



CONSUMER EXPECTATIONS TOWARDS MEAT FROM CASTRATED AND IMMUNOCASTRATED PIGS: A SEGMENTATION APPROACH

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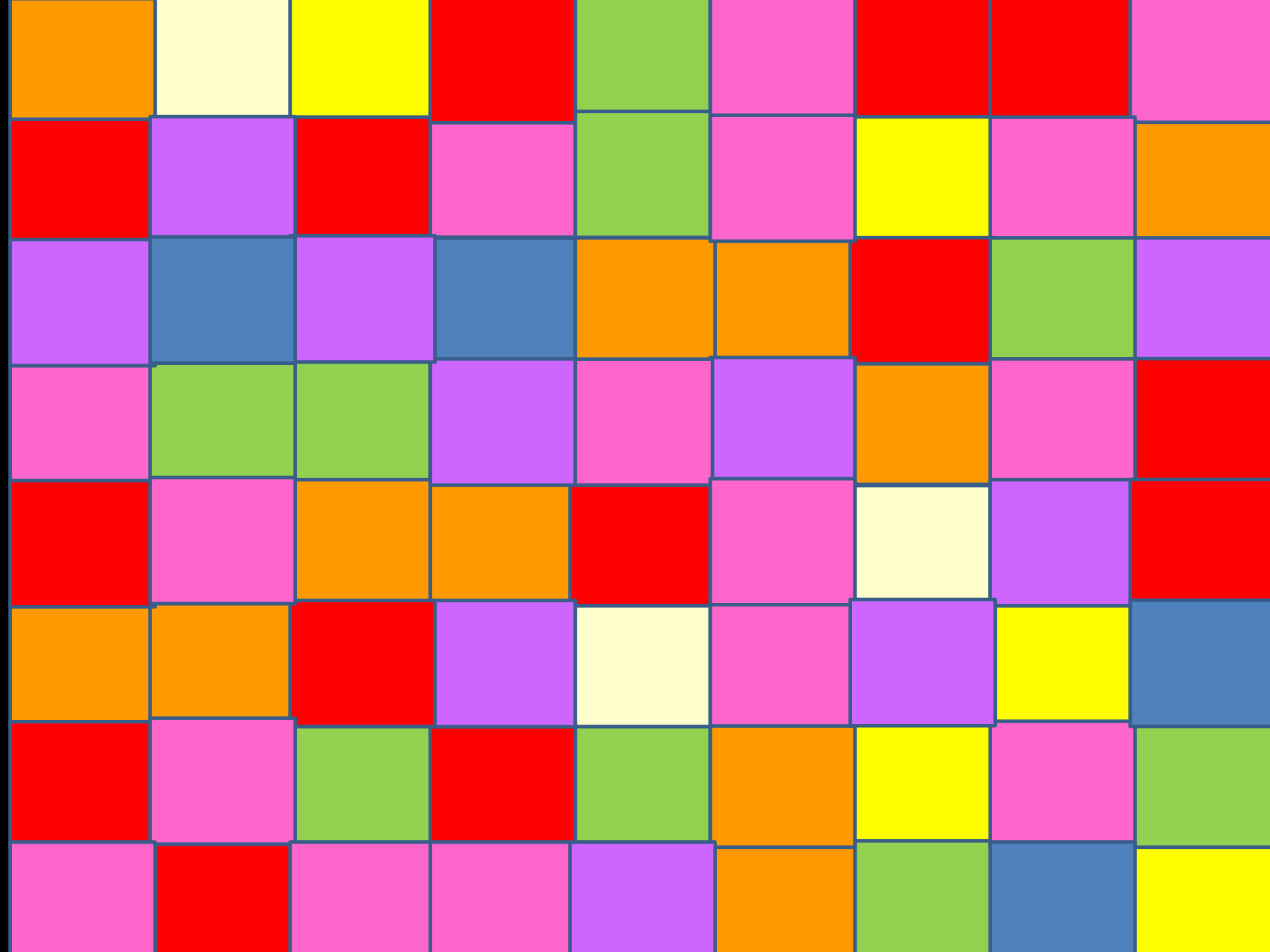


