

Consumer awareness and acceptance of the method of surgical castration and the use of vaccination (Improvac[®]) to control boar taint

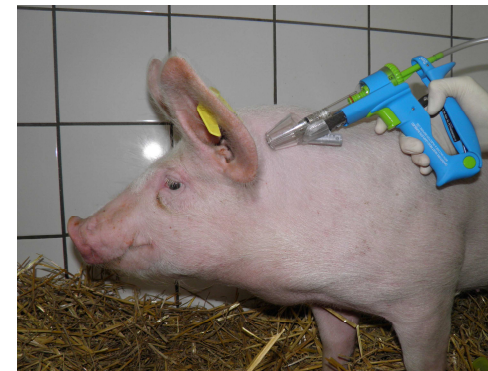
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Introduction I: Boar taint



Introduction II

- **elimination of boar taint**
 - **animal welfare**
 - **production efficiency**
 - **equivalent sensoric quality**
- **are not the only points of view for successful introduction of GnRH vaccination of male fattening pigs to the market**
 - **Knowledge and acceptance of the pork consumers play an important role, too.**



Objective

- **Objective of the study was to evaluate the consumer awareness and acceptance of the method of surgical castration and the use of vaccination with Improvac[®] to control boar taint.**



Questionnaire

General Design of Questionnaire

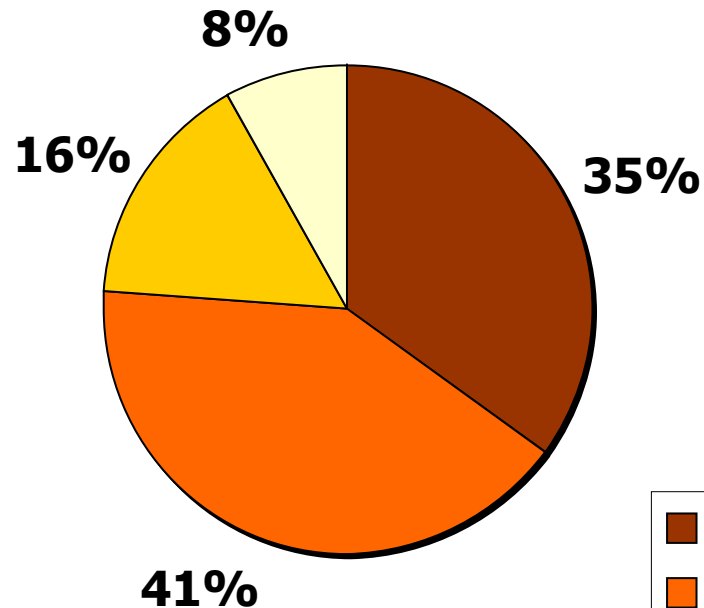
- **demographic information**
 - **current pork usage (important attributes)**
 - **boar taint - existing knowledge**
 - **information about methods of boar taint control**
 - **physical castration**
 - **vaccination**
 - **method preference**
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Questionnaire

- **Germany**
- **1st to 14th October 2010**
- **1786 face-to-face interviews**
- **420 interviewers**
- **Institute for Public Opinion
Research Allensbach**
- **minimum age of the participants was 16
years**



