



The role of traceability in the Philippines consumers' red meat decision-making



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Key Take-Aways

Quality is the top factor for Filipinos buying red meat Australia's traceability system underpins trust by providing information transparency and commitment

Country of Origin indicates **quality** underpinned by the country's reputation

Australia is highly trusted, with high animal standards and practices

Trust in the producer

country supports the

quality expectation



MLA research introduction

MLA secured a grant from DAFF and the Australian government for building trust in Australian Agricultural traceability and credentials



Objective: To promote Australian red meat traceability and credentials in Southeast Asia



Coverage: 7 countries, including Philippines, 4 X focus groups with purchasers of imported red meat



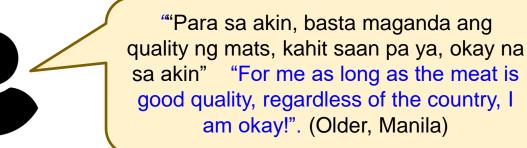
Outcome: Enhance market access, premium pricing, and regional capability.



Quality and Country of origin are top considerations for Philippines consumers when considering the price of beef. These attributes play a part in the type of dish and the cooking method.







Trust in *Country-of-origin* is closely linked to countries with higher availability and positive personal experience





Confidence in Filipino consumers' red meat decision-making depends on **Trust** in the product's source. Trust assures the Quality of the meat

Indicators of Trust:

- Retailer reputation
- Country reputation
- Positive experience



"As long as trusted ang source mo, kung saan mo sila binili, alam mo na quality yung meat na mabibili mo"/ "As long as I bought it from a trusted source, I know the meat I will buy is good quality already" (Older, Manila)

Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia"

Consumer benefits:

Peace of mind

- Quality
- Value for money
- Assurance of being safe
 - (non harmful) for the

family



Traceability is more appreciated by younger Filippinos who have stronger support for animal welfare, while the majority place their trust in the retailer

Transparency of verifiable information across the supply chain

✓ Transparency

✓ Commitment

✓ Ethical standards

"I appreciate the effort kasi parang gusto nila sabihin na okay talaga sila, may system sila, pero baka hindi na kailangan pakita lahat, llike yung sa first lang where the cows are tapos integrity of their packing sustem, the in between Hindi na" / "I appreciate the effort because they really want to win your trust because they have a system. But maybe you do not need to show it all, like just show that the cows are well taken cared of, the cooling and packing are done correctly, that is okay, not too much about other things — that amount of information is too much!" (Older, Manila)

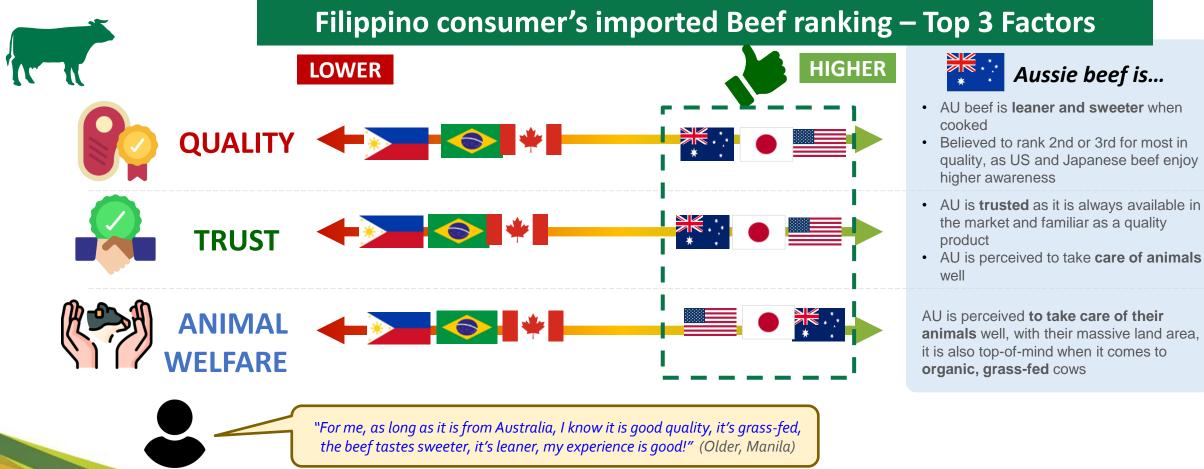
Traceability

"Sa akin, hindi na yan kailangan kasi ang dami ko ng iniisip.. As long as trusted naman yung pinagbilhan ko... okay na yun.. Okay lang siya na information pero kahit wala na" / "For me, I don't need that.. I have so many things to think about already, as long as I am buying it from a trusted source, that's enough, this is only a nice information to have.. But I can live without it" (Older, Manila)

Trust

UISSIE

Australian beef directly competes with the highest-ranked countries with much higher awareness and availability. Australia is considered the "affordable premium" beef.



Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia" *Japanese wagyu is considered an aspirational luxury niche product consumed on very special occasions



Lamb is consumed more often in specialty restaurants. For home consumption, Filipinos use similar attributes to purchase beef due to their limited familiarity with this protein.

Country of Origin perceptions are limited due to low familiarity with lamb







"Basta okay ang quality, okay na ako dun.. Hindi ko rin alam paano i-assess ang lamb, I check it like beef lang. Ang problem sa lamb, availability kaya pag meron at okay ang price at quality, bumibili ako" "As long as the quality is good, that's okay already! I honestly do not know how to evaluate lamb — I check it similarly to how I check beef. The problem with lamb is availability... so when I see a product and the price and quality are okay, I buy it!" (Younger, Manila)



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For more resources:

South-East Asia Red Meat Market Snapshots









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