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Aspects of quality related to the consumption and production of lamb meat. Consumers versus producers.

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Abstract

The purpose of this study was to identify and compare the different evaluations made by the agents at either end of the lamb meat chain, i.e. producers and consumers, in relation to the parameters that consumers use when purchasing lamb meat and the factors that affect the production of quality lamb meat. In addition, consumer segments that can be targeted for action by the different agents in the chain were examined. The study was carried out in Aragón, a region in north east Spain that is a producer and consumer of lamb meat. 371 surveys were carried out on purchasers of lamb meat and 49 surveys on sheep farmers. Bivariant analyses and a cluster analysis were performed. The results suggest that there are certain congruencies and divergences between producers and consumers. Also, a segment of consumers for whom the hygiene and sanitary conditions on the farm, animal welfare and the environment are of great importance were found.

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