



## Analyses of consumer preferences and attitudes on Hungarian game meat market (Preliminary report)

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The ecological capabilities of Hungary are particularly favorable for agricultural and food production. The production of special agricultural goods e.g. as the meat of game animals can be a real alternative for mass production. In our recent study the habits and attitudes of consumers were analyzed in context of natural, high added value, healthy and environment friendly animal products: the meat of game animals. Our aim was to map the consumer requests, the demand as well as the main objectives of the market. The results represent a descriptive picture on the acceptance, rejection, attitudes and preferences concerning the given product categories. Data were collected by questionnaires. In the recent paper we focused on the following species: red deer, fallow deer, roe deer, wild boar, hare, pheasant and mallard duck. The game meat consumption was estimated by the official statistics and results of the study. Differences were found between the answers of the asked sample population living in cities and in the rural areas. Those people who have a negative attitude to game meat are vegetarian or refuse consumption due to emotional reasons. The culture and tradition of game meat cooking in Hungarian cuisine is very old. The most important traits of the meat are the game species, quality, freshness and price.