

QUALITY LABELS IN MEAT PRODUCTS

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ABSTRACT

A well described label should always accompany all the products especially meat products. A quality label will provide more knowledge about the health benefits of food, and be able to increase awareness of food-borne disease. A well product describe will impact to consumers to be more concerns about the environment which influence the consumer welfare. A major task for food producers and policy makers would be creating efficient mechanism or program to provide food quality information demanded by consumers, though it is not an easy one, due to the complicated relationship among food quality attributes. This approach evaluates the consumer label importance in meat products in 2 of the main cities in Albania: Tirana and Durres area where is concentrated almost half of the habitants. This study evaluates that consumers are identified by lack of faith on label description. Only 16.8% of the interviewers always read the product label, 36.8% read the label from time to time, and 14.5% read often the product label. The study showed that the habitant in urban area are more interested in reading the label compared with the habitants in rural areas. Meanwhile, the results show that females are more interested in a quality certified product than men.

Keywords: Consumer, consumer behavior food quality, label.