

# EXPECTATIONS OF SLOVENIAN CONSUMERS REGARDING PORK FROM CONVENTIONAL, ORGANIC, OR DOMESTIC PRODUCTION

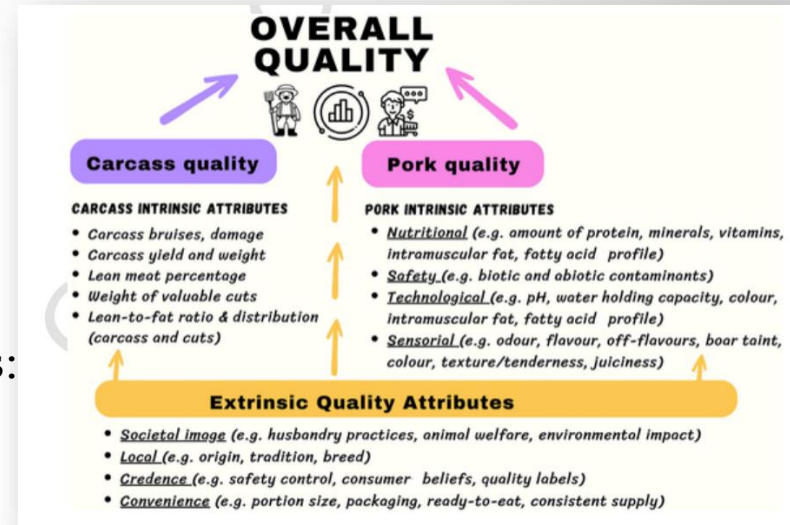
Bojana Savić  
Martin Škrlep  
Maria Font-i-Furnols  
Klavdija Poklukar  
Meta Čandek-Potokar



# INTRODUCTION

Meat quality includes various attributes, such as:

1. intrinsic (internal, related to the product)
2. extrinsic (external, related to the production process).



Čandek- Potokar et al. (2024)

- For the consumer, the most important attributes are related to credence, farming methods, healthy nutrition, and sensory acceptability.
- Consumers are also increasingly sensitive to factors related to the way meat is produced, often linked to the trust they place in local origin.
- In the EU, organic food is certified to ensure that it has been produced in accordance with EU legislation on organic farming.

# INTRODUCTION

- Various quality labels allow producers to provide consumers with more information about how the meat was raised (e.g., organic methods) or whether it has other quality attributes.
- The quality policy of EU foresees quality labels to protect and promote certain products and their specific characteristics, particularly regarding geographical origin but also voluntary certification schemes at national level.
- In Slovenia, the voluntary „Selected Quality“ scheme for pig meat is being introduced; however, the awareness and consumer attitudes toward this label are not yet widely recognized by the broader professional community.



The aim of this study was

- 1) to examine the attitudes and expectations of Slovenian consumers regarding pork, focusing on both in relation to intrinsic and extrinsic attributes.
- 2) to evaluate Slovenian consumers' perceptions of organic and domestic pork in comparison to conventional pork.

# MATERIAL AND METHODS

**To what extent do you believe the following statements apply to these products?**

Regular product without a brand



Evaluate and circle (1-5)  
1- Does not apply at all  
5- Strongly applies

Meets the basic legal criteria for food quality and safety.

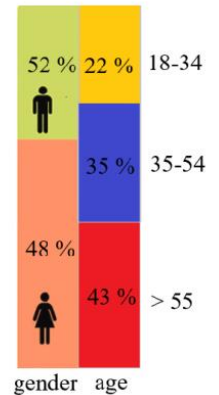
The "Selected Quality" label indicates a product with special characteristics that is produced and processed in Slovenia, and subject to additional or stricter controls.

The "Organic" label ensures that the product was produced according to organic farming methods, which follow natural processes and the recycling of substances in nature.

