

BEEF HOT-POT ACCEPTABILITY

MUSTAFA M FAROUK

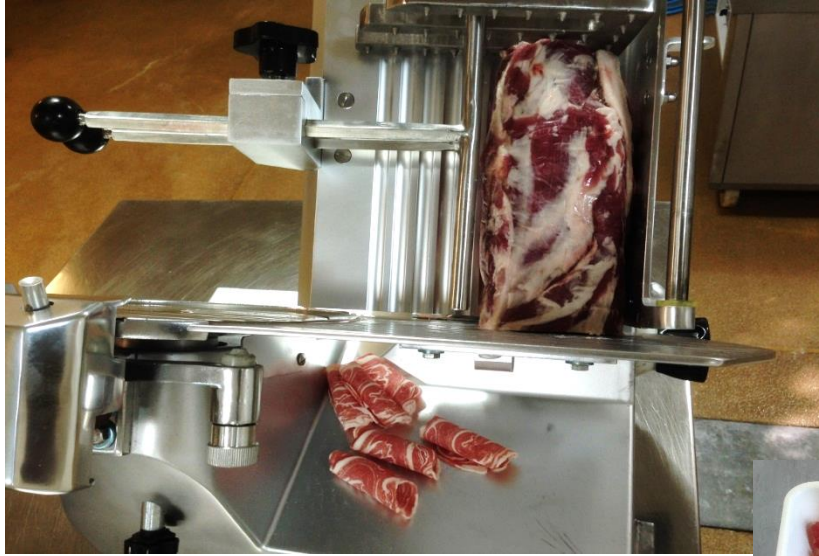
**AgResearch- Meat Industry
Workshop**
15 March 2016



Aim

- To determine the effect of visible fat content on the acceptability of beef hot-pot by the Chinese and Korean consumers.

Sample preparation

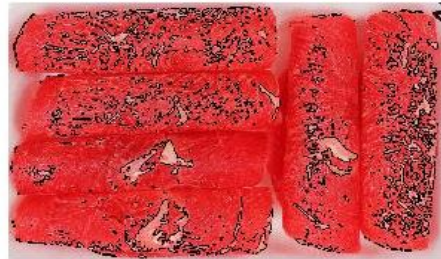


Visible fat determination

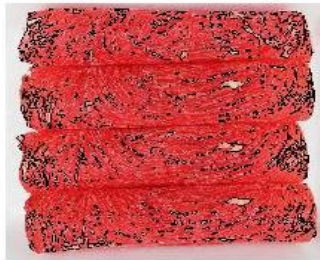
(A) U BL Left a.JPG - Fat Boundary
Fat%: 34.57



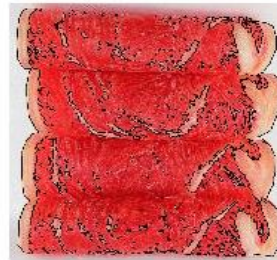
(B) U BL Left a.JPG - Fat Boundary
Fat%: 13.54



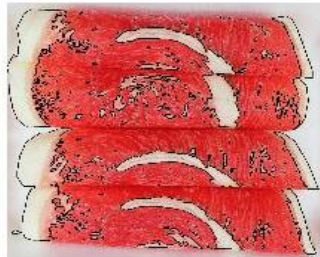
(C) U BL Left a.JPG - Fat Boundary
Fat%: 10.75



(D) U BL Left a.JPG - Fat Boundary
Fat%: 23.77



(E) U BL Left a.JPG - Fat Boundary
Fat%: 27.57



(F) U BL Left a.JPG - Fat Boundary
Fat%: 14.81

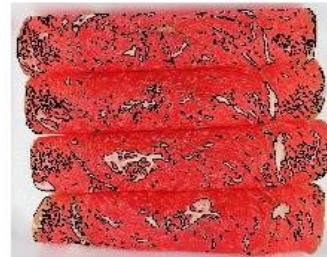


Image	Fat%
A	34.57
B	13.54
C	10.75
D	23.77
E	27.57
F	14.81

Questionnaire in English



Sample A

Sample B



Sample C

Sample D



Sample E

Sample F



Hot-Pot Beef Evaluation

Name: _____ Date: _____

Age 5-18 19-30 31-50 > 50

Gender Male Female

How often do you have Hot-Pot at home or restaurant? Please circle your preference:

1. \geq Once a week
2. Once fortnight
3. Once a month
4. Once a year
5. Never

What type of meat do you prefer for Hot-pot? Please circle your preference:

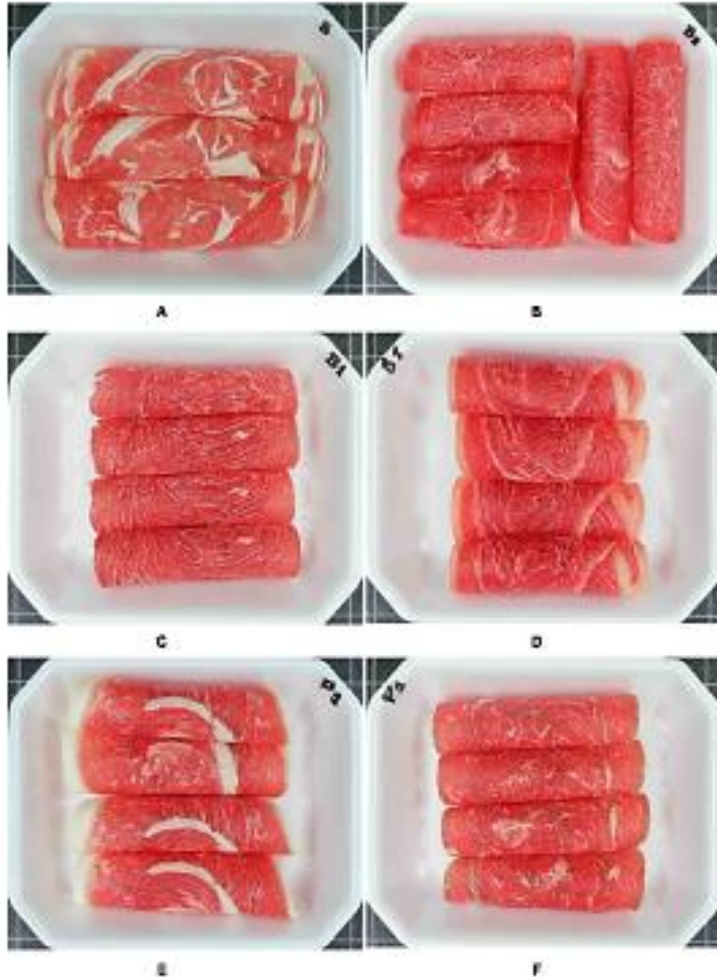
1. Lamb
2. Beef
3. Others (specify).....

Please rank the 6 Hot-Pot beef in the digital pictures on the left page in order of preference from the most to the least preferred and enter letter in the boxes below:

Most preferred

Least preferred

Questionnaire in Chinese



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涮火锅肉调查表

姓名 (Name)

日期 (Date)

性别 (Sex) 男 (Male)

女 (Female)

