

Consumer Preference, Attitude, and Acceptance of Pork

A.S. Leaflet R2164

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Summary and Implications

Consumer preference, attitude and acceptance of pork will be the driving influences on how the pork industry responds to consumer demand. From this study, it would appear that consumers are uncertain in understanding the color and marbling qualities that will translate into pork of excellent eating qualities. Slightly over one half of the consumers in this study were able to identify the proper color and marbling needed to achieve the eating quality desired in a pork product. 85% of the consumers in this study indicated that they would be willing to pay more for a pork product that would give them increased satisfaction in taste, tenderness, and juiciness. 83 % of the participants in this study indicated that they were willing to pay more per pound for pork that came from a certain breed or method of production and 71 % would pay more for pork from a “pork certified program” similar to the Certified Angus program in beef . The per cent of participating consumers were willing to pay extra per pound for pork that was: a) naturally grown 63 %, b) from a SWAP certified herd 54 %, and c) traceable back to the producer (43%). Less than one third were willing to pay extra for organically grown pork. Responses in this study indicated that when a certain type of pork product was desired, consumers were willing to pay only a modest addition in the price per pound. This additional willingness to pay extra for the desired product ranged from \$0.05 to \$0.75 per pound. Even though the survey generally indicated that consumers were willing to pay extra per pound for certain types of pork products, when they were specifically asked to answer, “I generally shop for the most economical pork product rather than paying more per pound for a brand name and/or for a higher quality product”, slightly over one half indicated they did shop for the most economical pork. From this study, it would suggest that an aggressive educational and marketing program will be needed for niche markets to achieve additional pork premiums. And in order to increase consumer demand for traditionally produced commodity pork, producers must be willing to improve pork quality traits. Finally, consumer education on selecting pork must be provided by educational institutions and the pork industry.

Introduction

Knowing what the consumer desires in selecting a pork product is critical for the success of the pork industry. Are consumers willing to pay more for a particular pork product based on quality, method of production, and breed specific pork, etc.? Thirty-five

consumers were surveyed concerning pork products and the trends in the pork industry to indicate their acceptance and their willingness to pay more per pound for the pork. The gender of the consumers participating in this study was 66% female and 34 % male. The median range in age was 56 to 65 years of age and the median range in household income was \$20,001 to \$40,000. Pork consumption for the participants was characterized as 40% consuming fresh pork two or more times per week, 28.6% one times per week, 17.1% three times per month and 14.3% less that three times per month. The consumer survey was conducted in four different sessions over a three-day period.

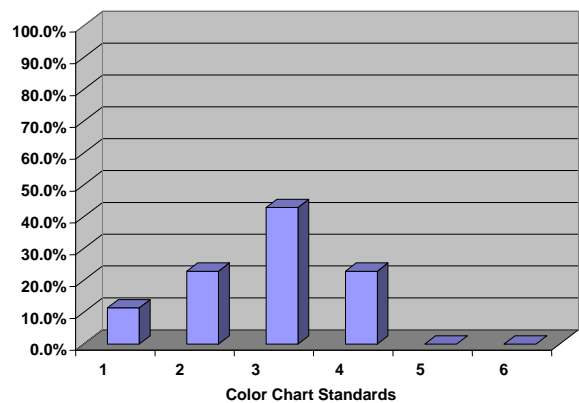
Materials and Methods

A survey instrument with a series of questions and exercises was developed to collect information that would reflect consumer preference, attitude, and acceptance of pork. With certain questions that were answered with a “yes” or “no”, the consumer, if answering “yes”, was then asked to indicate a price range in dollars per pound in which they would be willing to pay to obtain this type of pork product. The survey questions were read to each consumer group and they were given verbal instructional information about each question. A written response for each question was then made by each consumer by checking the appropriate survey response of their choice.

Results and Discussion

Question 1. If you were selecting a pork chop at the meat counter and based on the pork quality color standard charts, which color of pork chop would you select assuming the same price per pound?