Use of chemical substances (pesticides)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Use of mineral fertilizers	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Use of GMOs (Genetically Modified Organisms)	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Animal welfare	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Few additives	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
On farm feed production	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Biodiversity protection	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Natural food	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
High quality	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Environmental friendly processing	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Low water usage	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Low energy usage	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Use of renewable energy	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Little waste	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Good taste	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Good appearance	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Food safety	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Fair prices	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Environmental friendly packaging	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Climate protection	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Short transport distance	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Regional/local production	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5
Artisanal production	1-2-3-4-5	1-2-3-4-5	1-2-3-4-5



N = 574



- The questionnaire involved 23 statements/criteria reported in Meyer-Höfer et al. (2015).
- The main question to the participants was: "To what extent do you agree that the statement applies to the product?"
- Statistical analysis was conducted using SPSS 23.0, with the non-parametric Kruskal-Wallis test employed to compare consumer attitudes toward the „Organic“, „Selected quality“ (domestic) label, and conventional (commodity) products.

**Figure 1. Questionnaire**

## 1. Statements related to **farming**:

- Use of chemical pesticides
- Use of mineral fertilizers
- Use of GMOs
- Few food additives
- Animal welfare
- On farm feed production



## 2. Statements related to **sustainability**:

- Climate protection
- Biodiversity protection
- Low water usage
- Low energy usage
- Use of renewable energy
- Little waste
- Environmental friendly packaging
- Environmental friendly processing
- Fair prices
- Short transport distance
- Regional production
- Artisanal production

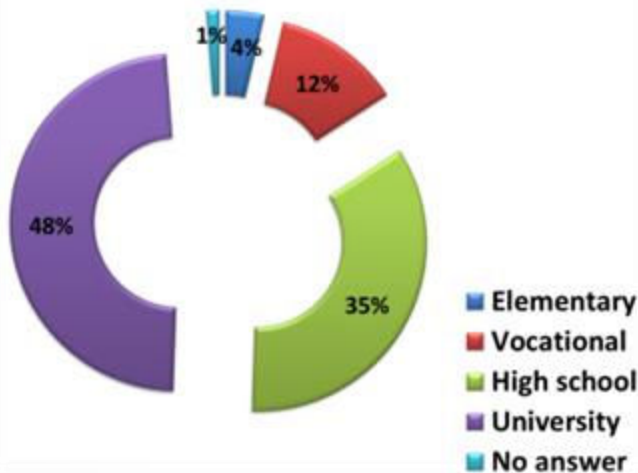
## 3. Statements related to the **product** (intrinsic):