年龄 (Age) 5-18

19-30

31-50

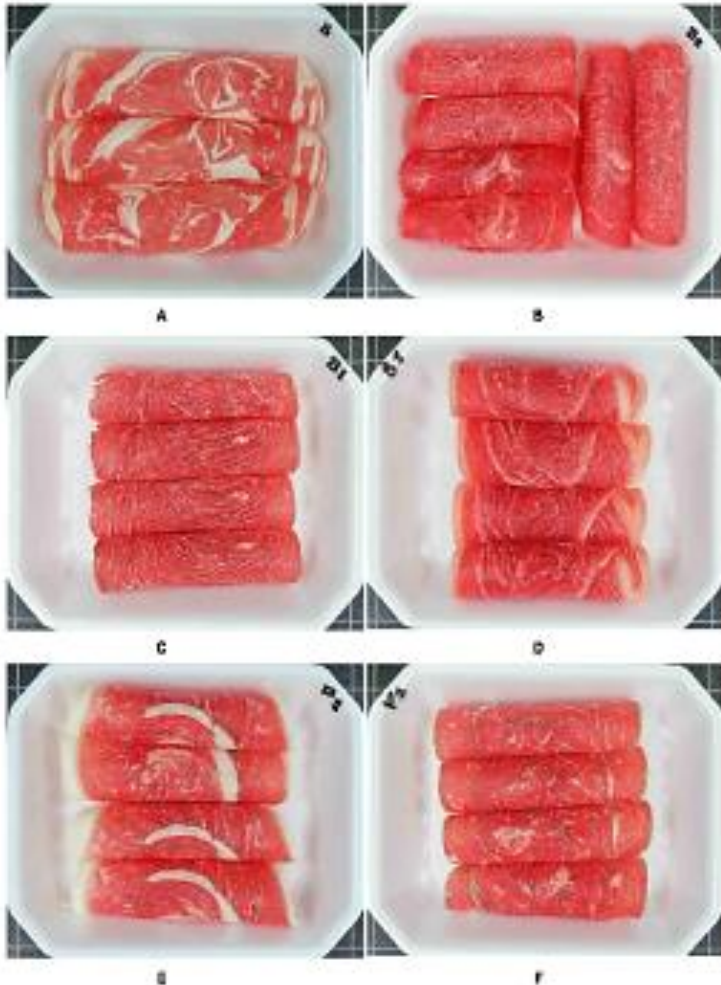
> 50

1. 在过去的一年, 您曾在家或餐馆吃火锅吗? 请在下面几个选项打勾
1) 每周最少一次
2) 两周一次
3) 一个月一次
4) 一年一次
5) 从不吃
2. 您喜欢哪种火锅材料? 请在下面几个选项打勾或表明
1) 羊肉
2) 牛肉
3) 其他, 请标示几个品种
3. 左图有六种不同的涮牛肉片 (A,B,C,D,E,F), 请标示您的喜欢程度顺序, 从最喜欢到最不喜欢, 填入英文字母



最喜欢 次之 较喜欢 一般 不太喜欢 最不喜欢

Questionnaire in Korean



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맛뭇 (사브사브 혹은 스뽀브르)에 사용되는 소고기에 관한 설문

성명 (Name) _____ 날짜 (Date) _____

연령층 (Age) 5-10 10-20 21-30 30 이상

성별 (Gender) 남 (Male) 여 (Female)

지난 1년간 맛뭇을 집이나 식당에서 얼마나 자주 드셨습니까? 해당되는 곳이 없더라도
작성해주세요.

1. 적어도 일주일에 한번
2. 이주일대 한번
3. 한달에 한번
4. 일년에 한번
5. 절대로

맛뭇에 사용하는 고기는 어떤것을 선호하십니까?

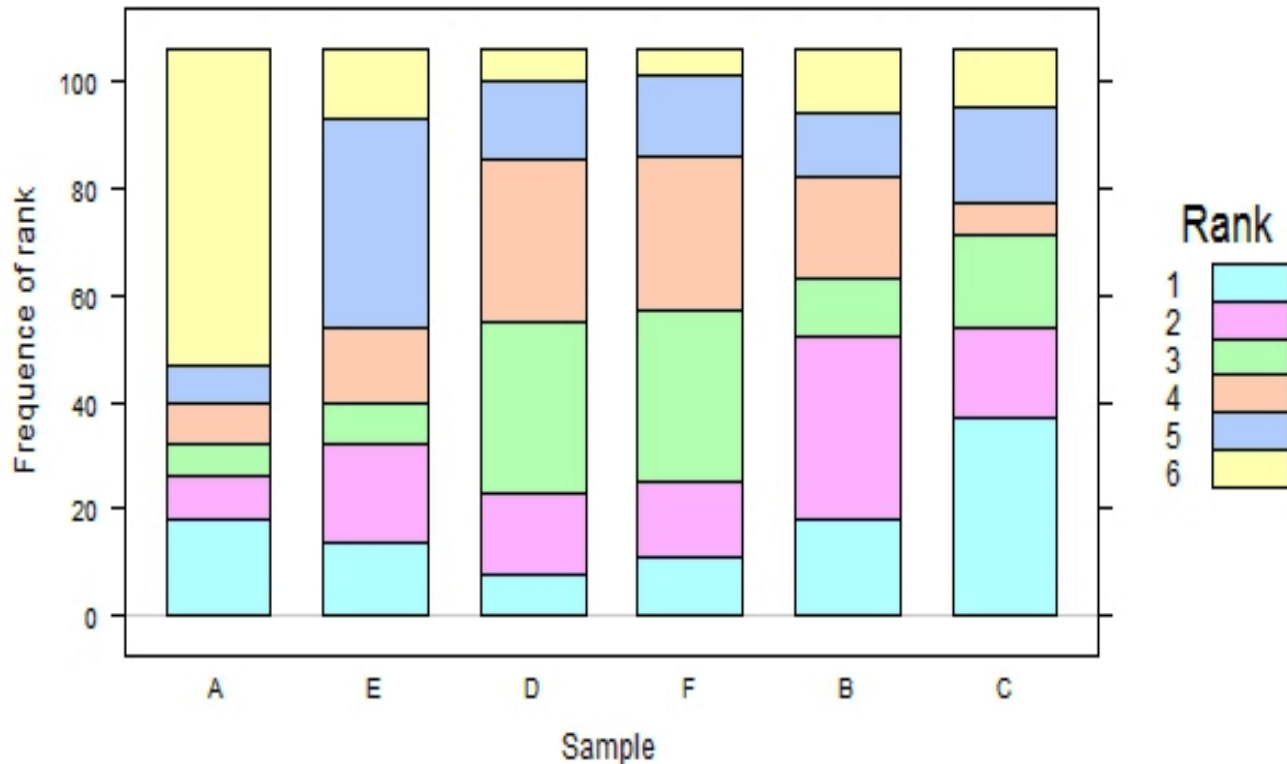
1. 멍고기
2. 소고기
3. 기타 다른 육류 _____

아래에 나열되어있는 6개 사진을 보시고 맛뭇에 사용하는 고기를 선호 하시는 순서대로
밑에 칸에 알파벳 (A, B, C, D, E, F) 순으로 적어주세요

