

Table of contents

Preface	9
<i>Abele Kuipers, President of Cattle Commission of EAAP</i>	

Part 1. Overview papers

Food quality policies and consumer interests in the EU	13
<i>Wim Verbeke</i>	
Trends in food choice and nutrition	23
<i>Klaus G. Grunert</i>	
Consumer food sciences: some theories, models and research methods (using Western Balkan countries as a case study)	31
<i>Abele Kuipers, Matthew Gorton and Burkhard Schaer</i>	

Part 2. Country studies

Market opportunities for sustainable foods: an investigation of the different roles of consumers and retailers, catering companies and brand manufacturers	57
<i>Machiel J. Reinders, Jos Bartels and Gé Backus</i>	
Quality of food products and consumer attitudes in France	67
<i>Jean-François Hocquette, Alain Jacquet, Georges Giraud, Isabelle Legrand, Pierre Sans, Pascal Mainsant and Wim Verbeke</i>	
Consumer attitudes to food quality products of animal origin in Italy	83
<i>Carla Lazzaroni, Miriam Iacurto, Federico Vincenti and Davide Biagini</i>	
Consumer attitudes towards meat consumption in Spain with special reference to quality marks and kid meat	97
<i>María J. Alcalde, Guillermo Ripoll and Begoña Panea</i>	
Consumer behaviour towards organic food in Portugal	109
<i>Maria Raquel Ventura-Lucas and Cristina Marreiros</i>	
Overview of consumer research in Western Balkan countries	125
<i>Abele Kuipers, Magali Estève, Lidija Tomic, Ante Vuletic, Igor Spiroski, Zorica Djordjevic, Iris Zezelj and Marija Klopčič</i>	
Processors and retailers attitudes towards consumer demand for dairy nutrition and health claimed products in Western Balkan Countries	135
<i>Žaklina Stojanović, Radmila Dragutinović-Mitrović and Galjina Ognjanov</i>	
Market trends and consumer behaviour relating to organic products in the Western Balkan Countries	147
<i>Burkhard Schaer, Ruzica Butigan, Nataša Renko, Ante Vuletić, Nina Berner and Marija Klopčič</i>	

Review of stakeholders influencing food chain in Slovenia in the context of food consumer science <i>Jurij Pohar and Marija Klopčič</i>	161
Consumer perceptions of home made, organic, EU certified, and traditional local products in Slovenia <i>Marija Klopčič, Frans J.H.M. Verhees, Abele Kuipers and Mira Kos-Skubic</i>	179
Consumer attitudes to quality animal food products in Croatia <i>Ante Ivanković and Nikolina Kelava</i>	195
Influence of gender, nutrition education and nutrition labelling format on nutrition quality assessment <i>Jasmina Ranilović and Irena Colić Barić</i>	205
Consumer attitudes to the animal food quality products in Serbia <i>Vlade Zarić, Vladan Bodganović, Zorica Vasiljević, Danijela Petković and Jasna Mastilović</i>	217
First steps in developing an organic food supply chain in Macedonia <i>Blagica Sekovska and Gjoko Bunevski</i>	233
Consumption of organic food in Macedonia and Serbia: similarities and differences <i>Blagica Sekovska, Vlahovich Branislav and Gjoko Bunevski</i>	239
Consumers' perceptions of food quality products: Greece's experiences <i>Ilias P. Vlachos</i>	247
Quality and safety of products of animal origin and consumers attitudes: Cyprus perspective <i>Natia Kalli and Popi Kyriakidou</i>	261
Producer and consumer attitudes towards red meat in Turkey <i>Kemal Çelik and Ahmet Uzatici</i>	269
Polish beef consumers: emerging or declining market? <i>Krystyna Gutkowska, Marta Sajdakowska, Sylwia Żakowska-Biemans, Małgorzata Kosicka-Gębska and Jerzy Wierzbicki</i>	275
About the editors	287
Author index	289
Keyword index	291