

CONSUMERS PORK PREFERENCES

An International Study

Tania Ngapo

J.-F. Martin and E. Dransfield



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Sensory vs Consumers

SENSORY EVALUATION

- Reactions of the 5 senses
- A research tool



CONSUMER SCIENCE

- Preferences, perceptions, likes and dislikes
- Personal characteristics important

Selection of Meat

Influenced by:

1. Context in which purchase takes place

Selection of Meat

Influenced by:

1. Context in which purchase takes place
 - Place of purchase
 - Cleanliness
 - Butcher
2. Product
 - Colour
 - Fat Cover

Problems



- Different samples differ simultaneously in certain attributes
- Practical limitations

Objective

Identify most important characteristics of a fresh meat which determine consumer choice

and

show segmentation in choice related to cultural and socio-demographic differences

Relevance

- Sustainable Outdoor Production
- Experimental meat: outdoor = indoor
- Sustainable → breed, age, feed, etc



meat



Proposal

- Use a large number of images
- Digital photographs
- Controlled manipulation

- Pork Chops



Selected Characteristics



Two levels of:

- Colour
- Fat Cover
- Intramuscular fat
- Drip

= 16 combinations

Published Book

- 256 images
- Each page = 16 shapes x 16 combinations
- Randomised order of
 - representation of characteristics
 - presentation of chops

Survey

- Preference chosen from 16 images
- 8 repeats
- Accompanying questionnaire
- 26 countries participated



Real Choices

- 8 choices for each characteristic
- 6, 7, or 8 x = consistent = real
- 1-5 x = inconsistent



