

**„Dobrostan – kluczowy element nowoczesnej hodowli i zdrowia zwierząt”**

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**Grønbeck, Marlene****EVALUATING SENSORY AND CONSUMER PERCEPTIONS OF CHICKEN AND PORK FROM DIVERSE PRODUCTION SYSTEMS IN EUROPE**Danish Technological Institute  
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This study evaluates the sensory and consumer perceptions of chicken and pork products derived from diverse production systems across Europe, with a focus on improving meat quality, enhancing consumer awareness, and supporting sustainability goals. The research aligns with the European Union's Farm to Fork strategy by addressing food traceability, authenticity, and sustainability in livestock production. Sensory analysis and consumer studies were conducted on both broiler chicken and pork samples using a standardized methodologies.

For broiler chicken, eight treatments were tested, with samples prepared under controlled conditions to ensure consistency. Treatments included variations in production systems such as conventional, slow-growing breeds, and organic farming. The sensory profiles revealed significant differences between treatments, with consumer preferences being influenced by juiciness and the production system's narrative (e.g., welfare practices and growth conditions). Similarly, for pork, seven treatments across Denmark, Italy, and Spain were evaluated, including conventional systems, organic farming, and Iberian breed practices. Pork sensory profiles were more influenced by breed than production systems. Similarly to the broilers, consumer liking was impacted by storytelling about production practices.

The findings highlight the complex interplay between sensory attributes, production systems, and consumer perceptions. They emphasize the importance of production narratives, such as animal welfare and sustainability, in shaping consumer preferences.



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