- Naturalness
- High quality
- Good taste
- Good appearance
- Food safety

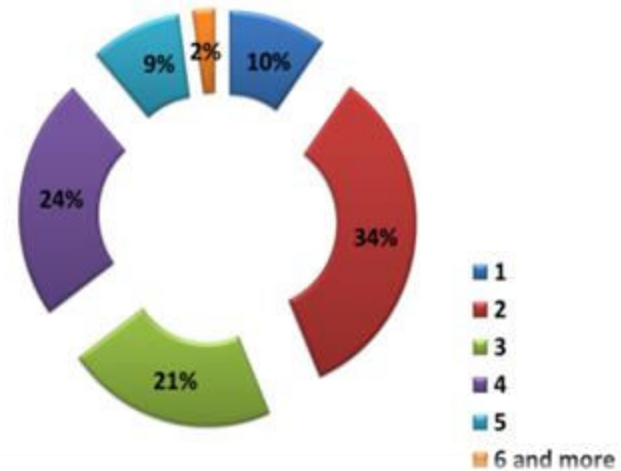


# SOCIO-DEMOGRAPHIC PROFILE

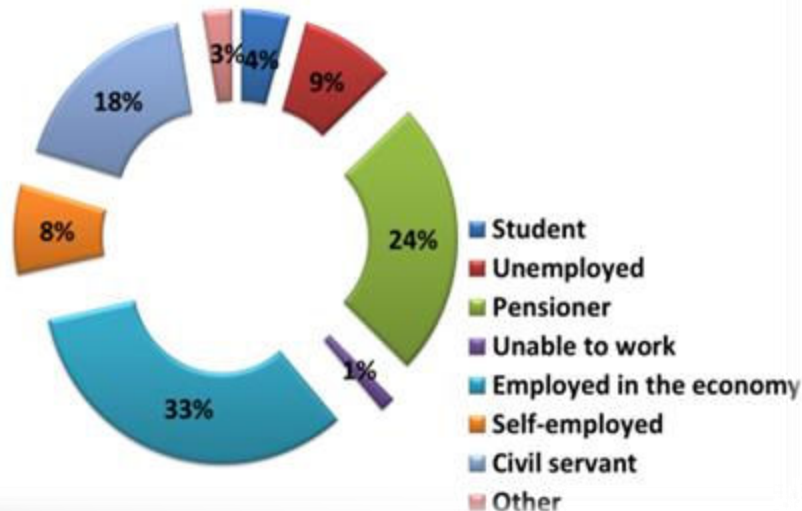
Education



