

CURRENT ACCEPTABILITY OF HORSE MEAT THROUGH CONSUMER SURVEYS

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1. INTRODUCTION

Horse meat consumption of Spain is marginal in comparison with other types of meat. However, the high price of feedstuff and maintenance of the horses during the current economic crisis have led to a rise in horse-meat production in Spain. The **objective** of this work was to achieve the perception that the Southern Spain consumer has about horse meat consumption.

2. METHODS

- 360 surveys in South of Spain
- Done according to a balanced design by age and sex:
 - 55.6% < 25 years old, 44.4% > 25 years old
 - 49.0% men and 51.0% women
- Consumer habits regarding horse meat consumption
- Statistical analysis by frequency distribution and contingency table with chi-square tests

3. RESULTS

93.3% of respondents do not consume horse meat at all. Two main reasons (56.9%):

- Aversion (horses are considered pets)
- Never having consumed it previously

But, 88.1% have tasted at least once, mostly on special occasions (41.5%)

1. Expensive
2. Hard to find
3. Healthy
4. Good for animal welfare
5. Friendly production

Table 1: Consumer viewpoint of horse meat (%)

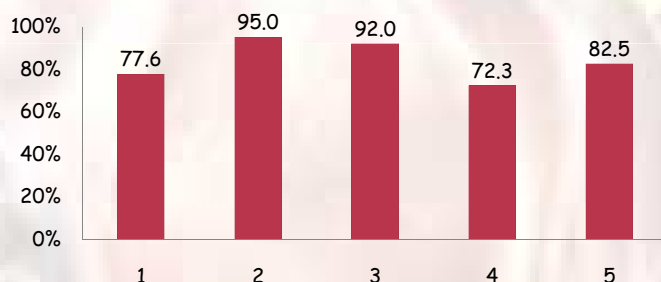
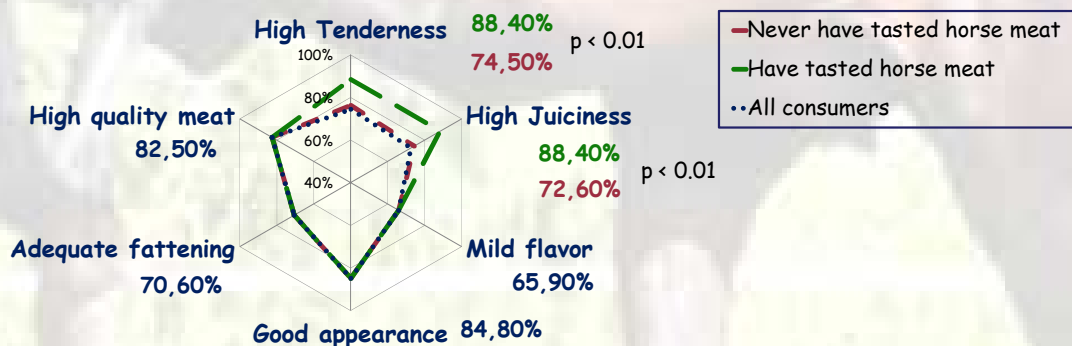


Figure 1: Consumers (%) that consider this kind of meat as:



4. CONCLUSIONS

Horse meat is better valued by consumers who tasted it before. However, the consumers from Southern Spain have aversion to consume it. But they think that it would be possible to increase the consumption of this meat with an advertising campaign.