THE PERCEPTION OF ELDERLY CONSUMERS TOWARD MEAT PRODUCTS

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According to the Brazilian Institute of Geography and Statistics, the Brazilian population over 60 years is about 17.7 million and is growing fast. Thus, it is important to develop products and services specifically to this target. The understanding and comprehension of how the consumers decide their buying and how they consume the products are of vital importance to the industries. The present study had the objective of identifying the adult perception from different age ranges in relation to meat products consumption. Forty-three consumers from the age groups of 45 to 55 years, 55 to 65 years and more than 65 years old from different social classes were interviewed. The results showed that with age the consumers, although declaring being the responsible for buying the products, start looking for places close to their homes as grocery stores and small supermarkets. Furthermore, over 65 years old the consumers are no longer the responsible for the meal preparation. The meat consumption changes little in the age range studied – chicken meat is the most common meat consumed followed by beef and fish. Processed meat products consumption decreases with age, except for turkey ham. With age, consumers also have more medical care and use continuous medication. Their diet restrictions also increase.