

POSTER

Perception of bovine meat by the consumer of the Boumerdes region in Algeria

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Summary

The development of the beef sector has always been a priority for Algeria to meet the population's need for animal protein (Sadoud 2017). Consumption of beef is certainly low (6 kg ec / inhabitant / year), but in continuous progression with + 36% in 12 years (Livestock Institute, 2014a), it is three less than the European average, but close that of Morocco, a neighboring country where it is around 8 kg / inhabitant / year (Livestock Institute, 2014b) and slightly lower than that of Tunisia with 4kg / inhabitant / year (Hsouna, 2010). The development of the distribution link has largely contributed to the emergence of new requirements and preferences among consumers. Consumer behavior in terms of meat consumption can be explained by different families of factors such as psychological factors, sensory factors that are intrinsic to the product, and marketing factors or environmental factors (which are extrinsic qualities) (Furnols and Guerrero, 2015) .From which our study on the perception of beef cattle by the consumer of the eastern region of Algiers, considered as an urban area, characterized by a large cattle breeding and a large consumption of beef. For this, a sample of 105 consumers was surveyed. The following aspects have been developed and are: household size, family situation, educational level, income, type of meat most purchased, meat preservation mode, frequency of purchase, cutting, color, odor , taste, juiciness, consumption preference, cooking time, diet, pieces to consume. The survey took place during the year 2018 in an Algerian region, characterized by an urban population, with different socio-professional categories. The choice of the region is linked to the importance of the livestock sector.

The data processing was carried out thanks to the software SPSS which made it possible to identify and to explore the different types of consumers and to classify the choices, we also used the excel 2010. The survey carried out with the consumers showed that the majority of residents, ie the 105 individuals surveyed, consume beef, due to the trend of consumption of this product in large urban areas. Thus, 69% of consumers

spend more than 2000 DA / month, or 15 € / month (Bank of Algeria, 2018) for beef. Most respondents in beef prefer the odds and ribs in which is found the nutritional value, necessary for health since it is rich in protein compared to other meats. 96% buy meat from butchers because of the confidence and cleanliness found at this butcher's shop.

The consumer in this region is interested in traceability (all production chains) and prefers fresh meat (97 of respondents) and requires quality (55 people consume good quality meat). Thus, 97% of respondents prefer to buy fresh meat, because in recent years the consumer is always looking for quality and requires good preservation of meat, especially for the consumption of ground meat since it is very easy to contaminate. While 5% of residents are moving towards frozen meat and they are ordinary citizens with a modest salary and also with large families, which forces the consumer to move towards this type of meat cheaper than local meat. On the other hand, 3% of households are moving towards fresh and frozen.

However, 46% of the respondents eat the beef but when this meat is not available, they consume other meat and therefore it finds no disturbance not to eat the meat. As a result, the consumer of this region prefers to vary between the different types of meat for a good nutritional balance. Thus, 32% of consumers consider that what motivates them to buy meat is good for health, because it is considered fresh and where we do not find a lot of fat. While 19% of people buy meat by habit because they are used to prepare dishes based on this meat. However, 18% of them buy meat to please family members, especially for those with low or medium incomes. Thus, 16% of consumers buy meat for pleasure (taste). While 7% of households eat meat for pleasure / habit. We noticed that 65% of residents are influenced by the increase in the price of meat.

The above analysis shows that the regional aspect is an important factor in the differentiation of consumers' perception of beef and veal.

Thanks

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