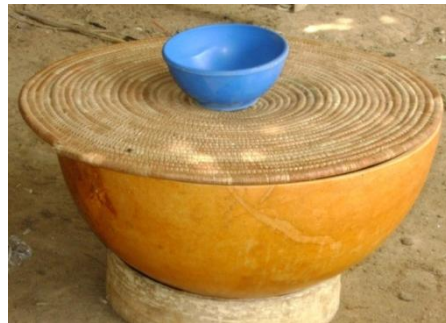


Social représentation and perception of the quality of animal source food in Cinzana, Mali

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Background

- ❑ Uncontrolled Population growth poses problems of access of populations to food quantity but also quality.
- ❑ The current report is a trend of increased demand and consumption of commodities especially of animal origin (meat and milk) in Mali. This increased demand for animal products increases with the risk of disease associated.
- ❑ Despite the identification of risks and implementation options for system improvement of production, there is still an increased health risk associated with these products among consumers.

Objectives

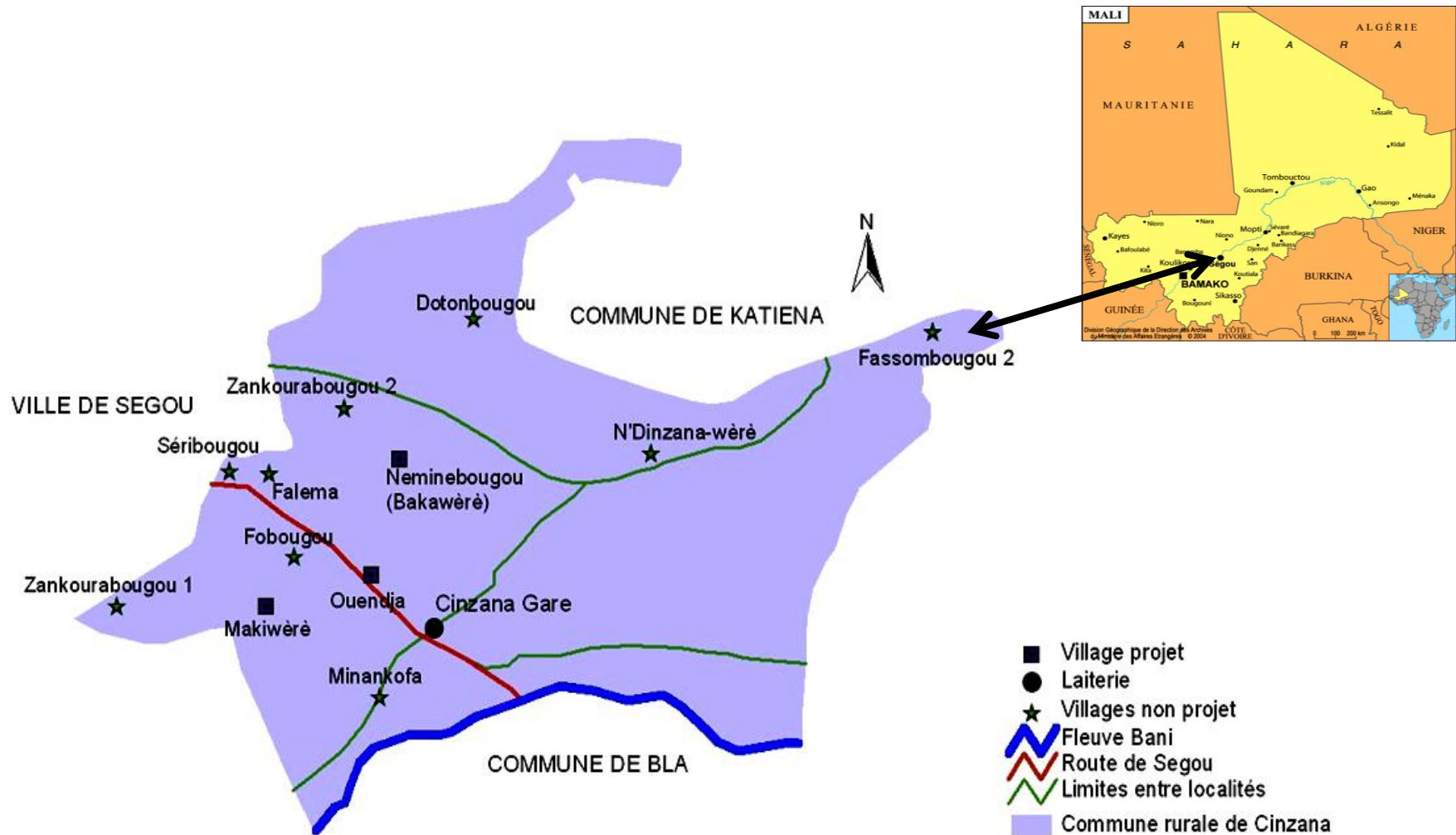
☐ General objective

This study aims to analyze the social representations of quality and risk in the consumption of milk products in populations Cinzana.

