



21-22 November 2024

ANALYSIS OF CONSUMPTION PERSPECTIVES REGARDING PORK MEAT SECTOR

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Abstract: In order to stimulate pork consumption, in the future, as consumption need increases, intensive and alternative meat production systems must be able to constantly supply the market according to the preferences and needs of increasingly sophisticated consumers who want their meat produced, from indoor-housed pigs, outdoor pigs and welfare facilities. The purpose of facilities is to provide maximum physical, social and climatic comfort for swine to maximize individual production, not livestock growth. The protection of animals in a particular type of shelter has been practiced for centuries regardless of climate, as it has allowed farmers to take care of their livestock.

• Introduction

In order to express the biological value of pig production and supply the processing industry with raw materials to meet growing consumer needs, integrated management measures are needed throughout the meat supply chain.

In order to maintain or even increase consumption in the short, medium and long term, there is a need to control and stimulate the maintenance of individual productions, which are influenced by intensive production and processing technologies that produce stereotypies in fattening pigs given by new repetitive behavioral patterns induced by repeated attempts to cope with artificial conditions, frustration and/or brain dysfunctions such as bar biting and false chewing with effects on meat composition and quality. Translated with DeepL.com (free version)

• Results and discussions

The technological conditions of meat production, poor air quality has serious consequences on the health of fattening pigs, restriction of movement and unbalanced feed rations can lead to a reduction in muscle weight and bone strength, but the methods of carcass production, inadequate stunning methods cause profound changes in meat composition and the failure to castrate the males causes an unpleasant smell and taste that may be evident during cooking or consumption of pork products.



in order to stabilize the pigmeat market from a consumption point of view, it is necessary to (figure 1):

Conclusions: From the analysis of the consumption perspective of pork meat, it results that there are differences in cultural habits, as pork is most affected by religious restrictions and religious identity is also determined by eating and consumption habits which becomes variable depending on the state of world production, the amount consumed in the countries where it is produced and cultural factors, pig health issues and the availability of meat for the growing world population. In order to stabilize the pig meat market from a consumption perspective, managerial measures need to be implemented to stimulate individual meat production, the development of sales systems and improved consumer-focused marketing management. Translated with DeepL.com (free version)