

Citizen attitudes and consumer acceptability towards meat from boars and immunocastrates in Europe

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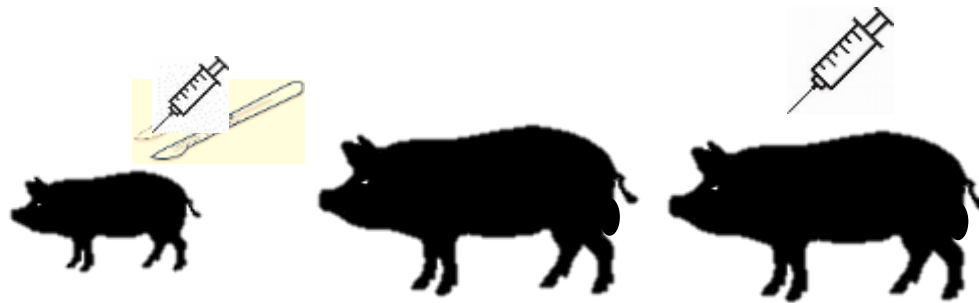
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ILVO

prepared within the framework of the Cost Action CA 15215 IPEMA



Consumer's dilemma



Research approach

Outcome
Challenges

THE CONSUMER'S DILEMMA



SHOP ETHICALLY.
THINK THROUGH THE
ENVIRONMENTAL IMPACT
OF EVERYTHING YOU BUY

SCREW THE ENVIRONMENT.
IT'S A RECESSION NOW.
BUY THE CHEAPEST CRAP
YOU CAN FIND





Information
Process characteristics
Beliefs
Feelings



Price
Taste
Health
Convenience

Weak relationship between consumer and citizen behaviour

(Krystallis, 2009)



Trade-off between

Food
safety

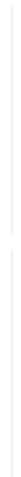
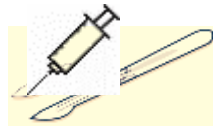
Taste and
odour

Animal
welfare

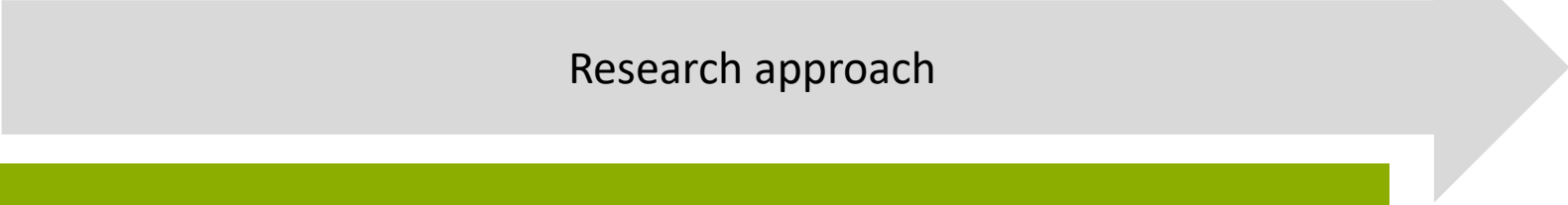
Price

+

-



Research approach



Focus groups

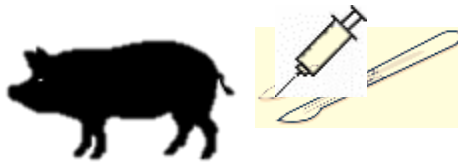
Quantitative studies (online / face to face)

