The INTAQT project: stakeholders' perceptions and points of view on products quality

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« One Quality » concept in INTAQT

Intrinsic quality :

traits directly related to the products: safety, nutritional value, sensory features, processing properties…

Extrinsic quality :

traits related to the farming systems and agri-food chains : economic, environmental and societal sustainability

“One Quality” concept : all the criteria and characteristics of a product that lead to its ability to satisfy the implicit or explicit needs of all end users, whether direct or indirect

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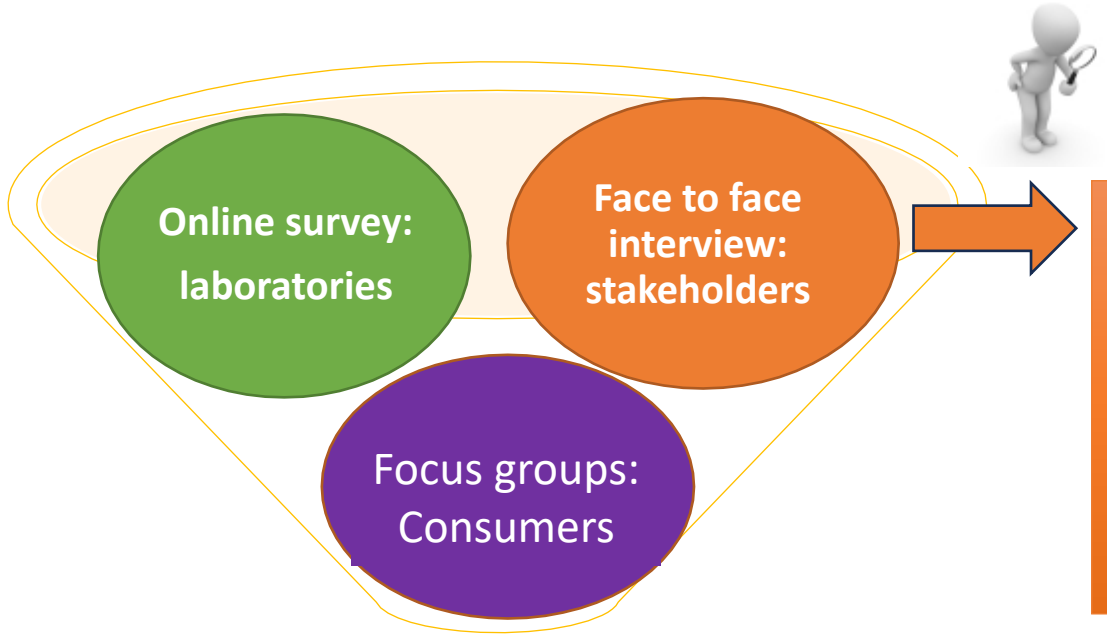
Stakeholders' consultation on Quality



Perceptions and points of view on Quality

Quality criteria chosen in the project and how they will be studied :

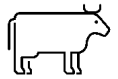
- What's your opinion?
- Are you surprised by some elements?
- Would you add other traits or analysis?

National groups

European group

161 face to face interview :

