

Consumer expectations for beef in the French region Auvergne-Rhône-Alpes (AURA)

(OABov-AURA project)

S. Chriki^{1, 2} , J. Normand³ , F. Noël³ , V. Payet¹ , JF Hocquette²

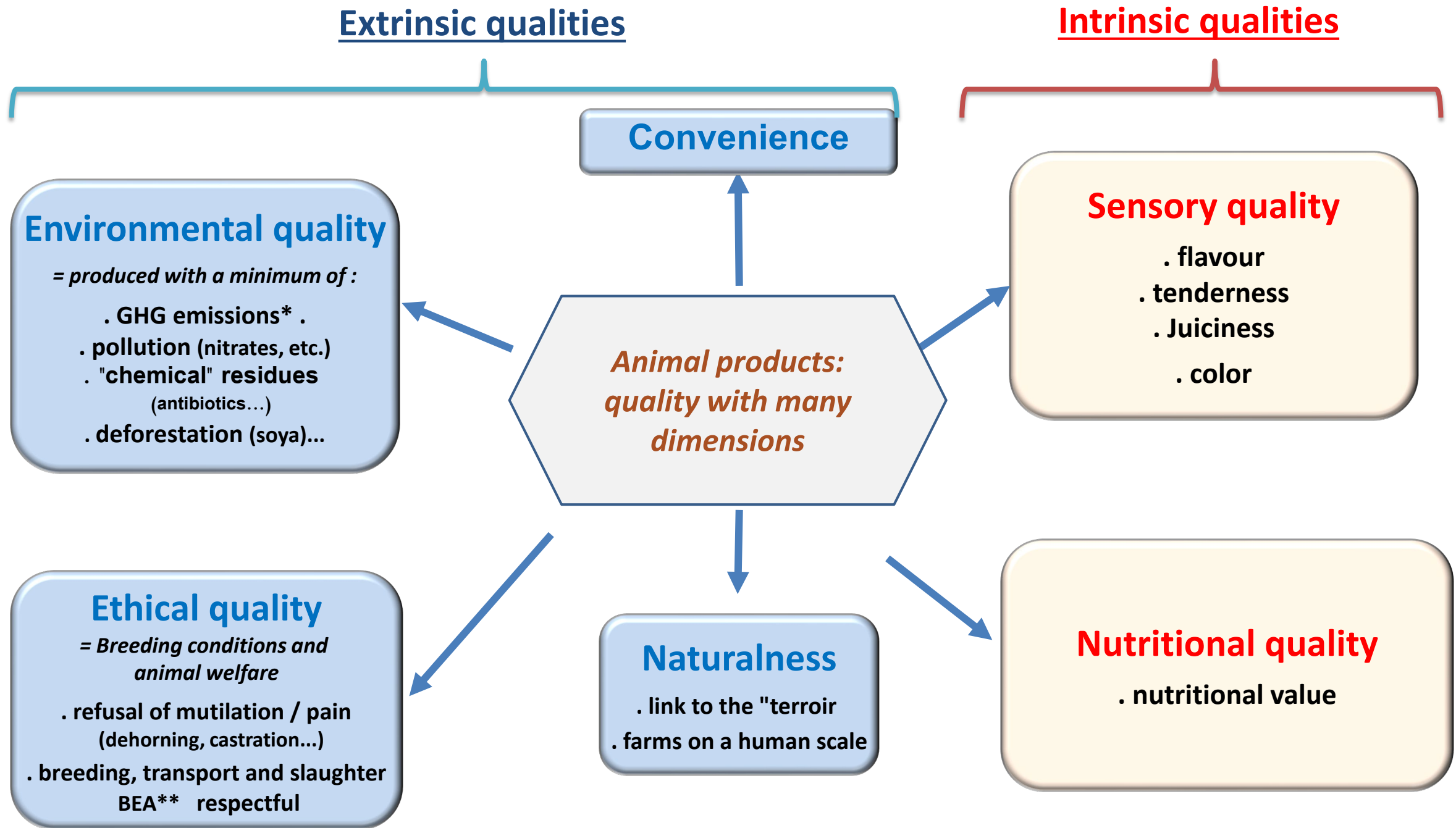
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¹Isara, 23 rue Jean Baldassini, 69364, France

²INRAE, VetAgro Sup, UMR1213 Herbivores, Theix, 63122, France,

³Institut de l'Elevage, Agrapole - 23 rue Jean Baldassini , 69364, France;

The context of the OABov-AURA project 1/3



The context of the OABov-AURA project 2/3

- **In France, beef consumption has been decreasing for many years**
from 25.8 to 22.3 kg/capita/year between 2010 and 2023 (-1.1% per year)
(FranceAgriMer, 2020)
- **The reasons are multifactorial, associated to:**
 - The controversial image of beef (its environmental impact, competition between feed and food, animal welfare issue),
 - the evolution of consumption patterns (decrease of daily time dedicated to cooking and eating),
 - the high price of beef, and finally
 - its variable sensory quality... (CRÉDOC, 2018; Chriki et al, 2020)
- **Finally, eating quality does not meet consumers' expectations:**
 - high and uncontrolled variability (Chriki et al, 2013)
- **If consumers are not satisfied, they will turn away from beef and switch to other products (meat alternatives)** (Chriki et al, 2020; Normand et al, 2020)

The context of the OABov-AURA project 3/3

➔ It is essential to **understand** and **satisfy** consumer expectations regarding the **intrinsic** and **extrinsic qualities** of beef

(Prache et al. 2022; Ellies-Oury et al. 2021)



Consumers have two main expectations:

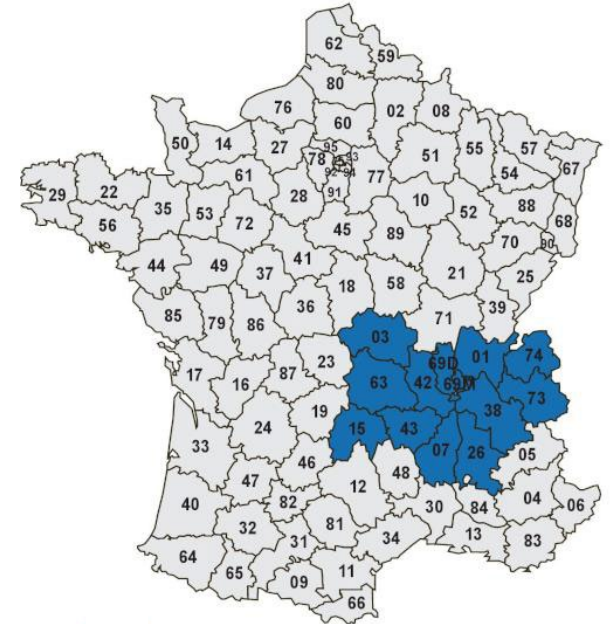
1- They want a reliable indicator of beef quality (especially eating quality) *(Verbeke et al. 2010; Bonny et al. 2017)*

2- They are willing to pay more for high quality beef
(Morales et al. 2013; Gouin, 2014; Ellies-Oury et al. 2018)

Background of the OABov-AURA project (2022-2025)

- **AURA (Auvergne Rhône-Alpes): a major beef-producing region**

(Idele, 2020)



- **Special features of the AURA region:**

- ❑ **Historically:** consumption of *lean, light meat from young cattle* ("veau de Lyon" or "veau de Saint-Etienne").
- ❑ **A high proportion of this type of animal is produced and commercialized in the region** (supermarkets, marketing of Label Rouge Limousin junior, etc.), but **we don't know whether this is a specific expectation of current consumers for this product.**
 - **Hence, importance of understanding consumers' expectations to commercialize beef products that meet their expectations.**

Preliminary results

Consumer survey

Methodology

➤ **Creation of an online questionnaire:**



- **An online survey** was carried out to study consumer expectations regarding the intrinsic and extrinsic qualities of beef, in the region Auvergne-Rhône-Alpes (AURA, the 2nd largest beef cattle breeding region in France)

➤ **Distribution of questionnaire:**

- The survey was then disseminated to AURA residents
- Between April 15, 2022, and December 11, 2023

➤ **Data processing (R)**



Sample characteristics

➤ **Total number of answers:** 712

➤ **Sample structure:**

- **Women (62%)**

- student population heavily represented by women

- **Young people**

- (52% less than 35 years of age vs. 32% more than 45 years of age)

- **Students (25%) and executives (33%)**

- **Good knowledge of farming (51%)**

- **With a high preference to buy beef in butcher shops (27%)**

- Surprising!