Comparing countries

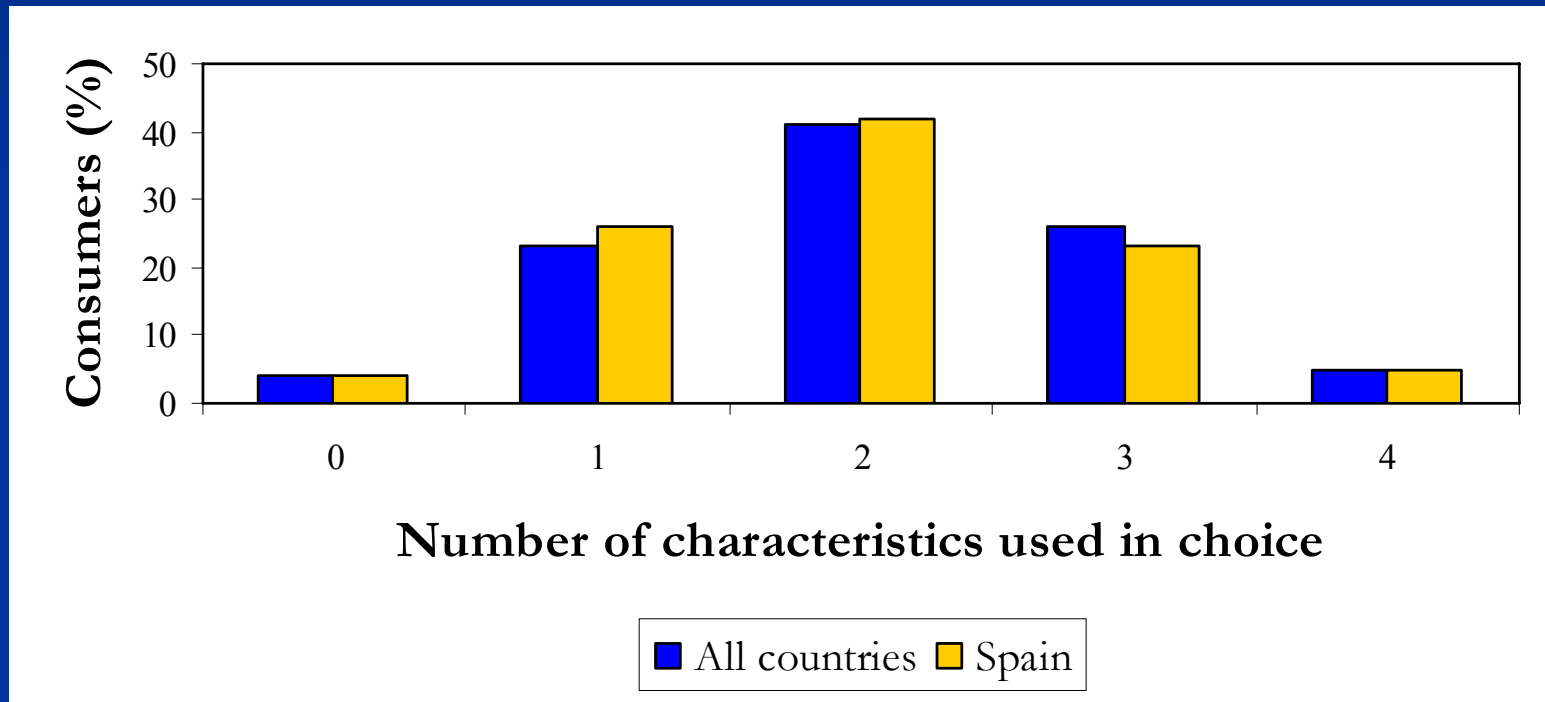
Pork consumers >15 years old

200 representative consumers

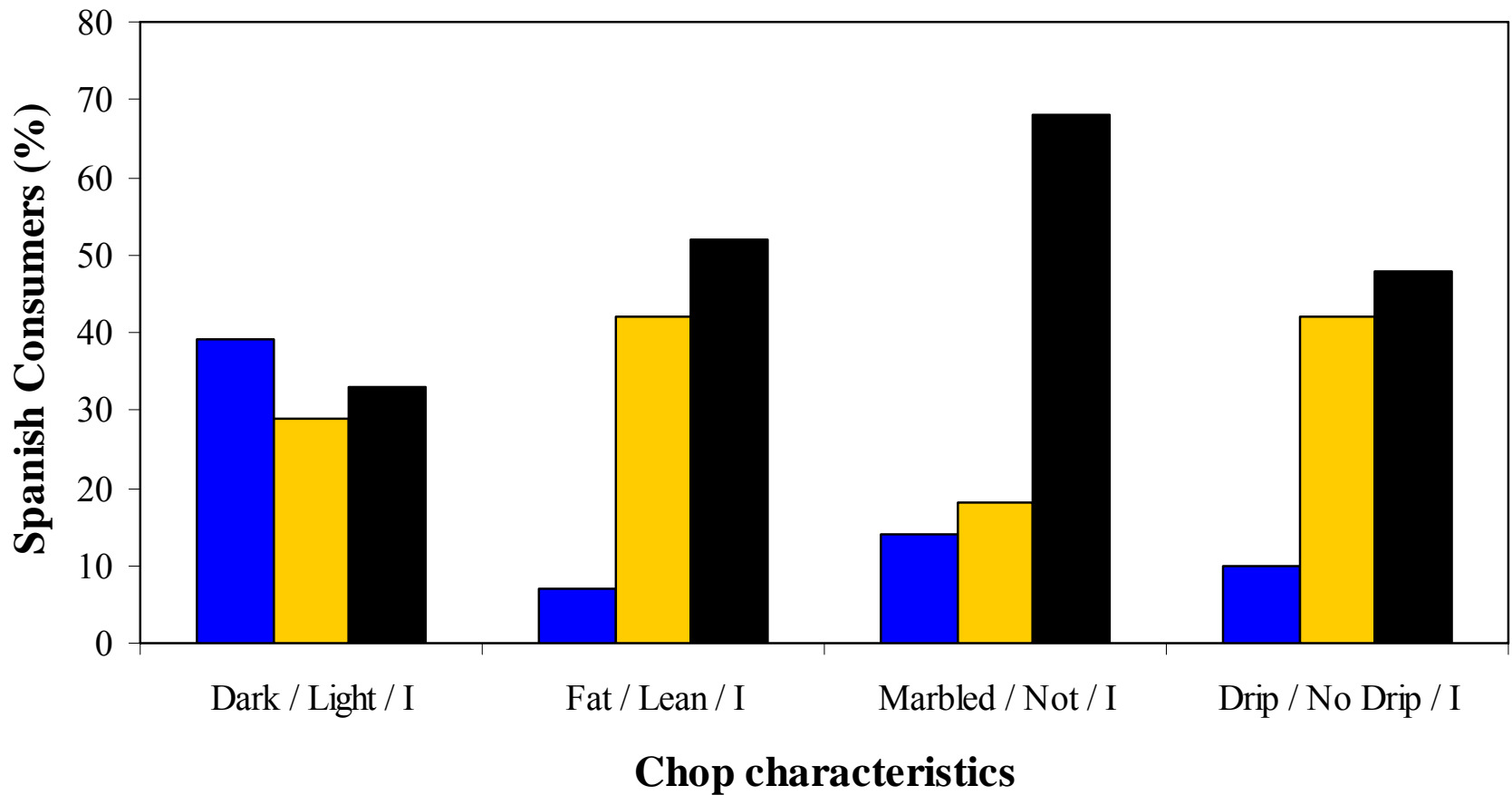
- 50 women <35 yrs
- 50 women \geq 35 yrs
- 50 men < 35 yrs
- 50 men \geq 35 yrs



