A STUDY ON CONSUMER ATTITUDES TOWARDS PRODUCTS DERIVED FROM NON-NATIVE FARMED STURGEON SPECIES (*ACIPENSER BAERII*, BRANDT, 1869)

C. T. Cîrmaciu (Florea), P. Macovei*, C.-E. Nistor, G.-V. Hoha, B. Păsărin

Faculty of Food and Animal Sciences, Iasi University of Life Sciences, Romania
**e-mail: petronela.macovei@iuls.ro*

Abstract

The Siberian sturgeon (Acipenser baerii, Brandt, 1869) is a non-native species farmed in Romania for meat and caviar, but consumer attitudes towards it remain little explored. This exploratory study assessed knowledge, purchase intention, acceptable price and attitudes regarding quality, sustainability and Romanian origin among 75 students in the fields of food control, public catering and animal science. An online questionnaire with 27 questions was administered in September–October 2026 and analysed with Fisher's exact, χ^2 and Spearman tests. Only 9 respondents mentioned the Siberian sturgeon, yet 66.7% would probably or very probably buy farmed meat, most of them at 50–99 RON/kg (63.5%). Intention was higher among those who rated nutritional value as high (80.0% vs. 51.4%) and among those more familiar with sustainable aquaculture (82.4% vs. 53.7%), but not among previous consumers. Informing consumers about nutrition and sustainable production could support acceptance.

Key words: *Acipenser baerii, aquaculture, feeding behaviour, sensory quality, sustainability*