- Only 15% in France → misunderstanding of the "butcher's shop" option

Results

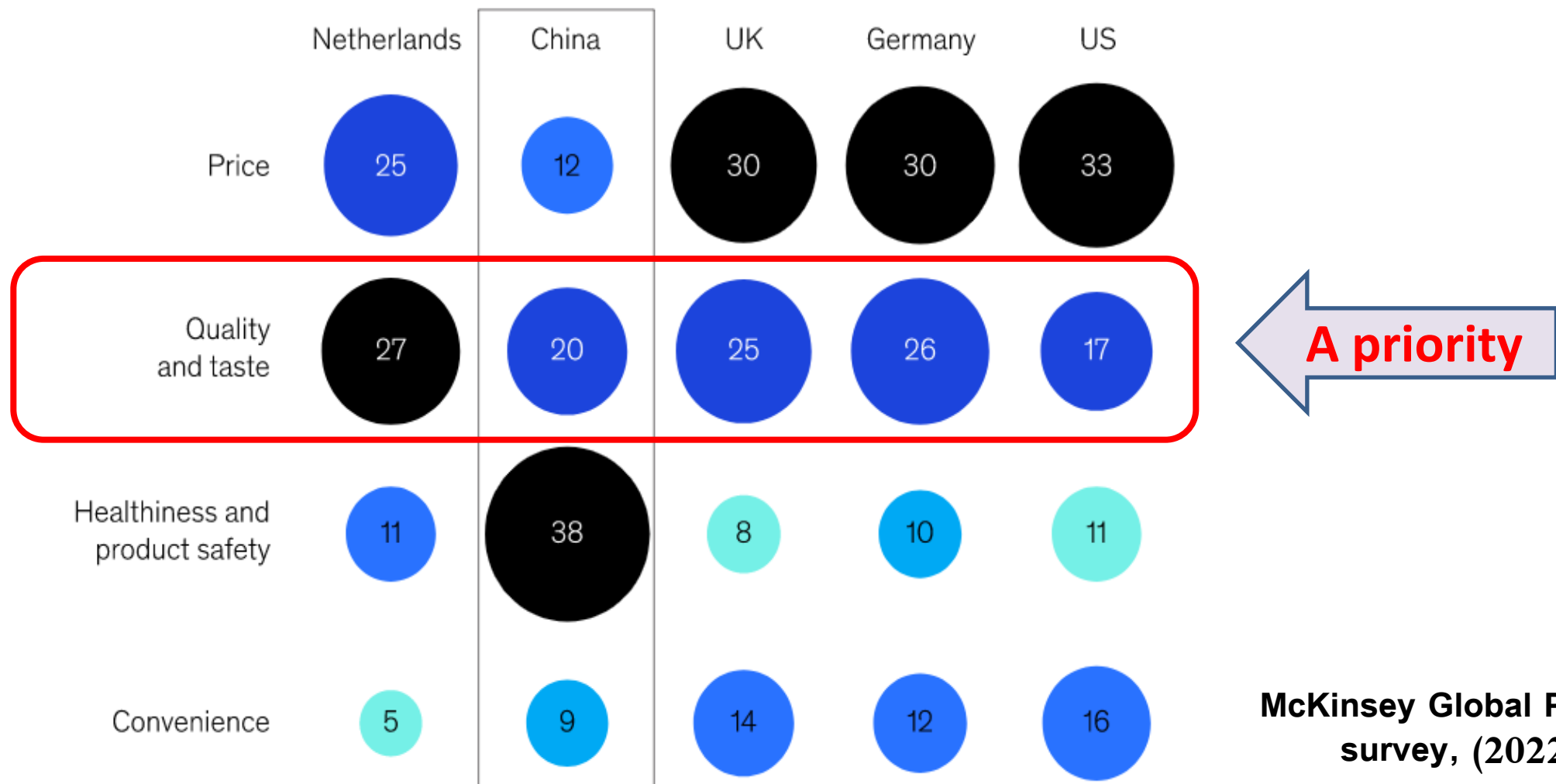
- ❑ 51% say that **eating beef for pleasure** is their primary motivation
- ❑ 48% reported having **reduced their meat consumption** in recent years
- ❑ The two main reasons for the decline in beef consumption are explained by **health** (52%) and **ethical** (44%) issues
- ❑ The majority of consumers are **not disappointed with raw** (83%) **or cooked** (54.5%) **beef**

Discussion

Quality and taste are generally important for meat

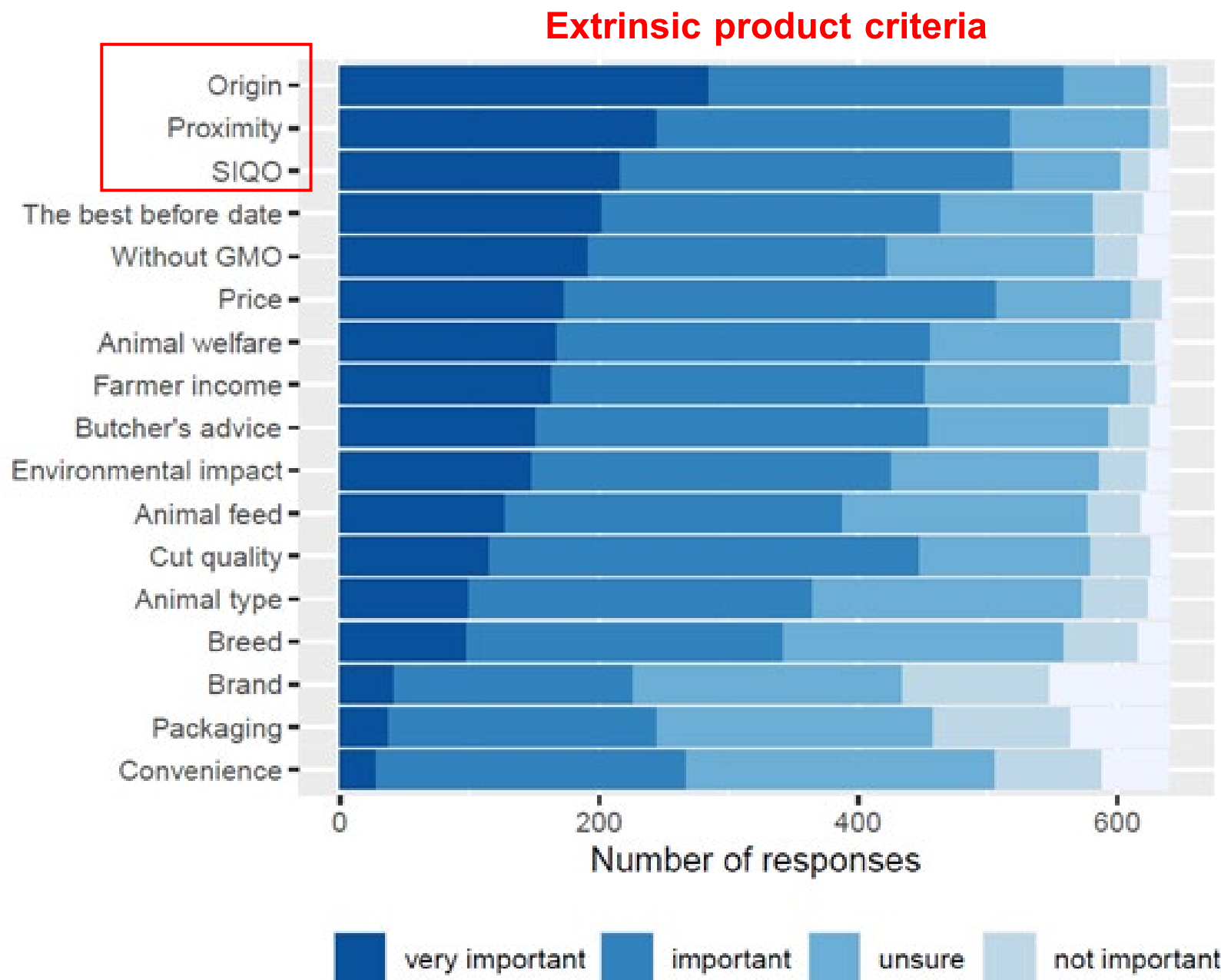
Key buying factor for at-home consumption of meat,¹ % of respondents