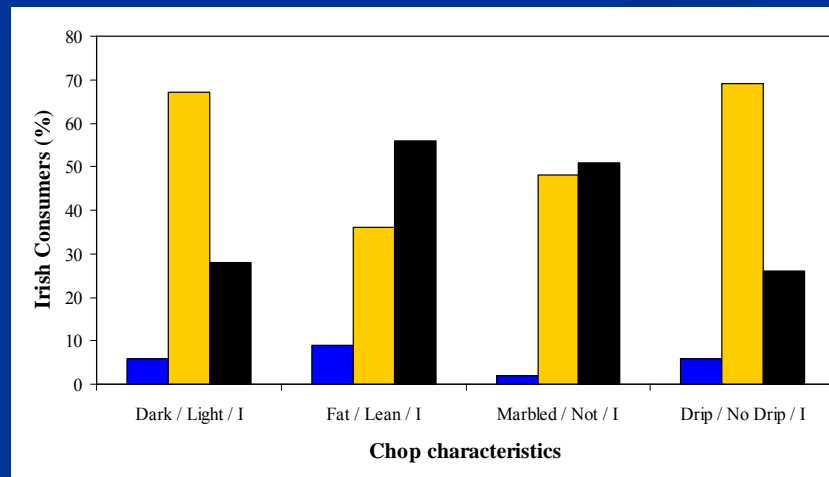
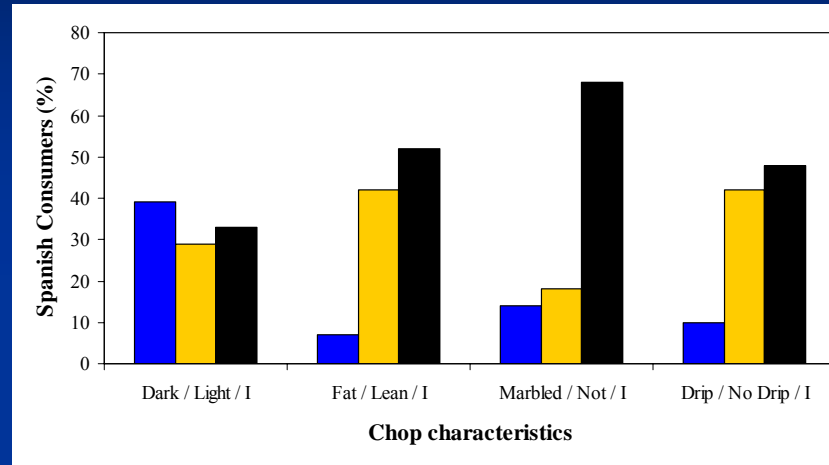
Results: How many characteristics?



