

FP7 Research in the field of Biotechnology, Agriculture, Food, Fishery and Forestry: a cooperation between EU, Balkan region and Eastern European Neighbourhood Area

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Consumer Sciences in the Food Field

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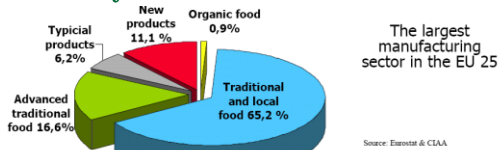
The Bioeconomy at Large

Annual Turnover ca	euro 1,628 b
■ Food:	810 b
■ Agriculture:	210 b
■ Fisheries and aquaculture:	8 b
■ Paper/pulp:	400 b
■ Forestry/wood:	150 b
■ Industrial biotechnology:	50 b



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Economic Significance of the European food and Drink Industry- Turnover EU-25



Advanced traditional products	Typical products (PDO, PGI including wine)	New products (novel, functional, healthy, ready to eat, etc.)	Organic food	Traditional and local products	TOTAL
131 billion €	50 billion €	88 billion €	7 billion €	534 billions €	810 billion €

Source: Presentation by Dr. Wilfried Dörmann, European Commission, DG Research, 15.12.2006



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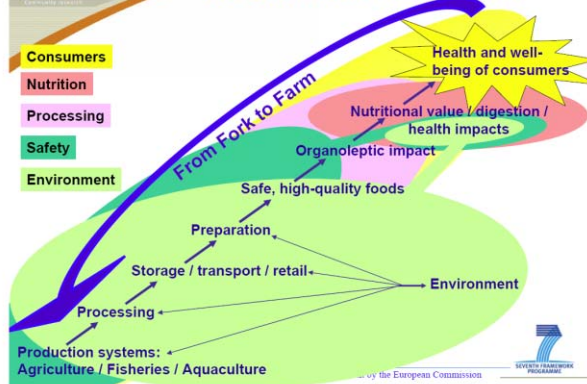
EU Food Research Programmes

- FP2 (1989-91): FLAIR 33 projects-25m
- FP3 (1991-94): AIR 72 projects-60m
- FP4 (1994-98): FAIR 137 projects-123m
- FP5 (1998-02): KA1: 153 projects-285m
- FP6 (2002-06): FQS: 685m
- FP7 (2006-onwards):



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FP7 Sub-Pillar: Fork to Farm



Food Consumer Area-Indicative Projects in FP5

- HEALTHSENSE-CHOICE: Healthy Ageing
- TRUSTINFOOD: Consumer Trust in Food
- PROCHILDREN: Promoting and Sustaining Health Through Increased Vegetable and Fruit Consumption Among European Schoolchildren
- TRUST: Food Risk Communication
- CONDOR: Consumer Behaviour Towards Organic Food Products



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Food Consumer Area-Indicative Projects in FP6 (WPs)

- SAFEFOODS: Risk Management Communication
- TRACE: Consumer Behaviour Towards Traceability
- TRUEFOOD: Consumer Behaviour Towards Traditional Food Products
- EUROPREVAL: Information Provision to Allergic Food Sufferers
- QPORKCHAINS: Consumer Preferences Towards Innovative Pork Food Products
- SEAFOODPlus: Consumer Behaviour Towards SeaFood Products



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Overall Trends and Developments in the Scientific Area

- Demand: Strong Trend for Multi-disciplinary teams including sensory analysts, neuroscience, anthropology, cognitive psychology, social psychology, economic psychology, experimental psychology, experimental economics, econometrics, psychometrics, media/communication, risk perception, marketing, business strategy, innovation diffusion specialists, cost/benefit analysts
- Supply: Limited number of people; difficulty to go multi-discipline; difficulty to cross into the food research area
- Opportunities: No foreseeable limits



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Type of scientific and technological advances expected in the future

- Multi-polar, heterogeneity and diversification
- Strong qualitative and strong “quantification”
- Harmonisation of datasets and interfacing of databanks (example: EuroFIR for FCT)
- Linking food nutrition (nutrients) to food consumption (dietary patterns) to food consumer psychology, social and economic aspects



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Addressing problems and bottlenecks

- Gender imbalances: Promoting gender at higher positions
- South/East – North/West Cultural “Divide”: Increased project participation and heading by South/East consortia according to standards and best practices
- South/East: Training on how to do and how to manage



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Methodological bottlenecks

- Need for multiple “small” “infrastructures”. Do not exist today
- Need for multiple multi-disciplinary databanks
- Need for importing knowledge from mainstream areas (e.g., psychometrics; econometrics; personality research; culture research, etc.)
- Bureaucracy and institutional burdens at work environments increase and procedures and cultures do not keep up in pace with the speed of scientific and market developments



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What novel approaches can be designed

- *Structure-wise*: “Small infrastructures”
- *Process-wise*: Select and trust key individuals across Europe who will undertake the responsibility to progress the area and will contractually lead teams
- Link these individuals with financial, legal and existing knowledge structures
- *Content-wise*: Select key topics



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European key Institutions in the respective key area

- Depends upon the support from the heads
- Depends upon the intervention from the country's government
- Depends upon the existence and clarity of their strategy + focus upon research
- Depends upon the professionalism of the institutions and their scope/efforts for research



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Demand for infrastructures

YES!

- What infrastructures?
 - Databanks linking multiple elements
 - People
 - Basic financial support for 10 years not exceeding 250K-500K/year



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Optimum instruments

- Network of Excellence allow excellent flexibility and re-focus (benefit) but involve lots of continuous negotiation (cost)
- Integrated Projects allow stability but difficult to integrate when personality factors and personal drives destabilise, disintegrate and diverge from the focus
- Small Collaborative Projects may be better if there is continuation of "*minimum function level*" groups



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Participation of industry and private sector in projects

- Important as there is a need to move from research outputs alone to outputs that become "products"
- Cultural and cognitive shock for researchers and difficult to comprehend and accept- too much of "sit back and wait" philosophy
- Cultural and cognitive shock for the research environment- difficult to comprehend and accept
- "Products" to allow self-sustainability of structures
- Takes up to 10 years to make the move (own impression)



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Increasing attractiveness of collaboration with non-EU partners

Major problems exist with:

- the lack of use of English language
- time differences
- long and frequent trips

Thus:

- Allow setting up collaborative research centers run by European researchers based on non-EU countries



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Thank You



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