



HAL
open science

The horse meat market in France

Arnaud Lamy, Celine Vial, Sandrine Costa, Gilles Séré de Lanauze, Myriam Carrère, Lucie Sirieix, Marie-Josèphe Amiot, Pascaline Rollet

► **To cite this version:**

Arnaud Lamy, Celine Vial, Sandrine Costa, Gilles Séré de Lanauze, Myriam Carrère, et al.. The horse meat market in France. 170. EAAE Seminar: Governance of food chains and consumption dynamics: what are the impacts on food security and sustainability?, May 2019, Montpellier, France. , 2019. hal-02789666

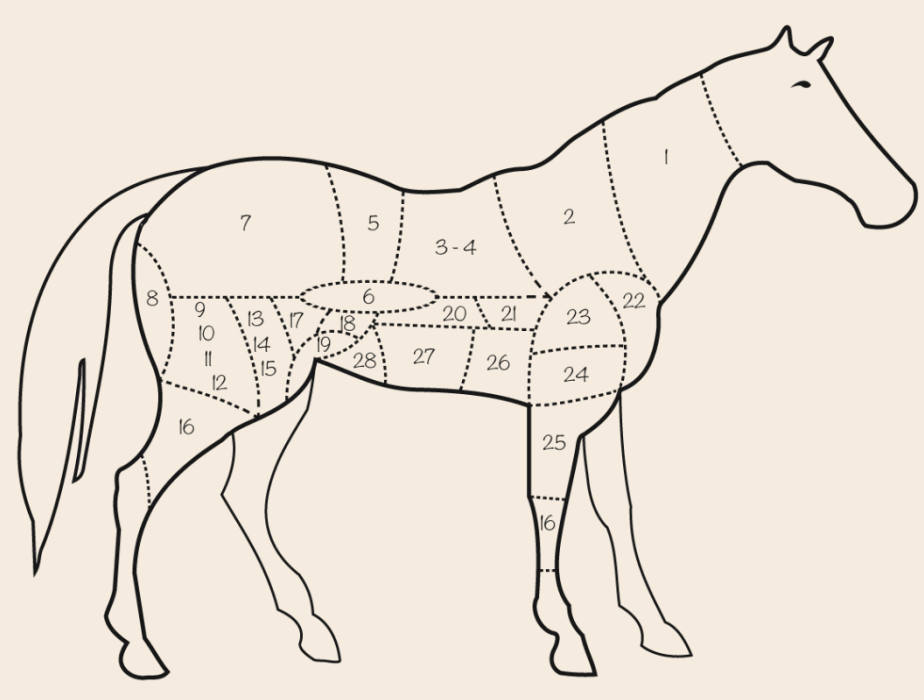
HAL Id: hal-02789666

<https://hal.inrae.fr/hal-02789666v1>

Submitted on 5 Jun 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



The horse meat market in France

Arnaud LAMY¹, Céline VIAL^{1,2}, Sandrine COSTA², Gilles SÉRÉ DE LANAUZE³,
Myriam CARRÈRE², Lucie SIRIEIX², Marie-Josèphe AMIOT², Pascaline ROLLET²