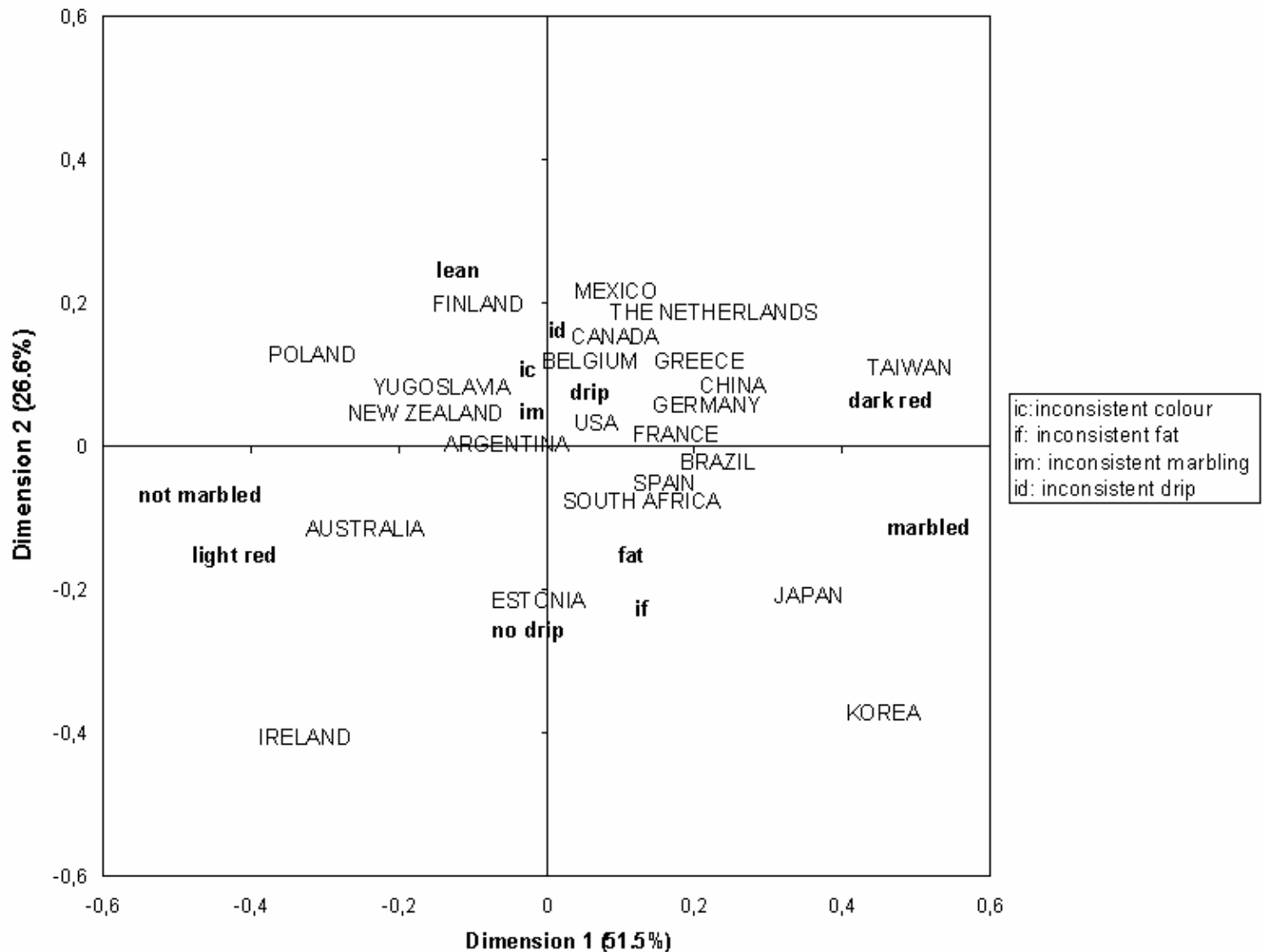
Results: Spanish Choices



Results: Spanish & Irish Choices



Results: Country Choices



Some Conclusions

- Novel survey method developed based on images
- Avoids practical problems
- Allows repeatability

- Significant global market segmentation

THANK YOU

Canada 