



NATIONAL CONTEXT

Although the general marketing concepts have been a part of the teaching curricula in Serbian universities for a decade without any exception, the state of art confirms the weak position of Food Consumer Science in Serbia.

An emphasis on production and technology was detected rather than on market and consumer behaviour.

Serbia needs to increase its investments in science from the present (0.35%) to at least 1% of its GDP. This level is, according to the guidelines of the EU, the minimum GDP share that enables positive effects on the economic development.

NETWORKING MEETINGS

The organizing Team

- Faculty of Economics, including Faculty of Philosophy, University of Belgrade.
- Associate Professors: Zaklina Stojanovic, Galjina Ognjanov, Radmila Dragutinovic Mitrovic and Nebojsa Petrovic.
- Assistant Professor: Aleksandra Zecevic.
- Assistants: Iris Zezelj, Svetlana Popovic, Jelena Filipovic, Dragan Stojkovic and Mirjana Gligorijevic.

Project aims to promote cooperation between Food Consumers stakeholders with research institutions to reinforce a multidisciplinary approach, such as: Ministries of Science, Agriculture and Health, Public Health Institutions, Scientific Society, Consumer Associations, Producers, Retailers, Media, Enterprises and Traders.

Networking Meetings

Topic	Meeting Objective Expected output	Location	Date
Food Consumer Science Network in Serbia	1. The Project introduction to the scientific and broader public; 2. Promotion of the Project activities to the research community and economic sector stakeholders.	Faculty of Economics, Uni. Belgrade	March 2009
State of the Art and FCS System in Serbia	1. Identification of the main characteristics of the FCS System in Serbia; 2. Facilitate further development of the FCS System in Serbia.		December 2009
Food with H&N Claim in WBC Region: Trends and Perspectives	1. Share the results and receive feedbacks on the N&H claim products study for WBCs; 2. Raise public awareness on the H&N claim products; 3. Initiate legal regulation H&N claims in Serbia; 4. Animate coordinated action for consumer protection.		June 2010 - mid of month
Fruit and Organic Markets - Tools for Development of Fruit and Organic Sectors	1. Share the results and receive feedbacks on the fruit consumer study and fruit and organic market overview in Serbia and WBCs; 2. Research and private sector discussion and identification of strategic directions for increasing fruit and organic production and consumption in Serbia.	IFOAM Supported Seminar at the 1st Balkan Organic Sector Fair	October 2010
Traditional Products	1. Identify linkages and initiatives to be used for promotion of value adding qualities in food products; 2. Address issues of consumer trust and confidence - quality guaranteed through control and certification.	International Agricultural Fair, Novi Sad	May 2011
WBCs Food Consumers Behaviour	1. Identify further research activities within consumer studies; 2. Initiatives and responses for improving consumer protection.	Belgrade Chamber of Commerce	June 2011