☐ Specific objectives

- 1-Identify the different actors of the food chain handling the animal food product**
- 2-Determine the dietary habits of populations and the determinants of choice of quality food of animal origin.**
- 3- Propose strategies for managing health risks to improve the quality of animal foods consumed**

Study area



Methodology

Data collection

■ Quantitatives Data

Establishment of the household survey forms in 207 heads of households of selected villages

- ❖ **Identify eating habits and practices to know them on hygiene, quality and safety.**



Methodology (2)

■ Qualitatives Data

Semi-structured interviews, Focus groups with producers, farmers of the villages surveyed,

- ❖ Identify and analyze the social factors related to quality and safety of milk and dairy products.

Data analysis

MAX QDA software, SPSS have used the theory of motivation and participatory risk analysis.



Results (1)

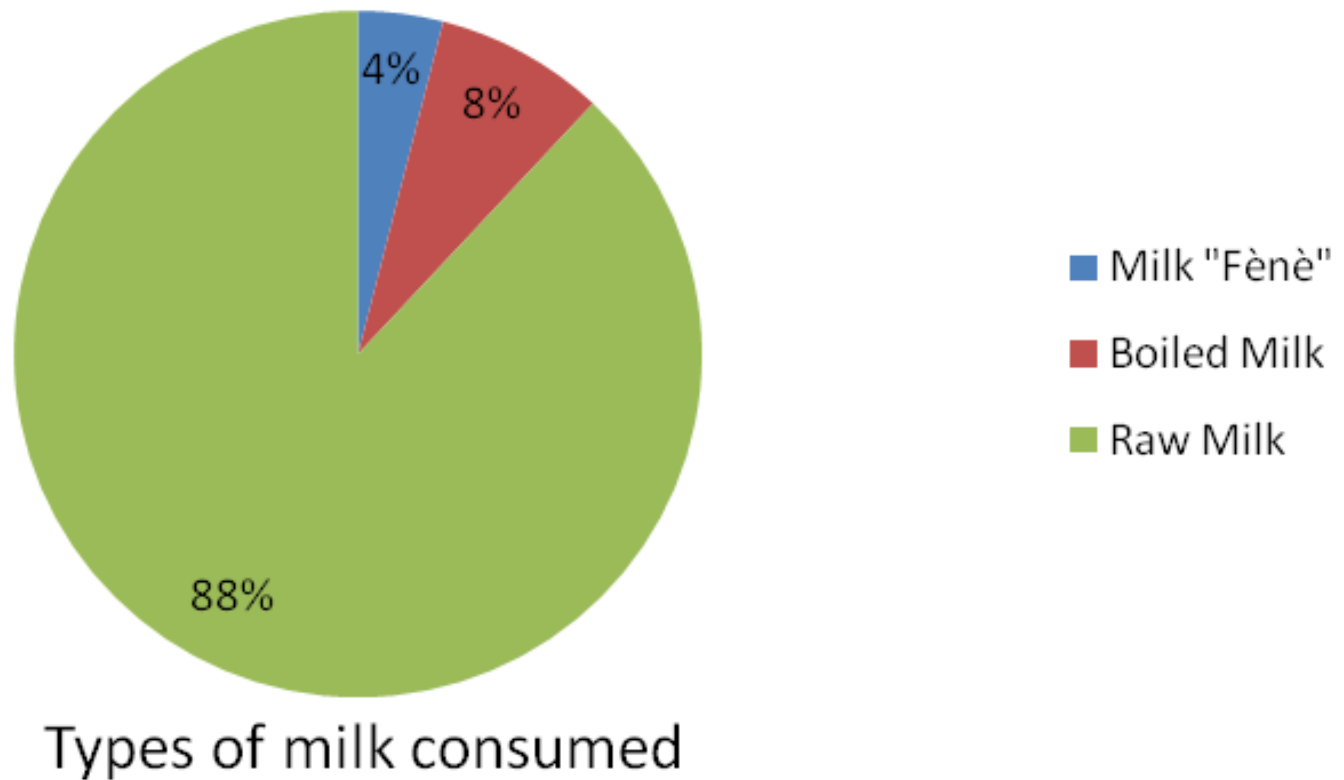
Production, marketing and consumption chain before and after the implementation of Dairy

STAGE	ACTORS		
PRODUCTION	Honers	Herders	
COLLECTION AND PRE PROCESSING	Cooperatives Women, Deliverer	Women in traditional processing	Collectors
PROCESSING	Dairy		
DISTRIBUTION	Distributors		
CONSUMPTION	Consumers		



