

# THE PERCEPTION OF THE MILLINIAL GENERATION (Y-GENERATION) CONSUMER OF GAME (WILDLIFE) MEAT AND GAME MEAT SAFETY

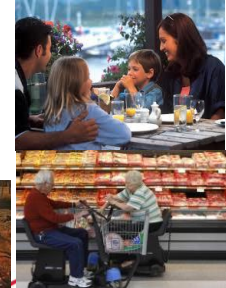
Dr. J.L. (Leon) Bekker

8th International Congress for Wildlife and Livelihoods on Private and Communal Lands: Livestock, Tourism and Spirit  
Location: YMCA of the Rockies, Estes Park, Colorado, USA

## INTRODUCTION



FARM TO FORK



OR



SHOT TO THE POT



### Consumers – who are they?



## INTRODUCTION

Customer satisfaction is (Holbrook, 2000) :

“the difference between what a customer *expects* and what the customer *perceives* he gets”

Mathematical formula:

Customer satisfaction =  
What customer expects to get – (minus) What customer perceives he gets.

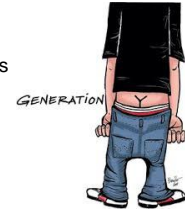
### ESTES PARK COLORADO



5

### WHO IS GENERATION Y (MILLINIALS)?

- Born 1980 and 2000 - 19 – 36 in 2013 (Donnelly and Scaff, 2013)
- Watch little TV & hardly read printed materials (Marnoch, 2013)
- Gadget-savvy and brand-aware group (Marnoch, 2013)
- Some have careers, raising kids & live in their own homes
- Will truly come into their own by 2020 (Donnelly and Scaff, 2013)
- Believe they will be financially more successful than their parents (Howe and Straus, 2007)
- Carry significant purchasing power (Howe and Straus, 2007)
- Millennials are savvy online customers, **but actually prefer visiting stores to shopping online**

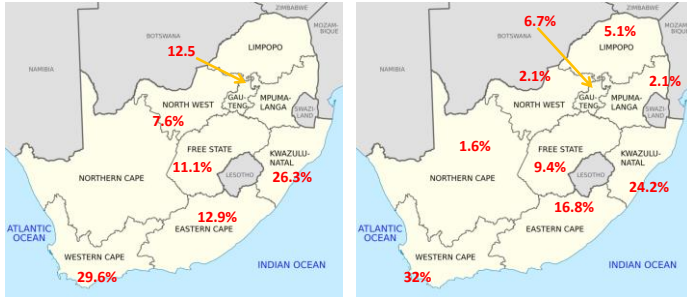


**"You want to touch it, smell it, pick it up."**

(Donnelly and Scaff, 2013; Moore, 2012)

6

### METHODOLOGY



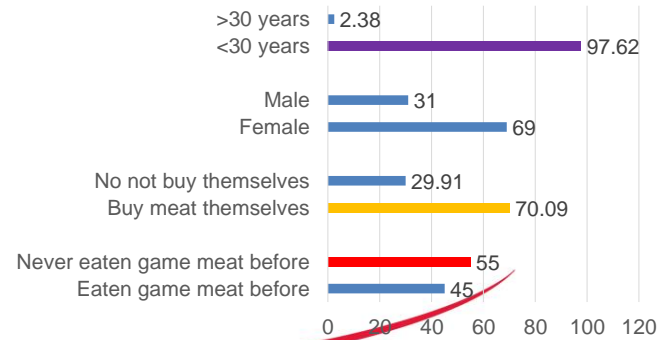
University distribution (n=673)  
( $\chi^2 = 547.565$ ; df=4, p<.0001)

Home distribution (n=673)  
( $\chi^2 = 574.5659$ ; df=4, p<.0001)

Type of home area: **CITIES: 48.8%**    **PERI-URBAN: 20.6%**    **RURAL: 30.6%**

7

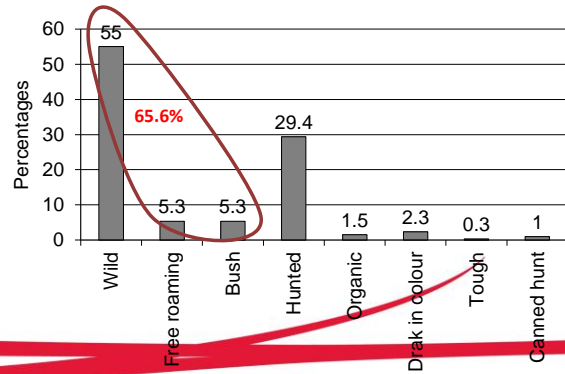
### Respondent characteristics (%)



8

Q – What do you associate with game meat?

