



Native breeds and their products in consumers' opinion

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Poland is at the forefront of the countries which pay a lot of attention to the conservation of farm animal genetic resources.



Great importance is also attributed to the promotion of high processing suitability, nutritional and health-promoting values of raw materials and products obtained from local breeds of cattle, pigs and sheep.

Research carried out in many European and worldwide scientific centres shows that raw materials and processed products obtained from native animal breeds, fed in a traditional way are characterised by more beneficial parameters for processing and at the same time higher contents of biologically active substances which have a positive impact on human health.

83 breeds

3 331 herds

103 746 females



Methodology

The aim of the survey was the analysis of the consumer requirements as regards the quality and attractiveness of local products manufactured on the basis of raw materials obtained from conservation breeds and small populations.



Results

Consumers at the average age of 40 years, in majority urban dwellers with a secondary and higher level of education participated in the current research.

Over 70% of the respondents know the notion of native breed and over 60% can mention at least one of the breeds.

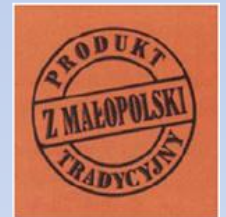
At the same time, solely 41% answered in the affirmative to the question „Have You come across the products obtained from raw materials derived from native breeds”.

Nearly 85% of the respondents are interested in the purchase and tasting of new products of animal origin, identified by the method of producing, raw material and origin.

Organic farming has the highest recognition of the designation of products / quality certificates (66%) and 60% of the surveyed within this group are aware of the fact that only the products which possess this certificate can be sold as organic. However, solely 20% were familiarized with the indications Protected Designation of Origin and Protected Geographical Indication.



Polska
smakuje



Certified dairy, meat products, eggs, fruit and vegetables, as well as honeys are very popular (between 40 and 50%). However, their availability in the market is defined as average (47%) and even low (33%).



This can be related with the access to information about products of this type, which the surveyed consumers specified as low – 76%, negatively evaluating (70%) also the conducted promotion activities associated with labelling and the advertisement of regional / traditional / organic products.



Therefore, the main criterion the buyers of regional / traditional products are guided by at present are: the recommendation of acquaintances / family (70%), secondly – possessing a certificate and the possibility of previous tasting – 43%.



In the opinion of the surveyed about quality parameters of such products, over 60% evaluate them as healthy, tasty and without artificial additives (52%) and of high quality and produced by traditional methods – 43%.



71% of the surveyed accept higher price of products in comparison to the price of the analogous ones derived from mass production, whereby the most acceptable increase is 10%.



The main place of the purchase of regional / traditional products are specialist food fairs (53%) and small fairs or directly from producers (44%). The least popular place of the purchase of the abovementioned products are super and hypermarkets (7%) and online shopping (2 %).



The most popular products from Polish Native Breeds are as follows: cheese from milk of Polish Red cows, goat and sheep milk, goat and sheep cheese, cured meats: beef carpaccio, long-ripened ham, beef kabanosy, lard, sausage in maturation, smoked bacon, roasted bacon, horsemeat cold cuts, goose-meat mett, honeys.



A dynamic development of the market for local, traditional and organic products indicates the increasing social interest in higher quality products.

Poland is one of the countries with large and not yet used potential of native breeds from which raw materials and processed products can be derived, which are characterised by beneficial parameters for processing and higher contents of biologically active substances.

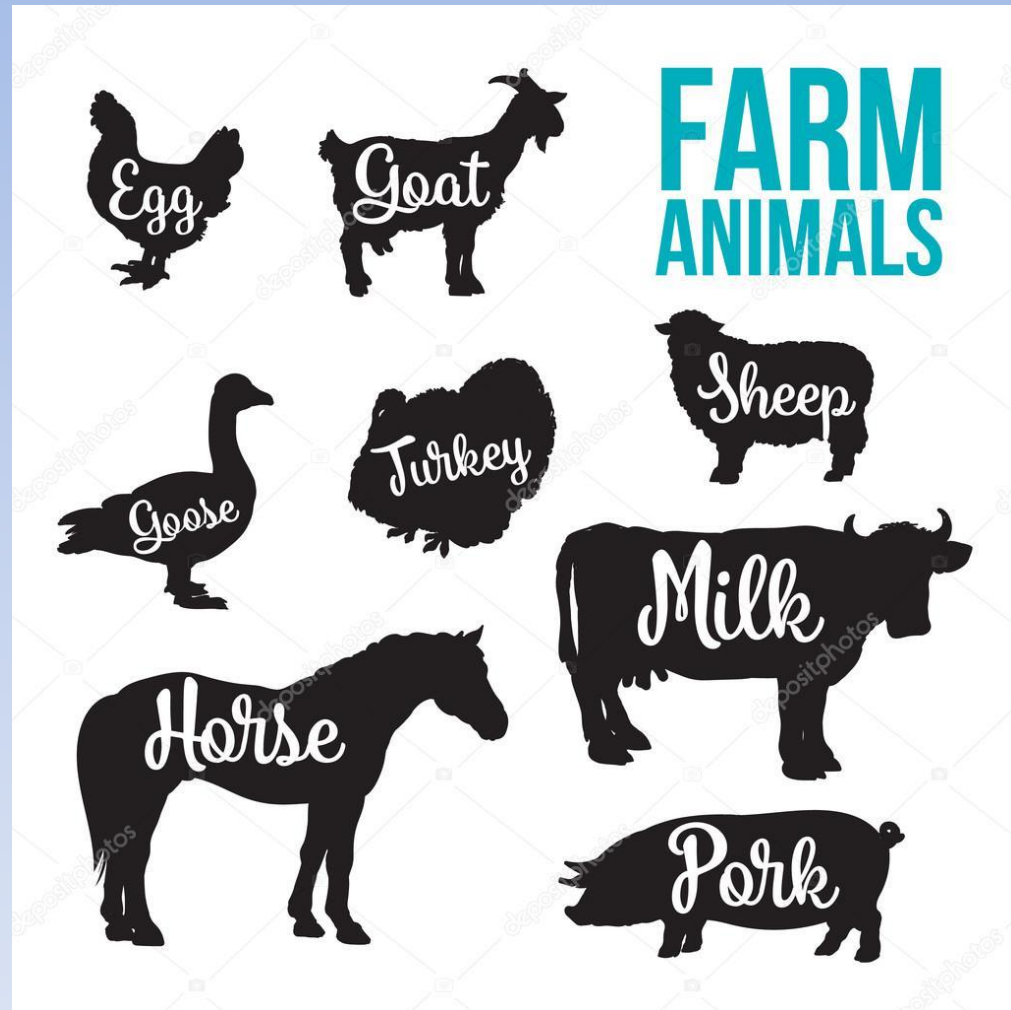
Ever more precious Polish native breeds kept in traditional and natural production systems are marginalised by intensively used breeds.

Mass food products derived from intensive rearing displace products from native breeds.

In the meantime, at present a lot of Polish consumers expect the return to healthy and natural tradition, to taste from years ago.

Keeping and conservation of animal genetic resources depend to a large extent on a consumer intention, who should be aware of the role and significance of native breeds.

Paradoxically „the best way of preserving a native breed is consuming products derived from it”.



The principle of labelling raw materials and processed products from animals included in conservation programmes and kept in traditional production systems with the brand „Native Breed”, which was worked out in the Institute, can contribute to the development and strengthening of local markets, influencing the improvement of economic efficiency of family farms, which keep these breeds.





Thank you for your attention



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