Background information

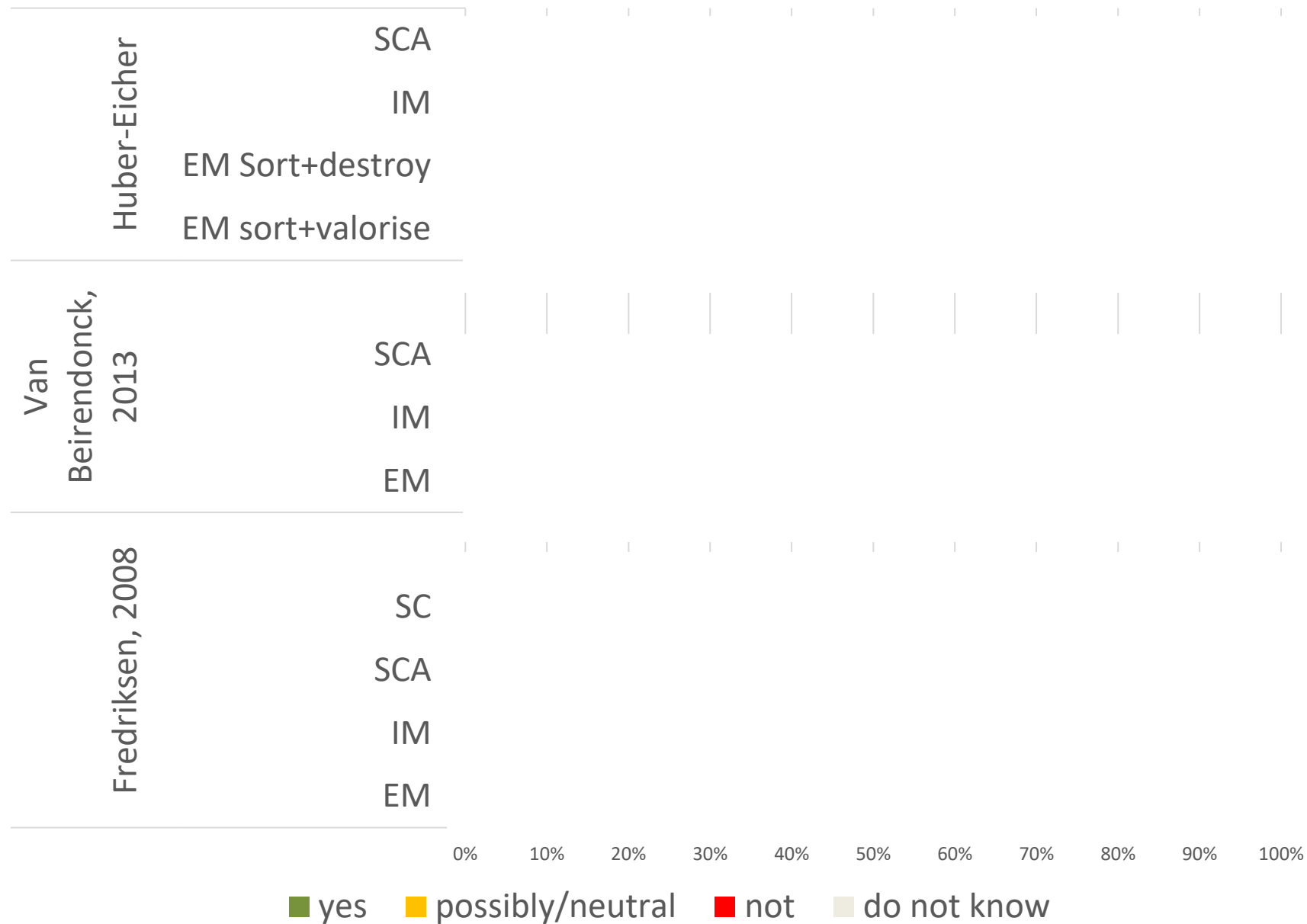
- ✓ Choice experiments
- ✓ Preference
- ✓ Ranking
- ✓ Willingness to pay
- ✓ ...

Research approach

Outcome

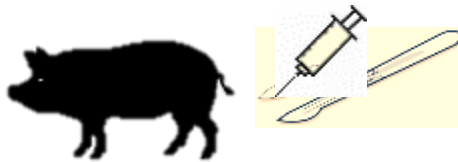


Acceptability (%)

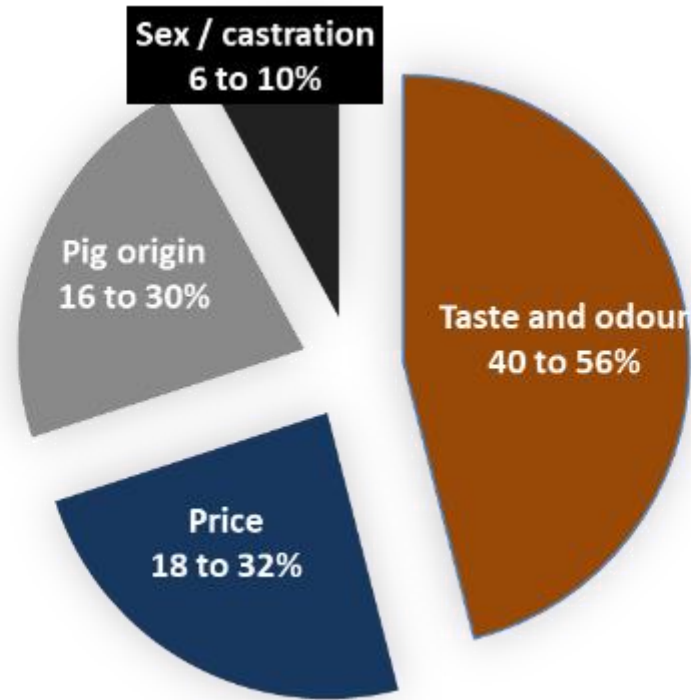


Research approach

Challenges



Importance of a set of 4 attributes for purchasing fresh pork



Kallas et al., 2013



Challenge 1

Lack of knowledge

Need to inform



Aware of surgical castration?

