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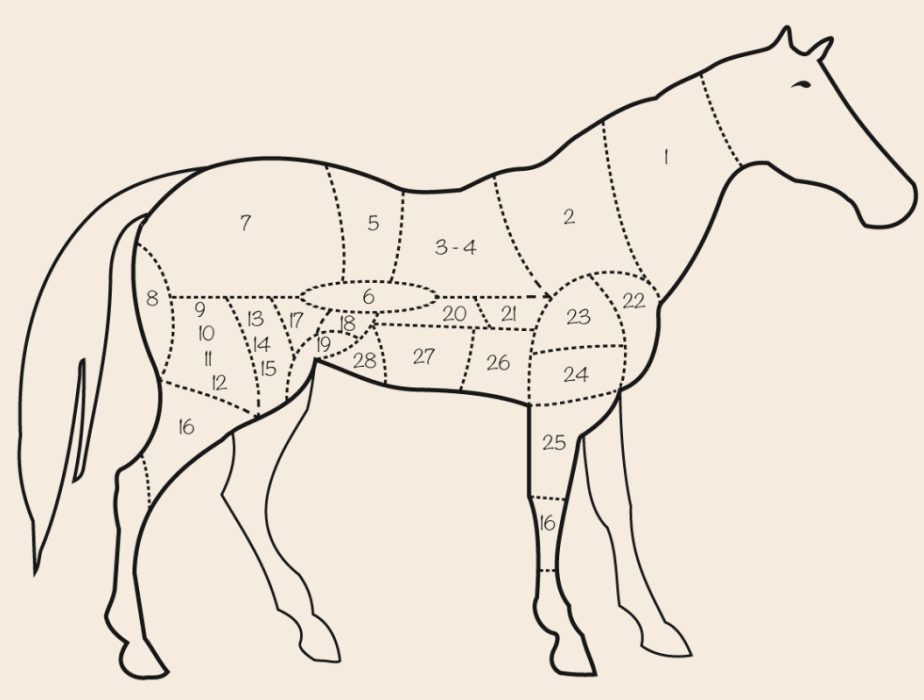
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# The horse meat market in France

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This study associates the National Institute of Agronomic Research (INRA) and the National Institute for Horse and Riding (IFCE).

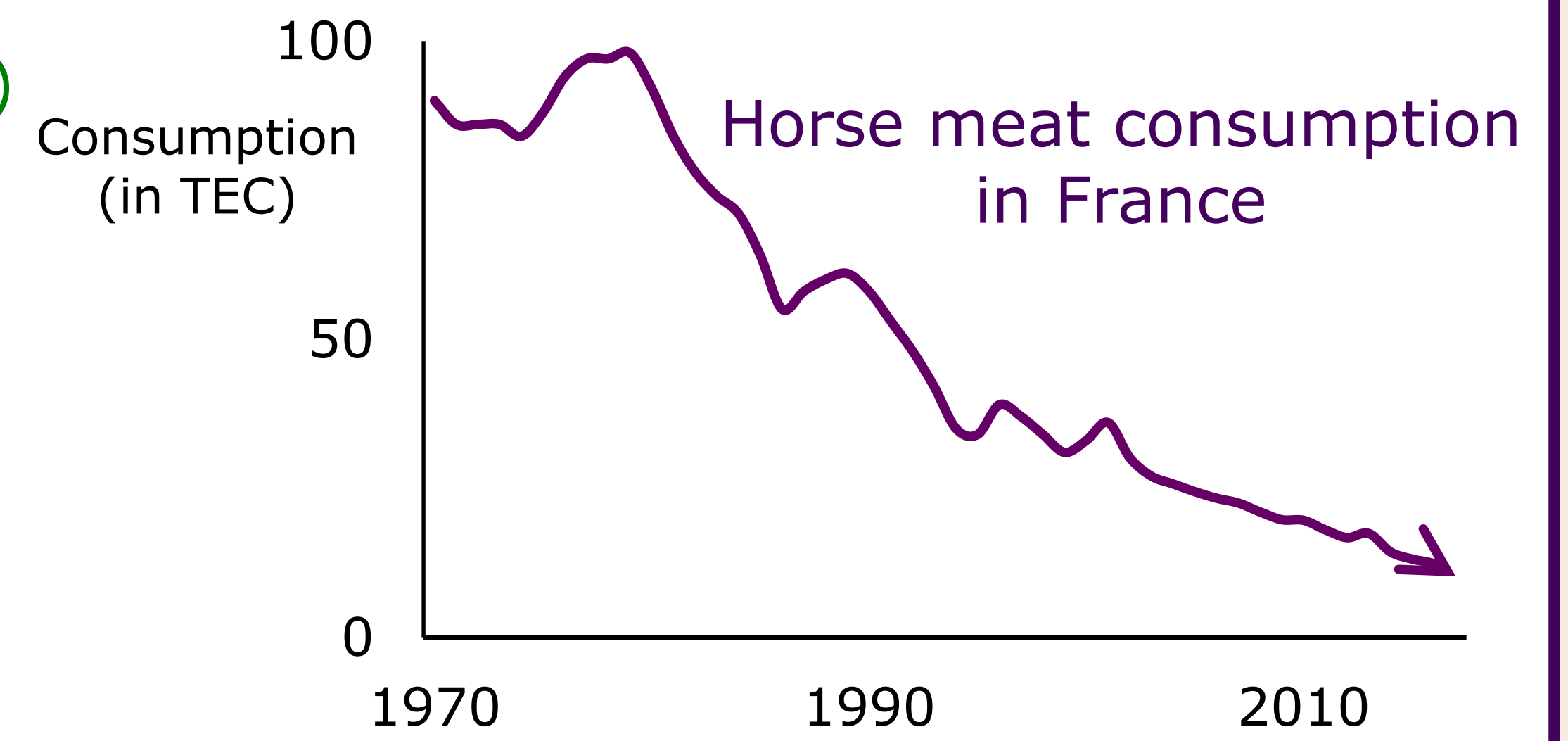
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➔ This poster explores the specific characteristics of the horse meat market and in particular the horse meat consumption

