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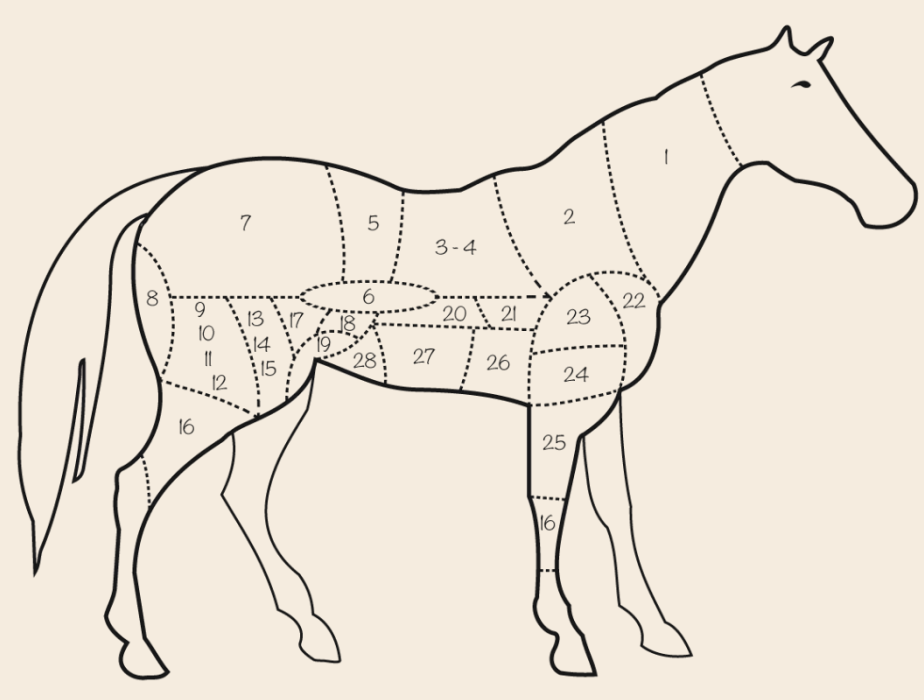
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The horse meat market in France

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

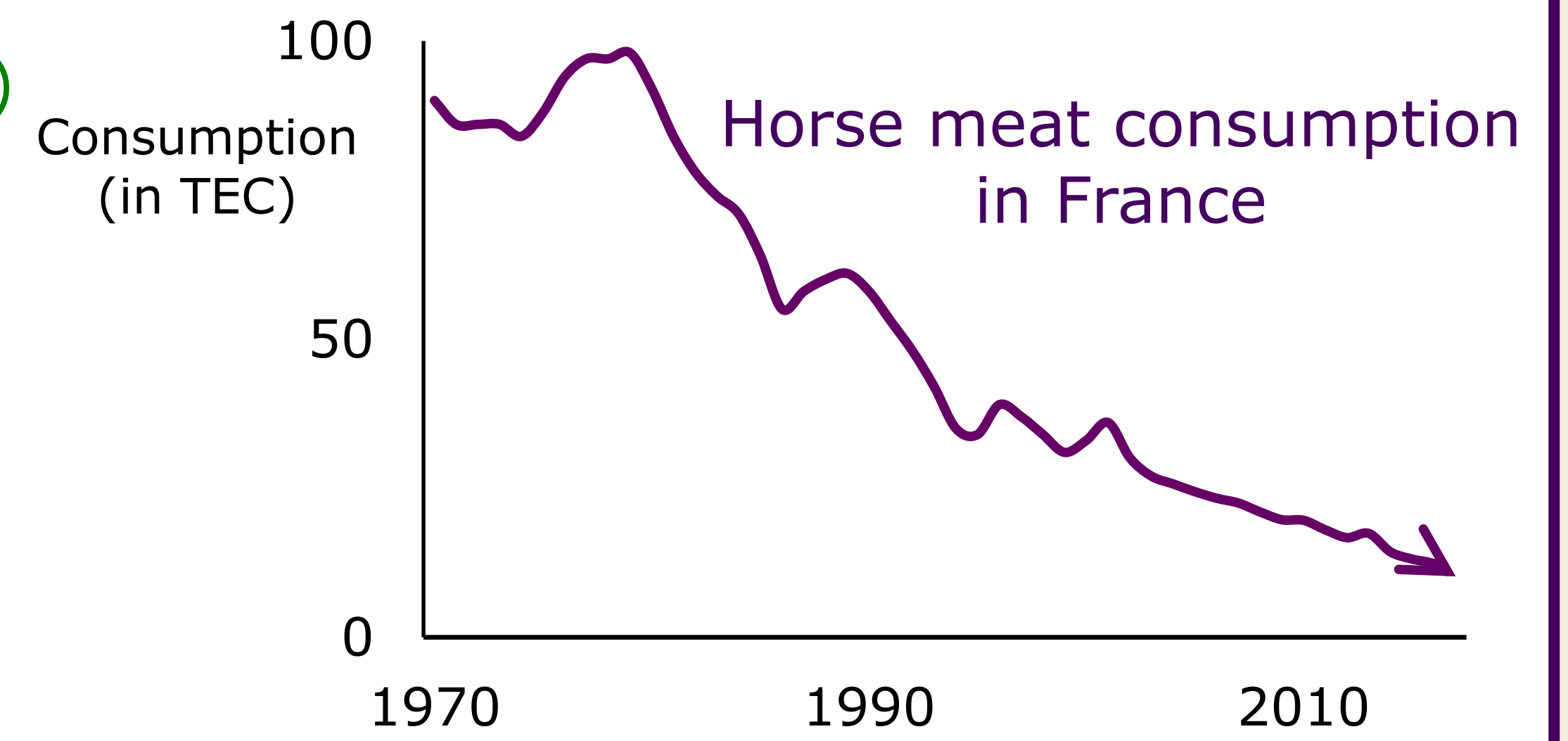
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➔ This poster explores the specific characteristics of the horse meat market and in particular the horse meat consumption