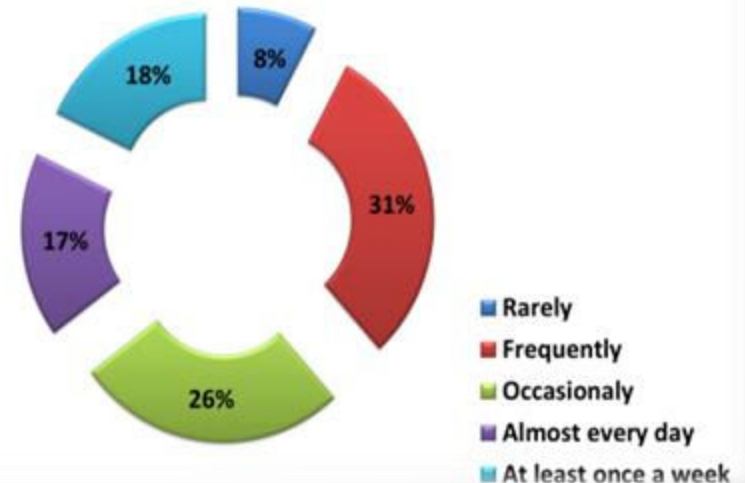
Household size



Employment



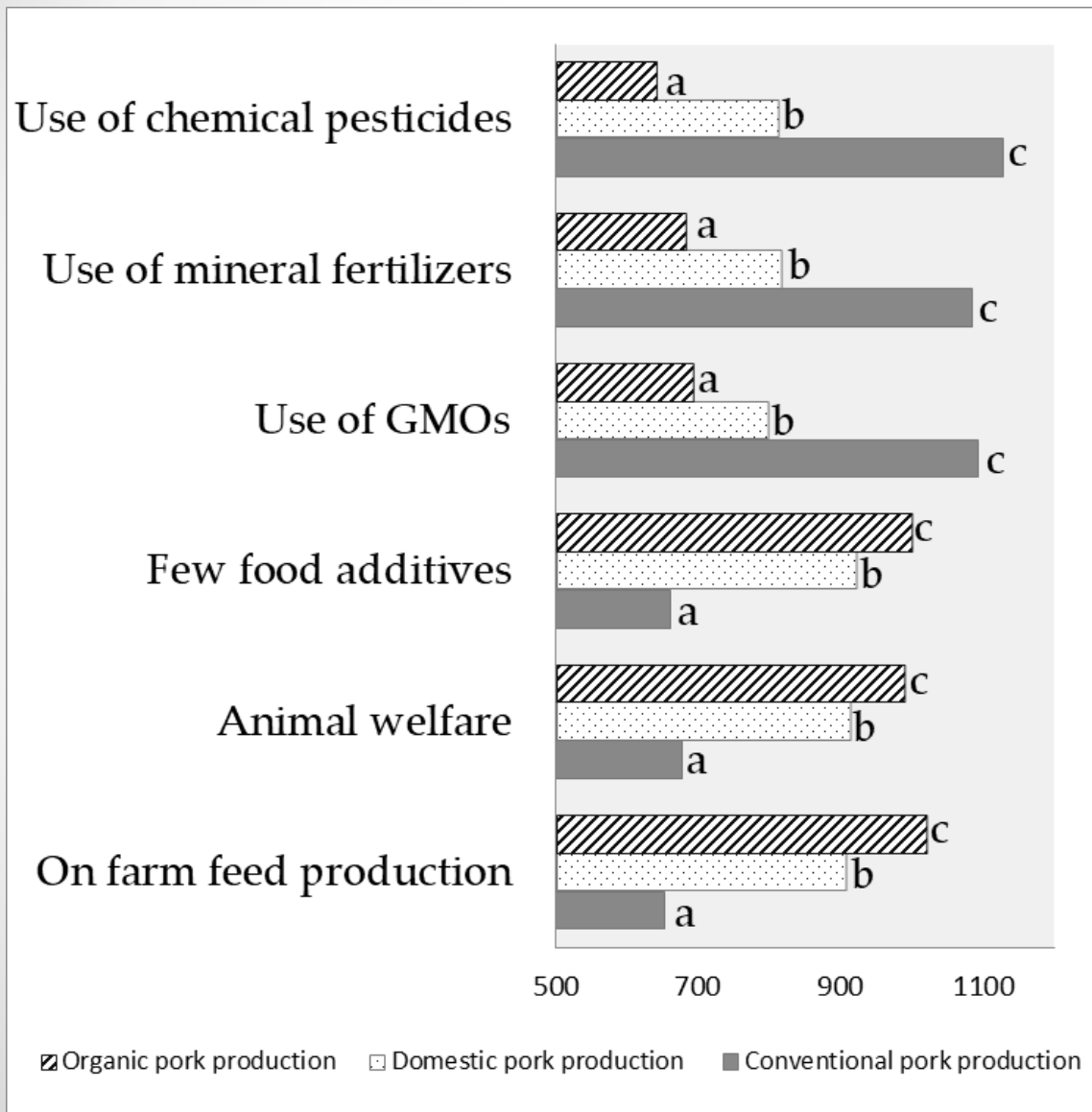
Pork consumption



Only consumers who eat meat at least occasionally were included in the survey!