## Context:

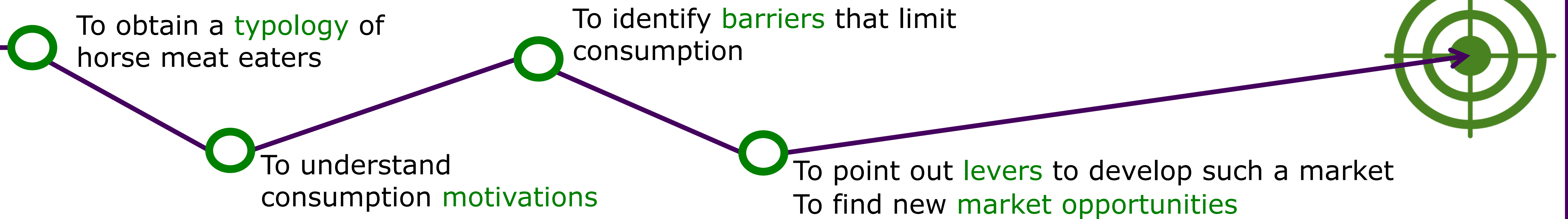
Horse meat consumption: a **decreasing** market (-46% over the last 10 years) despite the **sustainable** characteristics of this product:

- **High quality** (more iron, zinc, better fats) → an opportunity to reduce the total amount of consumed meat
- Environmental assets: Horses emit **less methane** than bovine
- Horse meat production in France (through heavy horse breeding)
  - enables the **maintenance** of mountain grassland areas
  - enables the **maintenance** of 9 endangered local breeds
  - respects **animal well-being** (extensive breeding)



IFCE-OESC according to FranceAgriMer

## Goals:



## Methodology:

### Literature review

Meat consumption determinants  
Human-animal relationships  
History of horse meat consuming

