Consumer & Market Insights Research Programme

Food Quality & Acceptability

For information on the Food Marketing Research Unit’s (FMRU) Consumer & Market Insights Research Programme, please contact:

Dr. Maeve Henchion
Food Marketing Research Unit
Ashtown Food Research Centre, Teagasc
Ashtown
Dublin 15, Ireland

Tel: +353-1-8059515
Email: maeve.henchion@teagasc.ie
TABLE OF CONTENTS

Palatability Assurance Critical Control Point (PACCP) p3
Project Title: Palatability Assurance Critical Control Point (PACCP)
Duration: 2005-2008
Funding: Food Institutional Research Measure

Project Description:
Consistent beef palatability is an important criterion that influences the decision of the consumer to purchase beef. The Australian beef industry has pioneered a key programme initiative called Meat Standards Australia (MSA), which has adopted consumer testing as a measure by which to evaluate the effectiveness of the current grading system, and as a tool to develop a more detailed understanding of the factors which interact to determine the eating quality of individual beef cuts. This multi-disciplinary research project involves quantification of the variation in beef at processor, retailer and consumer level, and within certain beef markets, to achieve a full palatability assured critical control point (PACCP) system. The main objective of the consumer insight element of this project was to use consumer feedback to develop a Palatability Assurance Critical Control Point (PACCP) plan for the Irish Beef Industry.

Two thousand consumers of beef were recruited to participate in the study. Three cooking methods were assessed in the study, traditional grilling and roasting, and a novel Korean form of barbequing known as ‘yakiniku’. In each of the three cooking methods consumers were presented with 7 pieces of beef all cooked to medium degree of doneness. Consumers were asked to complete a questionnaire rating individual beef samples for the palatability attributes of tenderness, juiciness, flavour and overall acceptability, as well as overall eating quality. The research revealed that consumers accurately ranked palatability attributes according to the quality of the beef consumed regardless of cooking type, and therefore, were consistent in determining the palatability factors which constituted beef quality. The implementation of the PACCP plan would be beneficial for Irish consumers given its potential to predict quality using consumer feedback. In that sense, by building on consumer’s knowledge of palatability, product differentiation through branding or other extrinsic cues could potentially improve value recognition in retail situations, and assist consumers to link post-purchase evaluations with pre-purchase evaluations.

Contacts: Maeve Henchion, FMRU: maeve.henchion@teagasc.ie
Paul Allen, AFRC: paul.allen@teagasc.ie
Annamarie White, FMRU: annamarie.white@teagasc.ie
Karen Brandon, AFRC: karen.brandon@teagasc.ie