



CONDOR

CONSUMER Decision making on ORGANIC products

CONDOR Newsletter 2

Second Management Meeting Held

The second management meeting of the CONDOR project took place at the Agricultural University of Athens 5-6th of June 2003. The main purpose of the meeting was to discuss progress on WP1 and to discuss future plans for Task 4 of WP1 and also WP2.

Anne Arvola, Anna Saba and Moira Dean presented results from Task 1, 2 and 3 from WP1. The initial examination of the responses showed some moral and ethical concerns elicited using all of the methods, primarily issues to do with the environment and particularly for milk animal welfare. From this initial examination it did not appear that the word association or focus groups yielded many issues which were different from those elicited using the traditional method.

Because the initial analyses were not exactly comparable across countries, for example in terms of the categories used for coding the responses, it was not possible at the management meeting to compare the results across countries in detail. Following the management meeting the coding was agreed across partners and therefore a more detailed analysis has now been completed on all of the foods across the 3 countries.

One of the decisions at the management meeting was how to proceed with Task 4 of WP1 which was originally intended to bring together aspects from the different methods examined in tasks 1 to 3. Since the word association and focus groups did not yield many extra issues, it was decided to try a different method in task 4 and therefore task 4 made use of the method developed by Esses and Maio for eliciting beliefs, emotions and behaviours.

The types of foods included in WP1 and also the types of foods to be included in WP2 were discussed at some length. In particular this concerned the inclusion of organic meat which would be likely to elicit more moral and ethical concerns and also the possibility later in WP4 of splitting participants into groups which would then complete questionnaires on different foods with the possibility of including some foods of particular relevance to individual countries.

Dr George Chrysochoidis organised an excellent evening dissemination meeting involving representatives from industry, government NGOs and academics. The meeting was very well attended with over 40 representatives in the audience. There was lively discussion and it gave an excellent opportunity to publicise the CONDOR project to relevant people throughout Greece.

Athens proved to be an excellent location for the management meeting and our thanks to Dr George Chrysochoidis for the local organisation.

Future Meetings

19-20 January 2004 - Aarhus, Denmark

17-18 June 2004 - Karlsruhe, Germany

December 2004 - Murcia, Spain

June 2005 - Helsinki, Finland

December 2005 - Rome, Italy

Website and Brochure

Ben Kilbee from the Company MUNGOB has been involved in developing the website for the CONDOR project. The website will go live shortly. All of the partners have seen early drafts of the website and checked the wording, for example full partner descriptions, etc. In addition to the externally available part of the website there will also be an area for use by partners only where it will be possible to store information about the project, including formal documents such as management meeting minutes, but also data files, etc. The partners area will be accessible by a password, partners will be informed shortly when the website goes live.

The brochure is also almost ready for printing. We have had a slight hold-up because we were very keen to include some images of processed organic foods, as well as fresh organic foods, but with processed organic foods it is necessary to show the labels and hence the brands are identifiable. For this reason we have sought permission from some producers to use photographs of their products.

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