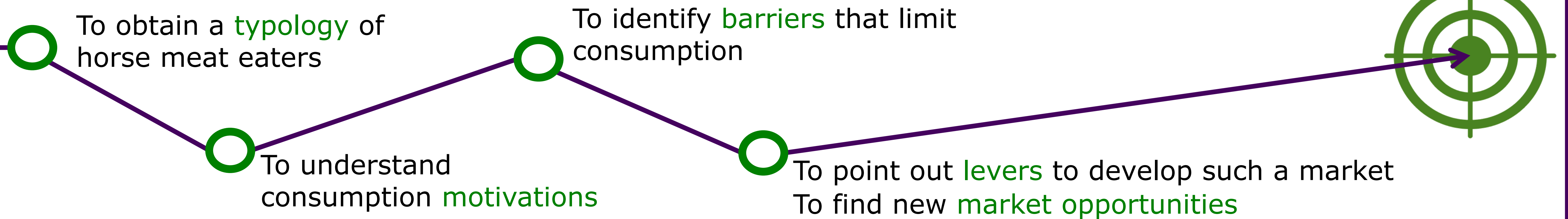
Context:

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)



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

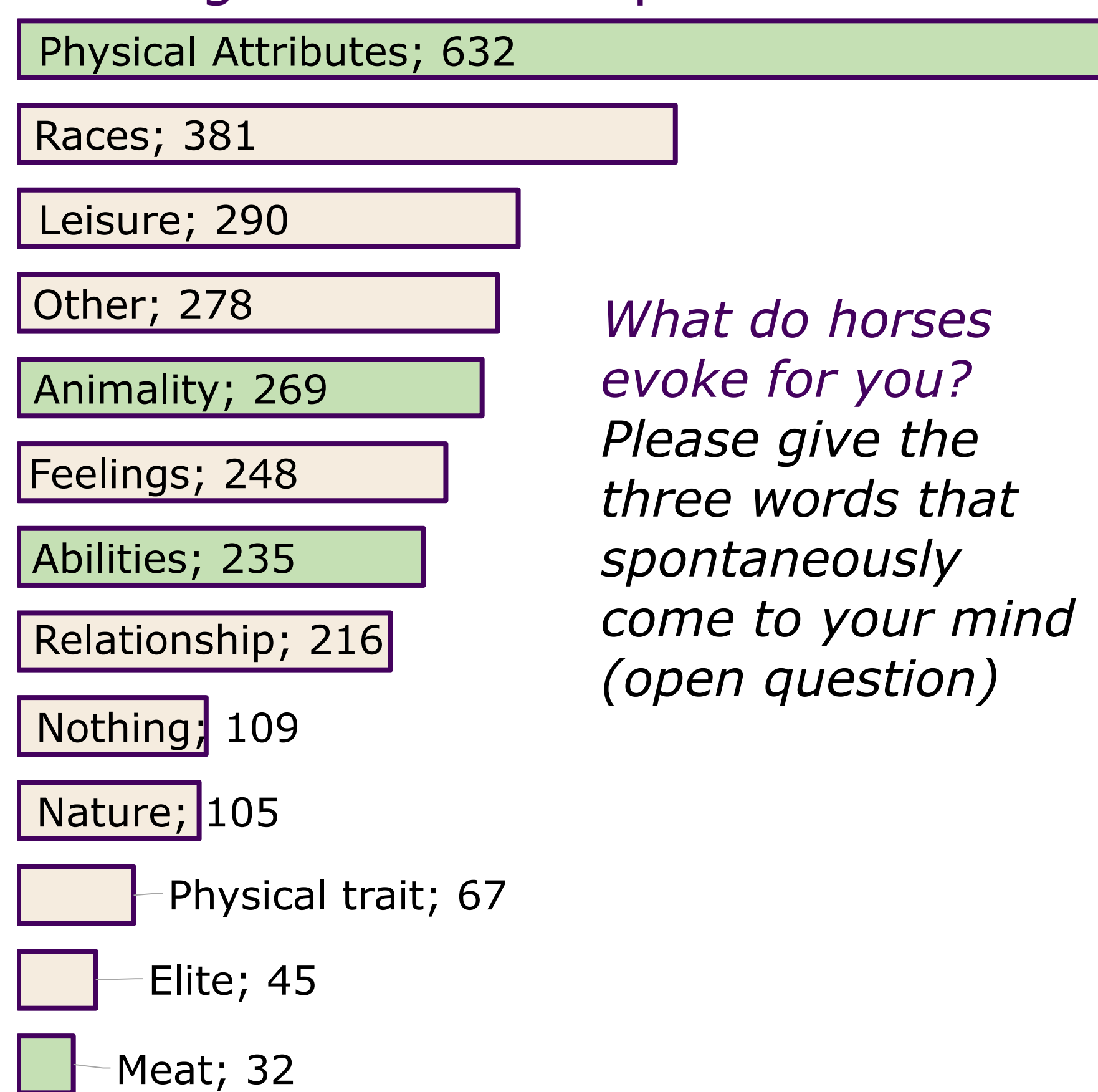
Sample of 9 French people
Horse meat status
Benefits/barriers of horse meat consumption

