

A review of consumer preferences for lamb and beef products

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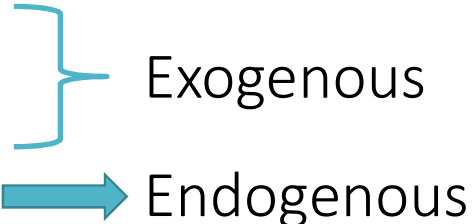


ΕΠΑνεΚ 2014-2020
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
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Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

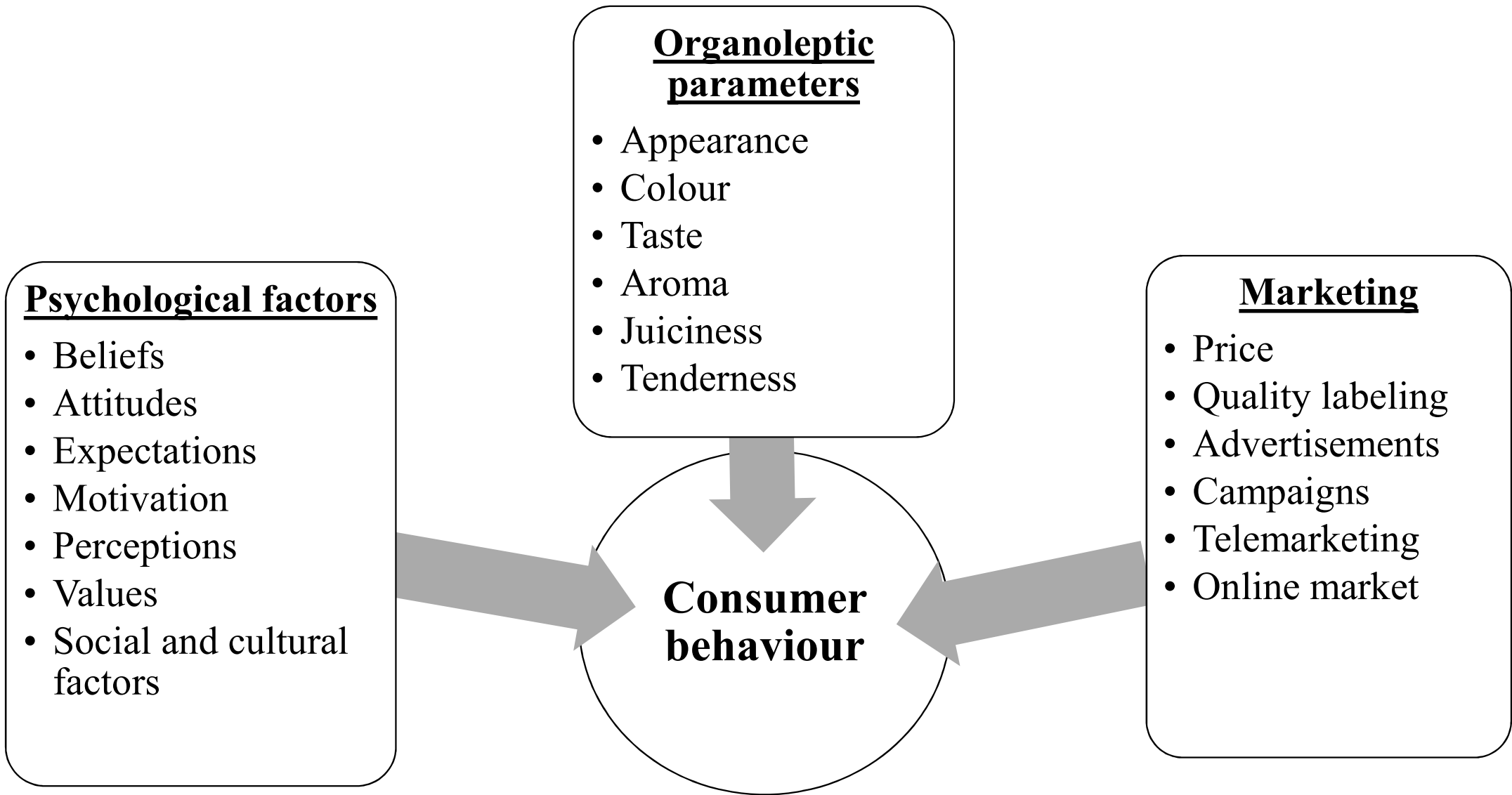


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Consumer's preferences for “food quality”

- Food quality = Degree of adaptation of the product to consumer's requirements
 - Nutritional value
 - Food safety
 - Organoleptic characteristics
- Consumer's preferences are influenced by:
 1. Psychological factors
 2. Marketing
 3. Organoleptic parameters

The diagram uses a blue bracket to group 'Psychological factors' and 'Marketing' as 'Exogenous'. A blue arrow points from 'Organoleptic parameters' to 'Endogenous'.



