Future Food from the point of view of Consumers and Food Quality

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The presentation consists of three main topics:

- *Introduction to the project FutureFood6 and its results*,
- *Food quality in light of the Green Paper as a priority of CZ PRES*,
- *The current position in the CR and EU.*
Project´s basic information

- **Project:**
  Healthy and safe Food for the Future – a Technology Foresight Project in Bulgaria, Croatia, The Czech Republic, Hungary, Romania and Slovakia.

- **Project team:**
  - *International Organization:* UNIDO, OPTI [Spain], WIIW [Austria]
  - *National Organization – from CR Technology Centre of the Academy of Sciences CR.*
Project’s results

Four socio-economic scenarios have been developed:

- **A**: Consumer Paradise
- **B**: Multinational Golden Pond
- **C**: Frustrated Society
- **D**: Black Obelisk
Consumer Paradise

- Geopolitical stability, social and economic progress
- Liberalised global market for raw materials
- Highly fragmented and sophisticated demand
- Diverse lifestyles with specific food preferences
- Food industry made up of numerous SMEs
Globalised and liberalised world economy

Consumers require quality, healthy & safe food

Big and homogenous demand segments

Both value chains will coexist – multinational and local

Multinational chain will be tightly integrated, the local one will be made up of SMEs
Frustrated Society

- High instability in less developed regions
- Different lifestyles have been established
- The consumer’s preferences are characterized by high diversity
- Organic food, functional food and vegetarian lifestyle play significant roles
- Lack of alternative energy sources
- High awareness about environmental and social issues
Black Obelisk

- Geopolitical instability generates social and economic crises
- Global trade slows down
- Homogenous world demand
- Economic gap between rich and poor countries increases
- Weak implementation of sustainable food production systems
The experts of the 6 countries agreed on the following visions:

**Vision 1:** Increased availability of high-quality *region-specific and traditional food products* in each region.

**Vision 2:** The region will become one of the *leading producers* of healthy and safe food in Europe.
Future visions [continuation]

Vision 3: *Research support will be a priority in national development strategies and higher cooperation levels within the food chain will be achieved* [paying special attention to functional food].

Vision 4: *Towards a knowledge – intensive agro-food sector.*

The workshops in the Czech Rep. evaluated all visions, laying down special emphasis on vision 1. and 3.
The visions are the starting point of the roadmap.

The road – mapping worked with the driving forces and key actors in the market, business, policy, science, education, technology and media.

The experts determined pathways leading to the realization of all four future visions [for the short, medium and long terms].
The results are very important for policy recommendations in every country:

**Key findings:**

- Overall **strategic concept** of the agrifood sector
- **Enhance** the level of **cooperation**
- **Education** of personnel in the agrifood sector
- Useful **framework** resulting in achieving the identified Visions
The Commission has decided to launch a discussion on how to ensure the most suitable policy and regulatory framework to protect and promote the quality of agricultural products.

Green Paper [COM 2008] 641 final was adopted on 15 October 2008 by the Commission - asking open questions to find whether the existing instruments were adequate.

560 contributions came from 26 Member States and 5 from third countries.
Conference on the future of the quality policy of agricultural products and foodstuffs in Prague in March was organized by the Czech Presidency as one of its priorities as part of the GREEN PAPER discussion.

In terms of Geographical Indications System, enhanced simplification, greater clarity and streamlining the EU GI system warrants a legislative reform.

The 3 systems for wines, spirits, and agricultural products and foodstuffs should be consolidated into a single regulatory structure.
The position in CZ

[ selected trends and figures 2004 – 2007 ]

- Household consumption expenditure has increased.
- Share of food and non-alcoholic beverages in household expenditures has decreased [20.1 in year 2007].
- Food per capita: consumption milk, sugar and potatoes has decreased.
- Industrial production index: Manufacture of food products, beverages and tobacco has slightly increased.
The Food Promotion Program and other mark

- The Czech National Domestic Food Promotion Program [KLASA mark] is equivalent food production presentation and promotion system in the EU countries.

- In CR there are 10 local brands [some are organic products].

- 17 food products have PDO, PDI designations.

- The popularity of retailers private mark has increased.
The situation in the EU

- **Food and beverage consumption** in EU – 27 was only 12.6 % of household expenditure in 2007.

- **The food and beverage manufacturing sector** in EU – 27 generated 2 % EU GDP [2007].

- The EU was a **net exporter** of food and drink products.
The performance of CR economy [in 2008]

- The **GDP** per capita in PPS **in CR** was at **82 %** of the EU – **27** level.

- The **GDP growth was faster**, than that in the West European countries.

- On the other hand the **industrial production index** increased, **y-o-y**, by **only 0.4 %**.

- The **negative impact** came from food and drink production and tobacco products.
Challenges for Producers and Consumers

- The conference in framework CZ PRES in April and the Research Connection in May [both in Prague 2009] showed that:

  # Increase of research activity will reinforce consumer trust in new food products.

  # In the food area a further step will be the exploration of the leading markets for food products.

  # High education will be categorical for the future period.
Conclusions

- The results of the FutureFood6 project have shown that it is important to look at the best scenarios and visions of the future.

- The consultations exercise to produce the Green paper indicated that quality and tradition are the main value added products of EU – 27.

- It is necessary to maintain and to improve the competitiveness of producers and consumer trust in new food products.
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Thank you for your attention.