Generating consumer terminology to understand the effects of smoking method and type of wood on the sensory properties of smoked meat

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Hypotheses and Objectives

- Consumers are holistic in approach and they can find it difficult to accurately explain the basis of their choice.
- Texture is usually taken as granted.
- The objective of this study is to identify consumer terminology used to describe and differentiate meat products which have been smoked with 2-types of smokers and 4 different types of wood.

Method and Demographics

- 2 types of cooker – Indoor electrical and outdoor offset
- 4-types of wood chunks – Apple, oak, hickory, mesquite
- *N* = 149, age = 18 – 75, 2-day study.
- For each sample, consumers had to score its overall liking on a 9-point scale.
- Open-ended question: Consumers were also asked to provide up to 3 words they use to describe each of the 10 samples.













Preparation



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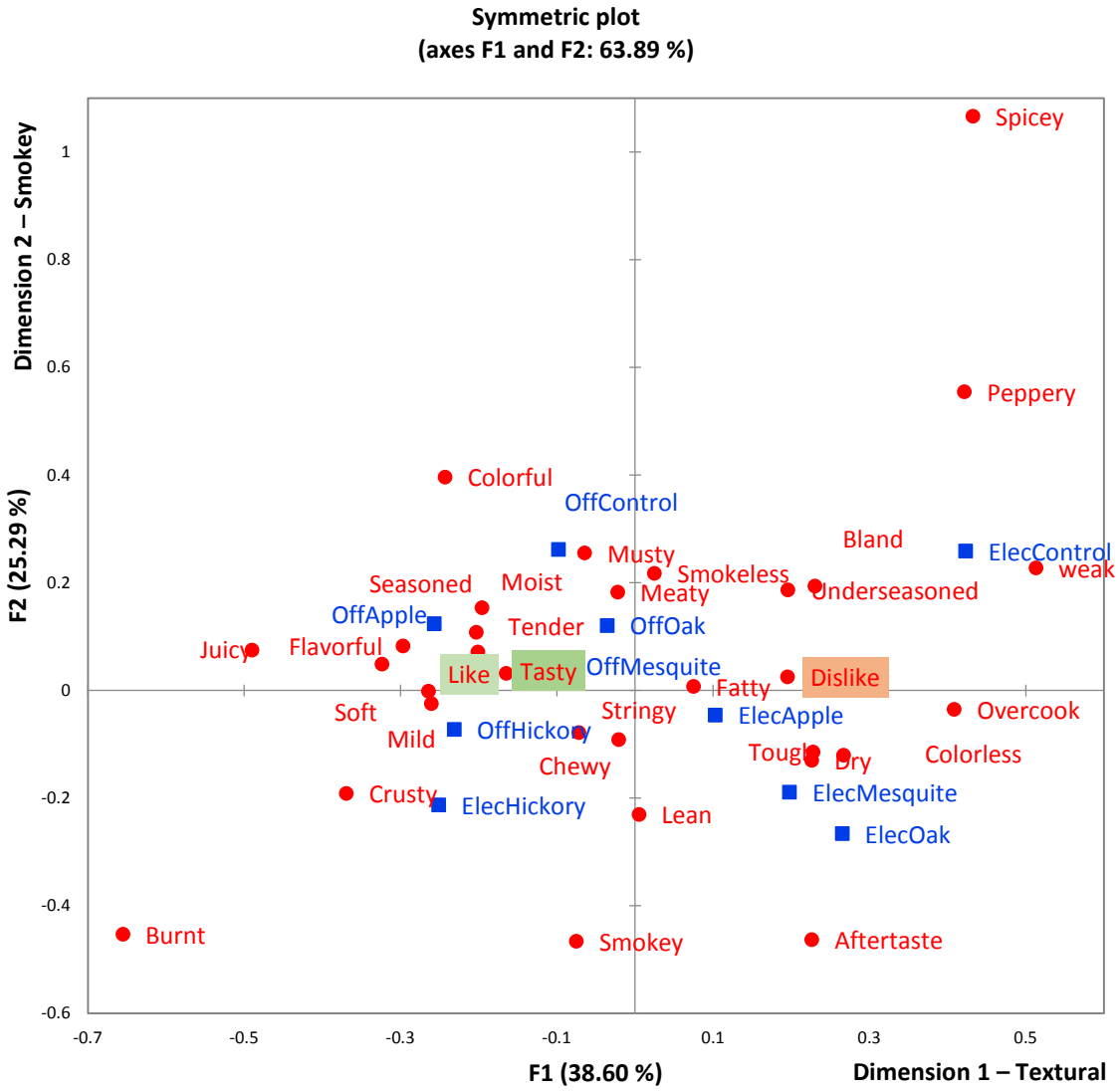
Conclusion and Takeaways

- Consumers can be used accurately to some extent (1st tier/general terms of Descriptive analysis) for the explanation of the basis of their choice.
- Pork cooked in Outdoor offset smoker with hickory woodchips was found closest to consumer's perception of "tasty", which is in accordance with the data collected by 9-point liking scale.
- The closeness of "tasty" and "liking", implies that they have similar column or row profiles.
- Consumer's perception of "tasty" was found more closely associated with outdoor offset smokers.
- Tender, moist, soft, seasoned, flavorful found closely associated with the consumer's perception of "tasty".
- Electric smokers tend to make product tough and dry, whereas offset smokers doesn't.
- Findings of this study will contribute into the method understanding and applicability. Additionally, consumer terminology will help the pit masters to understand the effects of cooking method and wood type on the sensory properties of smoked meat.



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