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OFFERING HORSE MEAT IN RESTAURANTS TO DEVELOP THE DEMAND

Céline VIAL^{1,2}, Maxime SEBBANE^{1,3}, Arnaud LAMY^{1,3}



¹ MOISA, INRAE, CIHEAM-IAMM, CIRAD, Montpellier Supagro, Univ Montpellier, Montpellier, France

² IFCE, pôle développement innovation et recherche, 61310 Exmes, France

³ Centre de recherche de l'Institut Paul Bocuse, 69131 Ecully, France

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

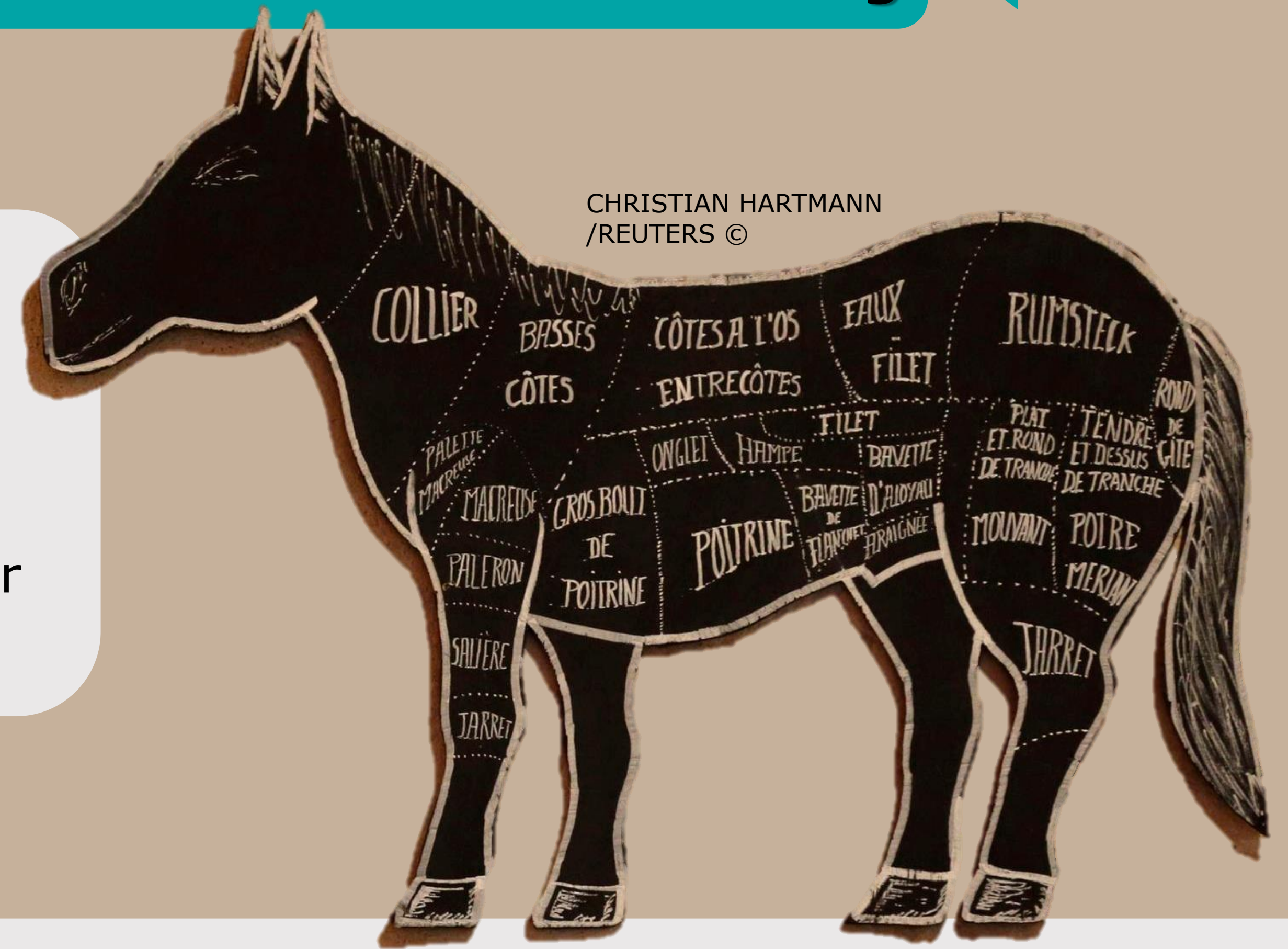
Methodology:



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