

STUDY OF GAME MEAT CONSUMPTION AMONG HUNGARIAN CONSUMERS

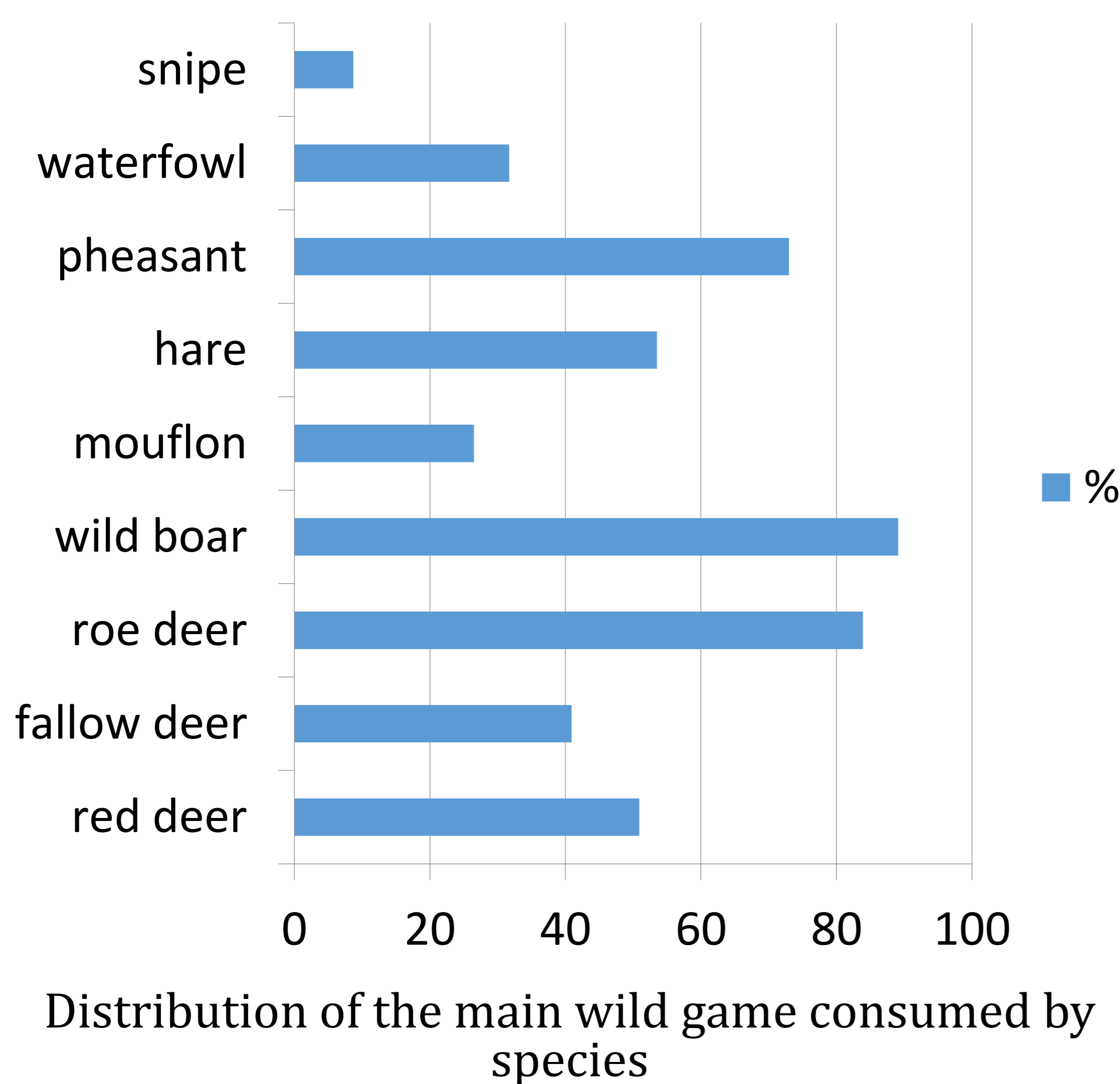
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Abstract: *A questionnaire survey was conducted among the population about game meat consumption habits. In addition to demographic data, they were asked about, among other things, the species consumed, the frequency of consumption, the place and method of purchase. Among the respondents, hunters were overrepresented. They declared their preference for meat, which species they would like to try, and what types of dishes are often prepared from game meat. Hunters have already eaten many game species, but many people want to try species considered exotic and even hardly suitable for human consumption.*

• Material and method

The data was collected by online questionnaire survey in Hungary. The questionnaire was created using the Google Form software. The questionnaire was distributed on an online social platform using the snowball method.



• Results and discussions

The main findings of the survey can be summarized as follows:

Based on their income situation, the respondents feel that they have an average and above-average income rather than a below-average one. (The data was collected before the strong increase in inflation.)

The hunters eat game meat regularly and willingly, and do not complain that it is difficult to obtain.

The most commonly consumed wild game are the more common domestic big and small game species, while the wishlists of consumers (including hunters) include many exotic game and species that we do not usually find suitable for food.

The majority consider game meat to be particularly tasty and healthy food, and do not consider its consumption to be a concern from a hygienic point of view.

Those who can prepare game are also happy to cook game. Those who are not familiar with kitchen techniques can get game food from relatives, acquaintances and restaurants. Some of the housewives consider the processing of game to be tiring.

Among those who reject game meat, there are several people who do not eat it for ethical and emotional reasons, and some even do not eat meat at all.

The increase in consumption is primarily expected from price reductions and least from advertising.

Consumers prefer fresh, pre-chilled venison to frozen meat.