Results: Consumer associations (n=571)



Results: Consumer expectations & concerns

Wild free-range



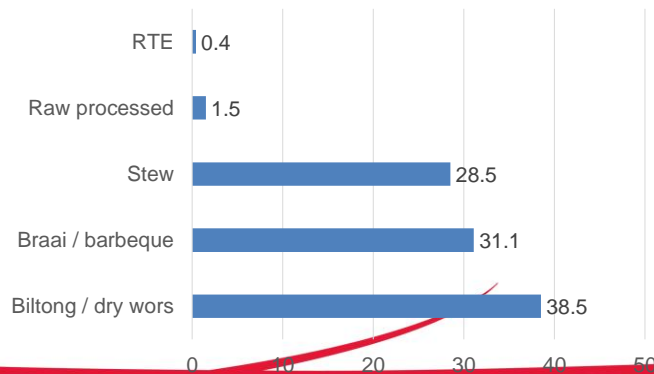
Warby, W. www.fotopedia.com/wiki/Antelope

Hunted animals

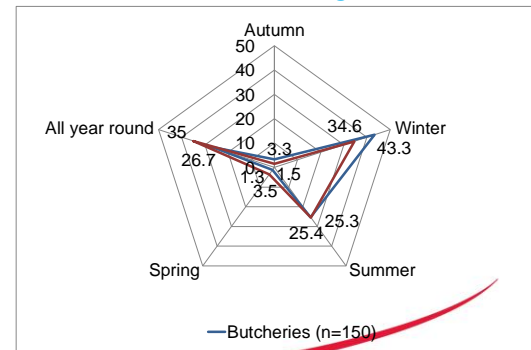


KZN hunters association - www.kznhunters.co.za/site

Preference of eating game meat (%) (n=260)

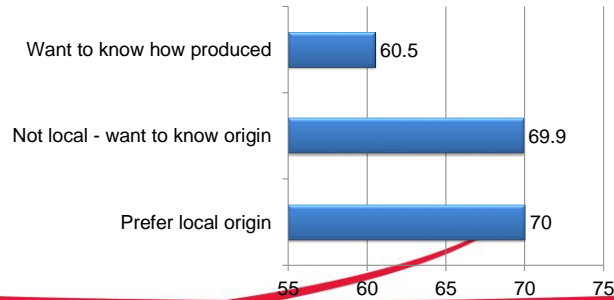


Q – When is the demand for game meat?





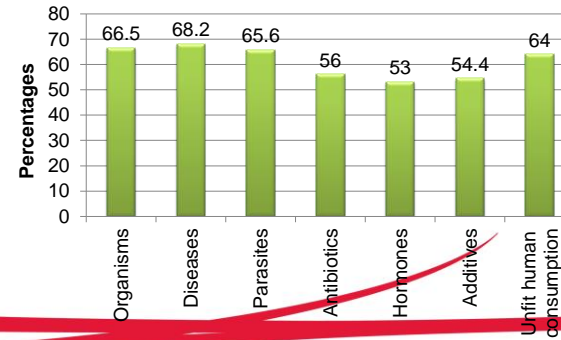
Consumers are aware of diseases such as Swine flu and Rift Valley fever that are of animal origin.



13



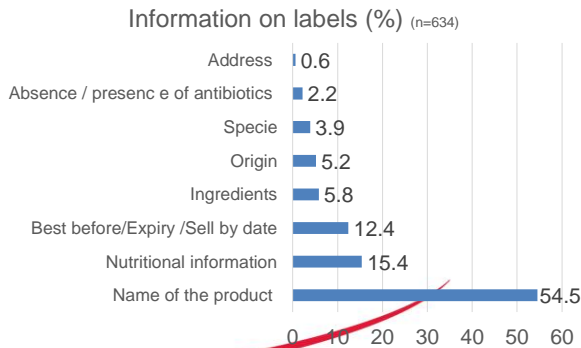
Results: Level of consumer concerns  
Virtual analogue scale (n=634)



14



91% indicated that they do read labels frequently



15



### CONCLUSION

Landowners must acknowledge that:

- they are at the **beginning of supply chain**
- the consumer is **at the other end of the supply chain**

THEY HAVE OVER THE YEARS ACKNOWLEDGED THE CUSTOMER AS PART OF THEIR VALUE CHAIN

- Ecotourism
- Hunting

**WHAT MAKES THE CONSUMER DIFFERENT?**

16

## CONCLUSION

### Key consumer rights – SA Consumer Protection Act

**Be heard:** consumers have the right to be heard on issues, policies, plans, programs and decisions which affect them – **INVOLVE THEM.**

**Safety:** consumers must be protected against flaws or hidden dangers in products or services. – **PROVIDE HIGH QUALITY AND SAFE MEAT AND MEAT PRODUCTS**

**Redress:** When you are sold an inferior product or service, you have the right to demand a replacement or a refund. – **PREVENT IT**

**Be informed:** Consumers have the right to be given all the information they need about a product or service – **LABELLING / SPECIFICATION**

17

## INTRODUCTION

### Key consumer rights – SA Consumer Protection Act

**Choice:** Consumers have the right to a variety of products and goods that are competitively priced – **USE THE OPPORTUNITY**

**Consumer education:** Consumers have the right to education that will empower them to make informed choices – **PROVIDE EDUCATION**

**Satisfaction of basic needs:** Consumers have the right to basic goods for survival such as food – **CONTRIBUTE FOOD SECURITY**

**A healthy environment:** Consumers have the right to a physical environment that will enhance the quality of life – **ECOTOURISM**

18



19



Easy questions or  
kind comments  
please !

