MEAT CONSUMER PROFILE IN LAVRAS, MG

(PERFIL DO CONSUMO DE CARNE EM LAVRAS/MG)

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Consumer behavior is undergoing changes that allow the flow of information to spread and become an important factor in decisions about eating habits and consumer preferences. In order to describe the profile of consumers of meat in Lavras, MG, we interviewed 102 consumers using previously tested forms. The descriptive data analysis was performed using the PASW Statistics 20 software of which the highest frequencies were extracted in order to evaluate meat consumer profile. Regarding education, it was observed that 54.9% of respondents had only completed elementary school while the majority in terms of income (64.2%) belonged to class C (1-3 minimum wages). The type of meat consumed by 56.4% of the respondents was mostly beef, but they consider it the 2nd worst meat for health (second only to pigs) and the second most expensive (second only to fish). The cheapest meat, according to the consumers was poultry (55.4%), but ranked 3rd as the most consumed. The best meat for health was fish; however, the high price limited its regular use. Taste was a decisive factor (62.4%) when deciding which meat to buy for consumption. We conclude that consumer income limits them to buying certain types of meat, but the main influence is the culture, customs and habits that even contradictory sometimes, do not change very easily.

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