



CONDOR

CONsumer Decision making on ORganic products

NEWSLETTER 1

Successful Initial Management Meeting

The first management meeting of the CONDOR Project took place at the University of Surrey on 24th and 25th of February 2003. This was attended by representatives from all of the project partners and also from the four sub-contractors representing industry and NGO's on the management committee. Dr Jurgen Lucas, the EU Project Officer, also attended the meeting on the second day. The project management meeting was the first occasion that all of the project partners had got together to discuss the project. It was invaluable to be able to have some face to face discussion both on how the project would be managed and run and also on some of the technical details of the project. While some parts of the meeting were devoted to communicating information to the project partners, the majority of the meeting involved discussion of how the project will be managed over its three years.

Following an overview of the scientific background and content of the project there were sessions on the management of the project. The first of these given by the co-ordinator Professor Richard Shepherd who discussed general issues on the roles of the co-ordinator, partners, work package leaders and sub-contractors.

The second such presentation was given by Dr Jurgen Lucas from the Commission. This provided invaluable information on many of the administrative issues, reporting and financial issues. This session allowed many of the questions from partners to be answered directly. In particular it was useful to get information on the format of the reports expected by the Commission. Also the importance of the Consortium Agreement was emphasised and the need to include in that a number of the decisions made during the course of the initial two-day management meeting.

Internal and external communications were discussed at length in three separate sessions. In addition to the six monthly project meetings it will be necessary to have a great deal of contact between the project partners. In order to facilitate this, the partners agreed that it would be useful to set up an e-group on Yahoo which should include the people working on the project at the different sites and also include the sub-contractors who are on the management committee. This e-group will be used for circulating all kinds of information during the course of the project. This will be supplemented by

more informal e-mail circulation lists for those involved on specific work packages. However, it was decided that some information on each of the work packages would be circulated to all participants within the project. Otherwise, some people would not be familiar with what was being developed on work packages in which they did not have a direct involvement

Part of the internal communication within the project will be via the website and this website is also a major means for external communication. The plan is to have a website for the CONDOR Project which will have two sections. One section will be open to the public and one section will be restricted with password access and will be for use by project partners and sub-contractors only. During the discussion it was felt that we should put as much material as possible on the open website. The information on the CONDOR website will be English only but will include links to the websites of all of the partners. Individual partners can include information on the project in languages other than English. Links will be included on the website to other relevant projects funded by the European Union. It was also agreed that we would contact other EU funded projects with work on organic foods and ask them to include a link on their website to the CONDOR website. A web designer (MUNGOB) has been contracted to produce the website for the CONDOR project. The issues discussed at the first project management meeting will be taken forward with the web designer. The web designer is also developing a website for another EU funded project SENIOR FOOD-QOL which is being co-ordinated by the University of Surrey.

In addition to the website a brochure will be produced which will provide an overview of the project and will be distributed to people expressing an interest in the project and also distributed at meetings. Also a general poster on the project will be produced and a template in PowerPoint for presentations related to the project.

The publications policy of the project was discussed. It was decided that publication on data from individual countries should not jeopardise publication of papers on comparisons across countries. We wish to maximise publications of results from the project and in order to achieve this we will include in the Consortium Agreement how we will manage publications. Proposed publications should be submitted to the Co-ordinator who will circulate among the Management Committee. If there are any points arising from this they will be discussed with the authors. If publication does not take place within 18 months, other partners will be free to pursue publication.

Since there are other EU funded projects investigating aspects of organic foods it was decided that we would investigate the possibility of holding a joint meeting with these other projects.

The other main topic of discussion was the content of work package 1. This is a work package looking at novel methods for eliciting beliefs on organic foods. The partners involved are the University of Surrey, VTT and INRAN. The timetable for this work package was discussed and agreed with some minor

changes which would not affect the overall completion date for the work package. Much of the discussion on this work package centred on the types of foods to include in the study, for example whether they should be brands or broad categories of foods, whether organic versions of the foods need to be available in each of the countries studied, whether to include meat or milk in addition to plant based foods and whether to base the choice of foods on market share. There was also a discussion about the concept of processed organic foods, and what level of processing would be suitable to include. Following the discussion it was agreed that the University of Surrey, which is the work package leader on WP1, will draw up a protocol for the tasks in WP1, circulate and discuss this with the other partners involved in this work package and then circulate the agreed protocol to all partners. Such protocols will be placed on the intranet when it is set up.

Future Meetings

The location and time for the second project management meeting were discussed and it was decided that the next meeting would be held in Athens on the 5 and 6th of June 2003. Accommodation at the Acropolis Divani Palace Hotel has been kindly arranged for the team by Dr George Chrysochoidis

The third project management meeting will be held in Aarhus either in December 2003 or January 2004.

