

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

## MARKET VALUE OF SWINE FLESH IN THE REGION OF BRASÍLIA – FEDERAL DISTRICT

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Beef is a bit more expensive than the others, which ends up losing the market, because at a time of budgetary constraint the consumer chooses to migrate consumption to pork or chicken, as a way of adjusting the family budget and facing the crisis. In this sense, this work aims to evaluate the price paid per kg of pork in Brasília, Federal District. For the data collection, a questionnaire with 1 question was designed to obtain this information in the administrative regions of the state of Distrito Federal. The primary data were collected directly through the sample set of 500 questionnaires. After obtaining the information, the data were submitted to statistical analysis. The price paid per kg of pork by the interviewees varies between the options from R \$ 13.00 to R \$ 22.00 with 47.1% and from R \$ 6.00 to R \$ 12.00 with 45.8% but the value changes according to a piece of meat to be acquired and the place where a purchase is made, noble cuts are usually more expensive. However, pork compared to a beef has the lowest cost. The minority of respondents claimed that price failure, which demonstrates that the largest consumer party is more important than the quality of the product. Among the interviewees, 83.64% consume pork and 16.36% do not. Of these, 7% do not consume because they are vegetarians; 6% due to medical restrictions; and 3.27% for other reasons, described below: 41.18% do not appreciate its flavor; 31.36% for health reasons; 11.77% for ideological reasons; 8.83% by price; and 6.86% did not know how to justify their rejection. Among the interviewees, 53.71% did not consume pork. Of these, 40.77% do not consume for health reasons, 16.15% for ideological reasons, 15.40% for medical advice, 15.38% for flavor, 6.92% could not explain, 3.08% for religious reasons and 2.3% because they are vegetarians. In 15.6% of the answers they considered the possibility of a smaller market value in relation to the other meats. But the main concern of consumers is the quality of the product and the presentation on the shelves, being willing to pay more. It is concluded that consumers do not take into account the price variable and avoid feeding pig meat and its derivatives due to the lack of information on the origin and nutritional quality.

**Keywords:** nutritional quality, price paid, questionnaires

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