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► **To cite this version:**

Arnaud Lamy, Celine Vial, Sandrine Costa. Brakes and levers for horsemeat consumption in France in 2019. 71. Annual Meeting of the European Federation of Animal Science (EAAP), Dec 2020, Virtual meeting, Portugal. Wageningen Academic Publishers, EAAP Book of Abstracts, 26, 2020, Book of abstracts of the 71st annual meeting of the European Federation of Animal Science (EAAP). hal-03106990

HAL Id: hal-03106990

<https://hal.science/hal-03106990v1>

Submitted on 12 Jan 2021

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BRAKES AND LEVERS FOR HORSEMEAT CONSUMPTION IN FRANCE IN 2019

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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:



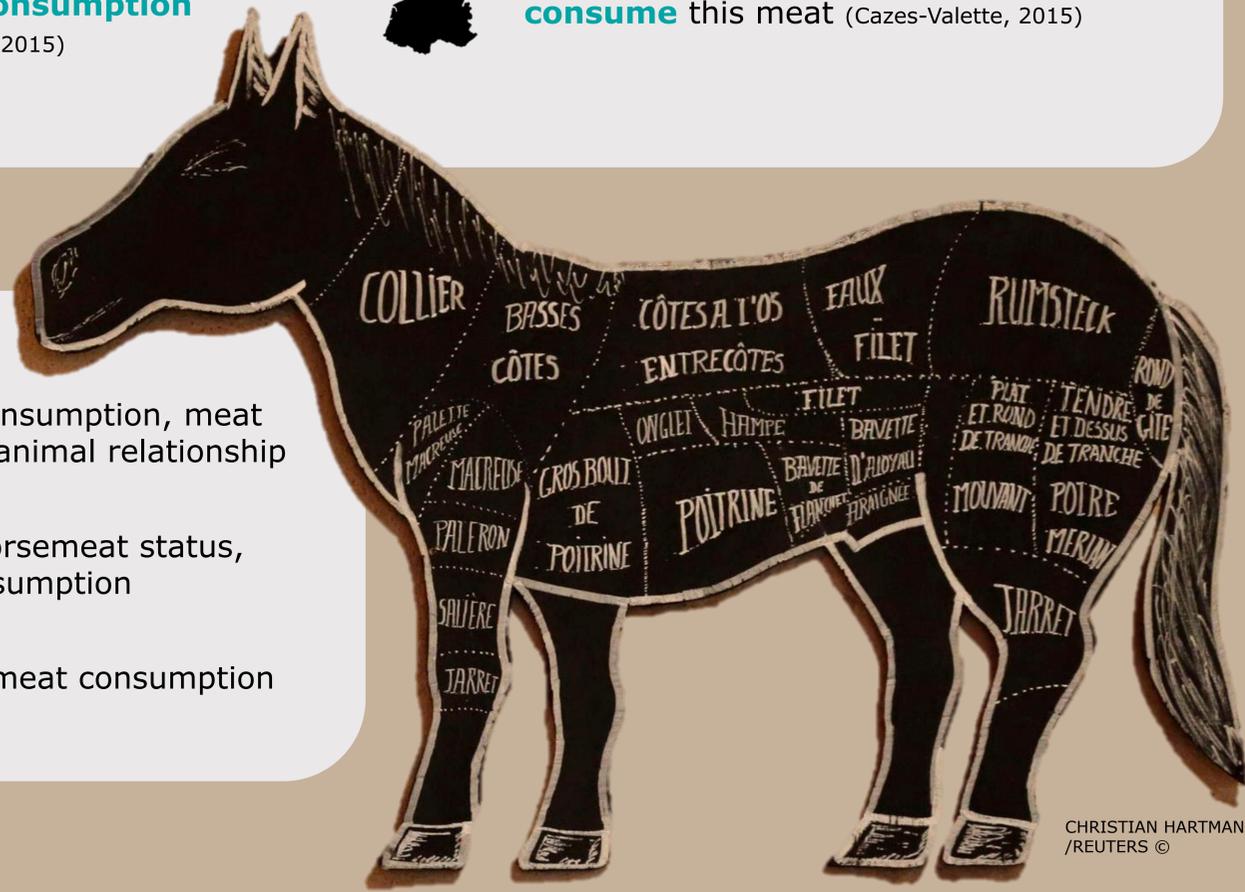
Literature review about horsemeat consumption, meat consumption determinants and human-animal relationship



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



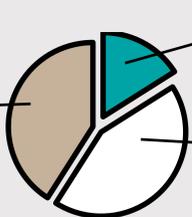
Online survey (n=1005) about horsemeat consumption and representations of horses



Results:

Among 916 meat eaters:

41% already consumed several times horsemeat



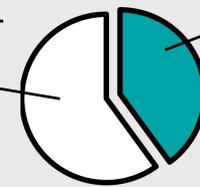
16% consumed once horsemeat

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.

