

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

## CONSUMER ACCEPTANCE OF BEEF FROM YOUNG ANGUS STEERS REARED ON PASTURE OR SUPPLEMENTED WITH CORN

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Tenderness and flavour are the most important sensory characteristics in beef consumer acceptance. Tenderness evaluation is often measured through the shear force (Warner Bratzler), however, to evaluate differences in aroma, flavor and juiciness its necessary realize sensory panels. The study objective was to evaluate the sensorial characteristics of beef from young Angus steers raised exclusive on pasture or supplemented with corn grain (0.8% of the liveweight) in the last 60 days before slaughter ( $\pm 450$  kg weight, around  $\pm 15$  months). Besides the two treatments, one additional repetition of the supplemented treatment was analyzed in the consumer panel to measure the method reliability. The American Meat Science Association (AMSA) methodology was preconized. A hedonic scale was used and the options were: dislike very much (1), dislike (2), like (3) and like very much (4). A quick research about consumer meat preference was done. The data collected were submitted to non-parametric analysis and the means were compared by Kruskal-Wallis test with 5% of significance. Were done 10 sensory sessions and in total, 109 consumer panelists contributed, which 46.79% were male and 53.21% female. The age average was 24.89 years old and 81.65% would prefer fresh meat, 13.76% frozen meat and 4.59% vacuum packed meat. When asked about what the consumer observe when buy beef, 50.46% answered age, 33.95% breed, 12.84% feed system and 2.75% sex. About the consume, 22.02% eat beef every day, 54.13% consume three times per week, 19.26% twice per week and 4.59% consume less than two times per week. The consumers detected a better aroma from the supplemented treatment, however, the pasture treatment and repetition were worse and didn't differed between them. This difference between the duplicate could be explained because in the consumer panel, the participants are not trained and to measure a characteristic such as aroma, that could be more difficult to differentiate. There were no statistical differences between treatments for flavour and juiciness. For tenderness and general acceptability, the supplemented treatment presented better results than pasture, also, the supplemented repetition did not differed from the original treatment. Studies will be realized to verify possible differences in the fatty acid profile, provided by supplementation with corn grain at 0.8% of LW.

**Keywords:** beef, cattle, consumer sensorial analysis

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