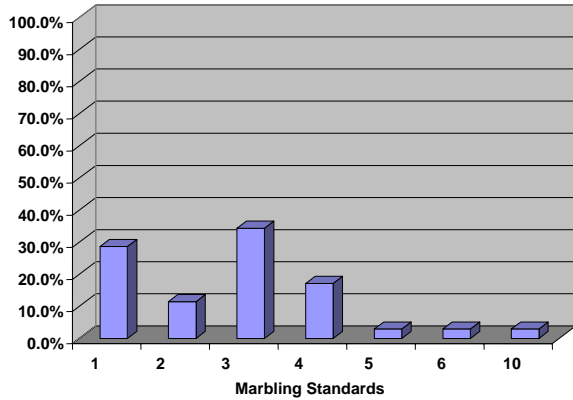
Color Score	Percent response
1 (one)	11.4 %
2 (two)	22.9%
3 (three)	42.9%
4 (four)	22.9%
5 (five)	00.0%
6 (six)	00.0%



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Question 2. If you were selecting a pork chop at the meat counter and based on the pork quality marbling standard charts, which marbling of pork chop would you select assuming the same price per pound?

Marbling Score	Percent response
1 (one)	28.6%
2 (two)	11.4%
3 (three)	34.3%
4 (four)	17.1%
5 (five)	02.9%
6 (six)	02.9%
10 (ten)	02.9%

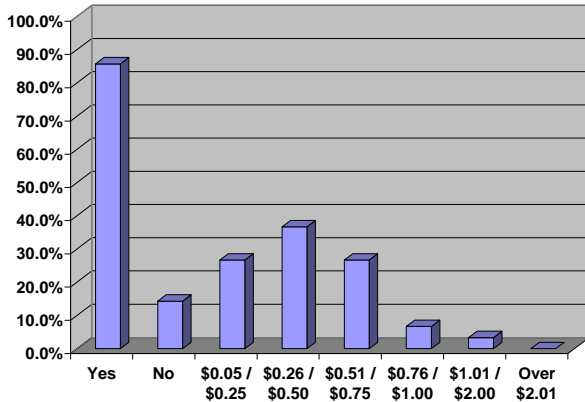


Question 3. If a pork product gave you increased consumer satisfaction (taste, tenderness, juiciness), would you be willing to pay more per pound for this product?

Yes – 85.7% No – 14.3%

If yes, how much more are you willing to pay per pound for the product giving increased consumer satisfaction?

\$0.05 to \$0.25	26.7%
\$0.26 to \$0.50	36.7%
\$0.51 to \$0.75	26.7%
\$0.76 to \$1.00	06.7%
\$1.01 to \$2.00	03.3%
Over \$2.01	00.0%

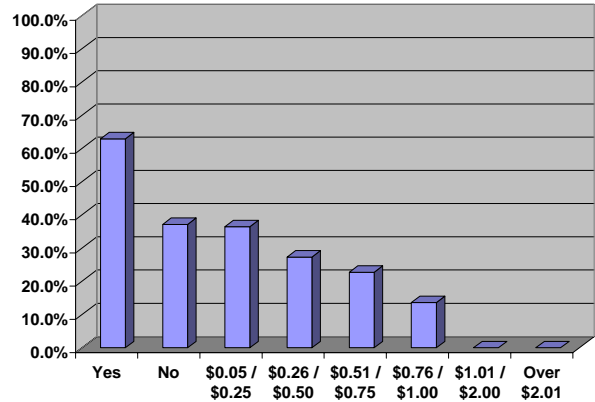


Question 4. Given the same price per pound and the same consumer satisfaction (taste, tenderness, juiciness), would you select a pork product that was grown naturally with no antibiotics and/or drugs over a pork product grown using antibiotics and/or drugs?

Yes – 62.9% No – 37.1%

If yes, how much more are you willing to pay per pound for the naturally grown product?

