

### **3B-105: *Volunteer's attitudes towards consumption of fresh Australian pork.***

Can participation in a dietary intervention trial change perceptions leading to greater pork consumption?

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#### **Aims and Objectives**

The aim of the present study was to determine if voluntary participation in dietary intervention trials where pork was provided together with pork recipes, cooking advice and education on pork's potential health benefits had altered volunteers' perceptions and consumption of pork.

#### **Key Findings**

The major findings that have been identified in this population of consumers are:

- Pork was seen overall quite positively, but more so after participation in the dietary intervention trial;
- Half of the intervention group and a third of the control group reported their pork intake had increased since being involved in the study;
- Participation in a dietary intervention trial where pork was provided together with health information and recipes or where volunteers were exposed to potential health benefits of lean pork, appears to have increased habitual consumption of pork by approximately 29g/wk in low pork consumers;
- Taste, tenderness and juiciness of pork are important attributes considered when purchasing;
- Religion did not impact on consumption in these volunteers;
- Pork was perceived equally healthy as beef and chicken;
- Volunteers were unsure about the saturated fat content of pork in comparison with beef and chicken;
- Volunteers ranked pork as having the least amount of exposure in the media.

#### **Application to Industry**

The major opportunity that has been uncovered by this research is the need for a marketing campaign to:

- promote the health benefits of pork (based on previously funded Pork CRC projects);
- dispel common misconceptions about pork;
- provide easy to understand information on preparing and cooking pork;
- provide healthy pork recipes perhaps together with tasting opportunities in butchers or supermarkets to 'expose' consumers to pork;
- increase the presence of pork in the media.

This marketing campaign is needed to educate and inform consumers that pork is nutritionally equal to lean beef and chicken, it can be just as versatile and it can be incorporated into meals as part of a healthy balanced diet. It is evident that consumers are not informed and have not been exposed to pork and with attention and pork eating experience consumers may well increase their intakes.