

Consumer preference of beef from Honduras and the United States.



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Introduction.

The increasing presence of the international market has influenced consumer preference and acceptability of meat. These evolving preferences have helped consumers to create an ideal biotype of meat. Consumer now want a meat with best practices in harvesting, processing and high nutritional value. As a results of these the meat industry has grown in the last years, for example: The United States occupies the first place in beef production with 12 million T/year, first place as consumers with 12.3 million T/year and 66 lbs. average annual per capita consumption of meat; the exports is 2,900 millions Dollars/year and the imports 3,000 millions Dollars/year (BEEFUSA, 2012). Honduras beef production is 30,000 MT/year, the average annual per capita consumption of meat is 10 lbs.; the exports and imports are 5 – 10 millions Dollars/year (USMEF, 2012).

Research is needed to determine if consumer palatability affects meat preference from new exporting countries, like Honduras compared to U.S. beef.

Objective.

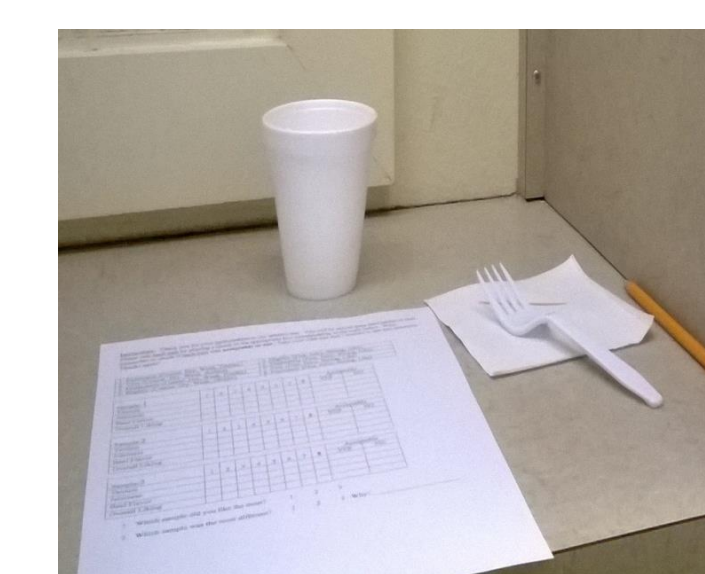
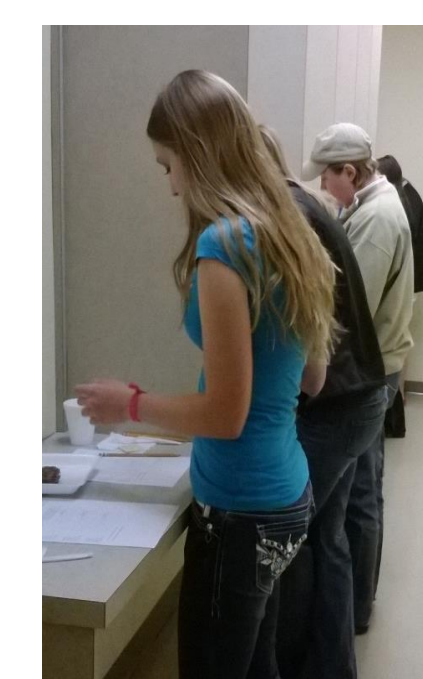
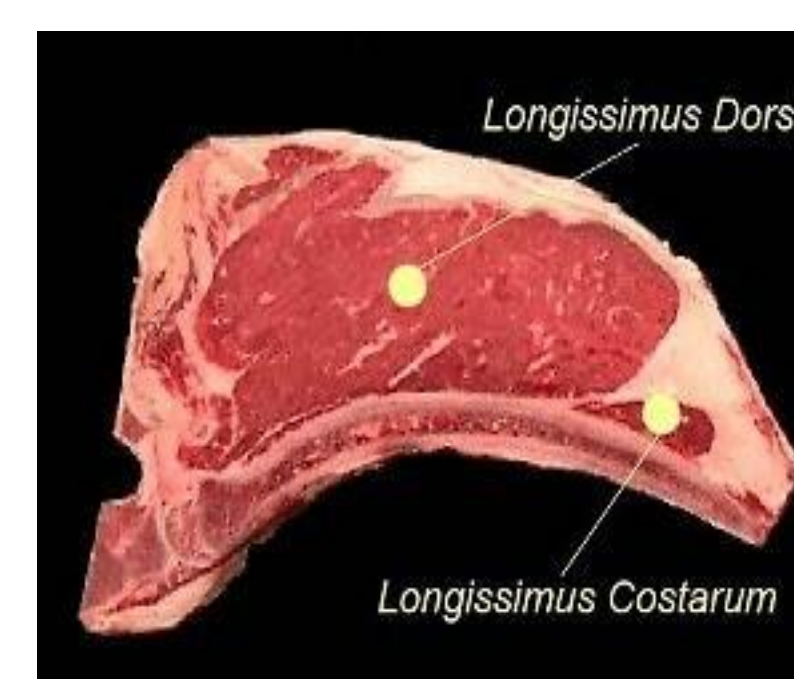
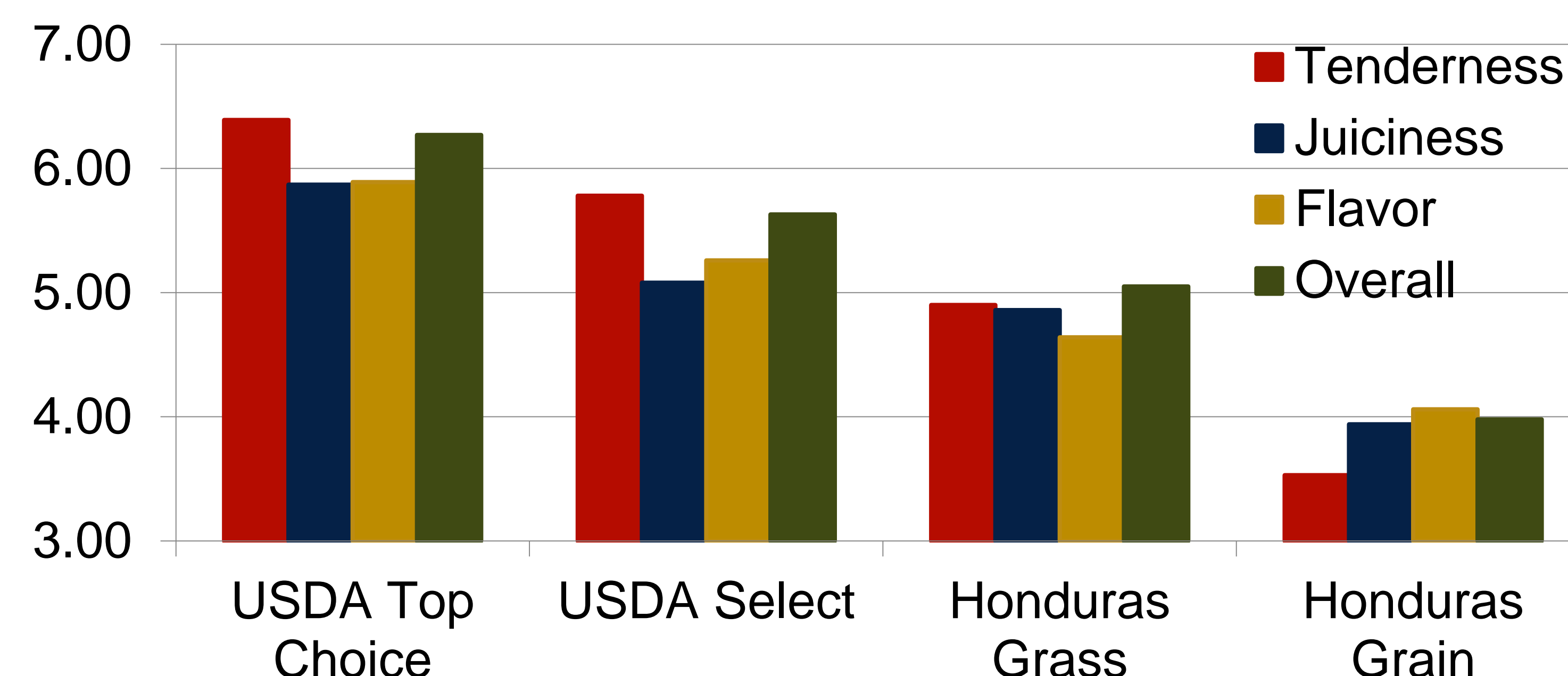
