

Lancaster Farming

SECOND SECTION

Survey Studies Consumer Attitudes Toward Meat

What motivates the American homemaker to buy certain meat products more frequently than others?

The livestock and meat industry, in search of such information, is finding some answer — and problems — in a just-released preliminary report on homemakers' opinions about selected meats. The report covers only the first-quarter interviewing of a year-long nationwide study on the subject. It was financed jointly by the U.S. Department of Agriculture and the National Live Stock and Meat Board, with the data tabulated by National Analysts, Inc., of Philadelphia.

Noting that homemakers interviewed in the study showed "a woeful lack of knowledge about some meat products," David H. Stroud, Acting General Manager of the Meat Board, said the report will be helpful to the industry "in satisfying the modern-day homemaker's needs — both in regard to product and product information." He said the prevalence of misconceptions about meat — especially pork — is not the fault of the homemaker.

"Somewhere along the line we've been missing the boat — along with professional people in the fields of medicine, education and home economics — in reaching the typical consumer with accurate, up-to-date information on meat," he said "It

behooves all of us, in fairness to the consumer, to intensify our efforts in this direction, as well as implementing, at a greater pace, additional product improvement and development"

To no one's great surprise, the study indicated consumer preference for beef over several other red meats and chicken

Beef was named by 97 percent of all homemakers interviewed as the meat most frequently served — more often than once a month. The percentage of homemakers serving other meats at a frequency of more than once a month were 83%, bacon, 83%, chicken, 61%, fresh pork, 37%, smoked or cured pork; and 10%, lamb

The survey investigates some possible explanations underlying consumer preferences and usage patterns. In this connection, respondents were interviewed in relation to 14 carefully-selected meat "attributes", stated both positively and negatively.

According to the response of homemakers interviewed in the first quarter of 1967, quality, flavor, little waste and healthfulness are quite important in deciding which meats to purchase. Items relating to these four concepts were selected by half or more of all respondents as being especially important when considering meat purchases

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FFA AREA MILK PRODUCTS JUDGING WINNERS. (left to right) Clark Stauffer, Ephrata, 4th; David Enck, Solanco and Galen Hackman, Ephrata, tied

for 1st; David Harting, Ephrata, 3rd. The contest was held last week at Penn Dairies with York and Lancaster Counties represented. L. F. Photo

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