가장 선호
Most
preferred

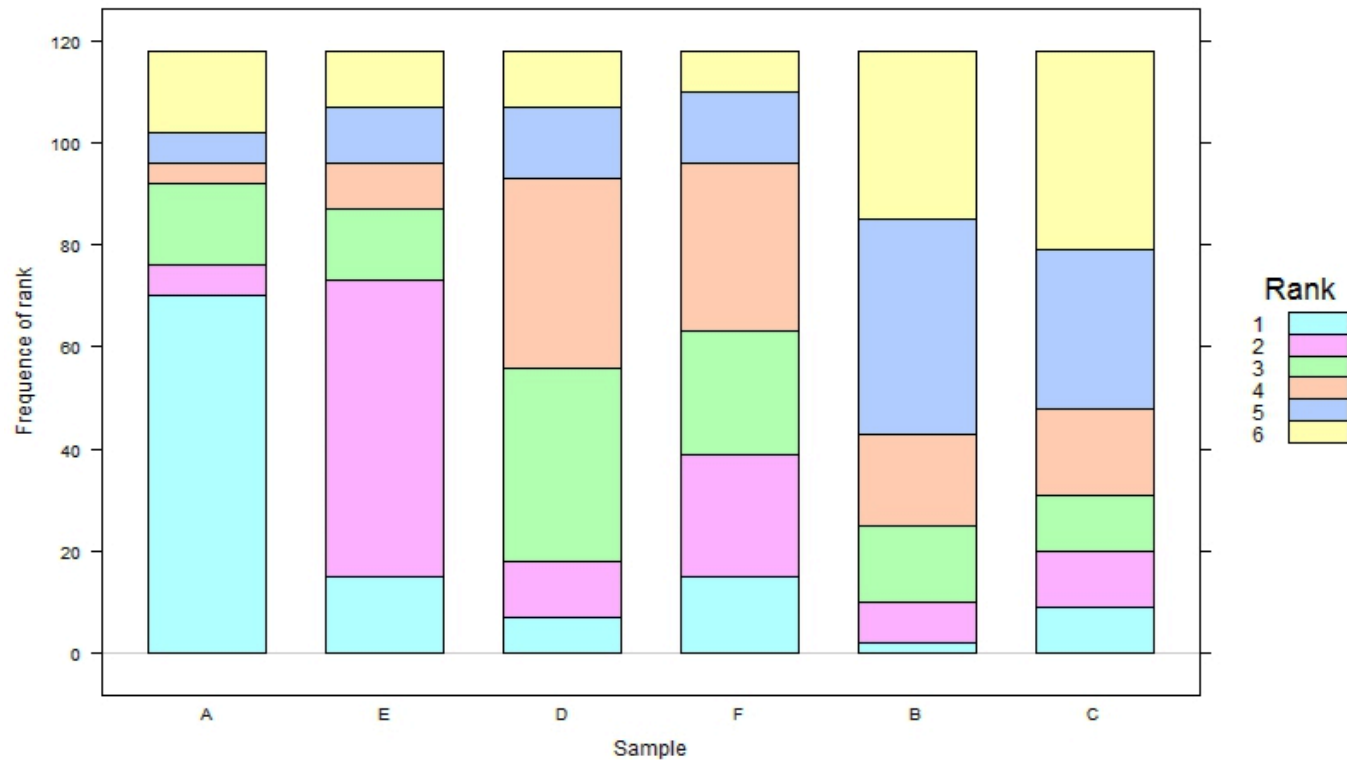
가장 비선호
Least
preferred

Chinese consumer preference



The frequencies of the rank for each sample. A rank of 1 is the least preferred and 6 is most preferred.

Korean consumer preference



The frequencies of the rank for each sample. A rank of 1 is the least preferred and 6 is most preferred.

Future studies

- Complete the Japanese consumer survey
- Effect of log fat content, pH and storage on sliced hot-pot meat quality
- Other added-value opportunities utilizing the hot-pot slicing and presentation formats

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**Ministry of Business,
Innovation & Employment**

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