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BRAKES AND LEVERS FOR HORSEMEAT CONSUMPTION IN FRANCE IN 2019

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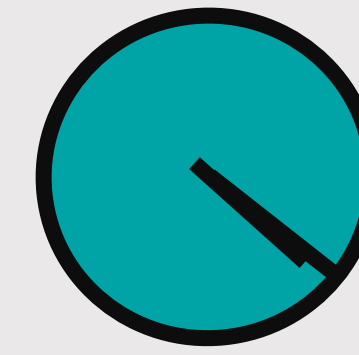
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This research aims to identify the factors that can encourage or limit horsemeat consumption

Context:



Horsemeat consumption: morally taboo in France until mid-19th century, taboo nowadays in many countries



1% of red meat volume purchased in France (FranceAgriMer, 2019)



Since the mid-20th century, **the consumption has been collapsing** (FranceAgriMer, 2015)



Two-third of French people **do not consume** this meat (Cazes-Valette, 2015)

Methodology:



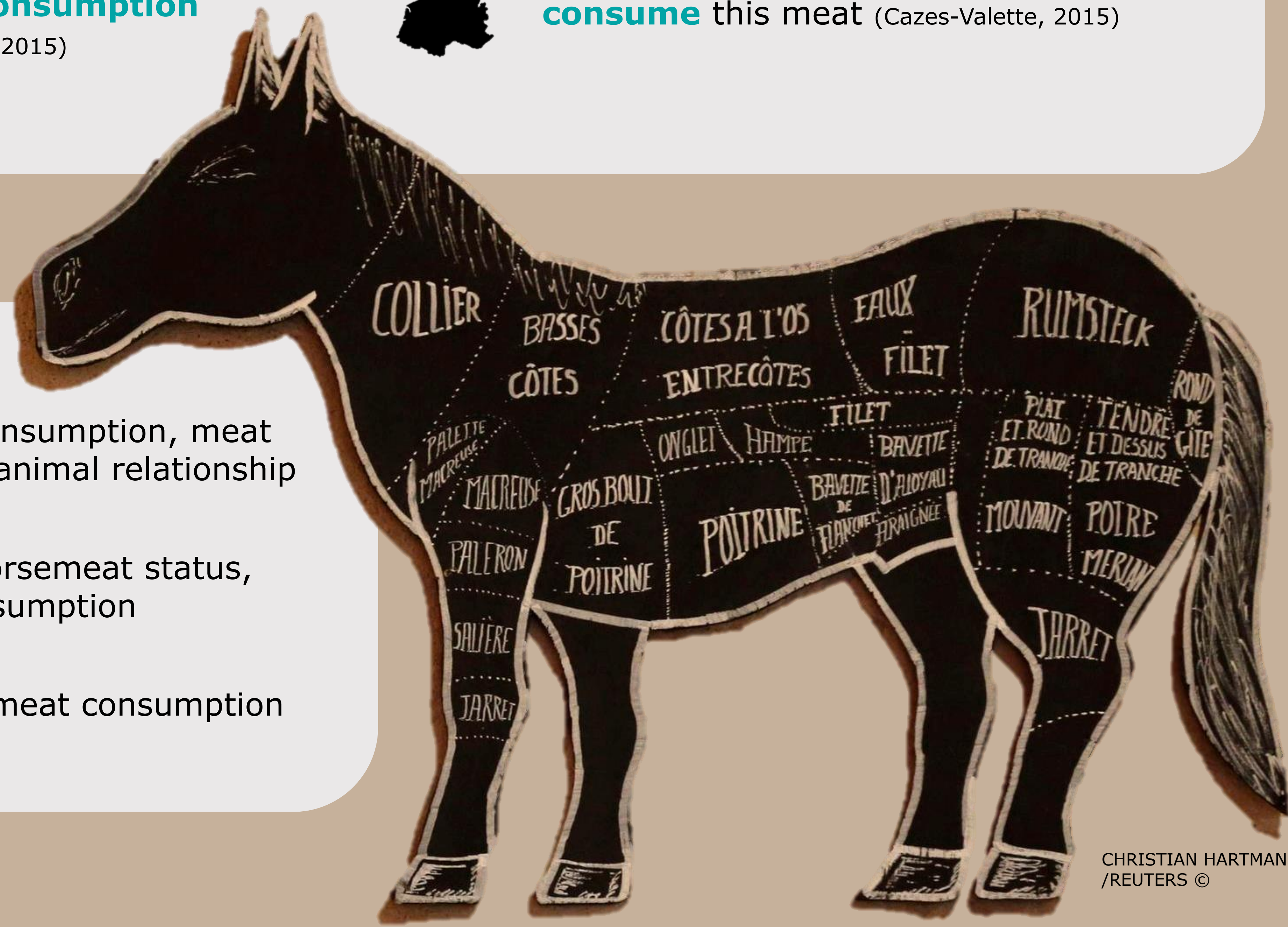
Literature review about horsemeat consumption, meat consumption determinants and human-animal relationship



