

Literature review WP 4

Belgium

Eric Collet

FUL - SEED
Arlon, Belgium

Review report

A. MOST OF THE STUDIES

Most of the studies fit the following themes :

- characteristics and evolution of consumer perceptions and behaviour in relation to OLPs
- consumer involvement in, and response to, marketing activities for OLPs
- role of information and communication in the link between consumers/citizens and OLPs
- the impact of national and international food policies on consumers/citizens and OLPs

Brief comments

There are very few studies on the specific theme of consumers demand or citizens activity related to originated labeled products, even in the wider theme of consumer 's demand or citizen 's activity related to quality as a set of characteristics of the product.

Most of the time, the studies are related to - the image of agriculture or producer (in general). (17, 18,111).

In this case, there are a few questions about consumers demand (perceptions through assessment of statements (111) , perceptions and expectations (17).

- market organization (market channels ...) (11, 13, 14, 19, 116, 21, 22,31)

In this case, there are a few questions related to consumers demand (consumption, perception of the concept (territory)

- consumers demand (specifically) (12, 15, 16, 110, 112, 113, 115, 117, 32)

Results ... (except 114, 115, 116, 117)

Origine (territory) +++

(17) We appreciate to know the origine of the product : this is a warranty of quality (76%)

(18) If I say : "Walloon agriculture", what's the first thing you think of ? Originated Products is statistically the second item (terroir). Healthy products, tradition and quality is the first item.

When buying food, consumer 's attention is drawn to origine (9%).

(31) "Terroir" products are related to :

- more tasty
- more "natural"
- fresher
- "by craftsmen" produced
- more "genuine"

Knowledge ---

(112) The consumer doesn't really know what an organic product is but at the same time, he declares to have bought such a product once.

(22) The official quality signal is not known (Fruitnet)

Quality -

(111) 68% of Flemish consumers think that "short circuit" is a guarantee of a higher quality.
54% think that the use of pesticides leads to a diminution of quality

(18) When buying food, consumer 's attention is drawn to quality (54%), label (14%), organic (15%).
What do you think of quality (related to 50 years before) ? Less quality (35%).

- (22) "Originated signaled products" are linked to :
- food risk / Health
 - social contacts
 - taste / pleasure
 - environment / rural development / social justice
 - time / sparing money and time / family

"Terroir"

(31) On the one hand, "Terroir" is generally linked to soil, rurality and food products but on the other hand, "terroir" as a quality signal is more related to producers' know how linked to a specific area.
Buying frequency : 1/week