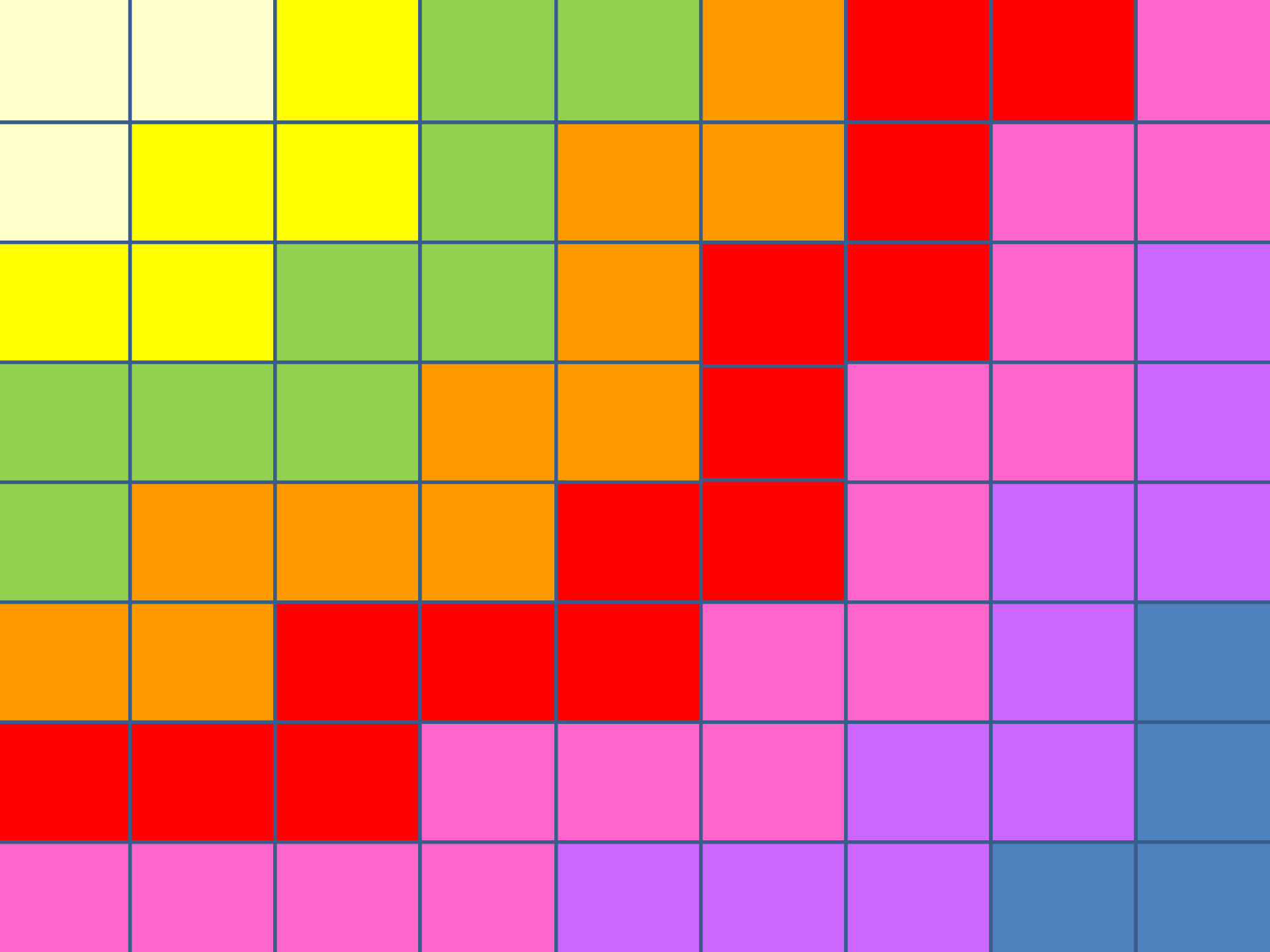
IPEMA- CA15215

Innovative approaches in pork production with entire males



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CONSUMER STUDIES



IBERIAN PIGS

Autochthonous

High sensory quality

Reared extensively and intensively

Castrated males/gilts



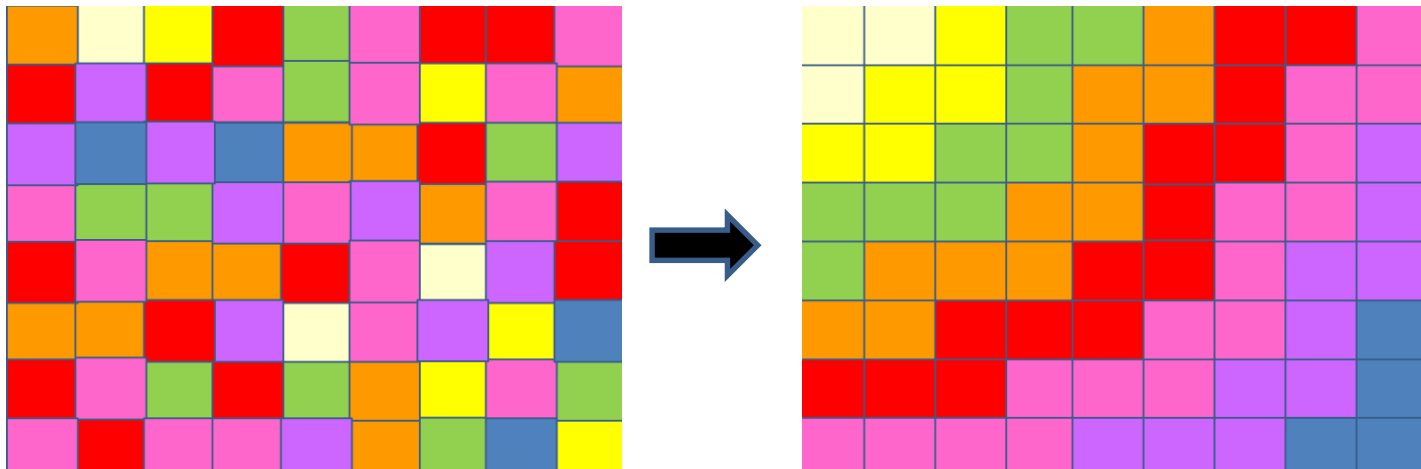
IMMUNOCASTRATION

Long life cycle pigs → 3-dose of vaccine