# RESULTS AND DISCUSSION

## 1. Statements related to farming

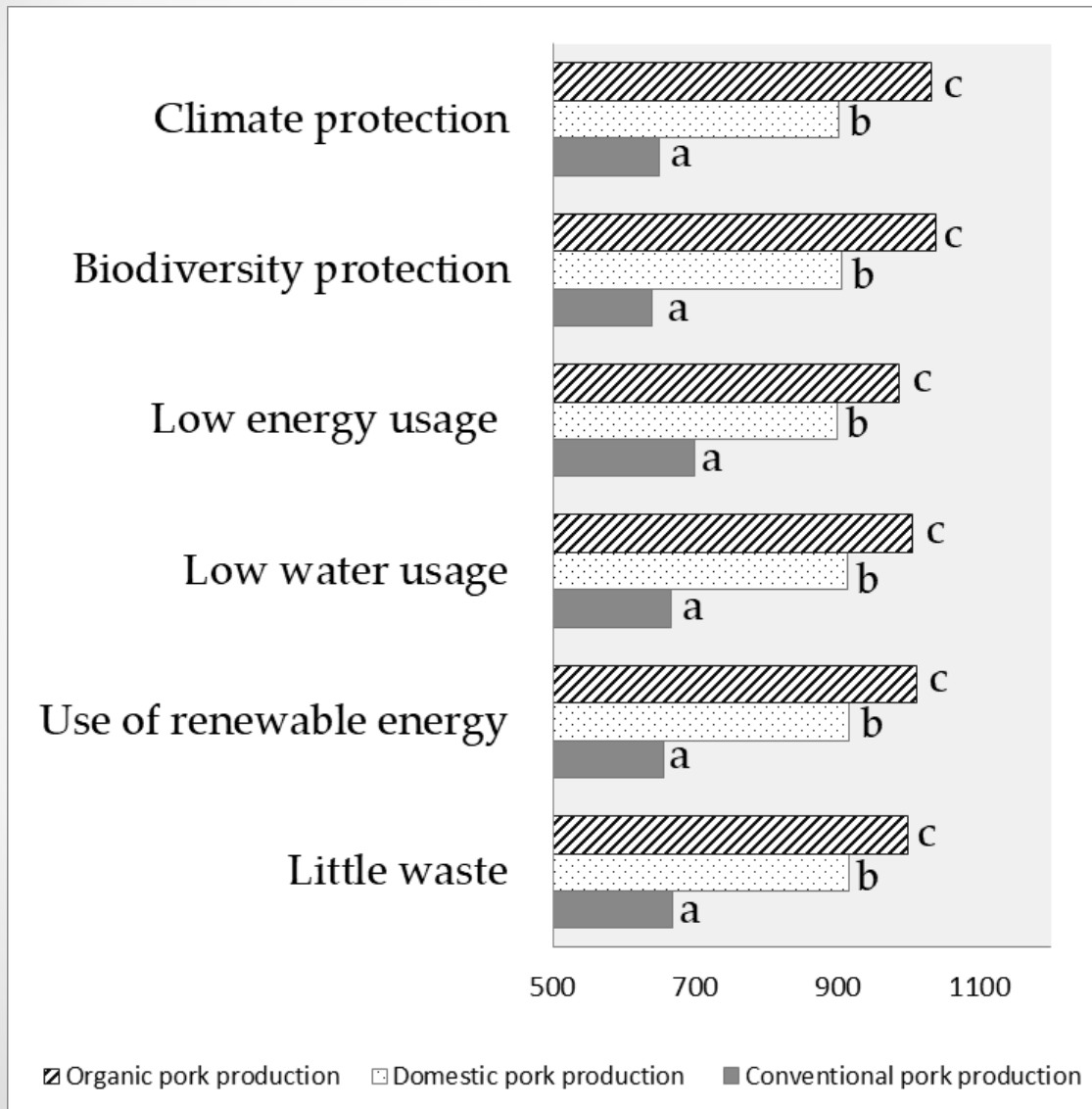


The survey showed that Slovenian consumers had the **least positive attitudes towards the conventionally produced pork** (pork without labels), and the **most positive attitudes towards organic and domestic pork**.

*\*Mean ranks are shown. Different letters denote a statistically significant ranking difference for the statement.*

# RESULTS AND DISCUSSION

## 2. Statements related to sustainability



Consumers were the most **negative** about **conventional** pork and considered its claims to be the least valid.