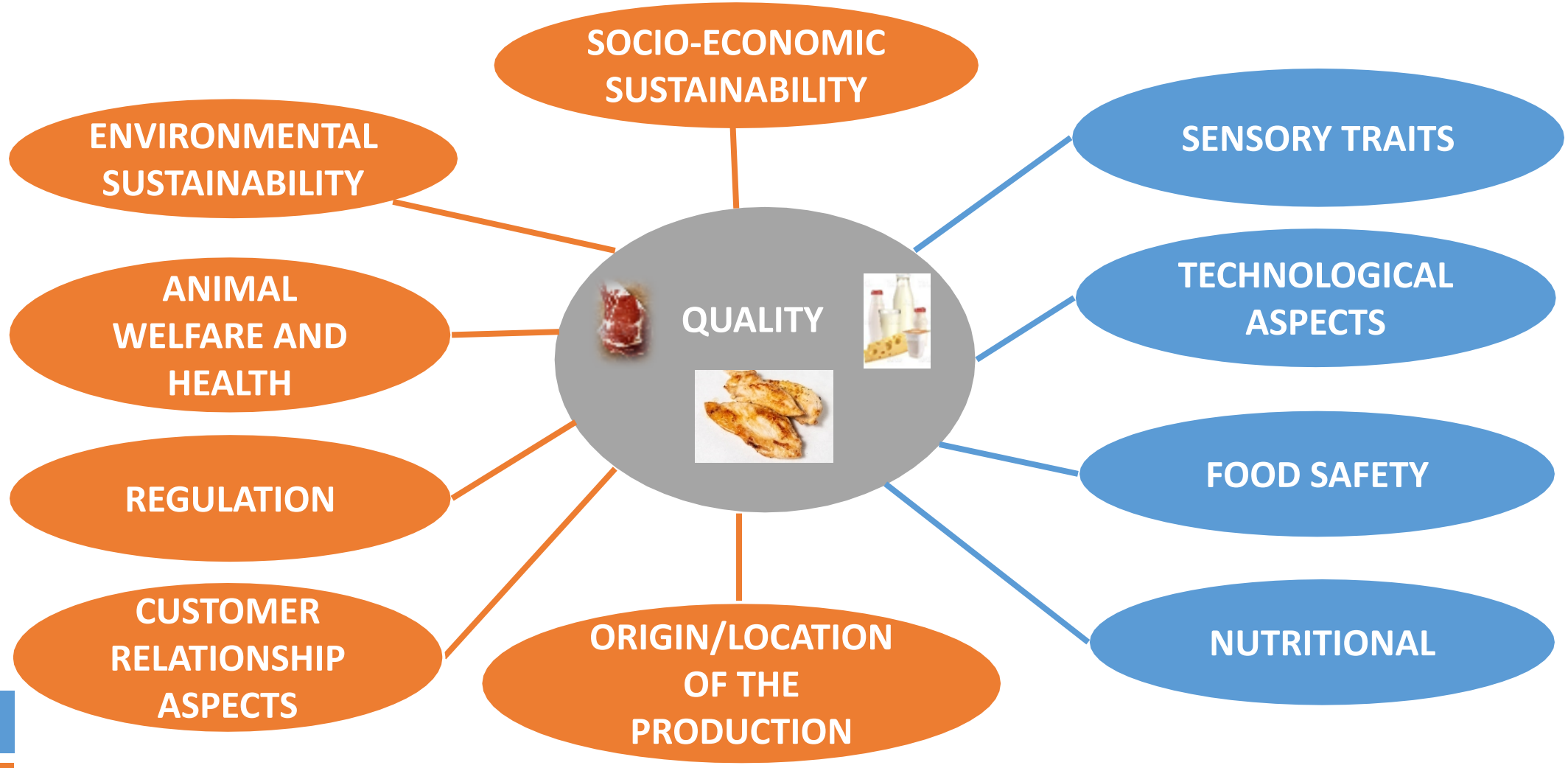
- Farmers
- Processors
- Retailers
- Citizens and consumer organizations


Poultry	Beef	Dairy
54	55	57

To refine the experimental dispositive, especially Quality traits to be studied in INTAQT

Perception and common points of view on Quality



Presentation to stakeholders –analyses planned in INTAQT (example for dairy)

Sensorial traits

- **Consumer tests** (global liking)
- **Trained panellists tests** (quantify intensity, sensory characteristics)
- **Technological properties** (pH, colour, rheology)
- **Shelf-life**