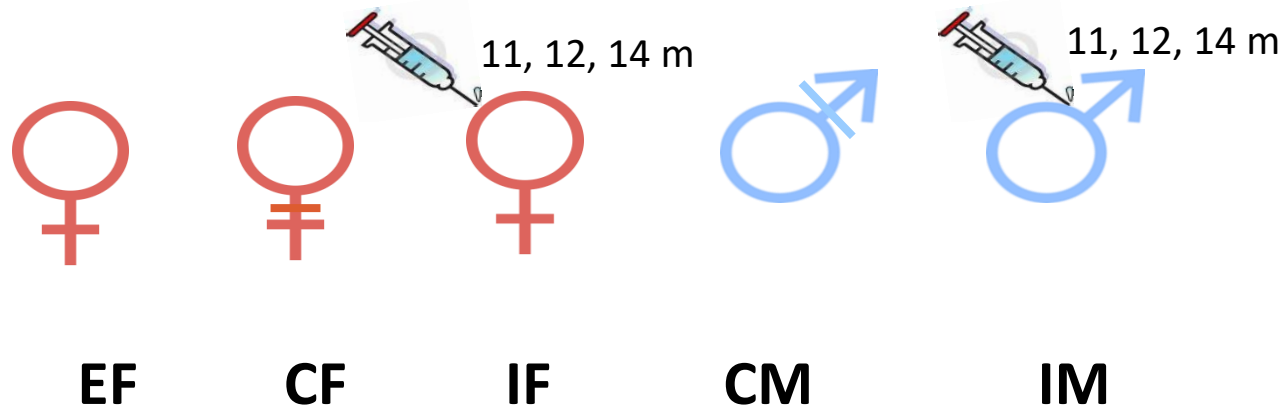
Objective

The aim of this work is to identify segments of consumers according to their expectations and acceptability of Iberian pork from five sex types.



M & M - Animals

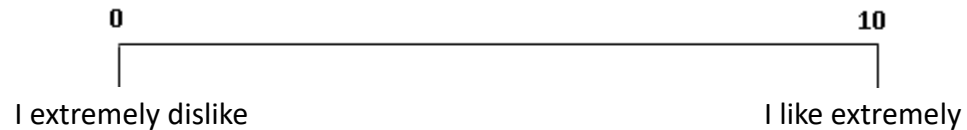
n = 83
LW = 155.7±8.4 kg



M & M – Consumer study

150 (Barcelona) + 100 (Madrid) consumers
5 samples/consumer
3 information conditions

