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**PRODUCTES CARNIS INNOVADORS A PARTIR DE
PORC NEGRE MALLORQUÍ:
avaluació de la resposta per part del consumidor
(Innovative Meat Products from Majorcan Black
Pig: Evaluation of Consumers Response)**

Treball Final de Grau

Enginyeria Alimentària

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Abstract

The Majorcan Black Pig (MBP) is a native breed from Mallorca. These animals are characterized by a low genetic selection for productive performance and by their facility to incorporate fat, both subcutaneous and intramuscular. In this study, the acceptability of three innovative products from MBP meat was analyzed. Three types of hamburgers, one with a "conventional" recipe and two that contained natural ingredients, which may confer healthier attributes to the final product, were evaluated. The population of Barcelona was chosen as potential market, and information was obtained through a consumer test of 121 panelists. The study was structured in three different tests (Blind test, Expected test and Informed test) in which the consumers were given different information about the products, in order to know their expectations and the effect of the information. In each case in a scale ranging from 1 = "I extremely dislike" to 9 = "I like it extremely" was used for the evaluation. Results show that there were no significant differences according to age and gender of the consumers. PNM hamburger had a significantly higher average acceptance than the rest (6.60 in the Blind test and 7.06 in the Informed test) with respect to its sensory attributes, whereas expectations were not as high in comparison to the rest. In contrast, PNM hamburgers with added healthy attributes generated good expectations (more than two-thirds of consumers' approval) but received scores significantly lower than the rest on sensory tests. In conclusion, the need to provide clear and honest information to consumers about the differential characteristics of the product is evident, together with maintaining a high sensory quality in the innovations that are applied in this type of processed meat.

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