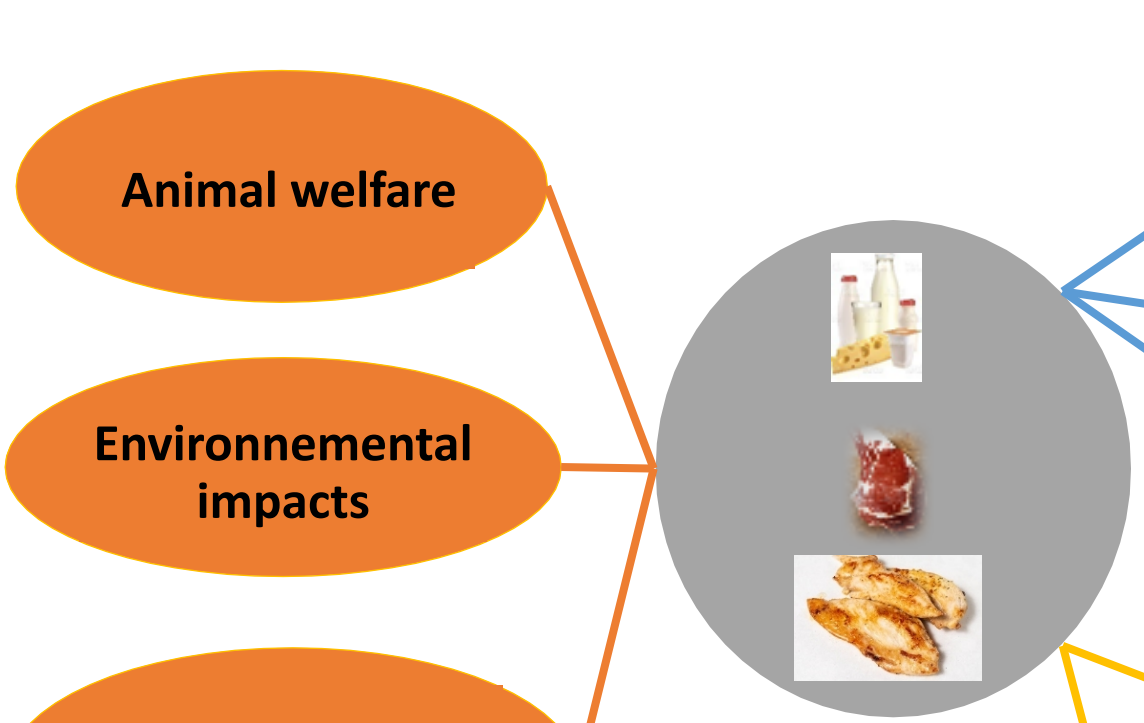
Nutritional traits

- **Proteins**
- **Lactose**
- **Minerals (Ca, Mg, P…)**, trace elements (Se…)
- **Oligo-elements**
- **Vitamins** (A, B, D, E)
- **Fatty acid** profile
- **Phospholipids**

Safety traits

- **Persistant Organic Pollutant** (Dioxins, PCB, PFAS)
- **Heavy metals** (As, Pb)
- **Plant toxins** (aflatoxins, mycotoxins)
- **Pathogenic microorganisms**

Stakeholders' expectations : to take into account extrinsic Quality



Focus on extrinsic qualities'expectations

Criteria	Poultry 	Beef 	Dairy 
Animal welfare	Outdoor access **Footpad lesions, broken wings & legs** Enrichment material Light levels, **health + mortality rate of chicks**, Bone health as measure for animal welfare	**Observations in farm** **Measurements on slaughtered animals** : - Final pH after slaughter - Health of inner organs	**Milk indicators** on animal welfare **Diagnostics** **Calf mortality, udder health**
Environmental impacts	**Climate** **Ecological aspect** Cutting losses Use of renewable energy, transport distance to produce meat, food waste, resource consumption	**Carbon food print** Impact of system pasture on biodiversity	Environmental diagnostics : Life cycle analysis **Carbon footprint**
Socio-economic aspects	**Economic analysis** included production costs, **Quality / price ratio**	**Creation of value** (for each actor) **Origin** of the product (link to the territories)	Working conditions, salary Consumer willingness to include the product in the diet **Price** **Origin**

Focus on technological qualities'expectations

Poultry 	Beef 	Dairy 
• Water-holding capacity • Fillet's defects, wooden breast • Shelf life (related to spoilage flora) • Oxidation in connection with meat discolouration • Processing efficiency and processing ability • Product presentation: scratches, stains, colours, exudates	Technological and spoilage flora : total bacteria count, Pseudomonas, *E. Coli*, lactic bacteria (vacuum package)	• Total fat and protein content • Type and variants of proteins • Somatic cell count, bacterial count • Cryospcopy, lipolysis, • Inhibitors • Colour • Packaging (/sustainability, environnemental aspects, taste) • Humidity content

Perspectives and conclusion

- In addition to the intrinsic quality criteria already foreseen in the project (health, nutrition, organoleptic) :
  - Importance of considering extrinsic quality criteria related to sustainability (animal welfare, environmental impacts and socio-economic aspects)
  - Importance of considering technological quality
- Results consistent with consumers' views
- Taken into account in the INTAQT project : towards one Quality!

Thank you for your attention

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