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:

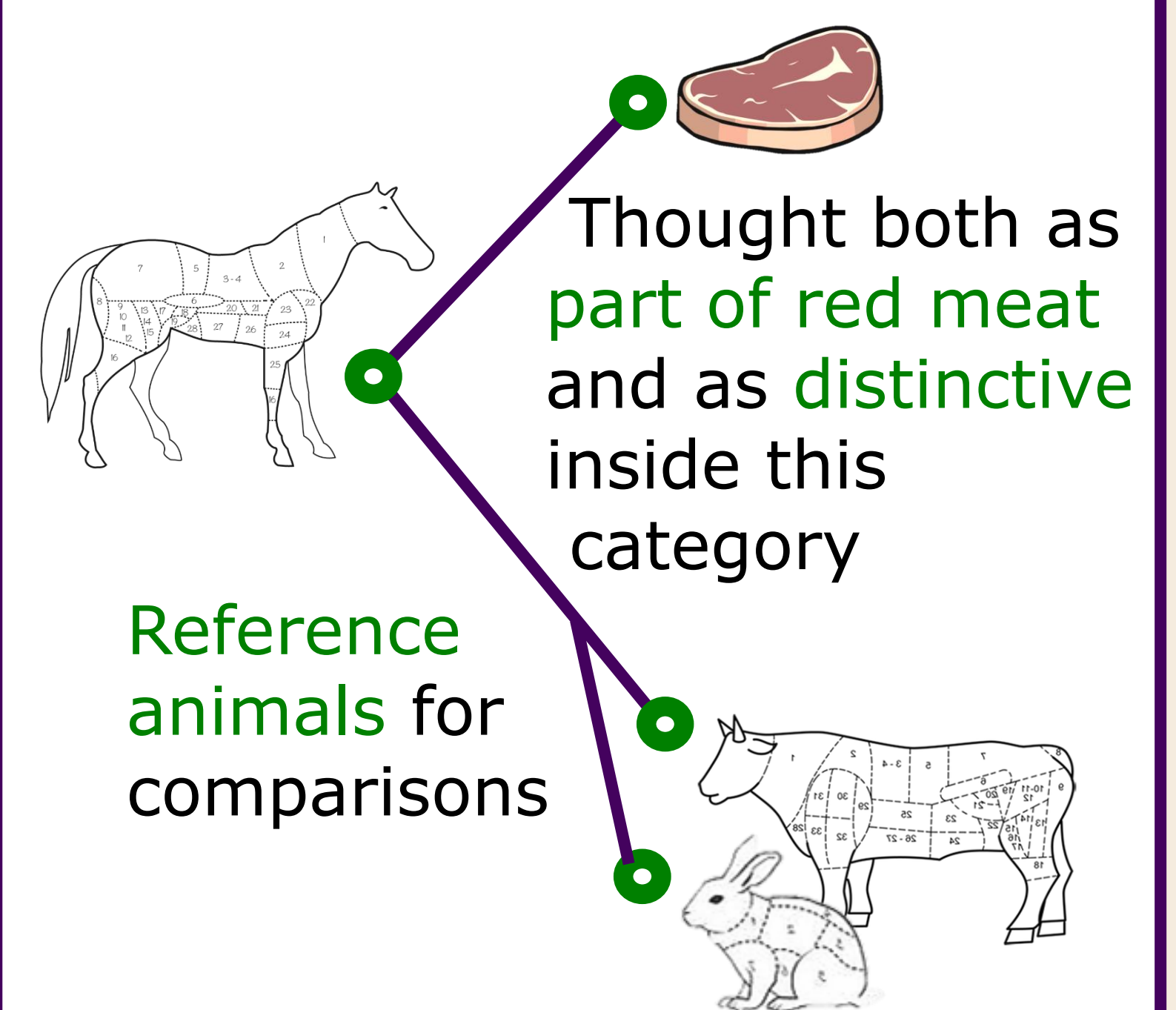


"Meat" is very limited while a descriptive category including positive attributes of horses is the first

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