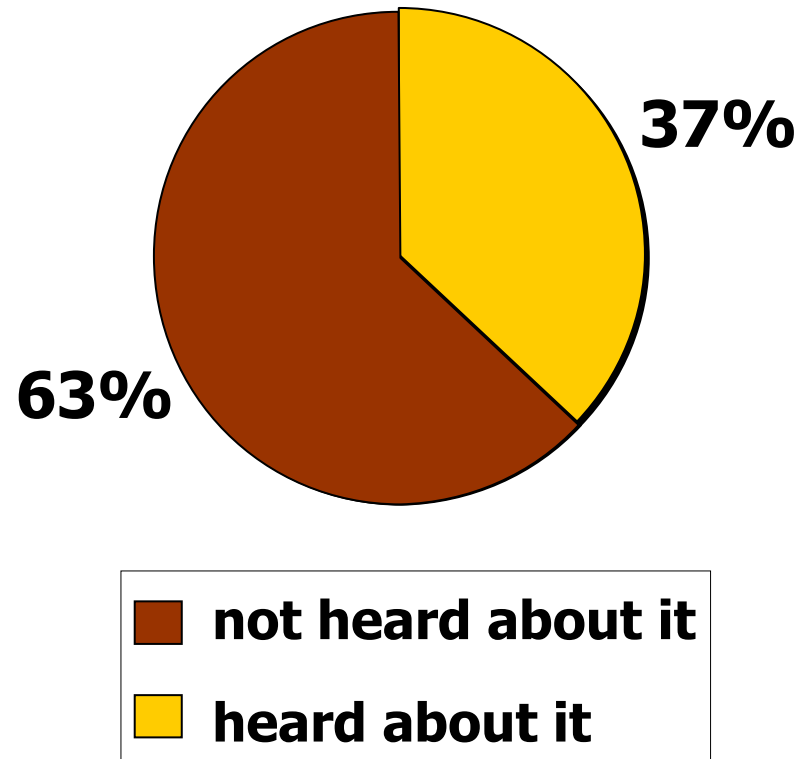
Results: pork consumption



- every day or more than once a week
- once a week or more than once a month
- once a month or less
- never

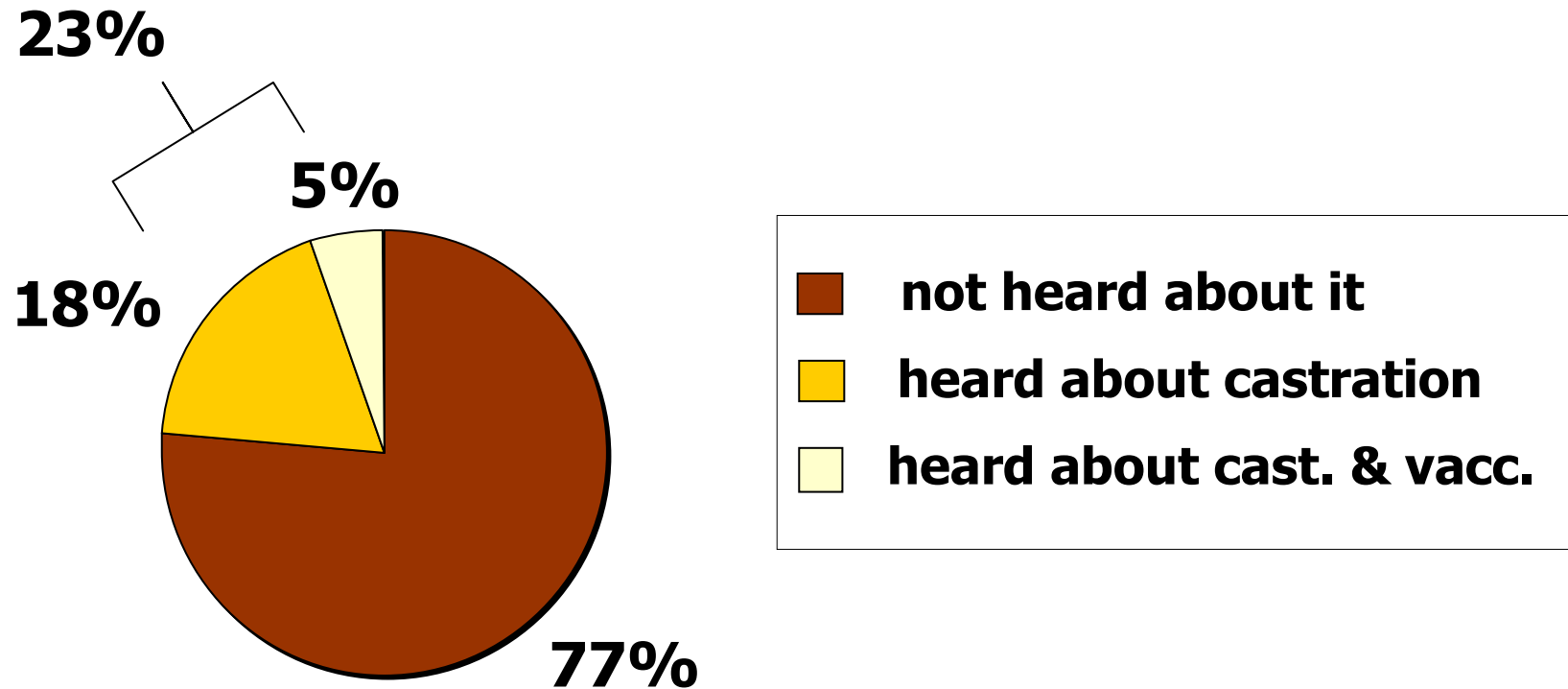
- How often is pork consumed by the participants.