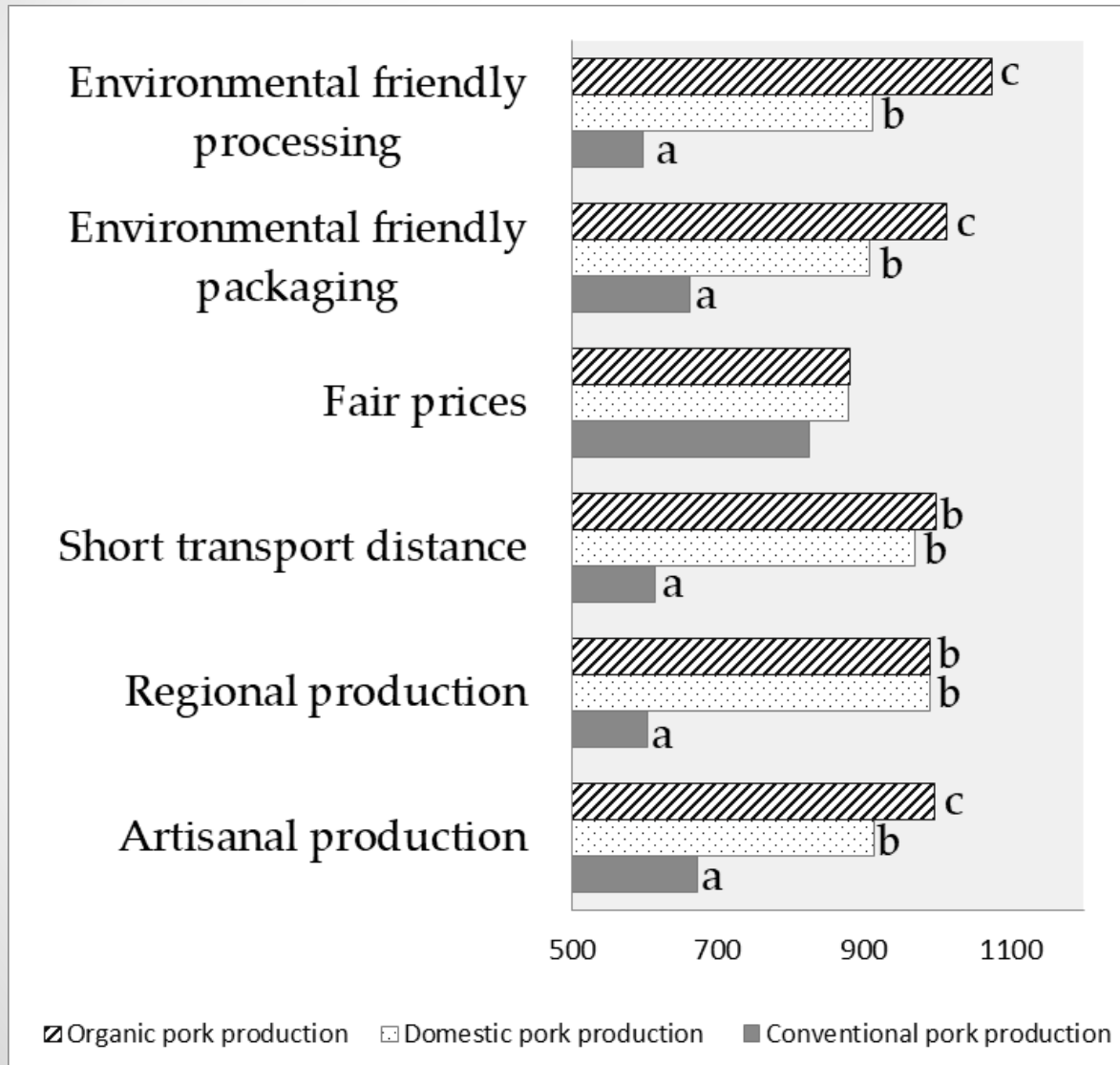
In contrast, they trust **organic pork the most**.

Domestic pork is positioned between conventional and organic, leaning more toward organic pork.

*\*Mean ranks are shown. Different letters denote a statistically significant ranking difference for the statement.*

# RESULTS AND DISCUSSION

## 2. Statements related to sustainability



Consumers were the most **negative** about **conventional** pork and considered its claims to be the least valid.