Sample: 563



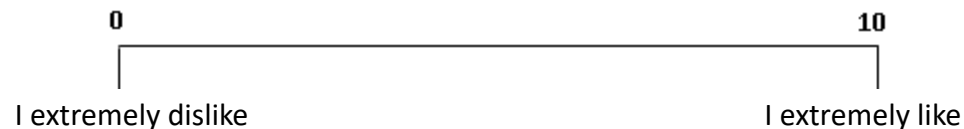
Blind

Sample: Entire female



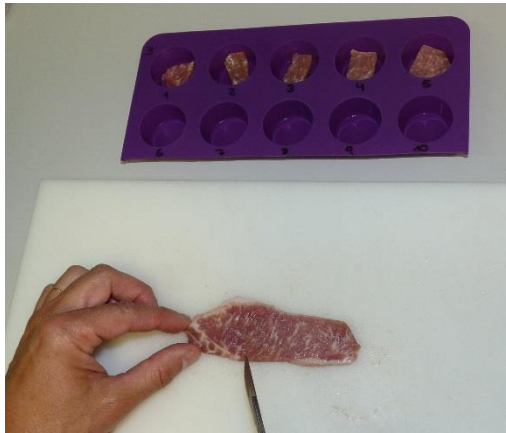
Expectatives

Sample: Entire female



Informed

M & M – Sample preparation



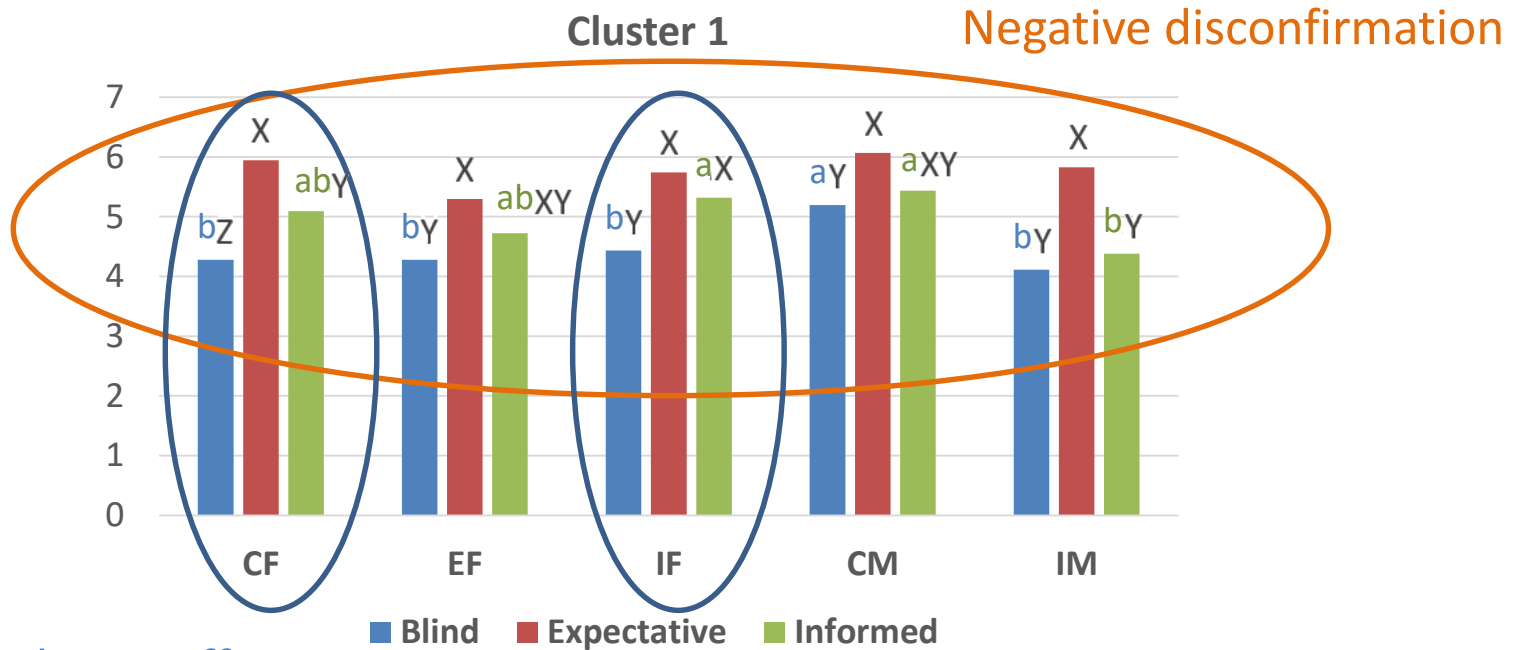
120 °
10 min



monadic way, one every 5 min

Results

N=79



Assimilation effect
(cognitive dissonance)