Low  High



Results

Question: When buying beef, how important are the following criteria for you?



- **Meat origin** (e.g. French beef)

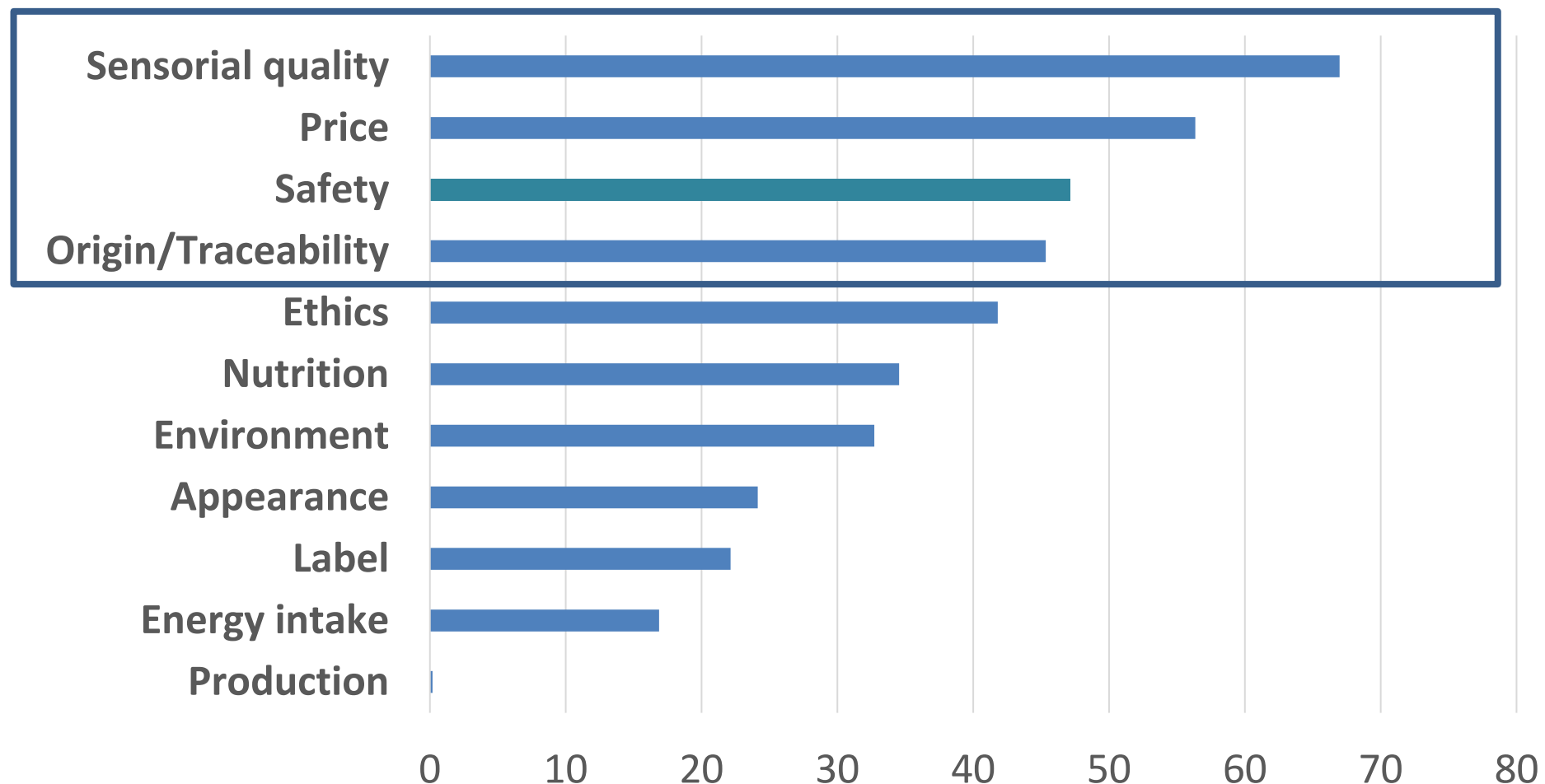
- **SIQO*** (*Signs of Identification of Quality and Origin*)