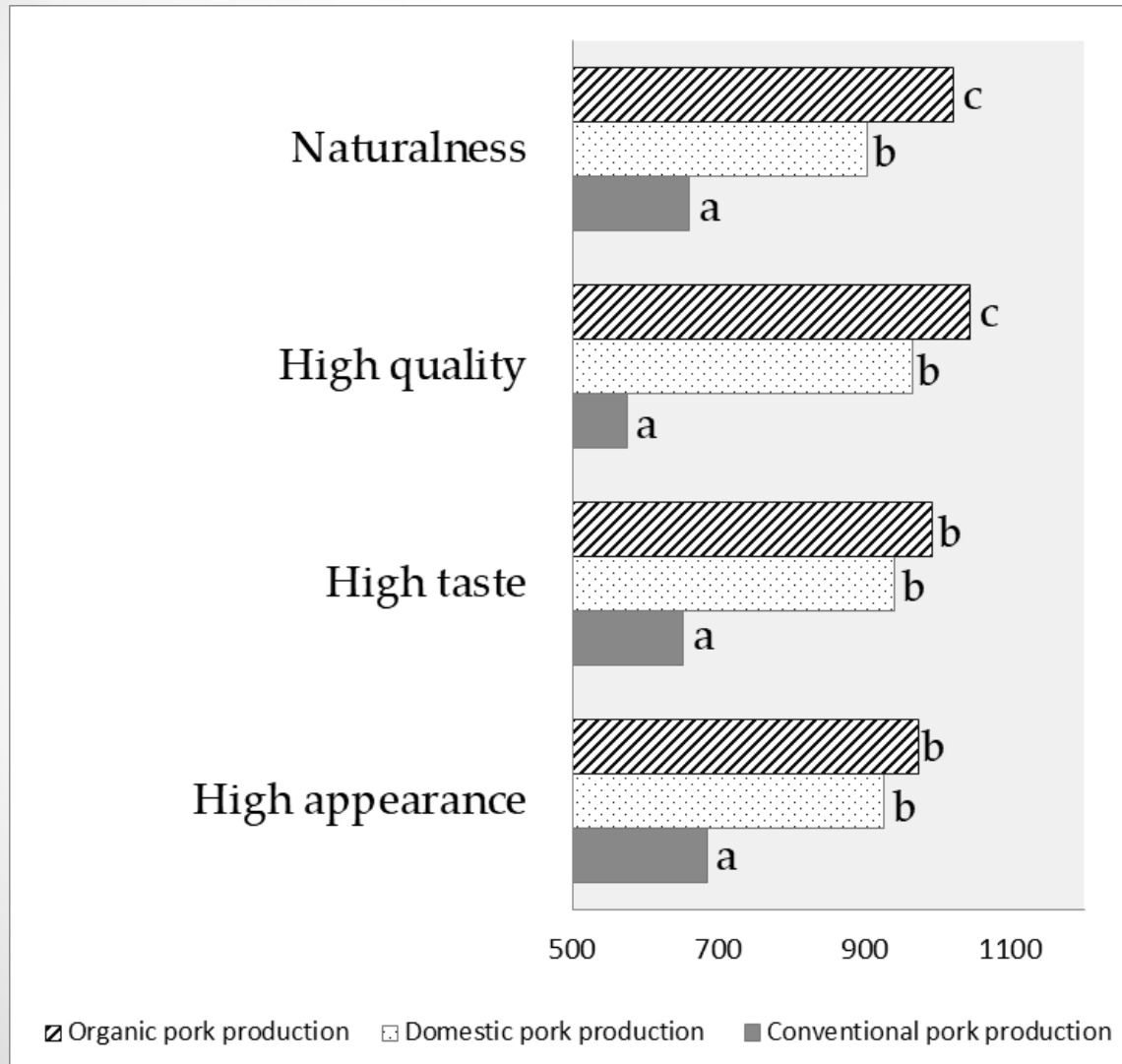
In contrast, they trust **organic pork the most**.

Domestic pork is positioned between conventional and organic, leaning more toward organic pork.

*\*Mean ranks are shown. Different letters denote a statistically significant ranking difference for the statement.*

