INNOVATION ON GOAT CHEESES AS A STRATEGY TO PROMOTE THE DAIRY GOATS CONSUMPTION

BENEVIDES, S.D.[1]
LAGUNA, L.E. [2]
EGITO, A.S.[2]
SOUZA, V.[2]
QUEIROGA, R.C.R.E.[3]
LIMA, A. S.[3]
PEREIRA, R.Â.G.
ARES, G.[4]
SANTOS, K.M.O. [5]
DELIZA, R. [6]

[1]Embrapa Agroindústria Tropical - Bolsista produtividade CNPq / EMBRAPA
[2]Caprinos e Ovinos - Bolsista produtividade CNPq / EMBRAPA
[3]Universidade Federal da Paraiba
[4]Universidad de la República, Montevideo, Uruguai
[5]Embrapa Agroindústria de Alimentos - Bolsista produtividade CNPq / EMBRAPA
[6]Empresa Brasileira de Pesquisa Agropecúaria

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Resumo (Texto Científico) - Máximo 300 palavras | Abstract (Scientific Text) - (Maximum 300 words):
Sensory analysis is an essential tool on the product development and, therefore, widely used in the food industry. Embrapa has contributed to the dairy sector developing goat cheeses and diversifying products offered in the consumer market. Three goat cheeses (Maturated and Smoked Coalho, Coalho cheese added of Pequi oil (Caryocar coriaceum) and probiotic cream cheese) were evaluated by 100 cheese consumers in Rio de Janeiro-RJ and João Pessoa-PB cities, aged between 18 to 65 years old. In addition to the acceptance, consumers evaluated the sensory characteristics of the cheeses using the CATA test (check-all-that-apply). Data were analyzed using ANOVA and Fisher's test to determine differences between the means (p <0.05), cluster analysis to identify segments with similar consumer acceptance and Cochran test. ANOVA showed differences from how much consumers liked the cheeses. The cream cheese was the favorite in Rio de Janeiro, while Matured and Smoked in Joao Pessoa, both with an average of 7.7 ± 0.18. The cheese with pequi, although it was also appreciated in the cities, reached the lowest average (6.7 ± 0.18); however, still achieved good performance among consumers. Three consumer segments with similar acceptance were identified. In João Pessoa, segment 1 did not like the cheese with pequi (average 2.7), but the segment 2 appreciated all cheeses very much. Consumers in Segment 3 were indifferent to probiotic cream cheese and Matured and Smoked, but liked slightly the cheese with pequi. The largest segment of consumers in Rio de Janeiro

liked the three products. There was a significant difference (p <0.05) in the frequency of mention of the majority of the terms of CATA, among individuals in the cities, indicating that participants perceived differences in sensory characteristics of the cheeses. The three cheeses achieved good acceptance suggesting that the product launch can succeed in the market.