> Open Seminar**  
**“FOCUS on FOOD consumers in the Balkans”,**  
**on Wednesday 2<sup>nd</sup> February 2011**  
**in Belgrade (Serbia).**

This will be a unique occasion to bring together a wide range of stakeholders, including food supply chain representatives and policy makers in order to share with the FOCUS-BALKANS consortium members the most recent results related to Food consumer science in the Balkans. Especially, IPSOS Strategic Puls will present first results of a quantitative survey done by 3'000 consumers in the region, on their habits and expectations related to Health Claim for food, Fruits, Organic and traditional food consumption.

The main expected outputs of this seminar will be the identification of further topics and needs on food consumer and health issues in the region. This event shall also foster collaborations and consolidate network in the field of Food Consumer Sciences.

For further information, please contact:

Dr. Dominique Barjolle [barjolle@ethz.ch](mailto:barjolle@ethz.ch), ☎ +41 76 578 4404

## Draft Programme

9:00	Registration and coffee	
9:30	Welcome address	Minister of Public Health <i>or</i> Minister of Science, Serbia
9:45	Role of the consumer and importance of the Food Consumer Science in Europe	EC-officer (BXL) – or local ambassadors of EC
10:15	Overall presentation of the FOCUS-BALKANS project	Dr Dominique Barjolle, ETHZ, general coordinator of FOCUS-BALKANS
10:30	Research as a tool in Food Consumer Science	Srdjan Bogosavljevic, Director of Ipsos Strategic Puls
10:45	Attitudes and habits of food consumption in WBC (Quantitative survey results)  Presentation / Discussion	Jasna Milosevic, Ipsos Strategic Puls
11:45	Press conference	With the keynote speakers of the seminar and FOCUS-BALKANS WP-leaders
11:45	Buffet of traditional food coming from the 6 different countries	SEEDDEV
13:30-14:15	Study report on consumer motivations and behaviours for fruits and fruit products in the Balkans  Presentation / Discussion	K.Zimmermann, LEI S. Sijtsema, LEI
14:15-15:00	Consumer motivations and behaviours for products with nutrition and health claims  Presentation / Discussion	1- Zaklina Stojanovic, Radmila Dragutinovic-Mitrovic, University of Belgrade, Faculty of Economics  (Market structure and EU-WBC regulative aspects)  2-Nebojsa Petrovic, Galjina Ognjanov, Iris Zezelj,  (Motivations and behaviours)

<p>15:00- 15:45</p>	<p>Parallel sessions for (1) representatives of Universities /Faculties (2) Public Health Institutes and (3) other regional groups</p> <p>I - Research community</p> <p>II - Public policy makers and consumer protection</p> <p>III Food supply chain</p> <p><i>Objectives of the parallel sessions are to find out the needs of the stakeholders' groups regarding food consumer science.</i></p>	
<p>15:00- 16:15</p>	<p>Poster for all WPs and for each country</p> <p><i>Objective of the posters' session is that participants can learn from the results from their country (in local languages)</i></p>	
<p>15:45- 16:15</p>	<p>Coffee break during the poster session</p>	
<p>16:15- 16:30</p>	<p>Short report from the parallel sessions</p>	<p>1 speaker per parallel group</p>
<p>16:30- 17:00</p>	<p>Concluding remarks</p>	