### Quantitative survey

1005 online answers  
Representations of horses

### Qualitative interviews

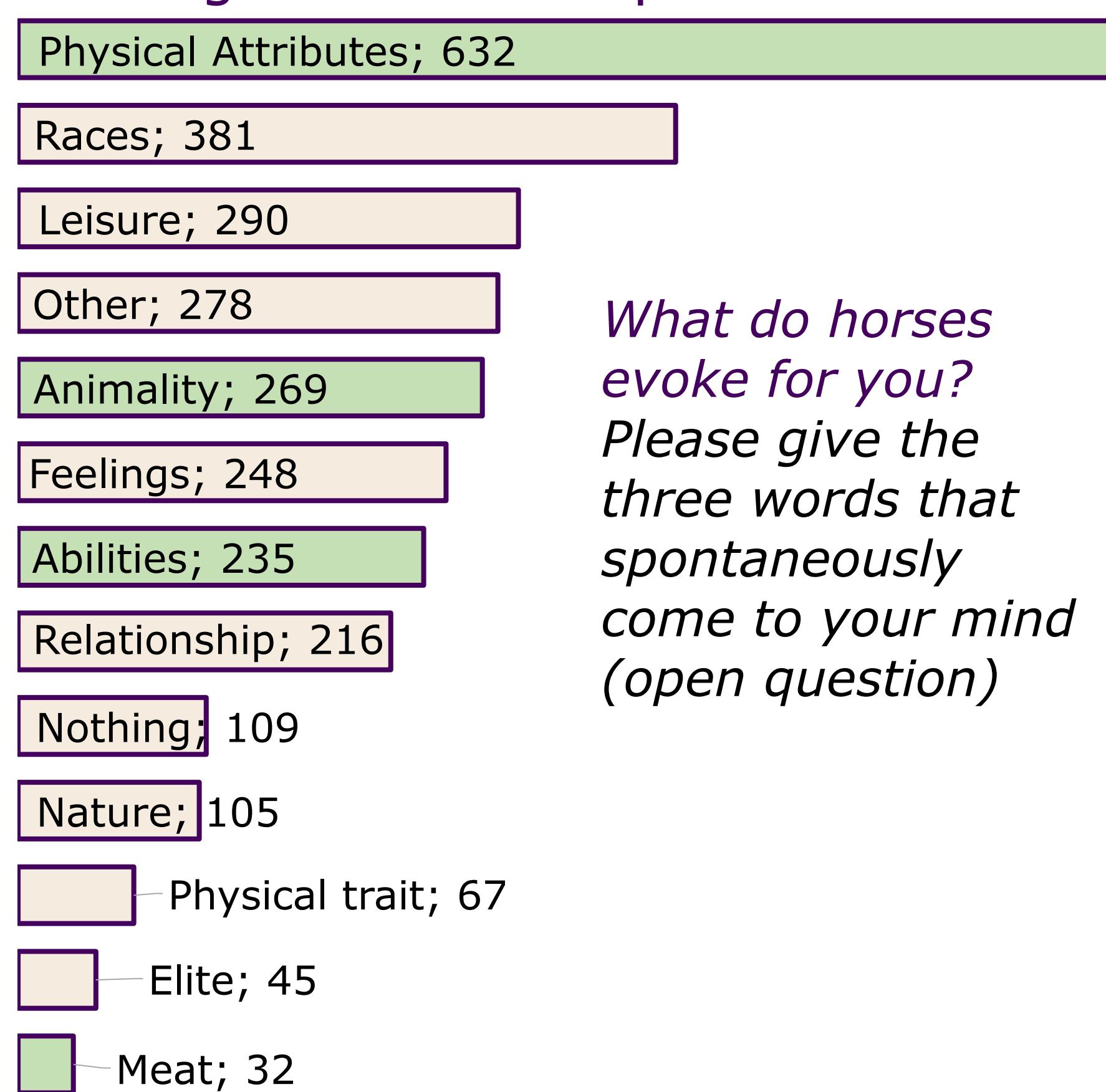
Sample of 9 French people  
Horse meat status  
Benefits/barriers of horse meat consumption

## Highlights of literature review:

- **Horse's status:** Have evolved from working animal to **leisure** or **companion animal**; retains a **noble image** linked to its previous aristocratic position (Leteux, 2005)
- **Changes in human-animal relationships:** Increase of **moral and ethical concerns** (e.g. questions about animal welfare, breeding or slaughter); increase of **anthropomorphism** (from pets to livestock) (Guichet, 2011; Delanoue and Roguet, 2015)
- **Meat consumption acceptance:** **Psychological discomfort** with animal death leads to eaters' strategies to **deny** animal's **mind and capacities** (Bastian and al., 2012; Loughnan and al., 2014)
- **Horse meat consumption:** Historically recent, with a **difficult acceptance** (Lizet, 2010). Evolution of eating habits and horse categorization lead to **neglect horse meat** and to **remove** horses from **morally edible animals** (Digard, 2012)

## Highlights of quantitative survey:

- **37%** respondents have already consumed horse meat several times
- **Categorization of representations:**