Website and Logo

The specification for the CONDOR Website has been drawn up and the company MUNGOB has been contracted to produce the website. The logo has been agreed for the project and has been used for the first time on this newsletter. The aim is to have an initial draft of the website in April 2003, have the final version of the external website by the 13th June 2003 and the full intranet site working by the end of July 2003. Information will be circulated when we have a working draft website available.

Related EU Projects

Information on a number of related EU projects can be found by entering the Commission website on www.cordis.lu/life/src/projects.htm and searching the Project Database.

Projects of interest are:

QLK1-CT-1999-00986

Title: Safe organic vegetables and vegetable products by reducing risk factors and sources of fungal contaminants throughout the production chain: the carrot – *Alternaria* model

Acronym: SAFE ORGANIC VEGETAB

QLK1-CT-2001-00291

Title: Consumer trust in food. A European study of the social and institutional conditions for the production of trust

Acronym: TRUSTINFOOD

QLK1-CT-2002-02343

Title: Food risk communication and consumers' trust in food supply chain

Acronym: TRUST

Project Contacts:

Partner number	Organisation	Partner project manager	Contact details
1 (CO)	University of Surrey (UniS)	Professor Richard Shepherd	Food Consumer Behaviour and Health Research Centre Department of Psychology University of Surrey Guildford Surrey GU2 7XH UK Tel: +441483689449 Fax: +441483689553 Email: R.Shepherd@surrey.ac.uk
2 (CR)	VTT Biotechnology (VTT)	Dr Liisa Lähteenmäki	VTT Biotechnology PO Box 1500 Tietotie 2 02044 VTT Finland Tel.: +35894565965 Fax: +35894552103 E-mail: liisa.lahteenmaki@vtt.fi
3 (CR)	INRAN	Dr Anna Saba	Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione via Ardeatina 546 00178 Roma Italy Tel.: +39065035969 Fax: +39065031592 E-mail: saba@inran.it
4 (CR)	Agricultural University of Athens (AUA)	Dr George Chrysochoidis	Agricultural University of Athens Department of Agricultural Economics and Rural Development Iera Odos 75 Votanikos 11855 Athens Greece Tel.: +30215294776 Fax: +30215294776 E-mail: chrysochoidis@aua.gr
6 (CR)	University of Murcia (UM)	Professor Jose Munuera	Facultad de Economía y Empresa Universidad de Murcia Campus Universitario de Espinardo 30.100 Murcia Spain Tel: +34968363800 Fax: +34968367986 E-mail: munuera@um.es
7 (CR)	MAPP	Prof. Dr John Thøgersen	The Aarhus School of Business The MAPP Centre Haslegaardvej 10 8210 Aarhus V Denmark Tel.: +4589486440 Fax: +4586153988 E-mail: jbt@asb.dk

8 (CR)	Federal Research Centre for Nutrition (FRCN)	Dr Erika Claupain	Bundesforschungsanstalt für Ernährung Institut für Ernährungsökonomie und - soziologie Haid-und-Neu-Straße 9 D-76131 Karlsruhe Tel.: +497216625554 Fax: +497216625552 Email: erika.claupain@bfe.uni-karlsruhe.de
9 (CR)	Uppsala University (UU)	Professor Per-Olow Sjödén	Uppsala University Department of Public Health and Caring Sciences Uppsala Science Park 75183 Uppsala Sweden Tel.: +46184713481 Fax: +46184713490 E-mail: Per-Olow.Sjoden@pubcare.uu.se
		Sub- contractors	
1 (partner 1)	The Food Consultancy	Diane McCrea	17 Vernon Road London N8 0QD UK Tel: +44-208-8894226 FAX: +44-208-3520564 E-mail: diane@mccrea1.demon.co.uk
2 (partner 2)	Helsingin Mylly Oy - Helsinki Mills Ltd	Dr Raimo Keskinen	Helsinki Mills Ltd Puurtajankatu 34 Jarvenpaa 04440 Finland Tel: +358-9-27169230 FAX: +358-9-27169271 E-mail: raimo.keskinen@helsinginmylly.fi
9 (partner 1)	Unilever	Dr Bob Hurling	Unilever Research Colworth Colworth House Sharnbrook Bedford MK44 1LQ UK Tel: +44-1234-222992 FAX: E-mail: bob.hurling@unilever.com
10 (partner 7)	Økologisk Landsforening (Organic Denmark)	Tom Krog Nielsen	Økologisk Landsforening Frederiksgade 72 DK-8000 Aarhus C Denmark Tel: +45 87 32 27 00 FAX: +45 87 32 27 10 E-mail: tkn@okologi.dk

		Project Officer	
	European Commission	Dr Jürgen Lucas	EUROPEAN COMMISSION Research DG Food Quality (E.2) SDME 8-32 B-1049 Brussels Belgium Tel.: +32-2-296.41.52 or +32-2-295.57.21 (Secretary Rosemary Thompson) Fax: +32-2-296.43.22 Email: jurgen.lucas@cec.eu.int