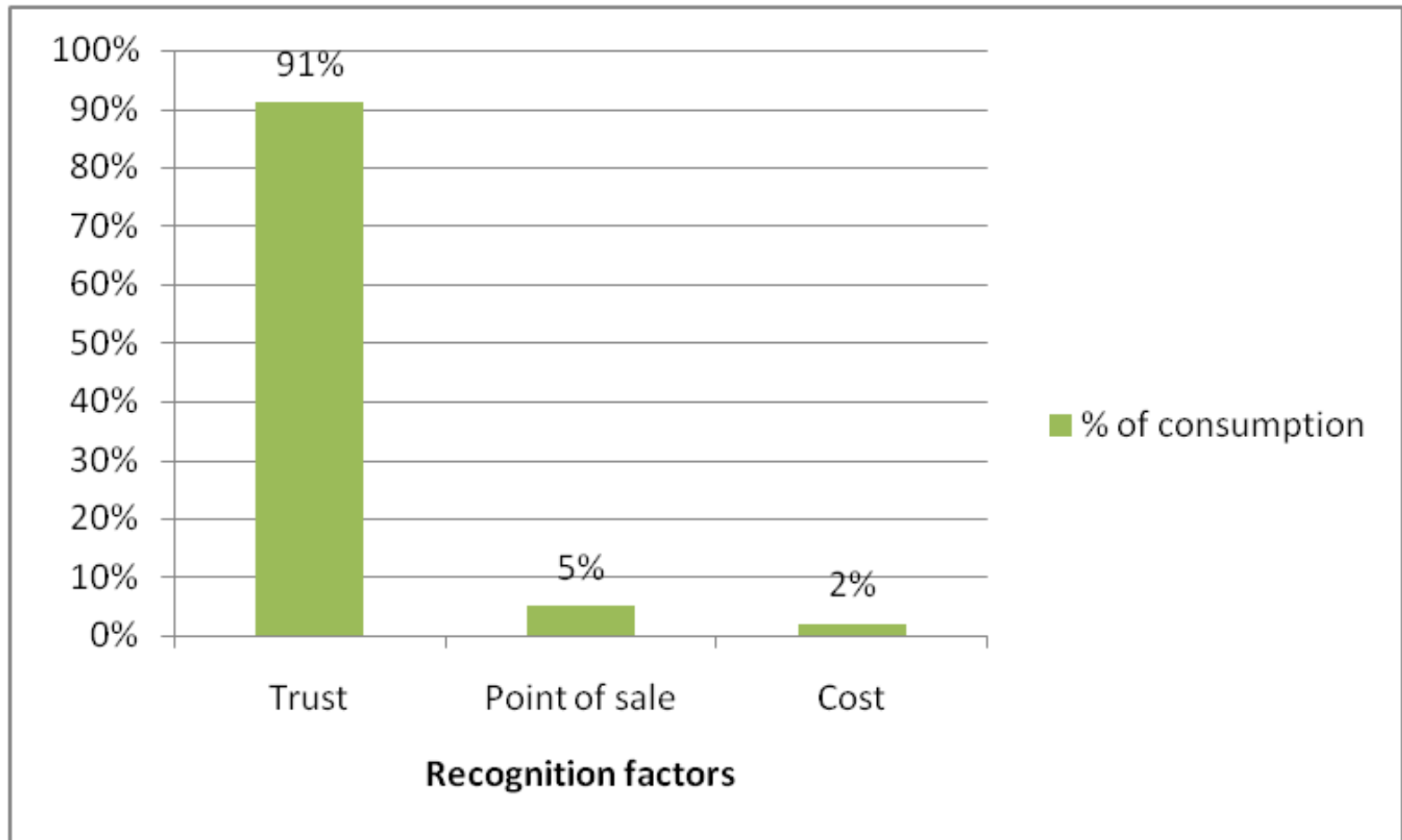
Results (2)

Figure 1: Schematic summary of types of milk consumed



Results (3)

Graphique 2. Recognition factors of good quality milk



Practices and behaviors(1)



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Practices and behaviors(2)



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Conclusion (1)

- Cohabitation between the informal and the formal sector.
- People use the two one needs for economic and other socio-cultural needs.
- The choice is confirmed by the attributes of quality or confidence is an important element.
- This confidence helps maintain the nutritional value through the consumption of raw milk

This is a danger by microbiological data

Conclusion (2)

- Improving the quality of meat, milk and dairy products should not only be seen from the perspective microbiological or through the implementation of technological innovations, but also take into account the socio-cultural aspect of people.
- Factors such as beliefs, habits, and social status, could further explain the definition of quality milk and dairy products among rural populations

Outlooks

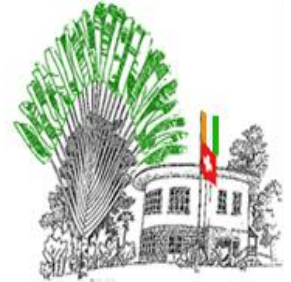
- ☐ It should focus on educating consumers especially the families of farmers who prefer to sell milk that meets the standards of the dairy and eat another quality.
- ☐ It is not only to focus efforts on farmers is all the stakeholders in the production-processing-distribution-consumption complex that should be made aware.
- ☐ The role of project officers and promoters of public health must be to educate, awareness the consumers.

Acknowledgements



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