



Transition paths to sustainable legume-based systems in Europe

How entrepreneurs can benefit from consumer focus groups

When developing new products invaluable insight can be gained by conducting consumer focus groups to gauge consumers' acceptance of new product prior to the introduction in the retail market. Following this approach, feedback on how consumers like the new products, how packaging is perceived and, ideas for how to develop the products or marketing efforts can easily be gained. If a focus group is well planned and executed, it can provide essential information that would support the product and market development efforts of entrepreneurial companies and other businesses. To organise a successful focus group:

- collaborate with staffs with experience in running focus groups e.g. from networks or consumer research businesses;
- clearly outline the questions that the consumers must answer; and,
- serve the products as they would be under real-life conditions, i.e. the soup must be heated and the bread toasted.

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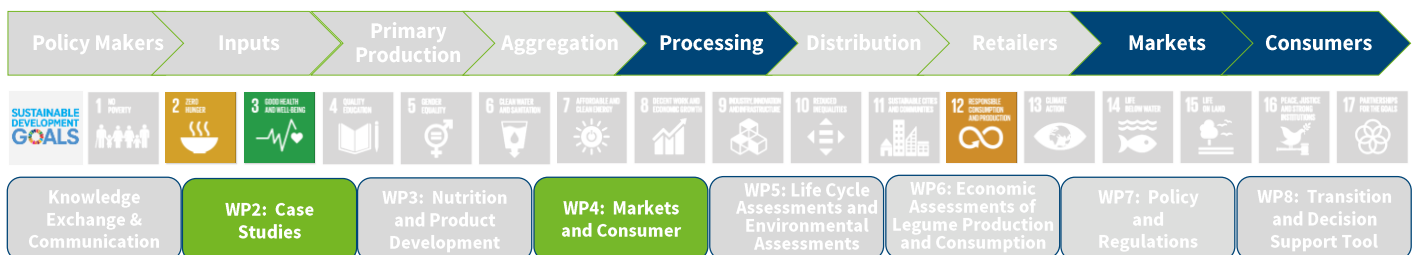
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All Practice Abstracts prepared by the TRUE Project in the EIP-Agri common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/transition-paths-sustainable-legume-based-systems>





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How entrepreneurs can benefit from consumer focus groups

It is important to remember that the costs of introducing products that fail in the market are much higher than the costs for running a focus group. Therefore, it is recommended to gather consumers' feedbacks prior to market launch of a new product using consumer focus groups.



About TRUE

The EU funded project "T**R**ansition paths to s**U**sustainable legume based systems in Europe" (TRUE) is a balanced practice-research partnership of 24 institutions, which aims to identify the best routes, or "transition paths" to **increase sustainable legume cultivation and consumption across Europe** and includes the entire legume feed and food value chains.

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