

# CMD 503

## 503 - Assessing the consumer acceptance and market potential of alternative meats

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### Research Summary

Information on alternative meat markets, including those for bison, elk and deer, is very limited in Alberta. So far, the markets for these meats have been confined to niche markets. Although there are apparent limitations in the supply chain in Alberta for those meats, this project aims to focus on the demand side, since it is important to first explore issues related to consumer choice and market potential. The project also aims to explore possible concerns of consumers with regards to food safety and animal welfare. The goal is to apply Attribute Based Stated Choice Methods (ABSCM), in order to explore how consumers perceive these meats, and what factors influence consumers' choice decisions.

### Significance of Research

Canadian policymakers will be interested in this analysis for at least three reasons. First, due to BSE the bison industry has suffered significantly, hence some public support for this industry seems to be justified. Second, a similar argument can be made for the elk industry: This industry has also been hit by diseases, such that Asian demand for antlers and velvet has declined sharply, and producers look for viable alternatives. Third, given the food safety and animal welfare concerns that consumers have voiced in preliminary focus groups, it seems most desirable to provide a valid statistical analysis of these issues, which can rely on the most appropriate econometric tools available.