## Annex: Partners in the consortium

ETHZ	Eidgenössische Technische Hochschule Zürich, Switzerland Ms Dominique Barjolle : <a href="mailto:barjolle@ethz.ch">barjolle@ethz.ch</a>
AGRIDEA	DEVELOPPEMENT DE L'AGRICULTURE ET DE L'ESPACE RURAL, Switzerland Ms Magali Estève : <a href="mailto:magali.esteve@agridea.ch">magali.esteve@agridea.ch</a>
SEEDDEV	SEEDDEV DOO, Serbia Mr. Pascal Bernardoni: <a href="mailto:pascal.bernardoni@seeddev.org">pascal.bernardoni@seeddev.org</a>
IPSOS	IPSOS STRATEGIC MARKETING DOO, Serbia Ms. Jasna Milosevic: <a href="mailto:Jasna.Milosevic@ipsos.com">Jasna.Milosevic@ipsos.com</a> Ms Hana Baronijan: <a href="mailto:Hana.Baronijan@ipsos.com">Hana.Baronijan@ipsos.com</a>
GEM	SOCIETE D'ETUDE POUR LE MARKETING, L'ENGINEERING ET LA GESTION, France Ms Martine Laniau : <a href="mailto:mlaniau@gem.fr">mlaniau@gem.fr</a>
SDLO	STICHTING DIENST LANDBOUWKUNDIG ONDERZOEK, The Netherlands Ms Karin Zimmermann : <a href="mailto:Karin.Zimmermann@wur.nl">Karin.Zimmermann@wur.nl</a> Ms Siet Sijtsema: <a href="mailto:siet.sijtsema@wur.nl">siet.sijtsema@wur.nl</a> Mr. Abele Kuipers: <a href="mailto:Abele.Kuipers@wur.nl">Abele.Kuipers@wur.nl</a>
VETAGRO -SUP	Institut d'enseignement supérieur et de recherche en alimentation, santé animale, sciences agronomiques et de l'environnement, France Ms Corinne Amblard : <a href="mailto:c.amblard@vetagro-sup.fr">c.amblard@vetagro-sup.fr</a> Mr. Georges Giraud : <a href="mailto:g.giraud@vetagro-sup.fr">g.giraud@vetagro-sup.fr</a>
BEL	EKONOMSKI FAKULTET, UNIVERZITET U BEOGRADU, Serbia Ms Zaklina Stojanovic : <a href="mailto:zaklina@ekof.bg.ac.rs">zaklina@ekof.bg.ac.rs</a> Ms Iris Zezelji: <a href="mailto:lavi@sezampro.rs">lavi@sezampro.rs</a>
ZAG	SVEUCILISTE U ZAGREBU EKONOMSKI FAKULTET, Croatia Ms. Natasa Renko : <a href="mailto:nrenko@efzg.hr">nrenko@efzg.hr</a> Mr. Ante Vuletić : <a href="mailto:avuletic@efzg.hr">avuletic@efzg.hr</a>
RIHP	REPUBLICKI ZAVOD ZA ZDRAVSTVENA ZASTITA, Macedonia Mr. Igor Spiroski : <a href="mailto:igor.spiroski@gmail.com">igor.spiroski@gmail.com</a> Mr. Vladimir Kendrovski: <a href="mailto:kendro@mt.net.mk">kendro@mt.net.mk</a>
UL-SLO	UNIVERZA V LJUBLJANI, Slovenia Ms Marija Klopčič: <a href="mailto:Marija.Klopčic@bf.uni-lj.si">Marija.Klopčic@bf.uni-lj.si</a> Mr Jure Pohar: <a href="mailto:jure.pohar@bfro.uni-lj.si">jure.pohar@bfro.uni-lj.si</a>
UNEW	UNIVERSITY OF NEWCASTLE UPON TYNE, United Kingdom Mr. Matthew Gorton: <a href="mailto:matthew.gorton@ncl.ac.uk">matthew.gorton@ncl.ac.uk</a>
PARMA	UNIVERSITA DEGLI STUDI DI PARMA, Italy Ms. Christina Mora : <a href="mailto:cristina.mora@unipr.it">cristina.mora@unipr.it</a>
ECOZEPT	ECOZEPT GBR, Germany Mr. Burkhard Schaer : <a href="mailto:schaer@ecozept.com">schaer@ecozept.com</a>
BIH	UNIVERZITET U BANJALUCI POLJOPRIVRE DNI FAKULTET, Bosnia and Herzegovina Ms Lidija Tomic: <a href="mailto:lidija.tomic@agrofabl.org">lidija.tomic@agrofabl.org</a> Mr. Miljan Cvetkovic : <a href="mailto:miljan.cvetkovic@agrofabl.org">miljan.cvetkovic@agrofabl.org</a>
IPH MNE	ZDRAVSTVENA USTANOVA INSTITUT ZA JAVNO ZDRAVLJE PODGORICA, Montenegro Dr. Ljiljana Zizic: <a href="mailto:ijzcg@ijzcg.me">ijzcg@ijzcg.me</a>