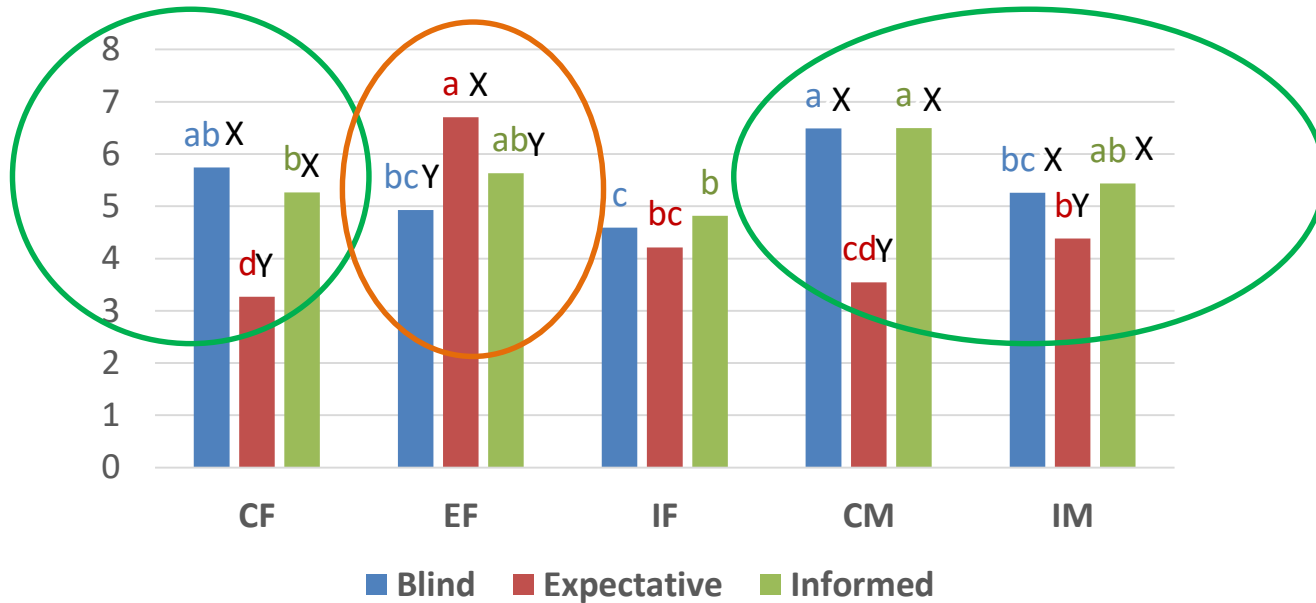
NO PREFERENCES REGARDING EXPECTATIONS

N=79

Negative disconfirmation

Cluster 2

Positive disconfirmation



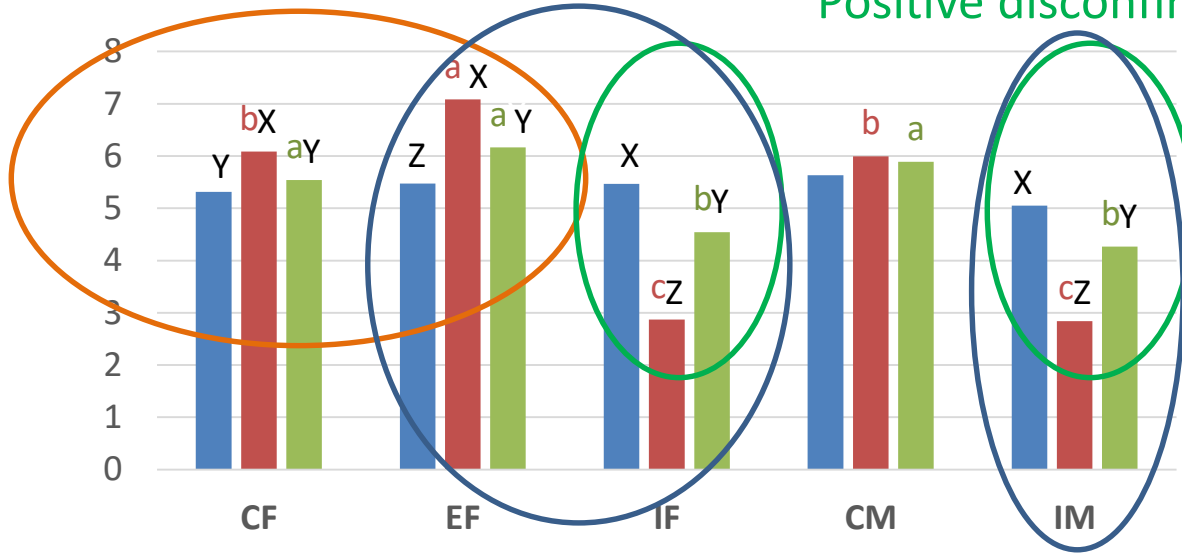
AGAINST CASTRATION AND IMMUNOCASTRATION

N=94

