

Research Regarding the Cattle Meat Assortments Purchased and Preferred by the Consumers from Timis County

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Abstract

Depending on the anatomical regions of the cattle, we found that the cattle meat assortments preferred by men, regardless of age, are chickpeas, moss, worm, and less the chest, pulp and the rasol. Age categories 21-30 years and 31-40 years do not prefer beef pulp at all, and the 51-60 category the chest, probably because of the thicker miofibrils and make the meat harder to chew. Women of all ages, we see that they prefer all assortments of cattle meat, except for the 21-30 category who does not prefer the rasol, may be due to the fact that they still do not know how to prepare it.

Keywords: consumption, cattle meat, Timis County

1. Introduction

The development of animal production is primarily required by the transformation of products obtained from the vegetable sector into products of animal origin (meat in the present study), the transformation process, above mentioned involves consumption both of material and human resources, which determines the increase in the value of zootechnical products.

Analyzing the cattle breeding sector in our country we can see several strengths related to the consumption of meat and meat products from this species: a large number of consumers in the domestic market [1-4]; possibilities for traceability of meat; strong tradition of processed meat consumption; retail of cattle meat and cattle meat products; possibilities of selling at high standards of meat to attract consumers [5-7], opportunities for constant supply of meat and meat products both vertically and horizontally.

Effective meat production is achieved in case of a perfect correlation between the biological material

used and the applied technology. Better cattle breeds are economical only by ensuring technological requirements at the optimum level, becoming unprofitable under inappropriate growth conditions.

From products of animal origin, meat is a special food source, to which consumer preferences and tastes have been and are steadily increasing, a requirement that has increased over the last decades worldwide.

[8-10].

2. Materials and methods

The quality of the products in general and of the cattle meat in particular is what the consumer wants and not what the institution decides to be the best for him, so we have made a study focusing on the cattle meat consumer and cattle meat products by applying a questionnaire referring on the consumption of cattle meat and cattle meat products.

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3. Results and discussion

By applying these questionnaires to the respondents, we determined the assortments of bovine meat preferred by consumers, so we asked

the following question "What are the assortments of cattle meat preferred by you?", finding the followings (Table 1 and Figures 1 and 2):

Table 1. Assortments of cattle meat preferred by consumers

Assortments of meat preferred	Men with age (years)					Women with age (years)				
	21-30	31-40	41-50	51-60	>60	21-30	31-40	41-50	51-60	>60
entrecote	10	9	20	2	-	14	19	26	27	17
muscle	20	17	30	19	14	80	86	39	16	3
chest	4	7	16	-	9	19	7	7	6	7
pulp	-	-	9	9	17	3	4	6	29	19
rasole	7	11	1	-	3	-	9	14	9	19
sirloin	11	7	9	-	4	34	15	17	7	9

Source: our own reseach

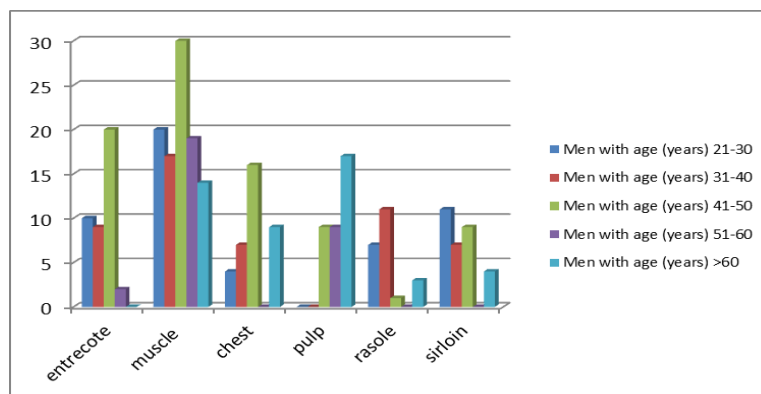


Figure 1. Assortments of cattle meat preferred by men

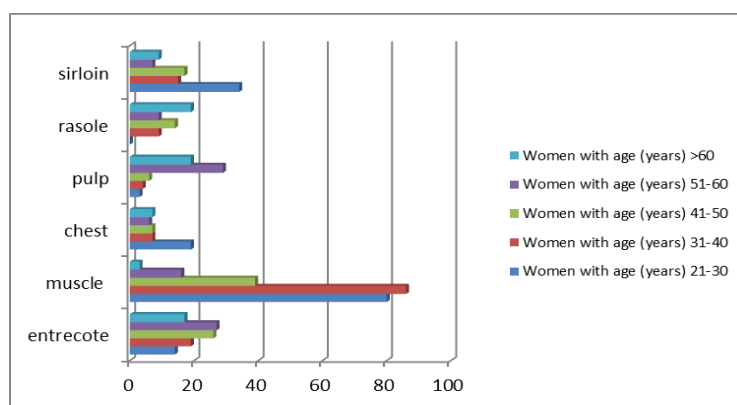


Figure 2. Assortments of cattle meat preferred by women

The assortments of cattle meat preferred by men regardless of age are entrecote, muscle, sirloin, and less chest, pulp and rasole. Age categories 21-30 years and 31-40 years do not prefer at all cattle pulp, and 51-60 category the chest,

probably because of the thicker miofibrils and make the meat harder to chew. Over age of 60 years, men tend to be healthy eating all kinds of meat except antricot.

