



Description of EU pork consumers: A survey carried out in six countries.

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Conclusions

Differences among countries regarding pork consumer habits were observed. The most consumed product varied among countries. The supermarket is the most common purchasing place of fresh pork, with the exception of Netherlands where it was the traditional market.



Introduction

➤ Pig meat consumption in Europe was 42.0 kg/capita in 2008 and 40.5 kg/capita in 2010, and it varies in each country (kg/head in 2008; EUROSTAT 2010):

Germany (DE): 53.6 Spain (ES): 56.0
 France (FR): 34.5 Italy (IT): 35.9
 Netherlands (NL): 45.5 United Kingdom (UK): 24.6

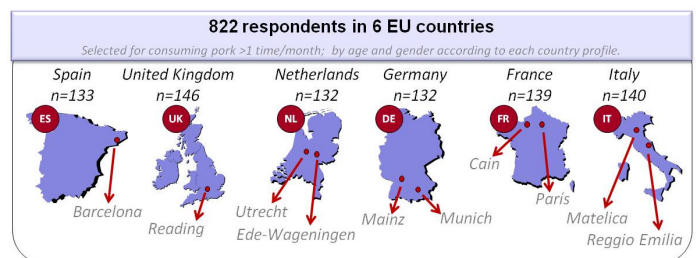
➤ Pork and pork products consumption depends on the market situation and market shares.

The objective of this study was to characterize the European consumer of pig meat.

The present study was part of the ALCASDE project.



Materials and Methods



Socio-demographic questions: Age and Gender.

Main questions:

- When you eat pork meat, do you eat it with the fat or without the fat?
- Are you partially responsible for doing the shopping of fresh pork meat in your household?
- Are you partially responsible for cooking in your household?
- Where do you buy fresh pork meat?
- How many times per month do you eat the following pieces of fresh pork meat?

✓ Statistical analysis with SAS system (proc FREQ, Chi-square test).

Results

1 Socio-demographic data.

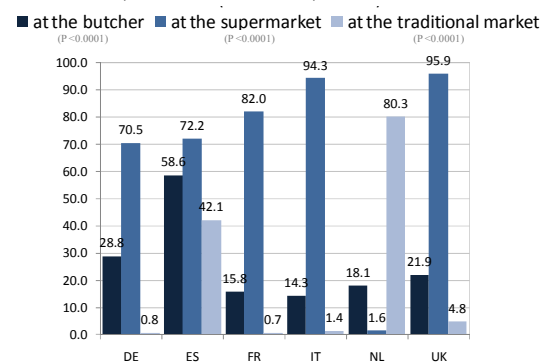
Country	n	Gender (%)		Age (%)			
		Female	Male	18-25	26-40	41-60	61-75
DE	132	52.3	47.7	14.4	31.8	49.2	4.5
ES	133	54.9	45.1	10.5	30.8	43.6	15.0
FR	139	49.6	50.4	15.1	28.8	41.0	15.1
IT	140	74.3	25.7	10.0	25.7	60.0	4.3
NL	132	54.5	45.5	11.4	29.5	44.7	14.4
UK	146	50.0	50.0	19.9	19.2	39.0	21.9
overall	822	56.0	44.0	13.6	27.5	46.2	12.7

2 Purchasers and cooks. Percentage of consumers answering 'YES' (%)

Country	I eat pork with the fat (%)			I am responsible for doing the shopping fresh pork at home % ¹	I am responsible for cooking for cooking at home % ¹
	TOTAL	Women	Men		
DE	53.0	22.0	31.1	97.0	97.0
ES	41.4	18.8	22.6	78.9	80.5
FR	38.8	16.5	22.3	93.5	97.8
IT	37.1	24.3	12.9	91.4	91.4
NL	40.2	13.6	26.5	99.2	97.0
UK	56.2	23.3	32.9	81.5	82.9

(P=0.0025) (P=0.1007) (P=0.0656) (P<0.0001) (P<0.0001)

3 Where do you buy fresh pork meat? (multi-choice answer)



4 How many times do you eat fresh pork per week?

Over ninety percent of consumers ate fresh pork > 2 times/week
 DE 96.2% ES 95.5% IT 92.9% NL 93.9% UK 97.3%
Exception: FR : 34.8%

5 Percentage of consumers eating each pork product more than twice per week.

