

EAAP Round Table Antalya

Consumer drivers and the meat chain

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What meat quality means to consumers

Meat quality is a broader concept today:

- Taste and tenderness
- Health
- Convenience
- Production characteristics




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Different qualities are demanded by the same consumer in different situations



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What consumer demands mean for meat products

- Differentiation
 - different flavours, different levels of tenderness
 - specific health characteristics
 - ‘natural’, different levels of processing
- Information
 - ‘extrinsic cues’, ‘stories’
 - examples: origin, local production, special health characteristics, history of the product....

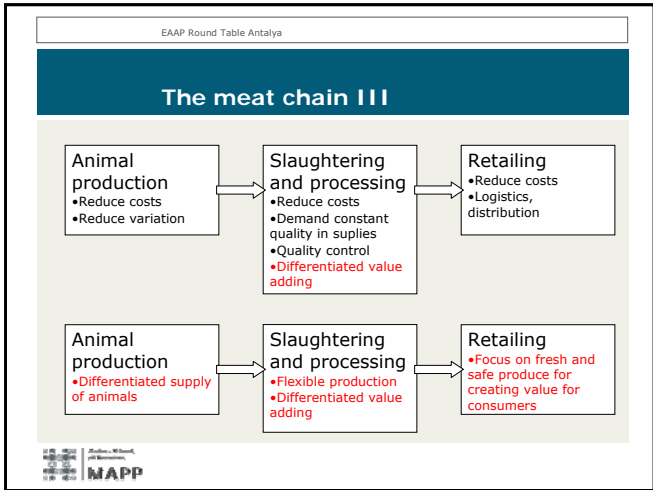
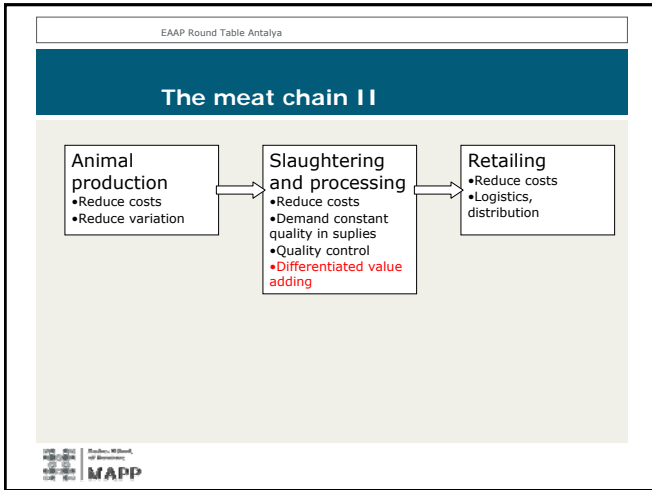
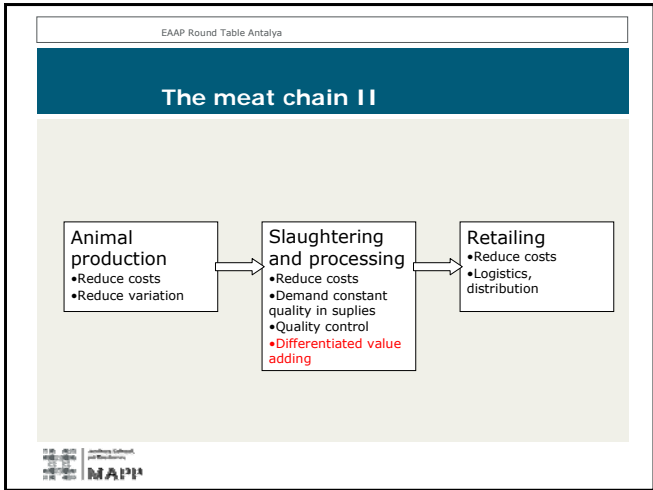
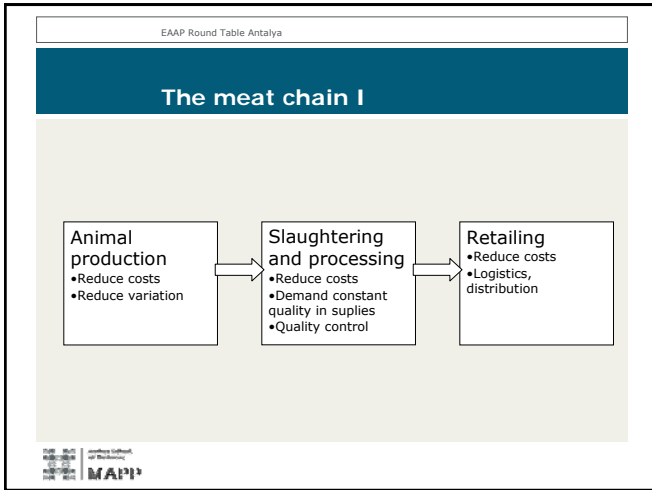


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Who understands consumer demand and differentiates products accordingly?

- The farmer?
- The slaughterhouse?
- The meat processor?
- The retailer?





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Consumer-driven changes in the meat chain

- Diversity in animal production becomes an asset, not a nuisance - exploit diversity to develop differentiated products
- Understanding of consumer demands is necessary at all levels in the value chain
- Relations between members of meat chain need to be based on trust and long-term cooperation

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Animal production in C&E Europe and Mediterranean rim

- Diversity instead of standardization
- Understanding of demands of European consumers
- Link to international meat chains

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