Women regardless of age we see that they prefer all sorts of cattle meat except for the 21-30 year old who does not prefer rasole, may be due to the fact that they still do not know how to prepare it. The age segment over the age of 51-60 and over 60 years prefers the entrecote, pulp and sirloin and rasole, and less the chest and the muscle .

According to the answers to the question "What are the assortments of cattle meat that you buy the most frequently?", we have found the following (Table 2 and Figures 3 and 4).

Table 2. Assortments of cattle meat purchased most frequently

Assortments of meat purchased	Men with age (years)					Women with age (years)				
	21-30	31-40	41-50	51-60	>60	21-30	31-40	41-50	51-60	>60
entrecote	10	2	29	19	19	2	9	22	33	40
muscle	-	17	14	29	17	14	22	30	45	12
chest	-	-	-	14	4	-	-	19	34	36
pulp	-	-	-	4	-	-	4	15	17	39
rasole	-	-	4	19	9	-	4	19	30	34
sirloin	-	3	9	14	19	9	12	19	40	14

Source: our own reseach

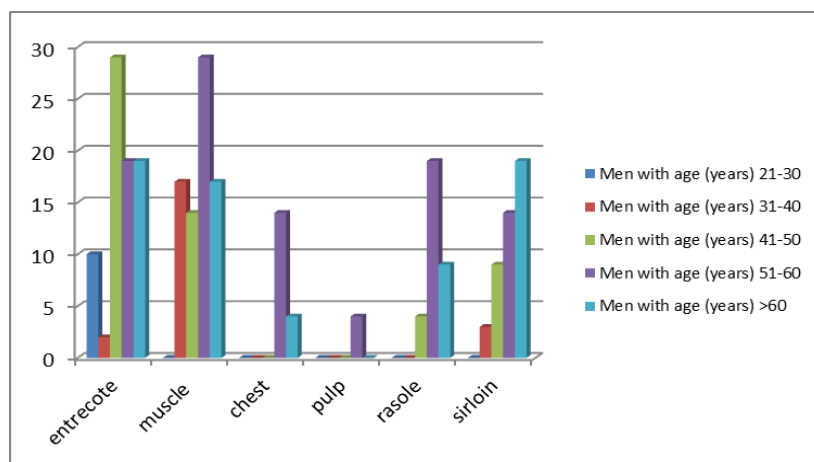


Figure 3. Assortments of cattle meat purchased by men, by age segments

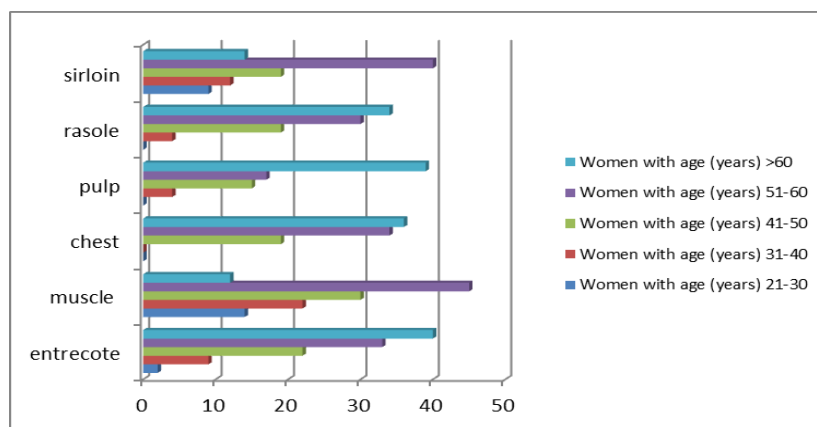


Figure 4. Assortments of cattle meat purchased by women, by age segments

The assortments of cattle meat preferred by men to be bought are for the age category 41-50 years old, 51-60 years old, and over 60 years old the entrecote, the muscle and the sirloin. The age category 21-30 years, 31-40 years and 41-50 years do not buy cattle chest. Neither cattle pulp is bought by men of any age except in very small proportion. The age category 21-30 years does not buy cattle meat except for the entrecote that is preferred by only 10 respondents.

Women buy all assortments of cattle meat, only 21-30 years old and 31-40 years old category, do not buy chest, and 21-30 years do not prefer rasole and sirloin. For age categories 51-60 years and over age of 60 years, preferred buying entrecote, muscle, chest, pulp and rasole.

4. CONCLUSIONS

The assortments of cattle meat preferred by men, regardless of age, are entrecote, muscle, sirloin, and less chest, pulp and rasole, while women regardless of ages prefer all assortments of bovine meat, except for the 21-30 year category which does not prefer rasole.

Respondents aged between 51 and 60 years say they prefer to buy muscle, chest, entrecote and sirloin. People over age of 60 years women buy entrecote, pulp, and cattle chest because these assortments have a lower price compared to the muscle.

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