

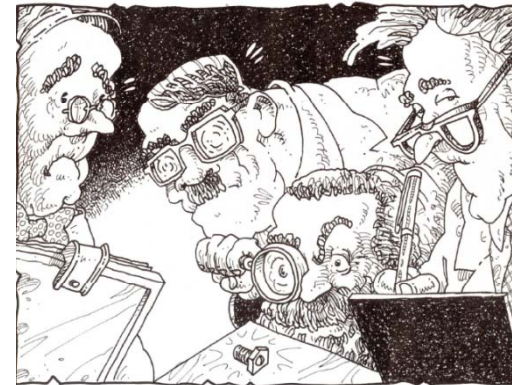
# Consumer related aspects in promotion of traditional products

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# Consumer comparative testing

- Done by consumer organisations
- Independent and autonomous of business
- Testing products and services already on the market
- Assessing also consumer values, environmental and social impact, functionality and usefulness, misleading practices etc....



# Consumer comparative testing - how?

- Normative, guides, internationally agreed methodology
- CI, ICRT, BEUC...
- Results published only by recognised nationally/internationally consumer organisations





# Kranjska klobasa – Kranjska sausage consumer comparative test

- **8 samples bought from 6 consortia members**
- **Registered Specification used for evaluation**
- **Parameters:**
  - **information to consumers**
  - **chemical ( fat,protein,Na/salt,nitrite/natrate)**
  - **sensory**
  - **price**
- **Sensory testing done on cold and hot/cooked**

# Kranjska klobasa – Kranjska sausage sensory evaluation

- **Visual external evaluation**
  - **cross cut visual evaluation: meat/fat**
  - **cross cut evaluation of colour**
  - **texture**
  - **odour/smell**
  - **Taste**
- 
- **Profesiional testing**
    - **Max 20 points**
    - **Min 16 points**

# Kranjska klobasa – Kranjska sausage sensory evaluation - results

	<b>Euro/ KG</b>	<b>SENZORY POINTS</b>	<b>fat</b>	<b>rating</b>
<b>1 ARVAJ</b>	<b>10,98</b>	<b>19</b>	<b>21,7</b>	<b>good</b>
<b>2 Z DEŽELE CE</b>	<b>8,29</b>	<b>18</b>	<b>21</b>	<b>good</b>
<b>3 SPAR CE</b>	<b>6,89</b>	<b>17,5</b>	<b>21</b>	<b>good</b>
<b>4 KOŠAKI</b>	<b>9,96</b>	<b>17,3</b>	<b>23,1</b>	<b>average</b>
<b>5 MDK</b>	<b>10,10</b>	<b>17</b>	<b>22,4</b>	<b>average</b>
<b>6 KAMNIK</b>	<b>9,55</b>	<b>16,5</b>	<b>19,4</b>	<b>average</b>
<b>7 KRAS MDK</b>	<b>8,88</b>	<b>17</b>	<b>18,5</b>	<b>average, labell covered</b>
<b>8 KODILA</b>	<b>8,00</b>	<b>13,5</b>	<b>24,7</b>	<b>Does not meet standard</b>

# **Kranjska klobasa – Kranjska sausage sensory evaluation - results**

- **One sample did not meet standards**
- **None of the samples were excellent or very good**
- **All samples: cross cut meat and fat particles too small**
- **Average samples: too spicy, too salty, fatty, rough texture**



# Kranjska klobasa – Kranjska sausage information to consumers

## Misleading information on one sample:

- The best sausage in Slovenija 2009...



# Kranjska klobasa – Kranjska sausage comments

- **To consumers: when buying know what ....**



- **Promoting the sales : educate the seller at the point of sale**

**«Consumers by definition, include us all.  
They are the largest economic group,  
affecting and affected by almost every  
public and private economic decision.  
Yet they are the only important group...  
whose views are often not heard» *John  
F. Kennedy, 15th March 1962***

# Eight consumer rights



# **Slovene consumer organization - ZPS**

- **NGO , indepedent and autonomous**
- **founded by members in 1990**
- **Aim: protection of consumer interests and rights**
- **Founder of the consumer magazine VIP (in 1991)**
- **Main activities:**
  - **Consumer advice and information, education..**
  - **Advocacy and representation**
  - **Legal aid**
  - **International co-operation: CI, BEUC, ICRT, ANEC**

# Thank you



## Questions??

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