CONSUMER STUDY IMPLEMENTATION FOR PRODUCTS WITH HEALTH CLAIMS IN SERBIA

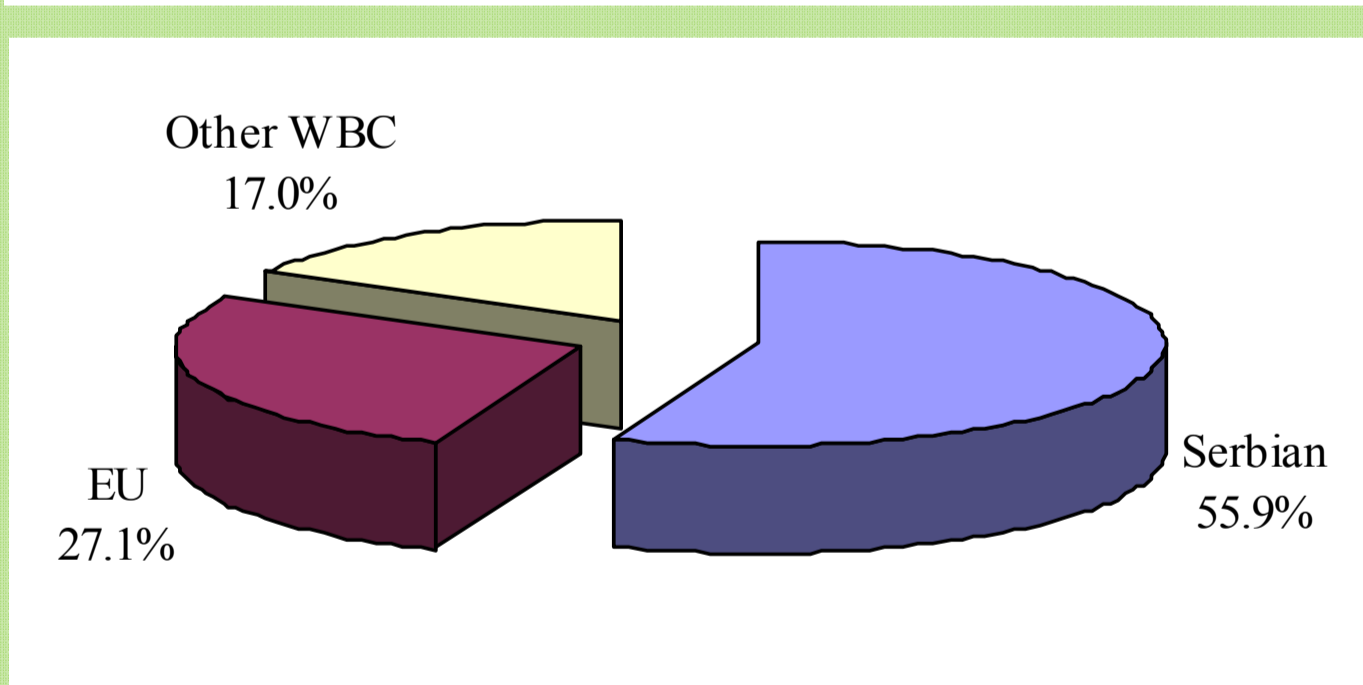


Figure 1: Structure of the Serbian N&H claimed products market by origine

The improvement of company's image is the most important factor for the development of products with N&H claim in Serbia.

→ Serbian market covers above 1/3 of all N&H claimed products present in the WB region. However, this market segment operates under unregulated conditions.

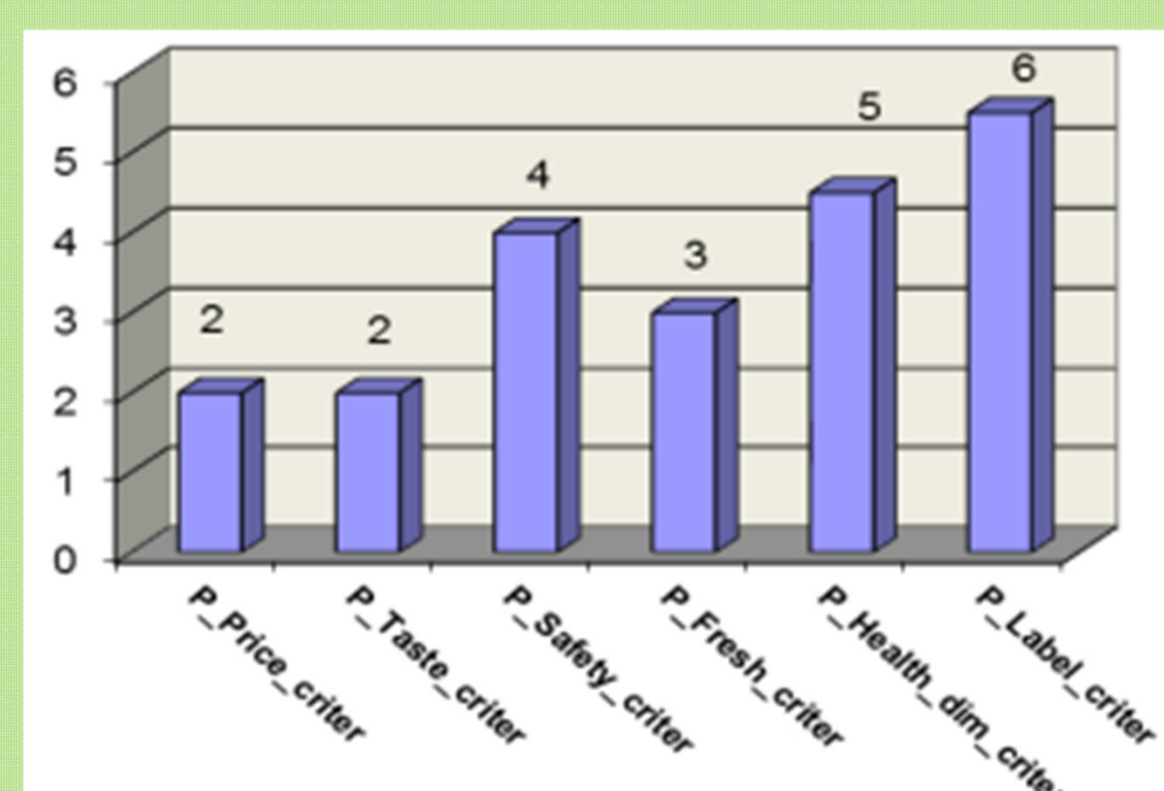


Figure 2: Criterias of consumer's choice of food

- Price and taste are the most important motives for consumers.
- This market segment is rather producers than consumers driven. The main barriers for the market development are related to consumers.
- Typical buyer of products with H&N claims are: women, from 15 to 40 years old, who have above average income, college education and lives in urban area.

Future Projects

- Biological Effects of Food: the role of Follic and Polysaturated Fatty Acid (Pufa) with Potential Health Improvement in Vulnerable Population (Republic of Serbia Ministry of Science and Technology Development, Project number III 46030).
- Development and Application of New and Traditional Technologies in the Production of Competitive Food Products with Added Value for European and World Market (Republic of Serbia Ministry of Science and Technology Development, Project number III 43001).

Coming articles

- Zaklina Stojanovic, Radmila-Dragutinovic-Mitrovic, Galjina Ognjanov and Martine Laniau: *Functional Food – Exploring the Differences between Regulated and Unregulated WBC Markets.*
- Jasna Milosevic, Iris Zezelj, Zaklina Stojanovic and Galjina Ognjanov: *Consumers of Functional Food in Western Balkans: Nutritional knowledge, Food Choice Motives and Impulsiveness in Food Consumption.*
- Galjina Ognjanov, Zaklina Stojanovic, Jasna Milosevic and Iris Zezelj: *Functional Food Consumers' Profile in the Western Balkans.*