➔ are perceived by respondents as a guarantee of superior quality

Discussion

Eating quality and origin are generally important criteria

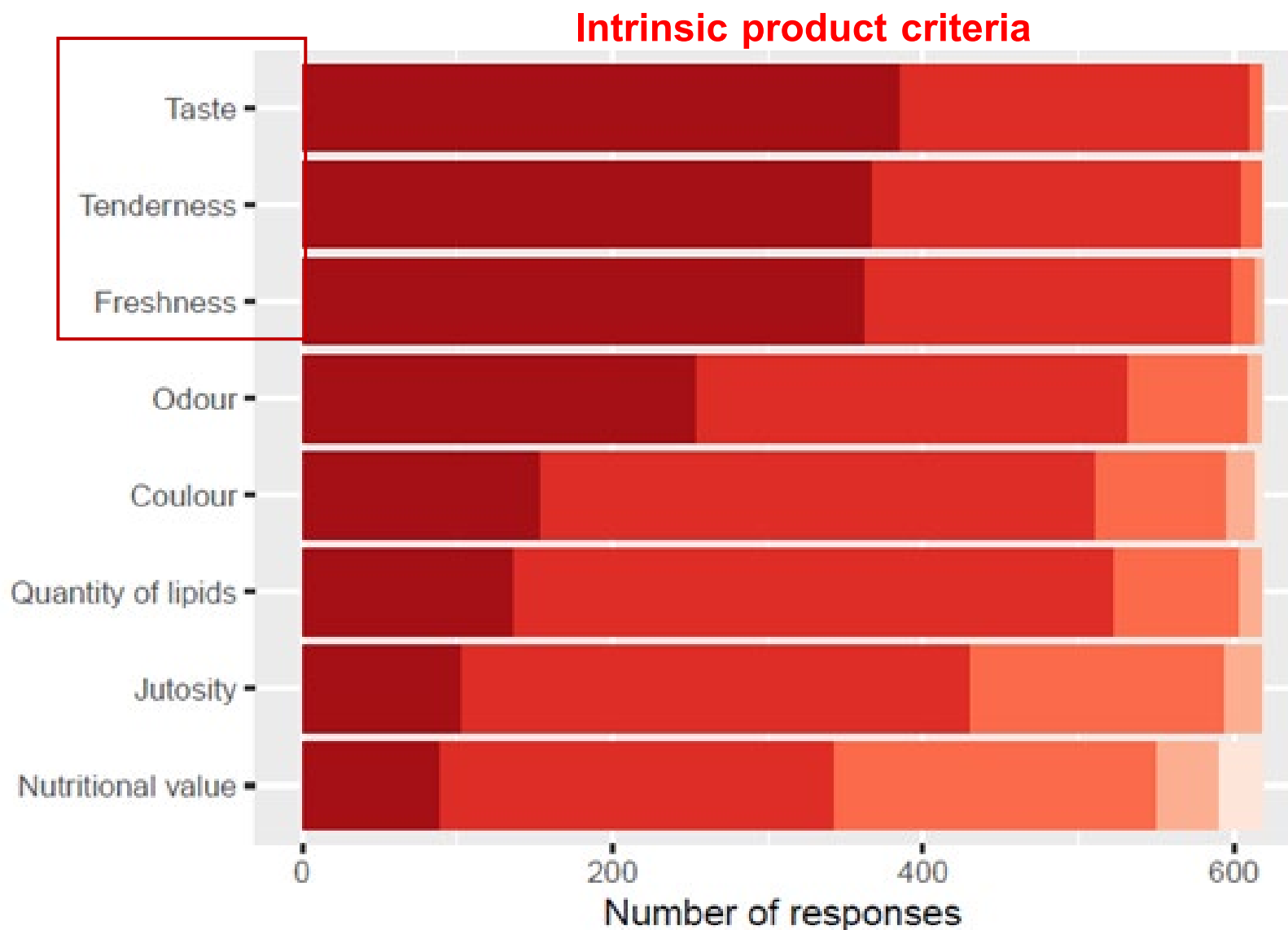
What are the most important criteria during food shopping?



Liu et al., Meat Sci. 200 (2023) 109144. More than 16,000 answers from 5 countries (China, Brazil, France, Cameroon, South Africa).