# RESULTS AND DISCUSSION

## 3. Statements related to the product

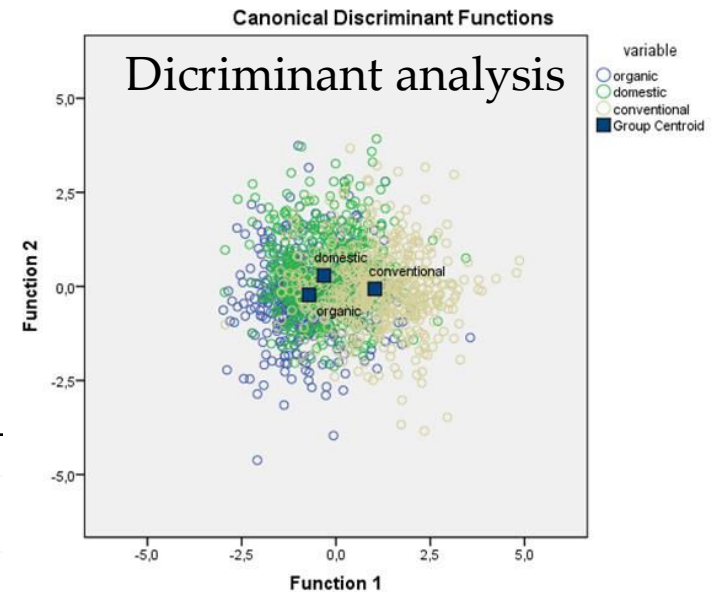
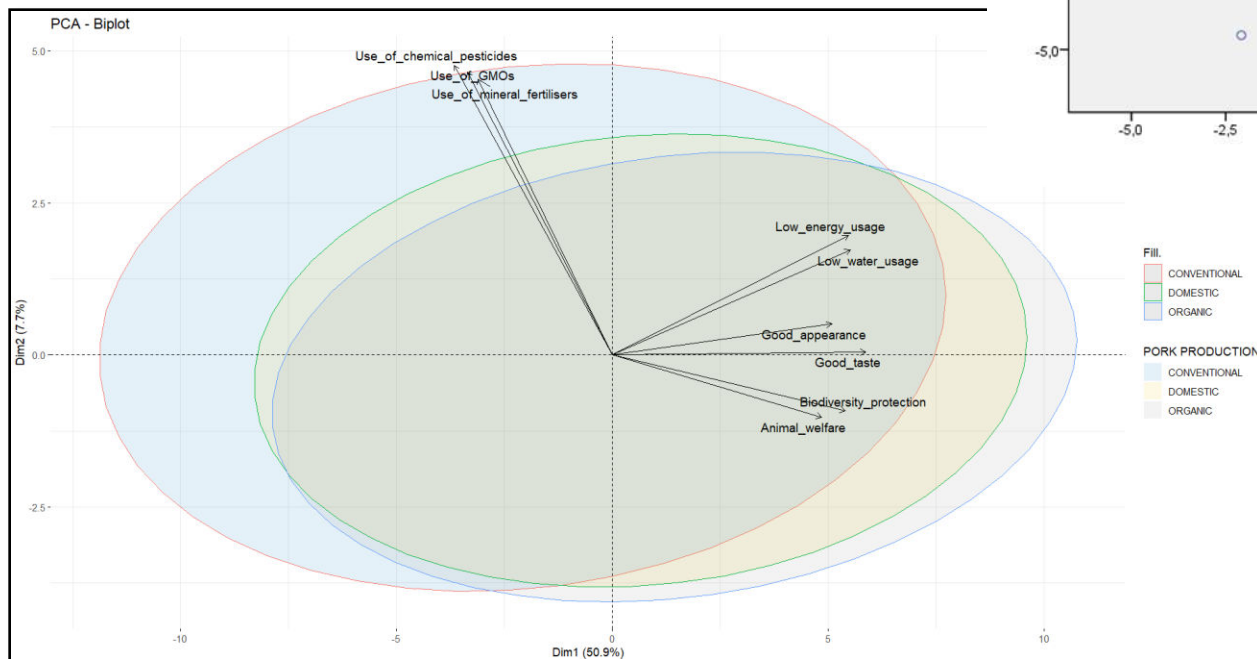


**The domestic pork was closer to organic pork for most claims, except for short transport, regional production as well as good taste and appearance.**

*\*Mean ranks are shown. Different letters denote a statistically significant ranking difference for the statement.*

# RESULTS AND DISCUSSION

The PCA and discriminant analysis show that organic and pork from domestic production position closer to each other (similar), while conventional pork is somewhat more distinct!



*PCA biplot (the most contributing variables are shown; threshold 0.6).*

# CONCLUSION

- Slovenian consumers' attitude toward pork from conventional pig production was mainly neutral.
- A positive attitude was observed for both labels, but “Selected Quality” label was closer to “Organic” than standard meat, providing a marketing advantage and posing a challenge for organic pork production.

# ACKNOWLEDGMENT

The research was conducted as part of the project L7-4568 „Authentic, higher quality products and sustainable pig farming“, funded by the Agency for Research of the Republic of Slovenia (ARIS) and co-financed by the Ministry of Agriculture, Forestry and Food.



Slovenian Research and Innovation Agency



REPUBLIC OF SLOVENIA  
MINISTRY OF AGRICULTURE,  
FORESTRY AND FOOD