Results: Awareness of boar taint



- **The majority of consumers in Germany (63%) had never heard about boar taint.**
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Results: Awareness of surgical castration

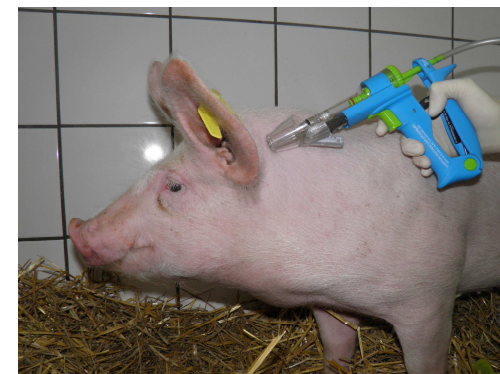


- **77% of the participants had never heard about surgical castration of piglets.**

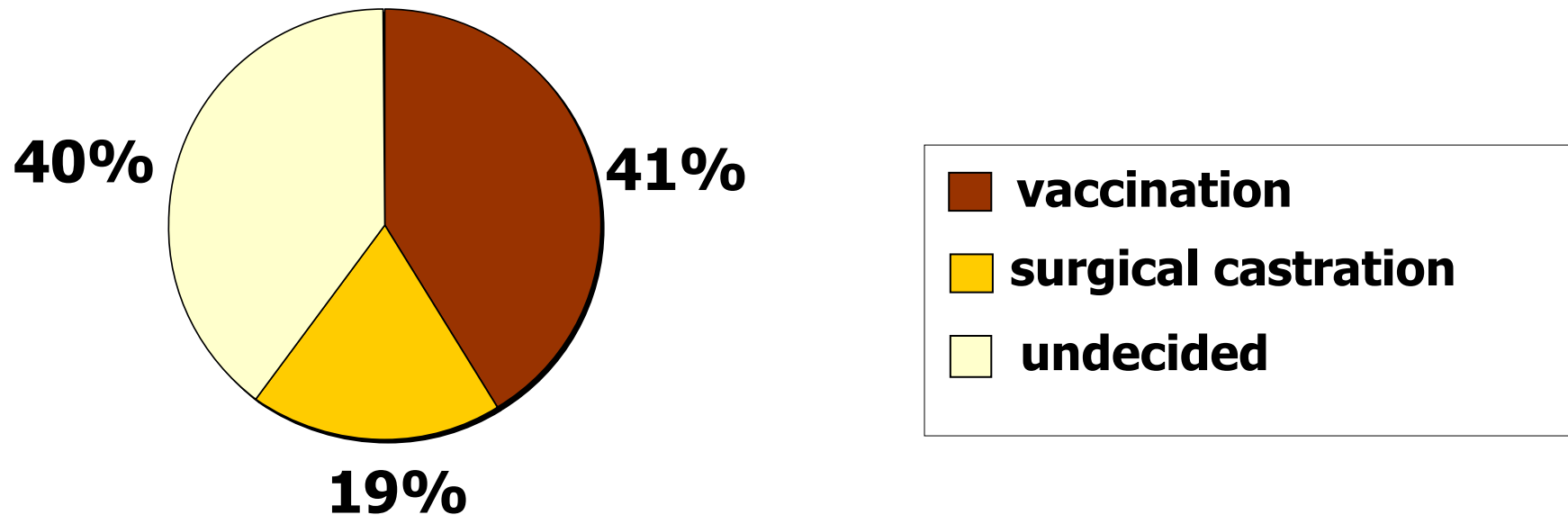
Results: consumers - current knowledge

Further Results:

- **78% did not know that surgical castration of piglets is done without anaesthesia.**
- **Only 6% know about vaccination against boar taint.**



Results: Acceptance of methods



- **After being informed, 41% prefer vaccination against boar taint instead of surgical castration.**
- **Interestingly 40% of the participants were not able to form an opinion which method to prefer.**

Results - consumer opinion and acceptance



Further Results:

- **91% of the interviewees see an animal friendly alternative in the vaccination against boar taint, though not all of them prefer this method.**
 - **Main reason against vaccination is "poison in the meat".**
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Conclusions

- **The majority of the participants had never heard about boar taint.**
 - **Comparing both methods to prevent boar taint consumer prefer vaccination mainly due to welfare improvements.**
 - **As boar taint and alternatives to prevent are mostly unknown more and correct information of consumers about the issue is still needed.**
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