yes / no

40-50% yes

(Vanhonacker, 2008)
(Van Beirendonck, 2013)
(Heid and Hamm, 2009)

yes / not much / no

14-21% yes

(Vanhonacker, 2011)

Boar taint?

yes / not much / no

9-15% yes

(Vanhonacker, 2011)



Challenge 1

Lack of knowledge

Need to inform

- ✓ the problem of boar taint
- ✓ current practice + pros and cons
- ✓ alternative strategies + pros and cons

Consumer concern

- Linked with hormones
- Fear for residuals
- Fear for unknown long-term effects
- Unnaturalness
- Preference for reduced use of drugs

(Mancini et al., 2018)
(Fredriksen, 2011)



Trust in food safety agencies

- Italy, Norway

(Mancini et al., 2018)
(Fredriksen et al. 2011)



Information

(Fredriksen et al., 2011)

More information on food safety

- Basic
- Basic + no residuals, no risk for human safety
⇒ Acceptability IM =

(Heid and Hamm, 2013)

More information & “hormone”

- Including pros and cons
⇒ Ranking IC=, SC =; SCA +; EM –
- “hormone” in description
⇒ Ranking IM =
⇒ Stronger polarisation

More information and framing

- Basic
- Basic + benefits
- Basic + benefits and risks
⇒ No clear effects / low number

More information & type

- Basic
- Extensive
⇒ No effect
- Extensive + audiovisual
⇒ Preference IM ↑

(Vanhonacker et al., 2009)

(Tuytens et al., 2009)

Effect of negative publicity ?





Challenge 1bis

Lack of knowledge

**Need to report and check information
Consider audiovisual material**



Challenge 2

**Lack of sensory experience
Not familiar with boar taint**

Combine with sensory study



Challenge 3

An average consumer does not exist

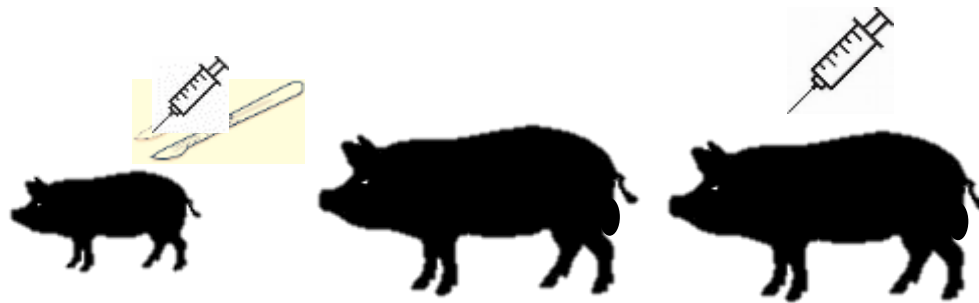
Difference in consumer characteristics



⇒ Different weights for animal welfare and food quality.

- **1st segment (59%):** **animal welfare, price and taste ethics-oriented consumers or “citizens”**
 ⇒ highest preference for immunocastration
- **2nd segment (22%):** **health, taste and price oriented, least for ethical issues**
 ⇒ least preference for immunocastration
- **3rd segment (19%):** **taste and price oriented**

(Vanhonacker and Verbeke, 2011)



Consumer's dilemma



Research approach

Outcome
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Do you want to join our study (SUSI + COST)?

January 2019



Attitude questionnaire

- English version provided
- Translation and back translation
- Online
- At least 500 participants

Aim

5 Western + 5 eastern EU countries



Sensory study

- English version and pork provided
- Translation and back translation
- 3 samples per consumer
 - Boar + barrow + immunocastrate
 - + AND sensitivity
- 120 participants

Aim

At least 4 countries (max 10)

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www.EAAP2019.org

Thank you for your attention
See you next year in Ghent
for EAAP 2019

