

9th European Conference on Sensory and Consumer Research

PROGRAM TITLES AUTHORS PRESENTERS PROGRAM CODES CATEGORIES PRESENTATION TYPE

P1.028

Vitamin D-enhanced pork meat consumers' purchase intention: An exploratory case study in Spain

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ABSTRACT

The deficiency in vitamin D of the European population could to be alleviate using food enrichment, being pork a possibility since it is one of the most consumed meats. In the UE is allowed the addition of vitamin D₃ in pig feed, indistinctly it be synthetic or natural. A natural source can be mushroom exposed to UV light, which

increases their vitamin D content. However, consumers are reluctant to incorporate some technologies in food processing. Then, we investigated if consumers are willing to consume vitamin D-enhanced pork meat from animals fed mushrooms treated with ultraviolet light. An on-line survey (4,9% error, 95% confidence, $p = q = 0.5$; $k = 2$) was conducted in Aragon (northern Spain) of 400 consumers (non-vegan, non-vegetarian). Sampling was stratified by province, gender and age group (≤ 18 -25 years, 26-40 years, 41-55 years, 56-64 years) following National Institute of Statistics data (2017). The consumers have to choose the strategy they preferred (not enriching meat, enriching meat with synthetic vitamin D or enriching meat with vitamin D from UV-irradiated mushrooms). Also, they were asked about allergy to mushrooms and frequency of meat consumption. The sample was balanced by gender (50% men) those >55 years old (17.1%) and ≤ 25 years old (10.7%) were less represented than the rest. A 7.4% of consumers eats meat once/month or less, 23.2% do it 2-3 times/month, 37.5%, every week and 31.9%, more than once a week. The 93.9% did not have allergies to mushrooms, 1.0% did, and 5.1% are not sure. The 81.4% preferred no enrichment meat, 6.4% preferred synthetic vitamin, and 12.2% chose irradiated-mushrooms vitamin. None of the sociodemographic, health or behavioral variables affected the option chosen except age ($p = 0.006$) with those ≤ 25 years old presenting a higher frequency than expected for "synthetic vitamin" or "mushrooms vitamin".

SESSION DETAILS

Poster session 1 and Exhibition

room 16:25 - 18:25

Monday, 14th December, 2020

IN THIS SESSION

FP1.01

The effect of food accompaniment on purchase intention through embodied mental simulation