

Session 12: European consumers' evaluation of pork and broiler meat quality attributes

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Consumers' evaluation of meat quality attributes is shifting to include not only sensory and health attributes, but also aspects of animal welfare and ethical attributes. The mEATquality project investigates these credence attributes (which cannot be assessed by consumers, but need to be conveyed via the product packaging), as they offer an additional means to achieve product differentiation in the market. For successful product differentiation, it is necessary to understand which of these animal welfare attributes consumers view as relevant when choosing between different meat products.

As consumers differ in terms of their preferences, it is likewise important to understand how consumer groups in the market differ in their evaluation of these attributes. Moving towards a better understanding of this matter, we conduct semi-structured expert interviews with pork and broiler meat professionals in six countries (NL, DE, ES, DK, IT, PL). Based on these interviews, we identify the most relevant pork and broiler meat attributes across the dimensions of breed, forage/feed, space allocation and space quality. This information feeds into the design of a discrete choice experiment with 500 consumers in each of the aforementioned six countries. During this task, consumers make tradeoffs between different attributes displayed with pork and broiler meat packaging to arrive at the choice of their most preferred product. At EAAP, we will be able to present the results of the segmentation analysis and discuss European consumers' choice behaviour for pork and broiler meat produced under different animal welfare scenarios.

