69th Annual Meeting of the European Federation of Animal Science, 27th to 31st August 2018, Dubrovnik, Croatia

LITHUANIAN CONSUMER PREFERENCES TOWARDS PRODUCTS OF DIFFERENT FATNESS

Rūta Šveistienė[1], Šarūnė Marašinskienė[1,2]

[1] Animal Science Institute of Lithuanian University of Health Sciences

[2] Lithuanian Endangered Farm Animal Breeders' Association

OBJECTIVE

Analyse how Lithuanian consumers perceive pork products from fatty pigs and identify their attitudes, and the possibility to include special branded products from Lithuanian local pigs to the marketing scheme.

MATERIAL AND METHODS

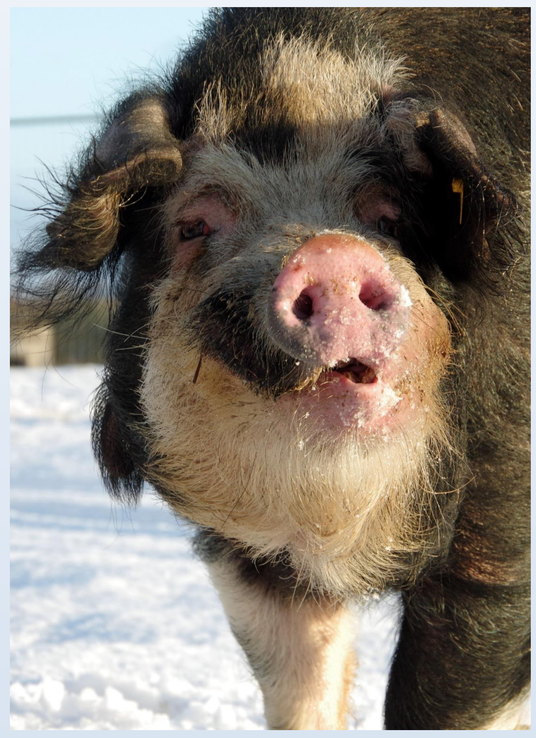
- Lithuanian Endangered Farm Animal Breeders' Association (LEFABA), a third party of LUHS in TREASURE project contributed to producing and testing of two pork products: *dried sausages and a kind of lard sausages "Lašiniuotis".*
- The data were collected through a survey using special Questionare.
- The data were processed by chi-square test in *SPSS Statistics program.*

RESULTS

- Lithuanians justified the reputation of pork eaters (χ^2=78.7, df=2 p<0.001).
- Although only 25.2% of the respondents were involved in animal production, more than 80% of them answered that they possess information on pig growing and this shows that many people did not lose touch with the countryside.
- Public testing of the presented products showed that 227 (48.4%) consumers of different age and occupation preferred and voted for dried sausages and 242 (51.6%) respondents preferred and voted for "Lašiniuotis".

It can be concluded that more fatty products could find consumers among Lithuanian population.

LITHUANIAN LOCAL PIGS



Local pig breeds are adapted to specific local environment. In terms of scientific substantiation, their performances and products are practically untapped and market potential of their products unexploited.

PRODUCTS DEMONSTRATION IN AGRICULTURAL EXHIBITION

„Lašiniuotis", a kind of lard sausages

Dried sausages

*Results were obtained within the TREASURE project funded by European Union's H2020 RIA program (Grant agreement No 634476).
Poster reflects the authors' view. European Union Agency is not responsible for any use that may be made of the information it contains.

Funded by European Union
Horizon 2020
Grant agreement No 634476

Corresponding author: Šarūnė Marašinskienė
Rūta Šveistienė
e-mail address: ukiniai.gyvunai@gmail.com