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KEY-WORDS:
FOOD LABELS · EU QUALITY CERTIFIED
FOODS · CONSUMER BEHAVIOUR

PROJECT TITLE

Exploring Different Food Labels and Their Effects on European Union Quality Certified Products

PROFILE

I am a third year PhD student in Agri-Food System, specialized in Consumer Behaviour and Agri-Food Economics. Always ready to take on new challenges in the working and non-working areas. My multi-year work experience varies from scientific research, to customer service, as well as to the tourism sector, in various European and US companies.

AFFILIATION

Department of Agricultural and Food Economics, Università Cattolica del Sacro Cuore

LANGUAGES



Level C1



Level C1



Level B



Mother Tongue

COLLABORATIONS

Agri-food Research and Technology Centre of Aragón (CITA) Spain (March 2020-March 2021). Research investigator: De Magistris Tiziana

HOW TO REACH ME

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REFERENCE CONTACT

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Steps of the research

- Exploration of the last EU Regulation' (No 1151/2012) to see if PDO's, PGI's, STG's certifications can be considered proper tools in communicating their characteristics and attributes to consumers.
- Estimation of consumer preferences for Italian food products that are EU quality certified, with respect to several food labels like origin certification (PDO), production system (biologic), 'free from', brand and FoP nutritional label.
- Identification of consumer clusters with similar preferences for various food labels. Market simulation to see which are the food labels that help the most in acquiring food market shares.

Main results

We provided helpful information to food companies for better segmenting their market and targeting their consumers, as well as effectively promoting their products using different food labels based on the consumers preferences.

Research Contribution

The first investigation that used this specific food labels combination displayed on the front of an Italian quality certified cheese packaging. The identification of certain segments of the Italian quality certified cheese market that could help cheese producers better understand consumer needs and their most preferred attributes; consequently, producers could adapt or diversify their marketing mix, especially in the areas of new products development and communication strategy, in order to better match consumer needs.

Formulation of suggestions for the policy makers, Consortia and producers of PDO/PGI/TSG/Organic products. Proposal of specific communication strategy for each of the identified cluster.

Why should you care?

The identification of consumer's preference when it comes to different food labels that are used on the European quality certified agri-foods will help the whole agri-food system in finding the best strategy that can be used for their promotion. That has a huge importance as these products are a symbol of sustainability, rural development, tradition, healthiness, an aid for life improvement, being fundamental for the agri-food system, especially for the Italian one.