Results

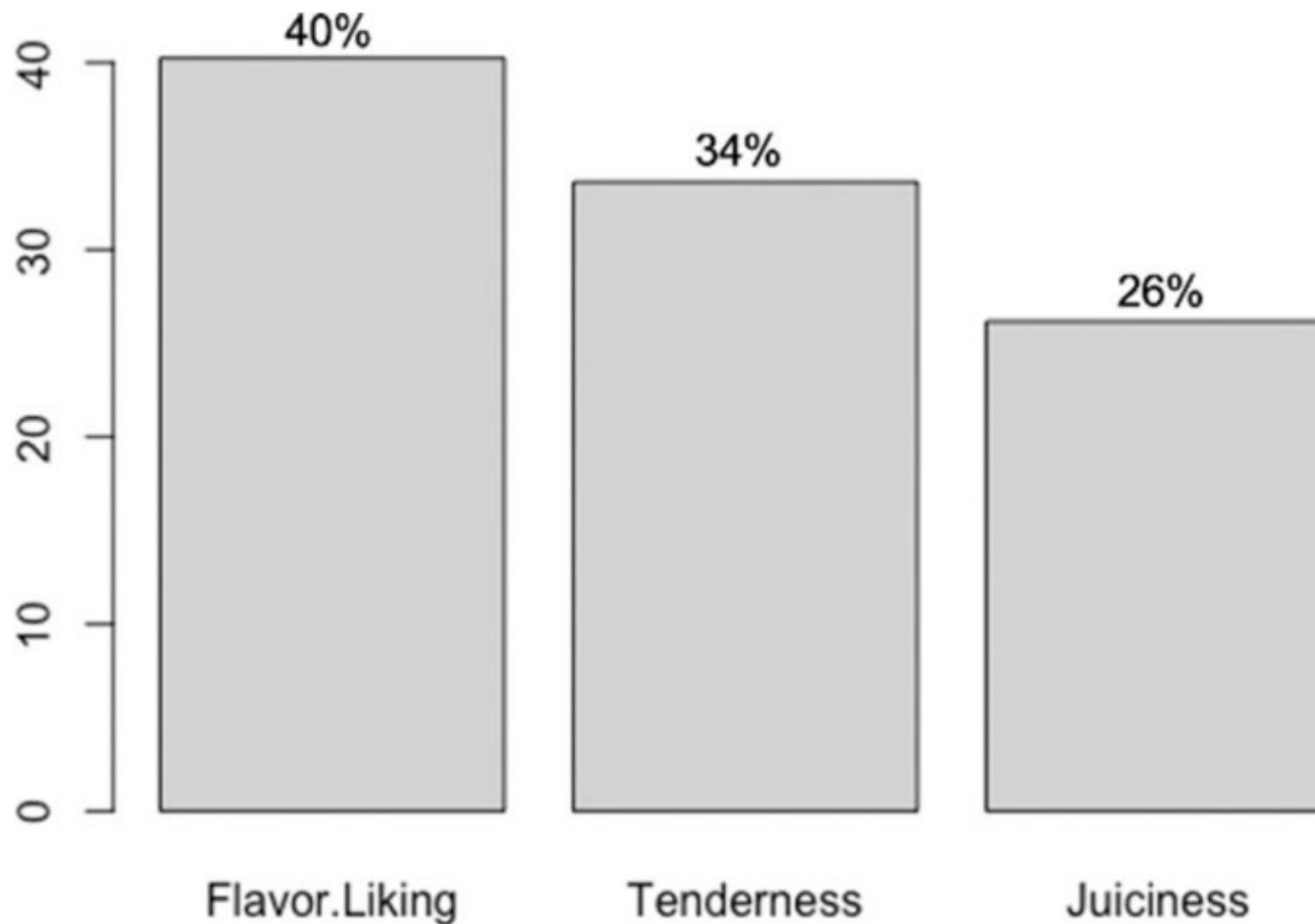
Question: When buying beef, how important are the following criteria for you?



- **Taste:** link with marbling?
- **Tenderness:** First reason of dissatisfaction with cooked beef
- **Freshness:** 1^{ère} reason for disappointment with raw meat (link with color?)

