

Title Beef, chicken and pork consumption and consumer safety and nutritional concerns in the City of Campinas, Brazil

Author Maria da Conceição Pereira da Fonseca and Elisabete Salay

Citation Food Control, Volume 19, Issue 11, November 2008, Pages 1051-1058

Keywords Food safety; Meat consumption; Consumer survey

Abstract

Food choice can be influenced by consumer safety and nutritional concerns. Comprehensive analyses on this subject for meat consumption in Brazil are rare. This research aimed to analyze the association between beef, pork and chicken consumption and consumer concern of the safety and nutritional attributes of these meats. The data was obtained in face-to-face interviews with a stratified and representative sample of 351 individuals. Consumers perceived chicken as the lowest level of health-related risk meat, followed by beef and pork. The consumer safety concerns influence the intent to consume the beef and pork but less than the nutritional concerns studied.