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► **To cite this version:**

Céline Vial, Maxime Sebbane, Arnaud Lamy. Offering horse meat in restaurants to develop the demand. 74th Annual Meeting of the European Federation of Animal Science (EAAP), Aug 2023, Lyon, France. Wageningen Academic Publishers, pp.460, 2023, Book of Abstracts of the 74th Annual Meeting of the European Federation of Animal Science. 10.3920/978-90-8686-936-7 . hal-04206511

HAL Id: hal-04206511

<https://hal.inrae.fr/hal-04206511>

Submitted on 13 Sep 2023

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OFFERING HORSE MEAT IN RESTAURANTS TO DEVELOP THE DEMAND

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Context:



Horsemeat consumption in France: a **decrease** (FranceAgriMer, 2015)



1% of red meat volume purchased in France (FranceAgriMer, 2019)



Two-thirds of French people **do not consume** this meat (Cazes-Valette, 2015)

15% of them would be **ready to consume horse meat** if they had the opportunity, mainly with friends and relatives, or **in restaurants**

Aim: identifying obstacles and levers regarding the development of the horse meat offer in commercial catering

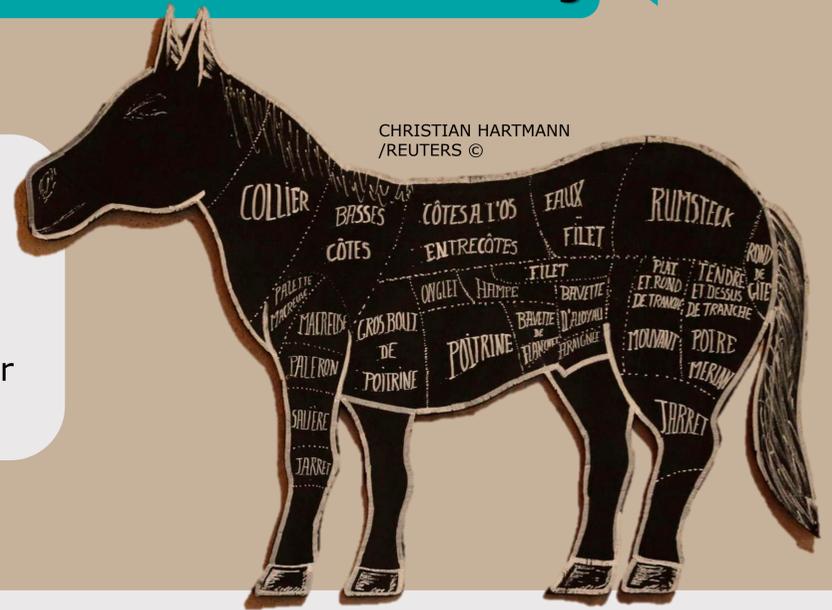
Methodology:



Literature review about horsemeat consumption, meat consumption determinants and the human-animal relationship



Qualitative interviews with chefs (n=12) in 2020 about their relationship with meat in general and their representations and knowledge about horse meat



Results:



Obstacles:

- Not appealing to many consumers / problem of **acceptability**
- High **price**
- **Lack of recipes**
- **No teaching** on this subject to chefs-in-training
- Chefs lack **knowledge** about the horse meat sector



Levers:

- Horse meat **advantages**: color, taste, adaptation to certain types of restaurants
- Chefs are:
 - **open** to innovation and new produce
 - **interested** in healthy menus, animal welfare, the environment, and local produce
 - **meat** occupies an **important** place in general for them
 - **curious** about the French breeding sector of draft horses for butchery

3 chef profiles:

Connoisseur (N = 2)

- Regular or occasional consumers
- Knowledge about the product, positive vision
- See some non-prohibitive limits to the use of this meat
- Apt to offer it or offering it on their menu

Pragmatic (N = 8)

- Rare consumers or non-consumers
- Variable and incomplete knowledge about the product
- See important limits to the use of horse meat: moral, cultural, economic, technical (supply, conservation/maturation, know-how)

Reluctant (N = 2)

- Non-consumers or ex-consumers
- Affective link with the horse which is perceived as a pet
- Personally reluctant
- Limited knowledge about the product
- Reluctant to the offering of horse meat in restaurants

Conclusion

This research brings **perspectives to the development of the horse meat market** in France:

- Enhancing the nutritional, organoleptic and environmental **qualities of horse meat** -> can meet the current challenges of food sustainability
- Increasing the **visibility and availability** of the offer for consumption at home, but also **in commercial catering** to familiarize new potential consumers with this product -> overcoming the lack of knowledge of chefs regarding horse meat and the lack of a recipe index