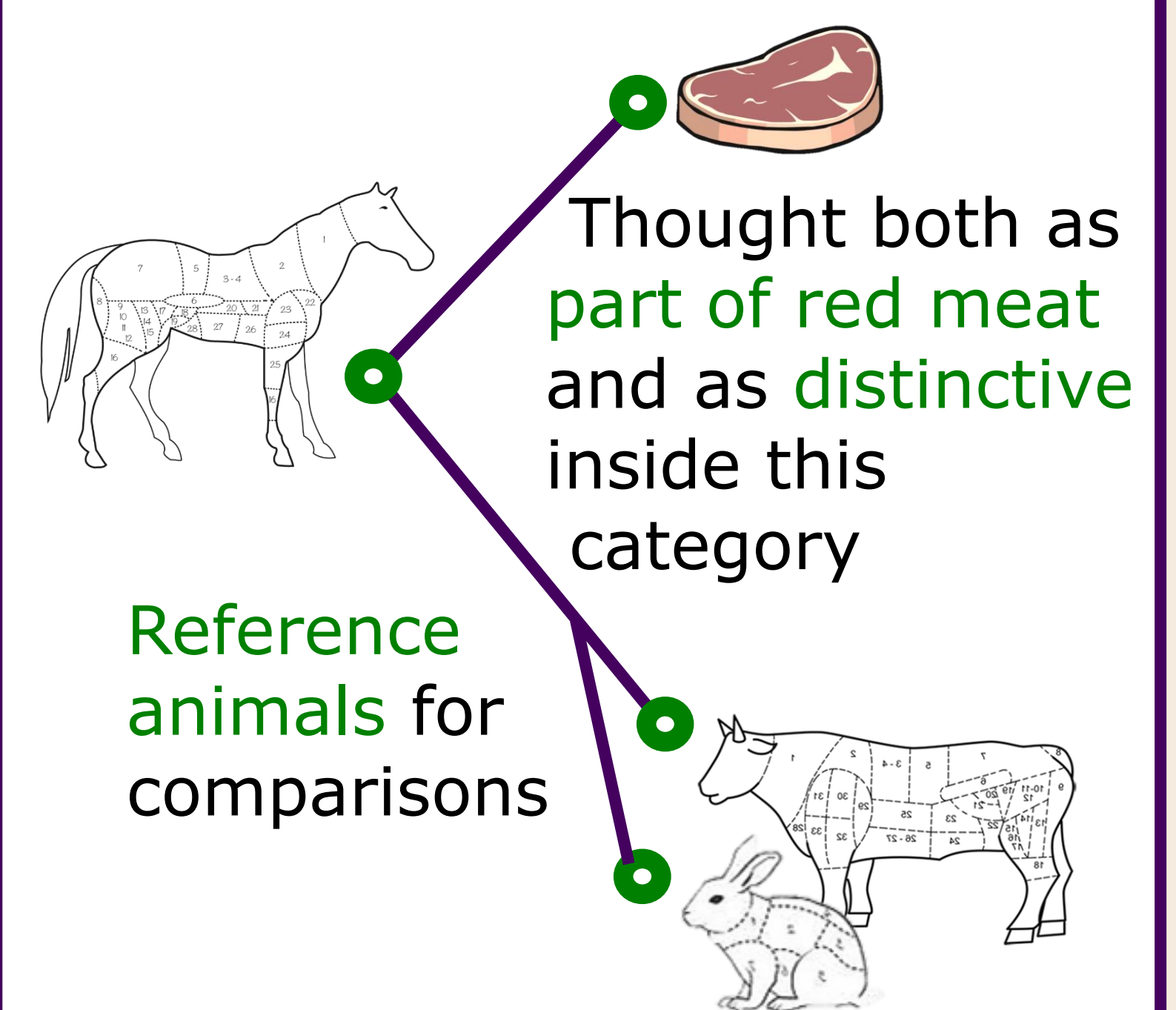


"Meat" is very limited while a descriptive category including **positive attributes** of horses is the first

Close numbers for "animal" terms and "mind abilities" (bringing horses closer to human → **ambivalent status**)

## Highlights of qualitative interviews:

- **Horse meat status:**



- **Benefits and barriers:**

Benefits & barriers: economic, health, organoleptic, ecological aspects

Barrier only: Ethical aspects

## Conclusion and perspectives:

- These preliminary results highlight the **importance** of **psychological** and **sociocultural** factors in horse meat consumption and suggest some ideas for future research (e.g. comparison between horses and other animals, or other meats)
- Data will be collected during 2019 through a deepening of literature review, an analysis of databases on food consumption and a collection of qualitative and quantitative data