\$0.05 to \$0.25	36.4%
\$0.26 to \$0.50	27.3%
\$0.51 to \$0.75	22.7%
\$0.76 to \$1.00	13.6%
\$1.01 to \$2.00	00.0%
Over \$2.01	00.0%

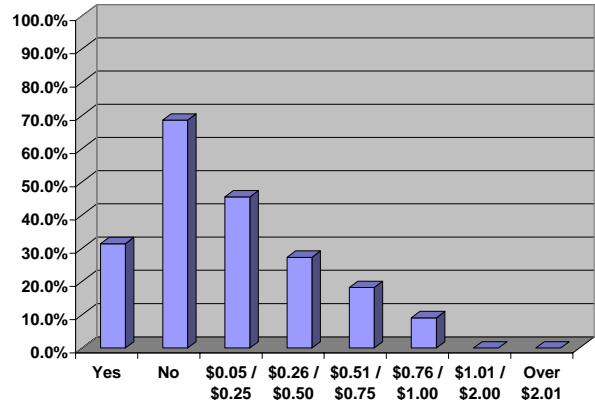


Question 5. Given the same price per pound and the same consumer satisfaction (taste, tenderness, juiciness), would you select a pork product that was grown by organic production standards over a product that was grown under conventional pork production methods?

Yes – 31.4% No – 68.6%

If yes, how much more are you willing to pay per pound for the organically produced product?

\$0.05 to \$0.25	45.5%
\$0.26 to \$0.50	27.3%
\$0.51 to \$0.75	18.2%
\$0.76 to \$1.00	09.1%
\$1.01 to \$2.00	00.0%
Over \$2.01	00.0%



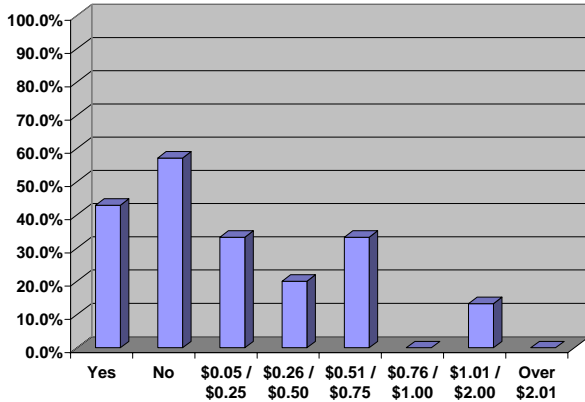
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Question 6. If at the meat counter you could trace your selected pork product back to the actual pork producer with knowledge of the breed of hog and all the methods and inputs used in its production, would you be willing to pay more per pound for a pork product?

Yes – 42.9% No – 57.1%

If yes, how much more are you willing to pay per pound for the organically produced product?

\$0.05 to \$0.25	33.3%
\$0.26 to \$0.50	20.0%
\$0.51 to \$0.75	33.3%
\$0.76 to \$1.00	0.00%
\$1.01 to \$2.00	13.3%
Over \$2.01	00.0%

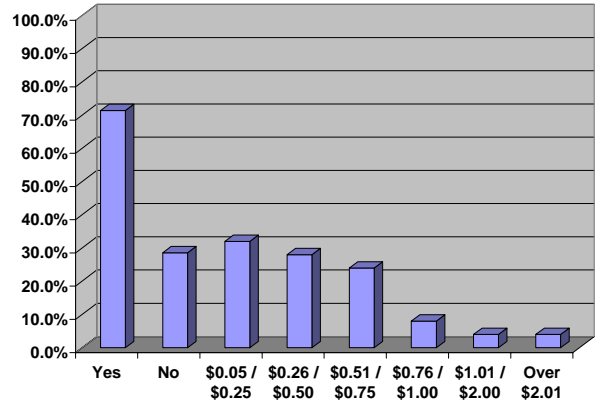


Question 8. Beef has the “Certified Angus” program that implies to the consumer a high quality beef product. If the pork industry had a similar program with a selected breed that gave a higher quality pork product, would you be willing to pay more per pound for the pork product?

Yes – 71.4% No – 28.6%

If yes, how much more are you willing to pay per pound for the product?