Negative disconfirmation

Cluster 3

Positive disconfirmation



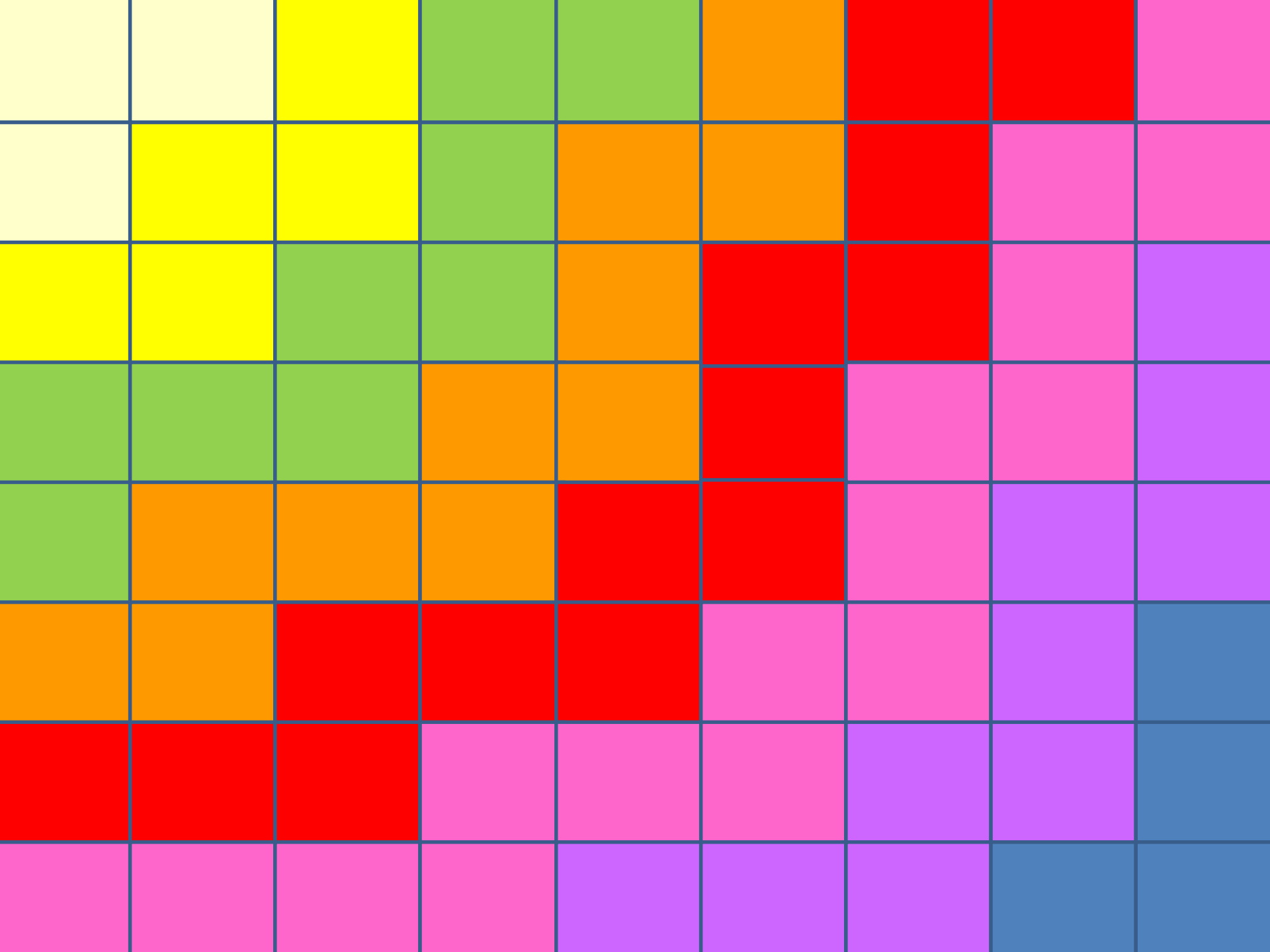
Assimilation effect
(cognitive dissonance)

Blind Expectative Informed

AGAINST IMMUNOCASTRATION

Conclusions

In conclusion, segments of consumers with different expectations towards meat from castrated and immunocastrated pigs were detected, and they have disconfirmation expectations in most of the types of meat.





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