

A NOVEL QUALITY DENOMINATION FOR BEEF: STRATEGIES, LIMITS AND DIFFERENCES BETWEEN STAKEHOLDERS

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OBJECTIVE

Prospective analysis of a novel beef quality label produced by the endangered breed "Serrana de Teruel":

- quality attributes and marketing strategies
- differences between stakeholders' perception



METHODOLOGY

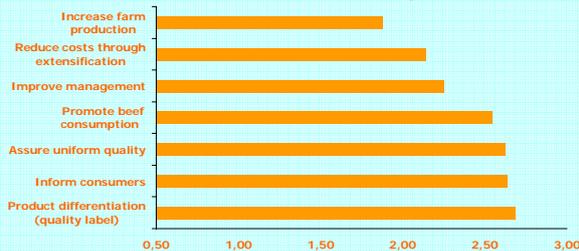
- Delphi method to collect main opinions of stakeholders (n=38): i) producers, ii) industry (processors and retailers), iii) consumers and iv) government.
- Questionnaire (two rounds) gathered information on i) most relevant production factors, ii) quality attributes of the new beef, iii) perception of quality by consumers, and iv) best strategies of marketing.
- Likert scales for measuring perceptions (1. strongly disagree to 5. strongly agree).
- Kruskal-Wallis test to identify significant differences among stakeholders.



RESULTS

Main factors

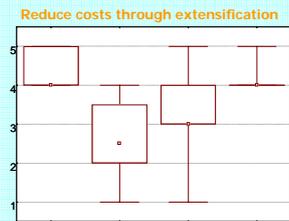
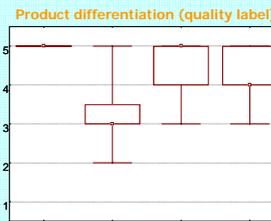
Weighted mean (1. strongly disagree to 5. strongly agree)



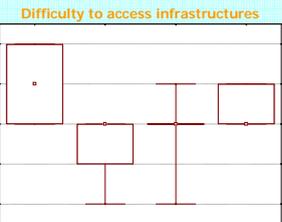
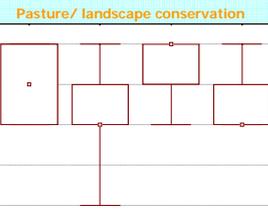
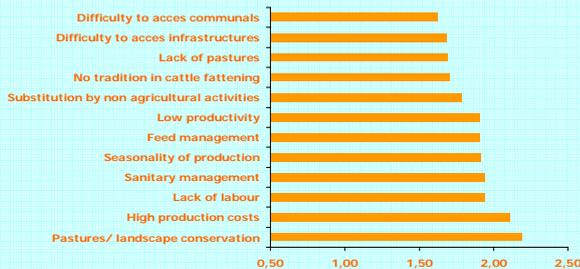
Differences among stakeholders

Vertical axis: 1. strongly disagree to 5. strongly agree
 Horizontal axis: 1. Producers; 2. Industry; 3. Consumers; 4. Government

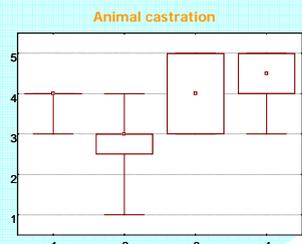
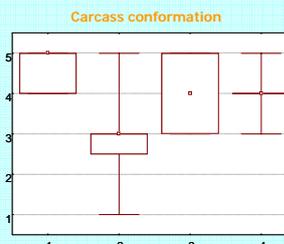
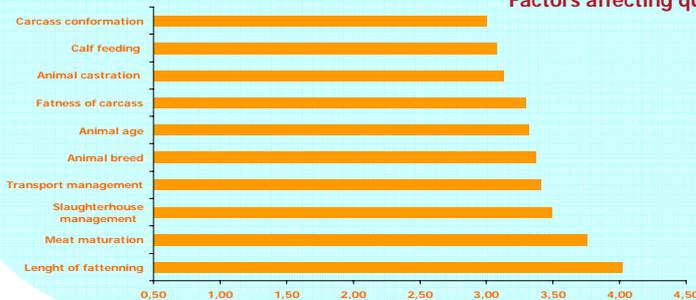
Strategies to face the problems of beef sector



Factors affecting "Serrana de Teruel" beef production



Factors affecting quality of beef



CONCLUSIONS

- Product differentiation & quality certification is key to producers and consumers; not important for the industry.
- Determining production factors: pastures and landscape conservation, production costs.
- Main factors of beef quality: fattening length and meat maturation (specially for farmers).
- Stakeholders think that feeding based on pastures and the butcher are key attributes/quality cues for consumers.