

Agenda for Workshop 2: Consumer Foresight

Programme (Day 1) - Wednesday 4 April 2007

Welcome and Introduction

Dr Martin Hall, CCFRA, UK

Chairman's Introduction

Professor Jim Leslie, UK

PRESENTATIONS:

Presentation 1 – Consumer trends, attitudes and behaviours shaping the European food and drink industry

Dr Peter Burgess, CCFRA, UK

Presentation 2 – Consumer behaviour: a perspective from a fruit breeding institute

Dr Roger Harker, HortResearch, NZ

Presentation 3 – Trust in food & consumer research related to animal welfare

Dr Unni Kjaernes, SIFO, Norway

Presentation 4 – Consumer foresight

Dr Jeremy Hill, Fonterra, NZ

Presentation 5 – Working for food industries with multiple stakeholders

Dr Roger Harker, HortResearch, NZ

Presentation 6 – Consumer acceptability of novel foods and technologies

Dr Kirsten Brandt, University of Newcastle, UK

Summary and challenges for Day 2

Jim Leslie

Programme (Day 2) Thursday 5 April 2007

Establish Breakout groups

Breakout Sessions:

Question 1: What is foresight and what is its relevance, value and applicability to SME's and larger companies?

Question 2: What is the role of innovators, consumer scientists and marketeers in future foods for diverse markets?

Question 3: Who are the gatekeepers? How do they form their opinions and policies and how can their actions be positively influenced?

Feedback – return to single group

Discussion

Flesh out points prioritise criteria, identify key issues

Closing Remarks

Professor Jim Leslie

Dr Martin Hall