\$0.05 to \$0.25	32.0%
\$0.26 to \$0.50	28.0%
\$0.51 to \$0.75	24.0%
\$0.76 to \$1.00	08.0%
\$1.01 to \$2.00	04.0%
Over \$2.01	04.0%

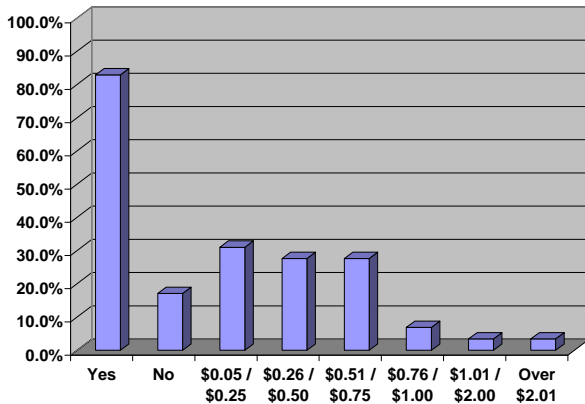


Question 7. If pork came from a breed of hogs or a production method that was superior in satisfaction (taste, tenderness, juiciness), would you be willing to pay more per pound for the pork product?

Yes – 82.9% No – 17.1%

If yes, how much more are you willing to pay per pound for the product?

\$0.05 to \$0.25	31.0%
\$0.26 to \$0.50	27.6%
\$0.51 to \$0.75	27.6%
\$0.76 to \$1.00	06.9%
\$1.01 to \$2.00	03.4%
Over \$2.01	03.4%

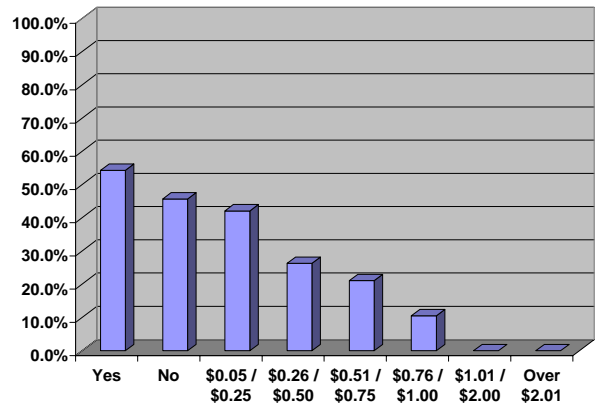


Question 9. If the pork product label indicated that the product came from a Swine Welfare Assured Program (SWAP) production method (SWAP assesses the interactions among producer, animals and facilities, and the applications of welfare concepts), would you be willing to pay more per pound for the pork product?

Yes – 54.3% No – 45.7%

If yes, how much more are you willing to pay per pound for the product?

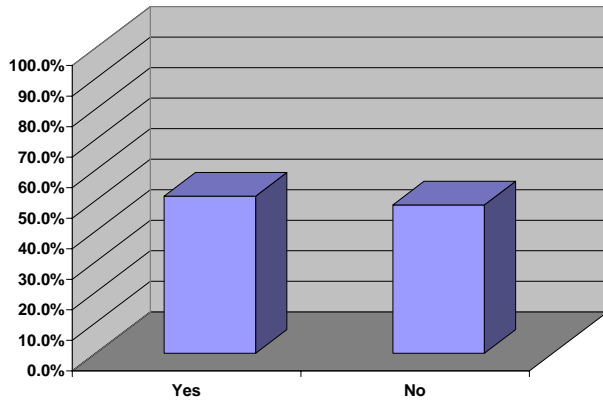
\$0.05 to \$0.25	42.1%
\$0.26 to \$0.50	26.3%
\$0.51 to \$0.75	21.1%
\$0.76 to \$1.00	10.5%
\$1.01 to \$2.00	00.0%
Over \$2.01	00.0%



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Question 10. When selecting a pork product, I generally shop for the most economical pork product (cost per pound) rather than paying more per pound for a brand name and/or for a higher quality product?

Yes – 51.4% No – 48.6%



Acknowledgements

Acknowledgement is given to the Iowa Pork Industry Center (IPIC), Dr. John Mabry, Director, for funding this IPIC project.

Appreciation is extended to the National Pork Board, Des Moines, Iowa for supplying consumer education resource material for pork selection, nutritional benefits and recipes.