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

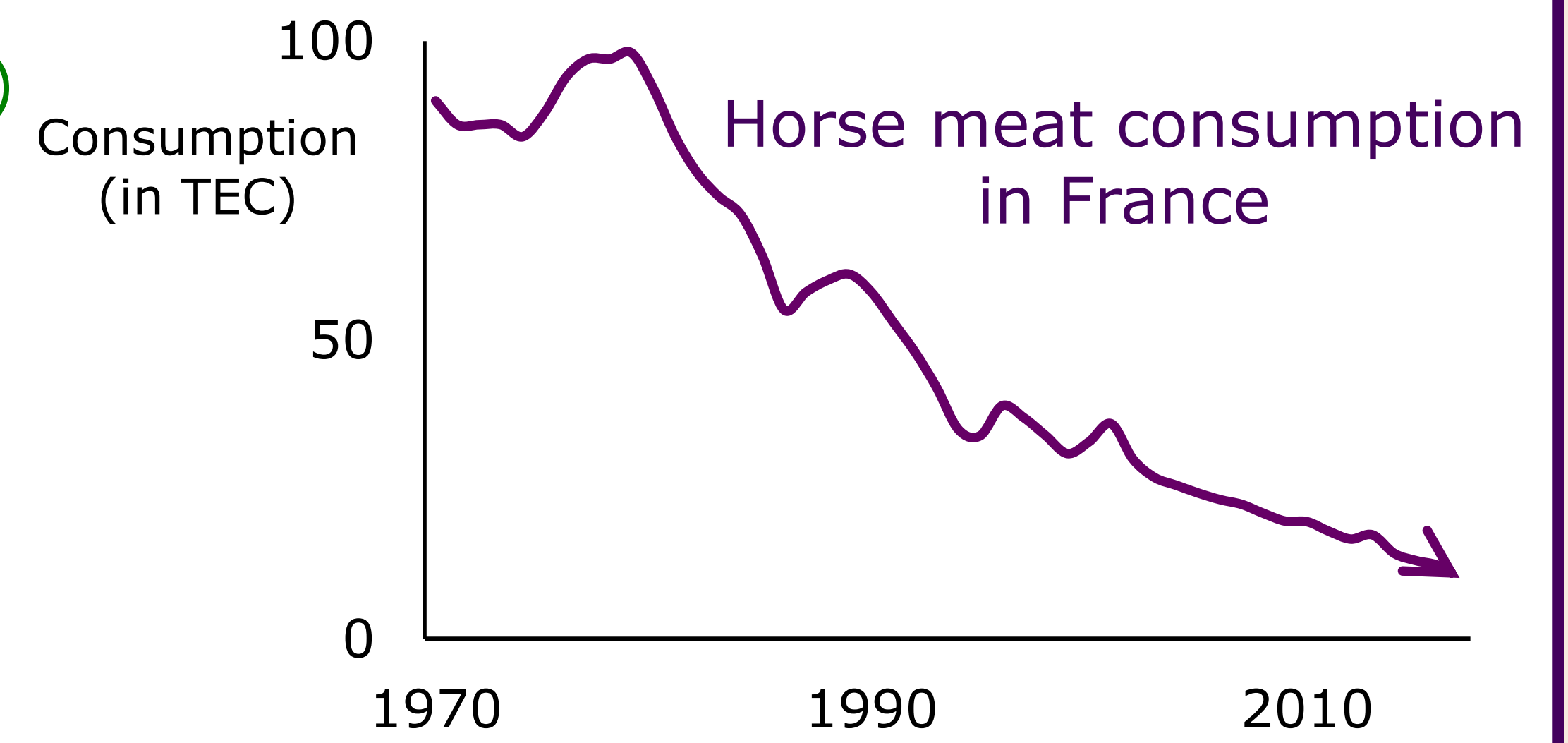
¹ IFCE, pôle développement innovation et recherche, 61310 Exmes, France
² MOISA, INRA, CIHEAM-IAMM, CIRAD, Montpellier Supagro, Univ Montpellier, Montpellier, France
³ MRM - IAE, Montpellier University, pl. E. Bataillon, 34095 Montpellier, France

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

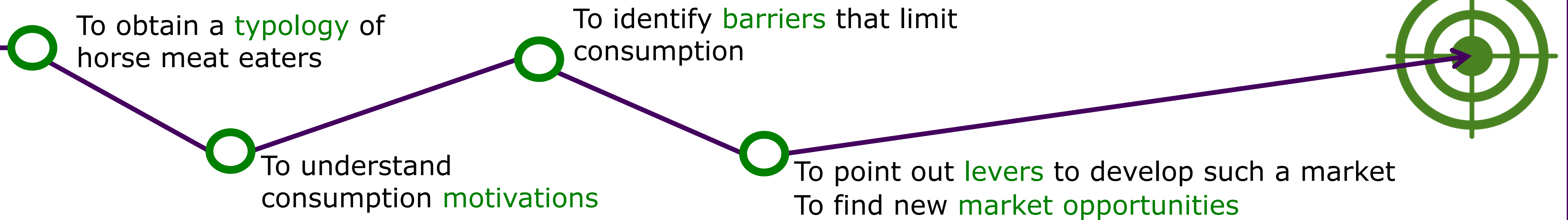
Context:

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 breads**
 - respects **animal well-being** (extensive breeding)



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

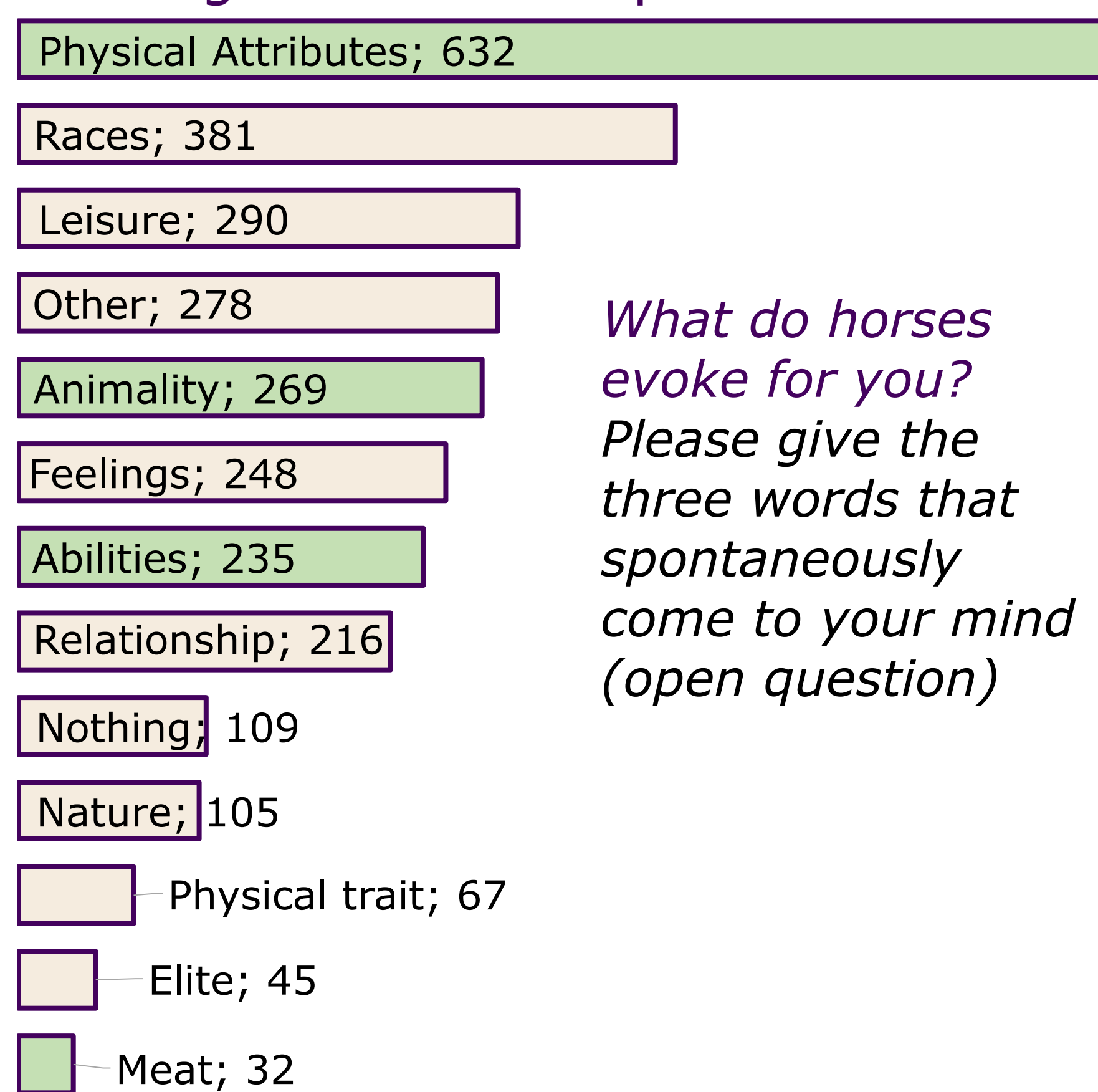
Sample of 9 French people
Horse meat status
Benefits/barriers of horse meat consumption

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:** Thought both as **part of red meat** and as **distinctive** inside this category
- Reference animals for comparisons:** (Images of a cow and a rabbit)
- **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