In-depth interviews (n=41) about horsemeat status, benefits and barriers of horsemeat consumption



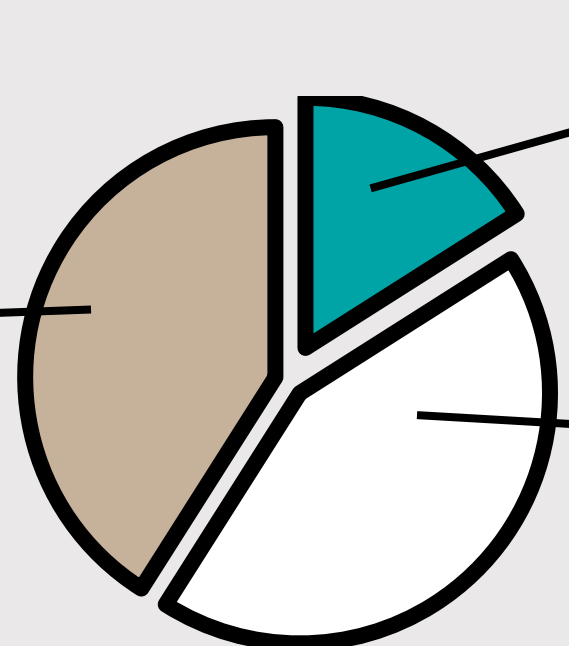
Online survey (n=1005) about horsemeat consumption and representations of horses



Results:

Among 916 meat eaters:

41% already consumed several times horsemeat



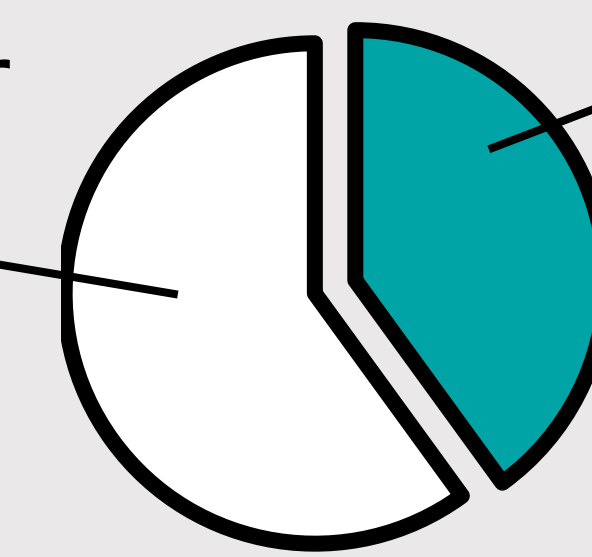
16% consumed once horsemeat

43% never consumed horsemeat

Key figures:

Among these few or no consumers (542 individuals):

61% do not consume for moral reasons (love the animal too much to be able to eat it)



39% do not consume for reasons related to eating habits (color, taste), supply or price

Shared outcomes from the survey and the interviews:



Consumers of horsemeat, as well as non-consumers, have a **low level of knowledge** on this subject. The main knowledge concerns the product, such as its **color**, **texture** and **nutritional qualities** (proteins, iron). Culinary knowledge is limited (grilled for steaks or tartar for raw meat). The production methods for this meat are almost unknown.



Among **consumers**, many consume it since childhood, in the **family circle**. They reproduce these habits in adulthood with few nuances. Consumption is generally **lower** than in the previous generation, and **events** or **lifestyles** (getting married, moving home, ...) influence the maintenance of a regular consumption.



For many **non-consumers**, the main reason for non-consuming is **the status of the horse** as an animal too close to humans to be eaten.

Non-consumers are not only people who are put off by the idea of consuming horse meat for moral reasons. Rather, a number of them do not consume it for **cultural** (eating habits and routines), **economic** (the price of this meat), and/or **commercial reasons** (availability in usual purchase places, absence of this meat in restaurants).

Conclusions & further work:

Our results show the influence of **cultural**, **psychological**, **economic** and **marketing factors** around the consumption of horsemeat. Moreover, non-consumers are not necessarily polarized by moral concerns, which highlights the **potential for an increase in the number of consumers**, provided that appropriate **marketing measures** would be implemented.

Our **work in 2020/2021** focuses on the **intentions to buy of horse meat**, both for eating at home and eating out. Moreover, we are interested in the **representations and practices of chefs**, to understand why horsemeat is used so rarely in restaurants.

