

Welcome to the **FOODCOMM** Newsletter!

The consortium of the **FOODCOMM** project will provide you regularly with information regarding the project development and outputs. Furthermore, you will find news and links which are related to the research subject “Key factors influencing economic relationships and communication in European food chains”.

If you have any comments and suggestions concerning the newsletter, please contact us under the following email address: **foodcomm@ilr.uni-bonn.de**.

We hope you will enjoy the information of the newsletter!

Your **FOODCOMM** consortium
(<http://www.foodcomm-eu.net/consortium>)

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1. About the FOODCOMM Project

(Apr 2006, Germany) The FOODCOMM project was launched March 2005 and will run until end of February 2008. It is financed by the EU Commission (50%) and from national research funds (50%). In most cases, the national research funds are provided by the respective local partner research institutions. The FOODCOMM consortium is composed of 7 mutually-independent legal entities (institutions) established in 5 EU member states. The project aims to:

- find out which types of business to business relationship and communication are dominant in selected food chains of six EU countries;
- identify the economic, social and cultural factors that influence communication and economic relationships between food businesses;
- understand the influence of communication and economic relationships on food business performance.

2. First reporting period has ended

(Apr 2006, Germany) The first year of the project was filled with activities such as getting the project started and laying the foundations for the collaborative research endeavour from which important research results are expected to derive. The final reports for WP1 and WP2 have been completed and have both been positively accepted by the EU Commission. Please find the executive summaries of both reports on our website www.foodcomm.eu.

3. New FOODCOMM members

(Feb 2006, Ireland) Claire McGee has recently joined the Marketing Department of AFRC to work as a research officer on the FOODCOMM project. Also, David Watts has joined SAC's Food Marketing Research Team, and will be a key player in SAC's contribution to FOODCOMM. They are very much looking forward to their new role in FOODCOMM and working with a great team.

4. Dissemination activity

(Jan 2006, Bonn) Derived from the FOODCOMM project, first research findings with a focus on "trust" was presented on the **99th Seminar of the EAAE** (<http://www.uf.uni-bonn.de/trust2006/>) in Germany, Feb 8-10, 2006. The presented paper can be found at <http://www.foodcomm-eu.net/downloads.html>.

5. Expert interviews

(Aug 2005, Bonn) Expert interviews, representing farmers, processors and retailers in the pork chain, have been conducted. Despite the novelty and particularity of the research topic, all interviewed experts showed vivid interest for the project.

Face-to-face interviews were the preferred data collection method; however telephone interviews were used where the preferred method was impracticable for logistical reasons or not possible due to constraints on the part of the interviewee.

Semi-structured interview guides were developed by each partner to allow for the varying information requirements of each partner (this is dependent on the available secondary data in each country); however these were derived from standard guidelines developed by the lead team for WP2. On average each interview lasted an hour. In the majority of cases interviews were recorded and transcribed. All of the interviewees agreed to serve as consulting panel members for the next three years.

6. FOODCOMM website activated

(Aug 2005, Bonn) The project website was activated in August 2005. Since then, the website was continuously up-dated and sub-pages continuously filled. In addition, a discussion forum was implemented to enhance the communication between the research groups.

The objectives of the website are to

- inform the wide public about the research project,
- to provide a platform to disseminate research results to communicate internally
- to provide specific information for businesses, research community, media and policy makers.

The website address is www.foodcomm.eu. If you have any comments, suggestions for improvement please contact the Webmaster.

Editorial details

The Newsletter is emailed to all subscribers or can be downloaded under www.foodcomm-eu.net/newsletter.html. Normally, it is published every 8 weeks.

To subscribe or unsubscribe: Please use the following form to subscribe to the newsletter or to cancel the subscription: www.foodcomm-eu.net/newsletter.html

Newsletter service: News and information which are related to the subject of FOODCOMM may be forwarded to the email address foodcomm-eu@ilr.uni-bonn.de. The send-in information will be published in the next newsletter.

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