

**Journal of Central European Agriculture, Volume 6 (2005) Number 1****PREFERENCES AND BUYING BEHAVIOUR OF BEEF CONSUMERS IN TUSCANY**  
**PREFERNCIJE I KUPOVNO PONAŠANJE POTROŠAČA GOVEDINE U TOSKANI**Marija RADMAN<sup>1\*</sup>, Luca CAMANZI<sup>2</sup>, Ante KOLEGA<sup>1</sup>

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**ABSTRACT**

Tuscany, probably the most famous Italian region, is known because of many typical food specialities. One of them is the “fiorentina” - a thick, first quality beef, called after the name of the city of Florence. However, recent trends in consumers' behaviour and the BSE crisis have affected the attitude of consumers toward such products. In this study are presented the results of a mail survey about beef consumption and preferences that was conducted in Tuscany in May 2002. The survey showed that, despite recent food scares and new consumption behaviour, Tuscany consumers still like and prefer beef that has guarantees of quality. Therefore, there are good market opportunities for the Italian and foreign beef producers in Tuscany if they will provide consumers with not only good quality beef, but also more information about the meat.

**KEY WORDS:** beef, consumer, survey, Tuscany

**SAŽETAK**

Toskana, vjerojatno najpoznatija talijanska regija je poznata po svojim prehrambenim specijalitetima. Jedan od njih je i “fiorentina” – deblji goveđi odrezak prve klase koji je dobio ime po gradu Firenci. Međutim, noviji trendovi u ponašanju potrošača i pojava kravljeg ludila su utjecali na stavove potrošača prema takvim proizvodima. U ovom radu su prikazani rezultati anketnog istraživanja o potrošnji govedine koje je provedeno u Toskani u svibnju 2002. godine. Rezultati istraživanja su pokazali da potrošači u Toskani još uvijek vole i preferiraju govedinu usprkos nedavnim prehrambenih skandalima i promjenjenim trendovima u potrošnji. To ukazuje da u Toskani postoje dobre prodajne mogućnosti za talijanske ali i inozemne proizvođače govedine, posebice ako nude kvalitetnu govedinu i više informacija o mesu koje prodaju.

**KLJUČNE RIJEČI:** govedina, potrošači, anketno ispitivanje, Toskana

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