

**FACTORS ASSOCIATED WITH PERCEPTION AND ATTITUDE OF BEEF CONSUMERS
REGARDING ORIGIN CERTIFICATION IN CONTAGEM, MG, BRAZIL**

*(FATORES ASSOCIADOS À PERCEPÇÃO E ATITUDE DE CONSUMIDORES DE CARNE BOVINA
COM CERTIFICAÇÃO DE ORIGEM EM CONTAGEM, MG, BRASIL)*

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The aim of this study was to obtain the perception profile and attitude of beef consumers in the city of Contagem, Minas Gerais, Brazil, and also verify which socioeconomic factors are related to the beef purchase with certification of origin. The data were raised through the interview of 400 (n=400) consumers in April 2012, in some local supermarkets in the city of Contagem, Minas Gerais, Brazil. The questionnaires were conducted by a single researcher and based on a structured form with 36 multiple-choice questions. A description of the variables was made, and a multiple model Generalized Estimating Equations (GEE) logistic regression was elaborated to identify possible associations between the socioeconomic characteristics of consumers and the key attributes of the meat that influence the purchase decision. The presence of the Brazilian Federal Inspection Service (SIF) stamp on the product was the attribute that most influenced the consumers purchasing decisions. The majority of respondents never heard about beef traceability. Among the people who did, most of them are willing to pay more for meat with certification of origin, however, considering that there are disadvantages associated with traceability, mainly in relation to the increase of the meat price. Consumers with higher levels of education consider that traced meat provides more security and avoid the risk of food-borne diseases outbreaks in the population ($p<0.01$; OR=2.9; CI95%=1.4-3.4). Consumers with higher levels of income are familiar with the terms: traceability, traced meat, or meat with certificate of origin ($p<0.01$; OR=2.9; CI95%=1.5-5.5). Higher monthly incomes are directly associated with greater acceptability of consumers to pay more for traced meat ($p=0.018$; OR=4.8; CI95%=1.3-17.5). Consumers with higher levels of education and income have a better perception about this type of certification and also, accept more readily to pay more for traced meat.

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