

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

PREFERENCE OF CONSUMPTION OF CHICKEN MEAT IN THE ANASTÁCIO-MS MUNICIPALITY

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In recent years, the chicken meat has become a routine in the feeding of the Brazilian consumers and this preference is related to your high concentration of nutrients, present easy digestibility, in addition to being affordable. Consumers of meat changed your profile in recent decades, due to a reduction in time to prepare the food, passing to seek greater practicality in differentiated products as meat cuts of chickens. Furthermore, there was a change in dietary habits of consumers, with increasing concern with the quality of the product, the health and food safety, making important knowledge of their actual requirements and satisfaction with the product. The present study was developed with the aim to characterize the preference of consumption of chicken meat in the municipality of Anastácio-MS. 250 questionnaires were applied directly in commercial establishments, structured with discursive and multiple choice questions. Regarding the consumption of meat in the municipality of Anastácio-MS, it was found that the most consumed is the bovine (54%), followed by swine (48.8%) and chicken (46%). It was found that the majority of respondents have the habit of eating meat chicken (89.6%), and at least three times a week (34.4%). Regarding cut types, 36.8% on thigh, 24.8%, opted for the chest and only 12.4% for whole chicken, the fried chicken is the most common form (44%), followed by the roasted (29.6%) and stew (10%). Consumers prefer the rustic chicken meat (53.2%), when compared to the organic chicken (36.8%) and commercial (10%). Although the majority of respondents did not have information on the organic creation system (60%), most would buy and pay more dearly for product (59.6%), a fact which may be related to the conviction that hormones are added in the feed of chickens raised in the conventional system (81.6%). It is concluded that the municipality of Anastácio-MS has potential for the chicken meat market, since your consumption proved to be quite expressive. In addition, the preference for rustic chicken meat is strictly related to the mystification of commercial chicken meat quality and use of hormones in your feed, so initiatives that clarify the quality of chicken meat commercial are key to increase and consolidate your consumption.

Keywords: frequency of use, meat cuts, product origin

Promoção e Realização:



Apoio Institucional:



Organização:

