

QUALITY OF LOCAL BEEF DURING DISTRIBUTION AND CONSUMER PERCEPTIONS OF FROZEN BEEF IN INDONESIA

TEAM :

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Meat as Protein Source



Food safety and Food security
(UU Pangan No 18 tahun 2012).



Life style Indonesian people :
Tends to consume fast food



Perishable food,
need preservation technique for the
products : frozen beef

Beef consumption (MLA report, 2016)



Indonesia's
average beef
consumption per
capita is one of the
lowest in Asia at only

2.5kg⁴

while consumption
in urban areas is
estimated to be at
around

7kg⁵

Indonesian major cities and population



Source: Ministry of Health, Indonesia, 2014

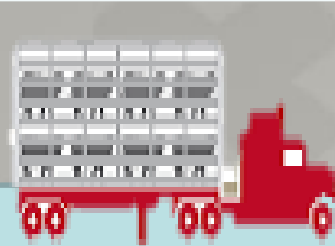
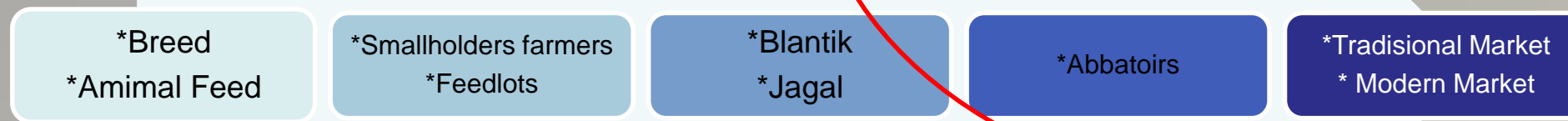
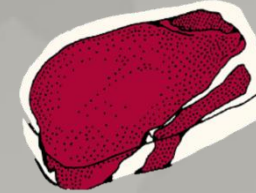
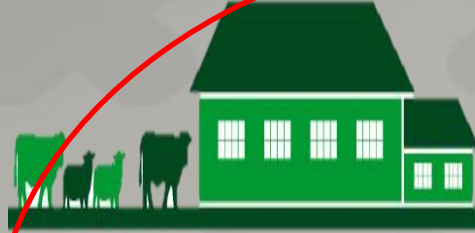
¹ World Bank/UN/BMI.

² 'What Indonesia wants - Analysis of Indonesia's food demand to 2050, by Research by the Australian Bureau of Agricultural and Resource Economics and Sciences, November 2015.

³ BMI Research.

⁴ Coordinating Ministry of Economy, Indonesia.

Livestock Logistic Value Chain



LOGISTICS TRANSPORT



2 Sub topics :

1. Quality Analysis of Local Beef from East Nusa Tenggara (NTT) During distribution : From Abattoir To Consumer

Objective :

The aim of this research was to analyze the quality of Indonesian local beef (Bali cattle) from NTT to Jakarta, during distribution from animal slaughterhouse to consumer.

Compare with Brahman beef

2 master students ;

Output : 2 publications :

1. Accepted in national accreditation journal : Journal of Animal Production (Unsoed)
2. Submitted to JITAA (Undip)

2. Consumer perceptions of frozen beef: Case studies in Bogor and Jakarta, Indonesia

Objectives :

This research project was designed to examine the perceptions of consumers toward the purchase and usage of frozen beef products.

This study was expected to give clarity in factors that contribute to customer preference, consumption, and behavior in consuming warm and frozen beef.

4 bachelor students

Output :

1. International seminar : ISAI 2018
2. Prepare for international scopus indexed journal : “ Future of Food : Journal on Food, Agriculture & Society (University of Kassel Germany)

Presenter :

1. ANGGIA MARTIANA, SPt

Quality Analysis of Local Beef from East Nusa Tenggara (NTT) During distribution : From Abattoir To Consumer

2. Dr. ASTARI APRIANTINI, SGz. MSc

Consumer perceptions of frozen beef: Case studies in Bogor and Jakarta, Indonesia