- To measure the effects of beef from Honduras and the United States on the palatability traits of flavor, tenderness, juiciness and all overall liking of beef strip loin steaks (*longissimus dorsi*) as determined by consumers, putting emphasis on the role of region on beef flavor and overall palatability.

Methodology.

- USDA Top Choice and USDA Select, from Nebraska Beef collected at Texas Tech personnel. Honduras grass fed and Honduras grain, collected at Agroindustrias Del Corral located in Siguatepeque, Honduras.
- Carcass data collected: lean and skeletal maturity, ribeye area, fat thickness, hot carcass weight.
- Sub-primal cut into 2.5 cm thick steaks, proximate analysis (samples would thawed at 2 – 4 °C for 24 hours prior to analysis). Were performed on one steak and another steak were use for Warner –Bratzler shear force (WBSF). The remaining steaks were used for consumer sensory panel.
- Taste panel with 250 voluntary consumers during the Panamerican Fair at Zamorano University.

Results.

Table 1. Differences between qualities.



Conclusions.

- The Hondurans consumers find differences between the types of meat with the sensorial evaluation and the palatability traits of tenderness, flavor and all overall liking of beef strip loin steaks.
- In this project was determined that the Hondurans consumers palatability affect the preferences the types of production meat (Honduras and U.S.) and can affect the new exports and economics.

References.

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