Beef consumption in Europe



Differences among countries

- Price
- Origin
- Labeling
- Organoleptic preferences
- Nutritional value
- Food safety



Lean, local, less technologically processed beef

Lamb consumption in Europe



Young lambs
Milk or concentrate fed



Heavier carcasses
Grass fed

Price, Origin

Sañudo, C., Alfonso, M., San Julián, R., Thorkelsson, G., Valdimarsdottir, T., Zygoyiannis, D., Stamatari, C., Piasentier, E., Mills, C., Berge, P., Dransfield, E., Nute, G.R., Enser, A.V., & Fisher, A.V. (2007). Regional variation in the hedonic evaluation of lamb meat from diverse production systems by consumers in six European countries. *Meat Science*, 75, 610-621.

Beef consumption in Greece

- Taste, appearance, fat concentration, price
 - Financial crisis
- Lean, bright red colour
- Age, educational level
 - Labeling
 - Nutritional value and safety
- Nationally recognized cuts
 - No clear preference



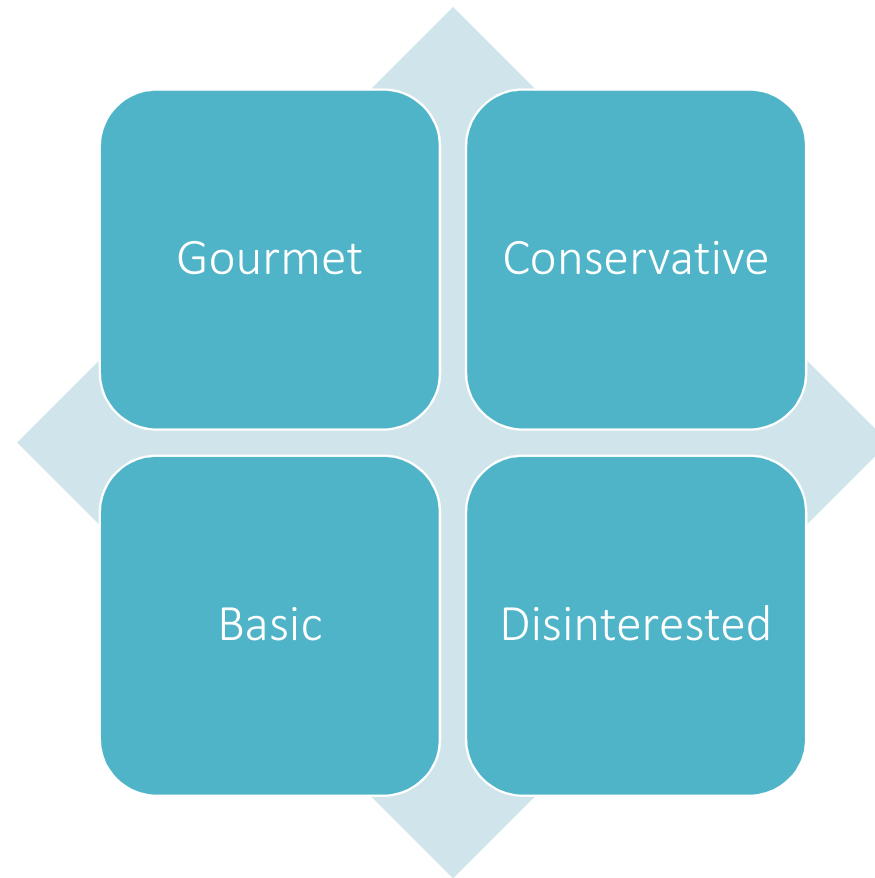
Lamb consumption in Greece

- Taste, appearance, colour, price, origin
- Lamb over mutton
 - Cities VS countryside
- Seasonal demand
 - Easter
- No nationally recognized cuts
 - Whole carcass



Skapetas, B., Sinapis, E., Hatziminaoglou, J., Karalazos, A., & Katanos, J. (2006). Effect of age at slaughter on carcass characteristics and carcass composition in lambs of mountain Greek breeds. *Czech Journal of Animal Science*, 51, 311- 317.

Variation of consumer's behaviour within a country



Ripoll, G., Joy, M., & Panea, B. (2018). Consumer perception of the quality of lamb and lamb confit. *Foods*, 7.

Conclusions

- Consumer's behavior is difficult to assess accurately
- Variations among and within countries
 - Endogenous and exogenous factors
- Few similarities among countries
 - Origin
 - Willingness to pay...?
- Importance of a specialized assessment of consumer preferences



Thank you for your attention!



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