B. SELECTION OF SCIENTIFIC PAPERS, PUBLICATIONS AND STUDIES ...

1. Congress Proceedings, Journal Article, Book sections

- 11) G. Van Huylenbroeck, I. Verhaegen, E. Collet, M. Mormont, P. Stassart, J. Vanoppen, "An inventory of emerging innovation projects in Belgian agriculture, 19-21/08/97, 52nd seminar of the European Association of Agricultural Economists, Parma.
- 12) "A boire et à manger", Test-Achats, n°435, September 2000.
- 13) "Enquête de notoriété sur le label de qualité wallon", 1995 ou 1996 (source MRW / DGA)
- 14) "Enquête LEADER sur les produits de terroir", volet consommateur
- 15) Knudde, A., "Demande du consommateur et produits biologiques" (2000), UCL/ECRU.
- 16) Panel GFK / Panels services Benelux / GFK consumerScan (Vlam)
- 17) "Image de l'agriculture wallonne", 1996, Marketing Unit (Enquête réalisée pour le compte de l'ORPAH)
- 18) "Rôle et place de l'agriculteur dans la ruralité en réponse aux attentes de la société", 2000, UCL / Sonocom (Enquête réalisée pour la foire de Libramont / passation des questionnaires en février et mars 2000)
- 19) Etude relative à la commercialisation des produits de terroir", 1997, Intraprise Consulting Sprl / Faculté Universitaire des Sciences Agronomiques de Gembloux - Unité d'Economie Générale.
- 110) "Résultats de l'enquête menée auprès de 600 consommateurs en Wallonie et à Bruxelles", (1995), MG Marketing / Sélection.
- 111) "Kwalitatieve studie naar het imago van de land bij de vlaamse bevolking", 1997, Vilt / Censydiam
- 112) Hoe beleeft de vlaming bio ?, 2001, Marktonderzoekbureau Censydiam (source Vlam)
- 113) Vanoppen, J. et al (1999). Consumers' values with regard to buying food from short market channels. Paper presented at the 67th EAAE Seminar - The socio-economics of origin labelled products in agrifood supply chains: spatial, institutional and co-ordination aspects, Le Mans, France, October 28-30.
- 114) Doutrelepon R., 2001, « Appréciation de la perception par le monde agricole de l'évolution institutionnelle de la Belgique », sondage par téléphone. (source : « pleins champs, n°24 »)
- 115) « Dans l'assiette des belges », 2001, enquête par téléphone, INRA Belgium. (Source : « Le soir »)
- 116) Enquête de notoriété sur le label biogarantie, enquête annuelle sur base d'un échantillon représentatif de la population belge (source : site web Biogarantie)
- 117) « Quelle est la place occupée par la viande dans l'alimentation des belges ? », 2001, Dedicated research, enquête comparative déc2000/juin2001. (Source : ORPAH)

2. Books

21) Stassart P (coord.), (1999), *Du Savoir aux Saveurs*, Ful/Coopibo

22) Mormont M et Van Huylenbroeck, (2001), *A la recherche de laqualité. Analyses sur les nouvelles filières agro-alimentaires*, Liège, Les Editions de l'Université de Liège

3. Students' works

31 Collienne C., "Le concept de terroir : une étude des perceptions des consommateurs wallons", (1997), Mons, Fucam.

32 Barbieux A., "Les motivations des consommateurs bio", 2001, Arlon,FUL. (in process)

Discussion report

1. ASSESSMENT OF THE KEY AREAS FOR FUTURE RESEARCH. WHICH AND WHY ?

Most of the studies deal with consumption and consumers' demand through a quantitative methodology.

Such a methodology gives a picture of consumers' preferences and activity through the final consumer choice, expectation or reaction (besides often related to food crisis (see ox crisis)), that is to say leads to a specific research question.

Even if qualitative, the study is most of the time interested by the final choice, preference or expectation of the consumer as an individual (research question).

I personally assume the assumption that consumer choices are embedded in multiple networks framing his choices.

Besides food consumption is related to cultural and anthropological dimensions which are often forgotten by such studies.

Gastronomy is a set of habits, associations and rules on what may or can be eaten or not within a specific "community".

I think this assumption could lead to studies taking into account food consumption as a reflexive, embedded and highly meaningful activity reinforced by a context of threats, doubts and uncertainty.

Threats, doubts or uncertainty deal with the set of products' characteristics.

Quality is of course at issue.

The question of food risk is often raised by consumer's organizations. Consumers' organization ask for more intervention of public authorities, but how intervene in more and more complex food chains to build efficient procedures and organizations of risk management? And what is the real perception and meaning of the consumer in such a context?

Food risk is at issue, but it's sometimes reframed by active networks in terms of needed changes in production methods or other ways of specifications (Integrated Pest Management, organic farming or space, time or persons).

Could such production methods or other ways of specification match the question of food risk, the question is raised by organic producers, but also by scientists or other networks.

2. KEY POLICY RELATED ISSUES

Key policy issues are related to

- assessment of consumers' demand and activity in terms of meaning and embeddedness in networks (see : methodology, research questions)
- assessment and conception of tools related to the management (take into account) of consumers' demand (see : tools of negotiation)
- systematic analysis of production methods and what can be matched by them (see : organic farming/food risk? , Integrated Pest Management/environmental and health questions?)
- support in general
- communication (quality signals)
- technical support (qualification / organization / negotiation)