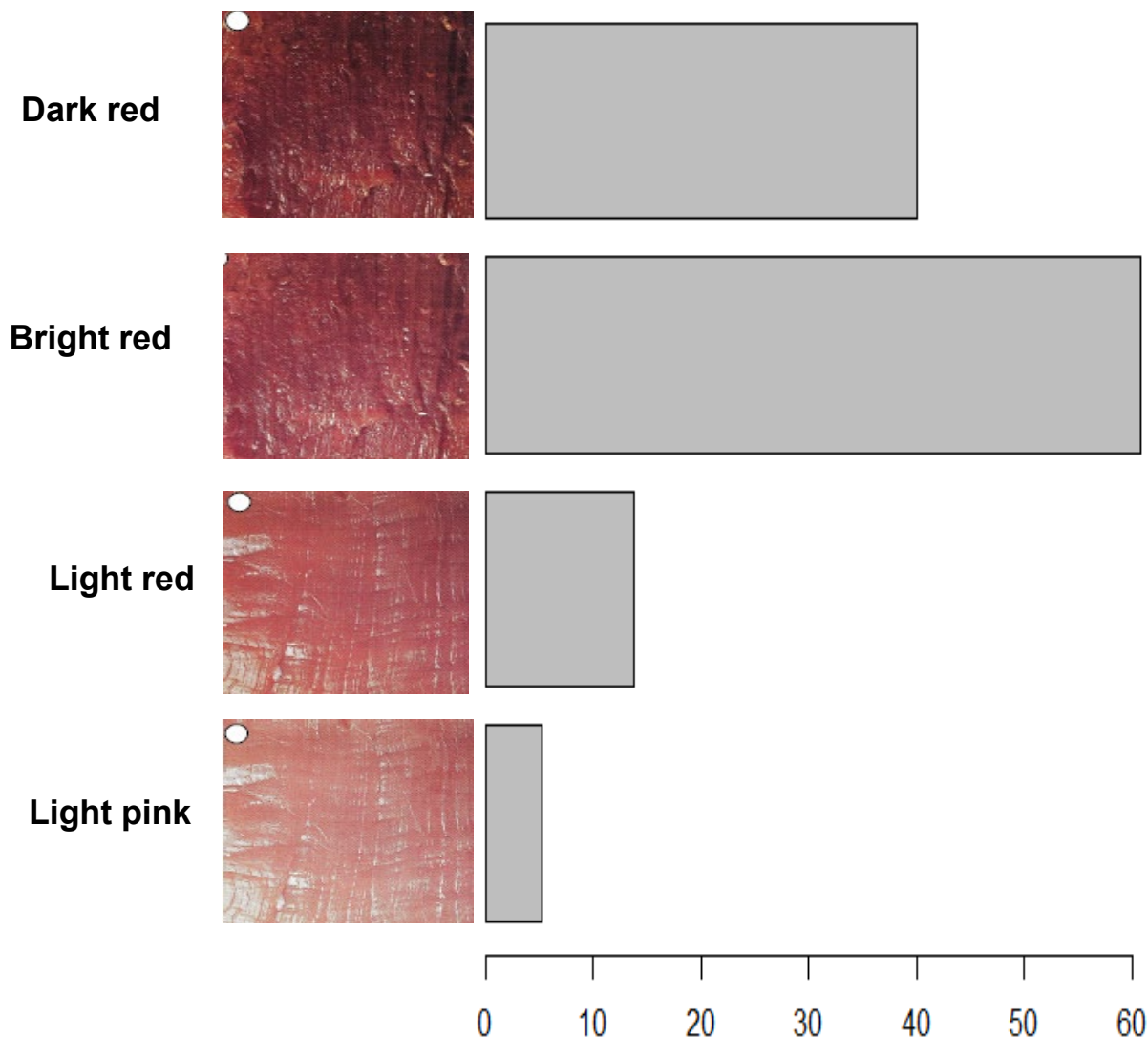
Discussion

Contributions of flavour liking, tenderness and juiciness to overall liking



Results

Question: In terms of colour, which of the photos below does the beef you would like to eat look like? Multiple choice



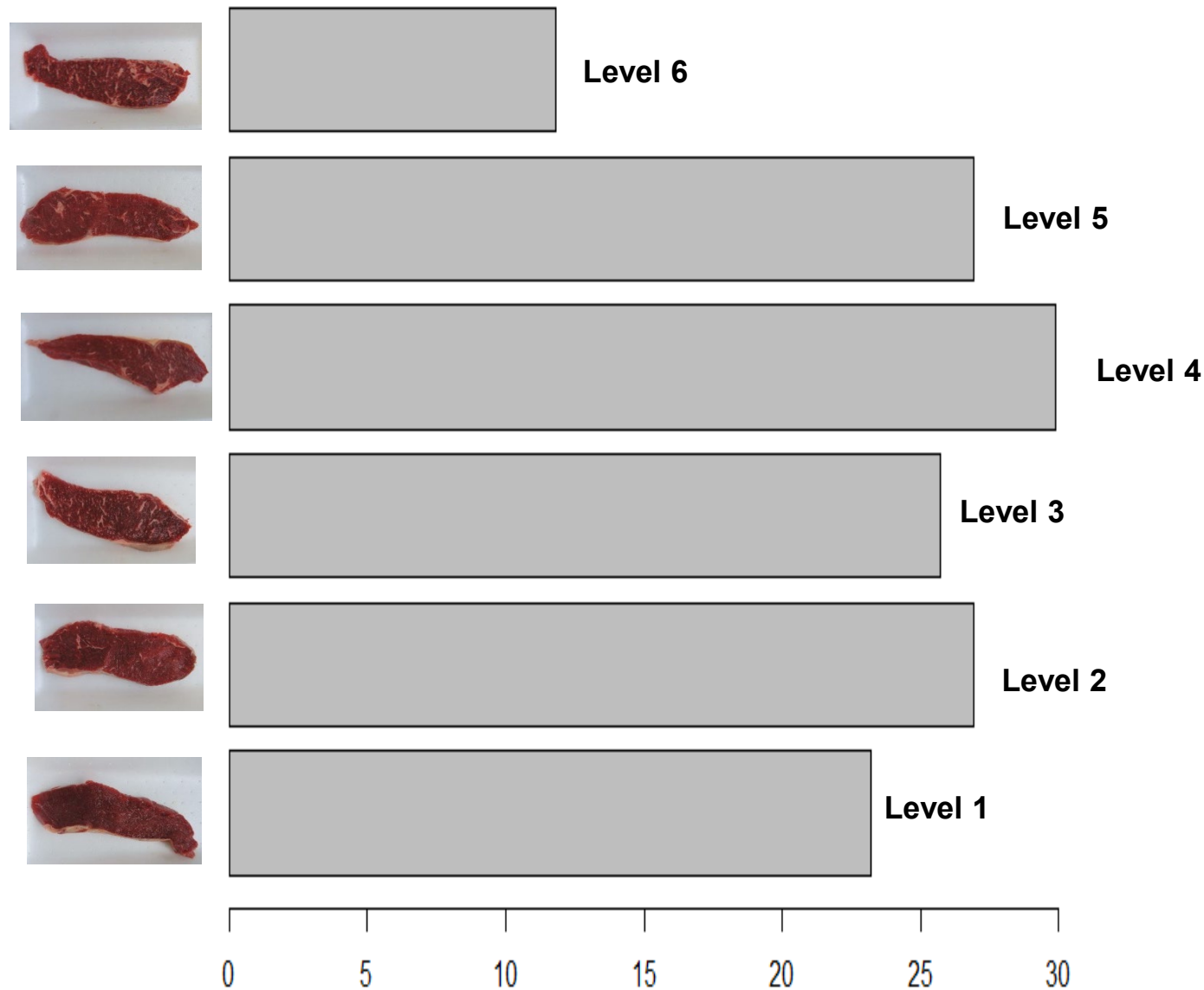
Respondents (n=509) prefer an intermediate, dark color (**bright red**).

