ESTIMATION OF SOME CHEESE ASSORTMENTS QUALITY

ESTIMAREA CALITĂŢII UNOR SORTIMENTE DE BRÂNZETURI

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Abstract: *The need of monitoring the quality through specific indices has lead to the use of mathematics and statistic methods, considering quality (Q) as a function of the main characteristics analysed according to the consumers' needs and requests.*
This work performs a comparative analysis of cheese assortments quality, using in this purpose qualimetry methods.

Key words: *quality, comparative analysis, qualimetry methods, cheese assortments.*

INTRODUCTION

Cheese in fact is nothing more than concentrated protein and fat. Their nutritional and biological value consists in high proportions of nutrients in optimal scale and accessible for human body, as those from milk.

Quality assessment represents the systematically examination of the measure in which an entity (product or service) is able of satisfying the specifed conditions, i.e. the needs rendered as an ensemble of features expressed quantitatively (numerically) or qualitatively (attributively or notionally).

The comparative quality analysis consists in the application of proper methodologies that compares two or more goods, in relationship with their representative features.

Among many other direct beneficiaries of the comparative quality analysis are consumers, in their quality of demanders, and they represent the most numerous and justified category to benefit by the objectivity and pertinence of the product and service quality analysis. They are permanently subjected to a persuading but not always correct advertising of product and service quality, which leads to an unreasonable buying behavior.

MATERIAL AND METHODS

This scientific paper represents a comparative analysis of some cheese assortments quality, using the general scoring method.

For our research, we have chosen the Dalia cheese from: S.C. Delaco S.R.L., SC Friesland Romania SA - Milli,, S.C. Simultan S.R.L. and S.C. Five Continents S.R.L.

In applying the general scoring method we use a scoring system from 1 to 100 and for the suggestive illustration of the results we use the graphical representation. Quality features selected for the studied Dalia cheese are: outside aspect, interior aspect, taste, smell, core consistency and core colour.

RESULTS AND DISCUSSIONS

The study was achieved on a sample of 150 consumers who filled out a questionnaire with open questions. From the information collected, we obtained the necessary data by calculation of the quality coefficients for each of the quality features selected in this study.

Regarding the question „Buy or eat Dalia chesse**?",** 115 customers have responded YES of all consumers interrogated (figure 1)

Regarding the question „If so, how frequently you buy or eat Dalia chesse?", frequency of consumption is shown in figure 2.

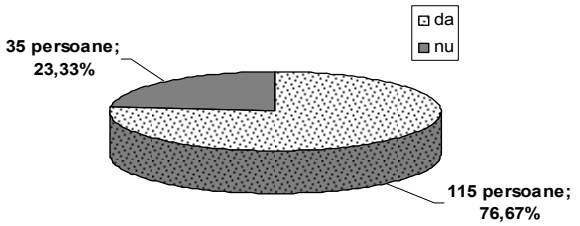


Figure 1 Dalia cheese consumers share

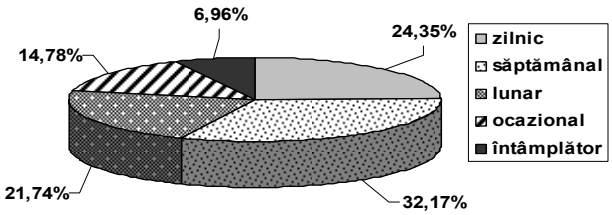


Figure 2 Frequency of consumption of Dalia cheese

Figure 3 shows the variation of quality indicator (Qp) for each version of the product.

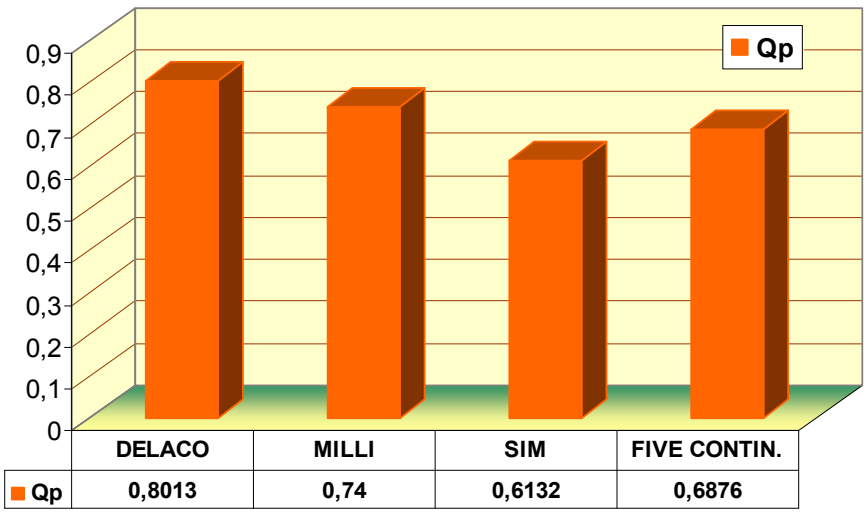


Figure 3 Product hierarchy according to Qp indicator values

CONCLUSIONS

1. The high nutritional value of cheese is due to both proteins, lipids and mineral salts easily assimilable and the various organoleptic characters, taste qualities which stimulates secretion of digestive juices. These properties make the cheese to be one of the most popular food for humans

2. 76,67% (115 consumers) buy or eat Dalia cheese, 24,35% of them consume daily and 32,17% weekly use.
3. Analyzing the results that have been obtained using the general scoring method, we can observe that Dalia cheese, from S.C. Delaco S.R.L , is higher quality product than the other options selected product. Quality indicator value determined by calculation is Qp = 0,8013.
4. Though the general scoring method has a high subjectivity degree (all quality features, either numerical or attributive, are awarded points compared to the qualimetry methods, we can use this method to the analysis of food quality because their organoleptic characteristics exceed 50% of the total quality features.

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