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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



CHRISTIAN HARTMANN /REUTERS ©

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)	Pragmatic (N = 8)	Reluctant (N = 2)
<ul style="list-style-type: none"><li>- Regular or occasional consumers</li><li>- Knowledge about the product, positive vision</li><li>- See some non-prohibitive limits to the use of this meat</li><li>- Apt to offer it or offering it on their menu</li></ul>	<ul style="list-style-type: none"><li>- Rare consumers or non-consumers</li><li>- Variable and incomplete knowledge about the product</li><li>- See important limits to the use of horse meat: moral, cultural, economic, technical (supply, conservation/maturation, know-how)</li></ul>	<ul style="list-style-type: none"><li>- Non-consumers or ex-consumers</li><li>- Affective link with the horse which is perceived as a pet</li><li>- Personally reluctant</li><li>- Limited knowledge about the product</li><li>- Reluctant to the offering of horse meat in restaurants</li></ul>

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

