

ID1	1,086
Title-case	Exploring the demand for and/or communication in regional food in the area of Wageningen
Commissioner-brief	Wageningen Environmental Platform (WEP)
Description of the assignment	<p>The project can be divided in two: support and communication. WEP and CC² would like several questions to be answered:</p> <p>1) Support of regional food in some municipalities in the region of Wageningen</p> <ul style="list-style-type: none"> • Which research methods are suitable to value the weight of public support for regional food? • How large is the public support for regional food? • For what reasons do people support regional food? • What is regarded as more important: regional, organic or fair-trade foods? <p>2) Efficiency of communication involving regional food</p> <ul style="list-style-type: none"> • Which sources do people use to find regional food/producers? • How efficient/successful are several sources (paper maps, online maps, flyer stands etc.) for promoting regional food? <p>Not all questions need to be answered in one ACT project and other questions can be added. This is partly to the preference of the students. The answers should lead to (or at least contribute to) a policy plan for WEP.</p>
Background	<p>This project arises from a common interest of the Wageningen Environmental Platform (WEP) and consumer cooperation CC². The consumer cooperation CC² in Wageningen is an organization of consumers and an innovative way to influence and organize the supply, prize and quality of sustainable food. WEP is a small environmental student organisation which often promotes local and organic food. On request of the cooperation and WEP we would like to start a study on mainly local food.</p>
Literature	P.M.
Confidential	No
Interesting for	The project can be interesting for MSc students in amongst others Management, Economics and Consumer Studies (MME), Applied Communication Science (MCS), Nutrition and Health (MNH) or Organic Agriculture (MOA).
Commissioner-extended	<p>Wageningen Envirionmental Platform Office and secondhand bookshop: Forum, room 239, Droevendaalsesteeg 2, 6708 PB, Wageningen Opening hours secondhand bookshop: Tuesday-Thursday 12:15-13:30 E-mail: wep@wur.nl Website: www.wageningenenvironmentalplatform.nl Website CC2: www.cc-2.nl Contact person for this project: pat.vanderjagt@wur.nl (Tel: 0317 481844) and/or wep@wur.nl</p>

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expert	Ynte van Dam, MCB (to be confirmed)
Period-available	12/13-p3+p4