→ synonymous of freshness or of good quality?

Results

Question: In terms of the amount of fat (marbling), which of the photos below does the beef you would like to eat look like?

Multiple choices



- **Levels 2, 3, 4 and 5** are well represented

- response variability
- the need for a diversified offering

Conclusion

➤ **Sample** (not representative):

- ❑ Mostly female, young and from the AURA region
- ❑ With a socio-professional category of the student and executive type
- ❑ Good knowledge of the farming and of the meat industry
- ❑ With a preference to buy beef in a butcher's shop

➤ **Results** (consumer expectations) are in line with other studies:

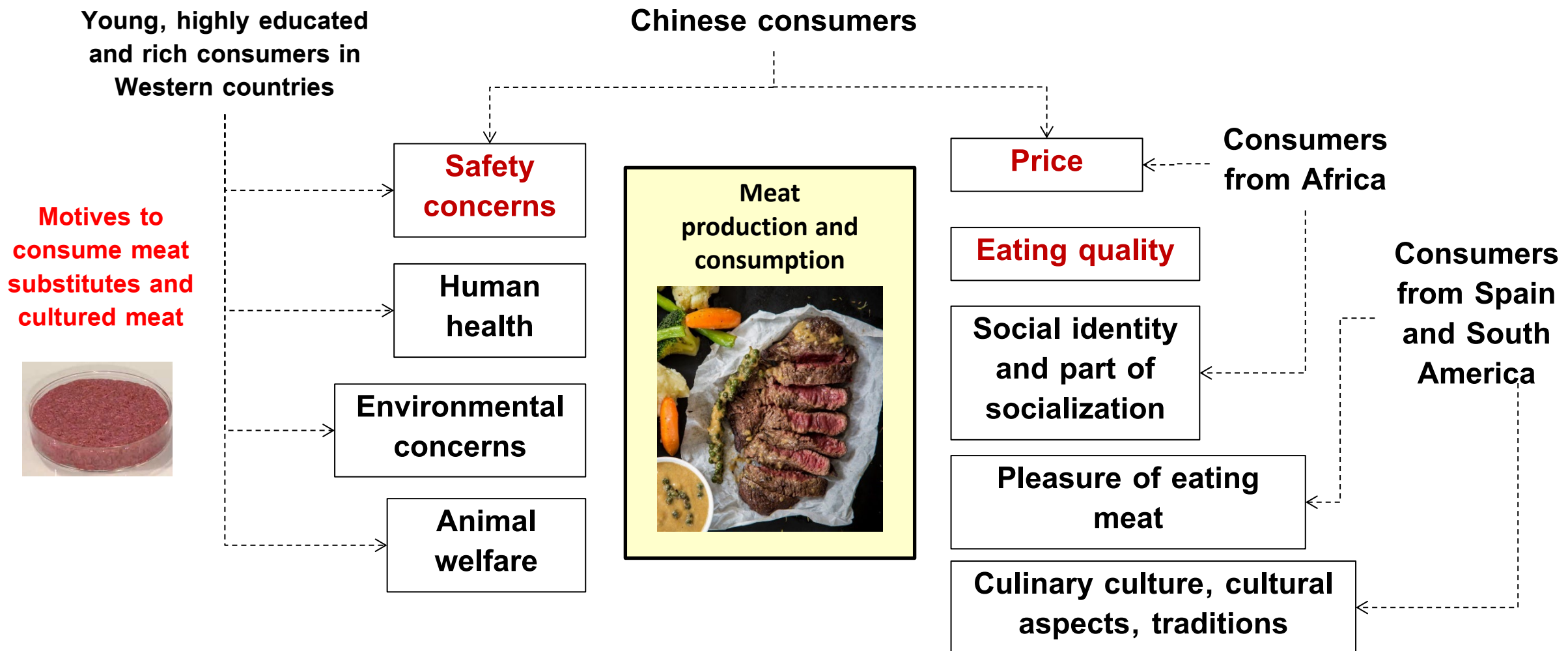
- ❑ **Extrinsic criteria:** origin, proximity and SIQO
- ❑ **Intrinsic criteria:** taste, tenderness and freshness
- ❑ **Bright red meat** (intermediate color) (72%)
- ❑ **Rather marbled** (64%)

➔ In conclusion, it is important that consumers in the AURA region have access to various meat types in butcher shops, mainly of French origin and under quality signs to better meet their diverse expectations.

General discussion

The drivers of meat consumption are diverse and complex

Motives and barriers of meat consumption



Interaction with affective factors, personal compromise between barriers and motives, meat origin, livestock systems, etc

From a special issue of Meat Science (with 24 papers)

Thank you!

