



Sensometrics 2020 – Sense the energy

EVALUATION OF BEEF CONSUMPTION HABITS AND PREFERENCES OF ROMANIAN CONSUMERS

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INTRODUCTION

On the Romanian market, there are a variety of beef species, such as: Black Angus, Wagyu or Kobe but few consumers are aware of them.

Even fewer consumers know that the breed of Romanian Spotted is suitable for meat consumption, not just for milk production. This shortcoming is probably justified by the lack of consumer information.



Black Angus



Wagyu or Kobe



Romanian spotted



The aim of this study was to evaluate the beef consumption habits taking into account all the beef breeds available on the market and the main cuts of beef.



MATERIALS AND METHODS

A survey with 18 questions was distributed online to consumers (n=299, from which 25% were removed from data interpretation because they were non-consumers of beef).

The participants responded about the following topics:

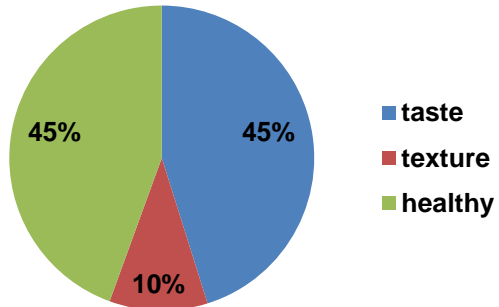
- ❖ frequency of beef consumption,
- ❖ motivation of beef consumption,
- ❖ purchasing channels,
- ❖ the most preferred beef cut,
- ❖ selection criteria of beef cut,
- ❖ preference of beef breed,
- ❖ preferred degree of doneness,
- ❖ most frequently consumed gastronomic preparations with beef,
- ❖ inspirational channels for gastronomic dishes with beef
- ❖ demographic data.

The data were analyzed on Microsoft Office Excel, 2010.

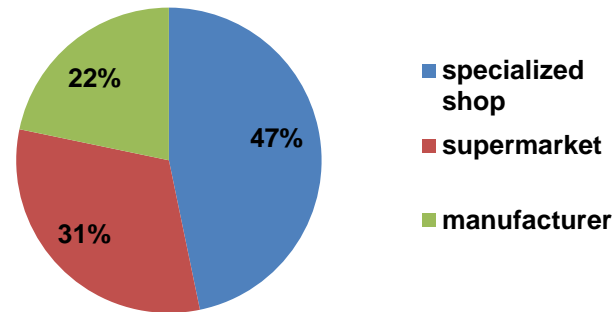




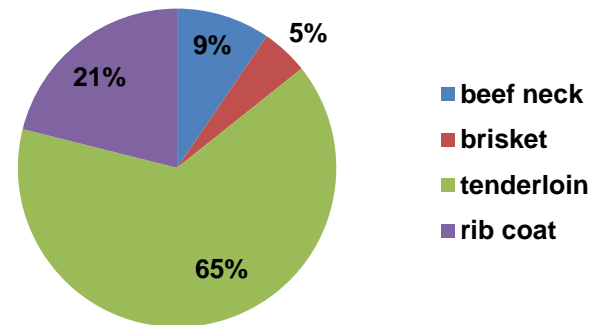
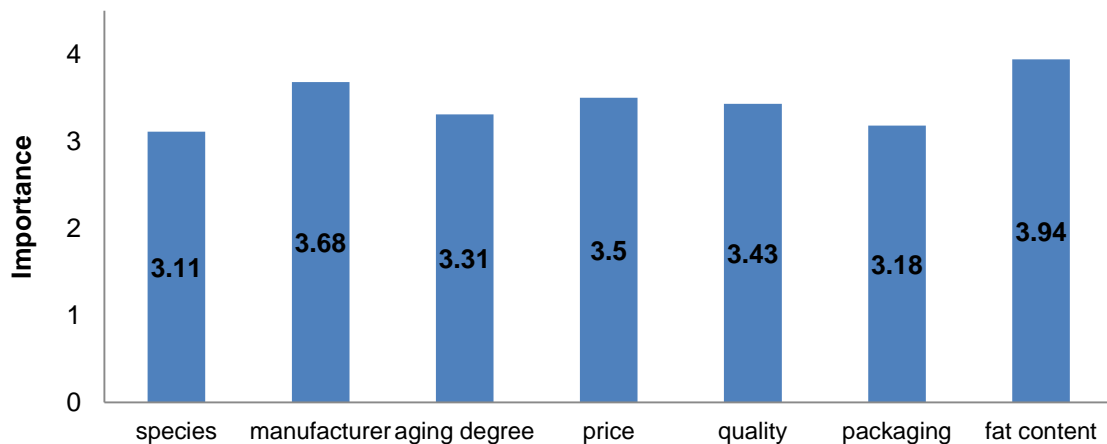
RESULTS



A) The consumers prefer beef meat for its **taste (45%)** and due to perception of beef as being a **healthy product (44%)**.



B) Most of consumers prefer to buy meat from **butchery (47%)**.



C) The most consumed cut is **tenderloin (65%)**. This preference reflects in their **consumption habits**: fresh meat buying, healthy product and taste of the meat.

D) Level of importance of the selection criteria of beef in buying decision: **fat content, manufacturer, price, quality** and **aging degree**.

CONCLUSIONS



Most of the consumers prefer to buy tenderloin, from specialized shops, as well as fresh meat is preferred to matured meat.



Most of the consumers (45%) prefer beef for its taste and because they consider it a healthy and nutritious source of proteins.



Labeling of the products with information about the beef cuts and appropriate cooking methods for the specific cut, might be helpful to increase the beef intake.



More consumer education is needed, with focus especially on the beef consumption quality, recipes with beef and quality criteria of beef.

