



VARIABILITY IN CONSUMER PERCEPTION OF MEAT AND MEAT SUBSTITUTES



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INTRODUCTION

For centuries, the livestock industry has been valued for its contributions to food production, economics, social functions, & environmental interactions. However, contemporary concerns emphasize the industry's adverse effects on animal welfare, the environment, and human health, driving interest in meat reduction and substitutes as solutions.

These issues are influenced by diverse sociodemographic, economic, and cultural factors that vary across countries.

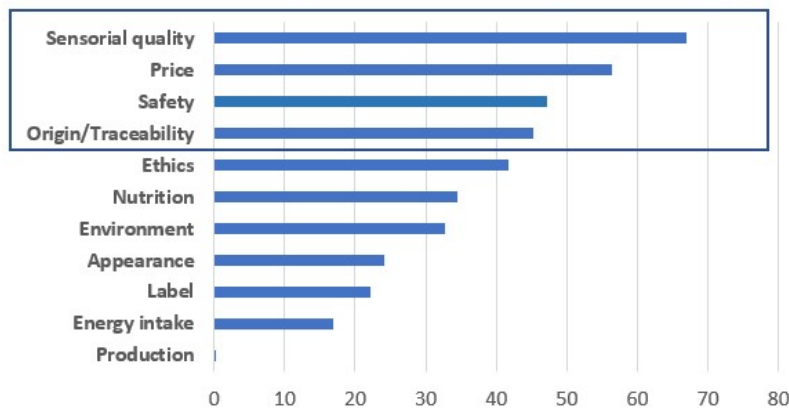
This study aimed to capture respondents' opinions on meat production and consumption in different cultural, economic and geographical contexts.

MATERIAL & METHODS

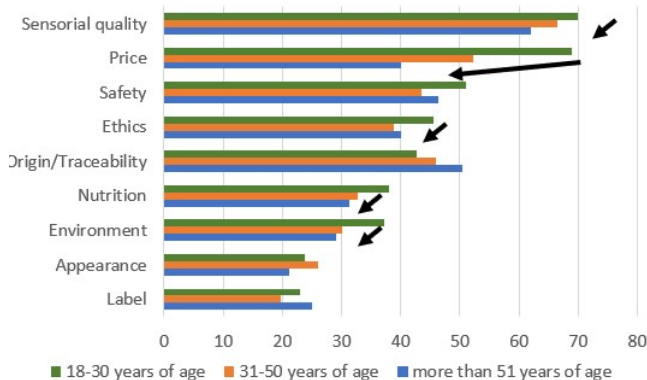
- An international online survey was conducted using a questionnaire divided into three sections. This questionnaire covered sociodemographic information, important food shopping criteria, perceptions of challenges in the livestock industry and meat production, and opinions on reducing meat consumption.
- The survey was initially written in English and later translated into French, Chinese, and Portuguese. It was distributed online in several countries, including France, China, Brazil, South Africa, and Cameroon, between June 2020 and February 2022.
- The survey garnered a total of 16,803 responses from participants.
- Various statistical techniques were used for data analysis, including T-test, ANOVA, and Chi-square test. Additionally, Multiple Correspondence Analysis (MCA) was carried out identify relationships among variables.

RESULTS

What are the most important criteria during food shopping?

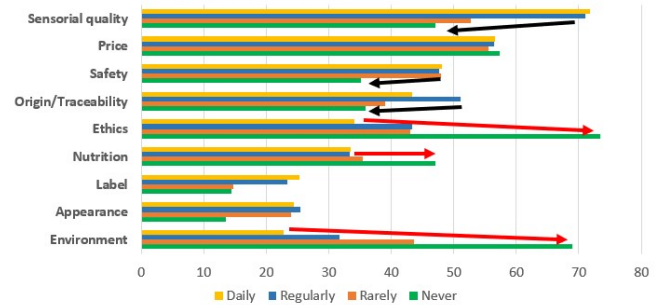


Age effect



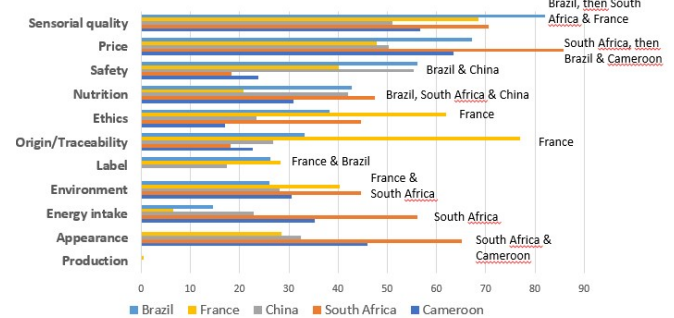
- The relative importance of sensorial quality and price decreases with increasing age.

Effect of meat consumption level



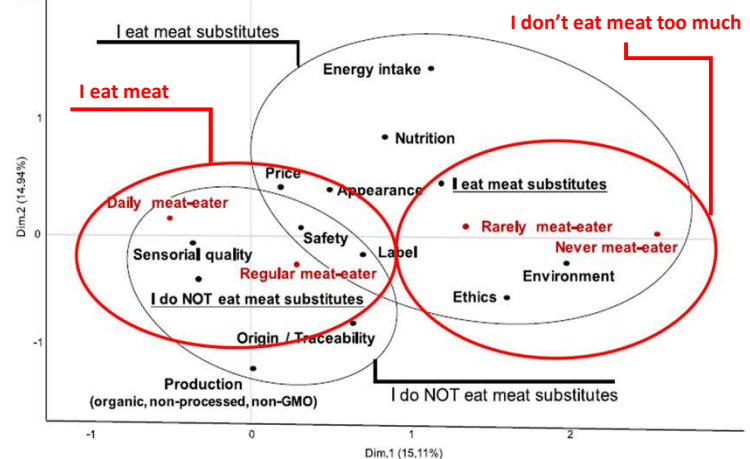
- Important criteria during food shopping differ according to meat consumption level.

Country effect



- Important criteria during food shopping differ according to country.

A MCA plot of variables



- Two groups of consumers can be discriminated according to their consumption of meat and of meat substitutes.

CONCLUSION

- Respondents who are not meat eaters tend to eat meat substitutes and are mainly motivated by ethics, environmental and nutritional issues.
- Respondents who are meat eaters do not eat meat substitutes and are mainly motivated by sensorial quality, origin / traceability.
- **Price, safety, appearance and label are common values**

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