

## ***mEATquality at EMAC 2025***

The **mEATquality** project actively participated in the **54th Annual Conference of the European Marketing Academy**, held in Pozuelo de Alarcón (Madrid) at ESIC University, under the theme “*Human and Smart Marketing: Understanding and Enhancing Our Future.*”

The project organized a special session focused on understanding consumer preferences for sustainable meat across different stages of the value chain.

The session was chaired by **Line Ahm Mielby** (Danish Technological Institute, Denmark) and **Klaus G. Grunert** (MAPP – Department of Management, Aarhus University, Denmark). **Anne O. Peschel** (Associate Professor, MAPP – Department of Management, Aarhus University, Denmark) moderated the session.

Three key studies developed in the **Work Package (WP4)**, dedicated to consumer research, were presented:

### **1. The Role of Blockchain Technology in Communicating Sustainable Meat Products**

*Authors:* George Tsalis (Copenhagen Business School, Denmark), Anne O. Peschel, Lars Esbjerg, Klaus G. Grunert (MAPP – Department of Management, Aarhus University, Denmark)

This study, based on a discrete choice experiment with 3,000 participants from six European countries, analyzed how blockchain verification can enhance the credibility of value chain information. It concluded that blockchain technology can reduce the importance of price in purchasing decisions, although its effectiveness depends on consumers' understanding of the technology.

### **2. A Picture Is Worth a Thousand Words – Can Picture-based Information at the Point-of-Sale Communicate Both Animal Welfare and the Taste of Meat?**

*Authors:* Marcel Grub, Andrea Gröppel-Klein (Saarland University, Germany)

Through a lab experiment (n=104) and a field experiment in Spain (n=260), this study demonstrated that stylized visualizations at the point of sale can increase consumer preference for higher animal welfare meat products.

### 3. The Role of Information on Consumers' Sensory Evaluation of Sustainable Meat

*Authors:* Line Ahm Mielby (Danish Technological Institute, Denmark), Klaus G. Grunert (MAPP – Department of Management, Aarhus University, Denmark)

Conducted with 177 Danish consumers in a state-of-the-art sensory facility, this study showed how information influences taste perception and purchase intentions. The presentation was delivered by Anne O. Peschel in the absence of the authors.

The session concluded with an interactive discussion focusing on methodological diversity in assessing consumer behavior. A key topic of debate was the ethical dilemma of promoting “more sustainable/welfare meat” when reducing overall meat consumption is also critical for environmental sustainability.

This session provided an excellent opportunity to showcase the progress of the mEATquality project in analyzing consumer preferences. It highlighted the importance of effective communication, technological tools, and sensory context in promoting sustainable meat. The event also fostered academic collaboration and stimulated valuable discussions on ethical and methodological challenges in the meat sector.

#### About the mEATquality Project and WP4

**mEATquality** is a European Horizon 2020 project (Grant Agreement No. **101000344**) focused on improving the sustainability and quality of pork and broiler meat. It promotes extensive farming practices that enhance animal welfare and meat authenticity.

**Work Package 4 (WP4)** explores how consumers perceive and value meat quality, including both sensory attributes and ethical concerns like animal welfare. The findings support better communication strategies and informed consumer choices.