

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Humanities**



**Bachelor Thesis**

**Social factors influencing food eating (comparative study of  
Czechia and Kyrgyzstan)**

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## **Appendix of Bachelor Thesis**

Changes in meat consumption in the Czech Republic. What are the main reasons for changes in meat consumption in the Czech Republic? According to information from retail chains, the Czech consumer likes to buy at a promotional price. Up to half of the entire range offered by retail chains is sold at a discount. Studies by the Ministry of Agriculture of the Czech Republic have also identified price orientation as a major trend in meat consumption. However, the origin of meat also played a role. Consumers looked for information on what breeding the meat came from and under what conditions the animal lived. However, Kamenik also points out that the Czech consumer is guided not only by price, but also by other aspects, mainly the health effects of this type of meat. Therefore, according to the authors of the article, white meat (poultry) is more popular than red meat (pork and beef). According to experts, white meat is much healthier because it contains less fat and the human body is better able to absorb the proteins contained in this type of meat. However, the author does not deny that a great advantage of poultry meat, especially chicken meat, is its low price, which is due to the cost of primary production.

Price tends to be an important decision-making factor for most consumers. It is in the case of beef that, because of interest in other meats and the restriction of beef consumption, its price is increasing. There is no surprise in this. Raising cattle tends to be a relatively expensive endeavour. If a farmer wants to be profitable, he/she must respond in some way to changes in demand. This may involve trying to sell more meat or make it more expensive. The Czech Association of Meat Processors gives the following reasons for the decreasing interest in beef: a) The impact of BSE (Bovine Spongiform Encephalopathy) disease on cattle is overrated; b) the quality of beef offered is relatively low, but above all unreliable, substandard. In this sense, beef loses out in competition with pork and poultry; c) consumer perception of the

price-quality ratio for beef is worse than for the other two main types of meat. Chicken meat is the best of this comparison; (d) Beef from older cuts is traded for younger meat in the marketplace. This experience will discourage consumers from buying beef next time; e) economic reasons (inadequate refrigeration capacity, weight loss in cold storage of meat) lead to premature shipment of meat and therefore insufficient maturation and failure to achieve the expected culinary and sensory qualities. From the above, it is clear that the main reason why consumers do not buy beef is mainly its poor quality, which does not match the price. At least that is what the Czech Association of Meat Processors claims. It is possible, for example, that the decline in beef's popularity is not only due to fear of BSE, but also to relatively demanding cooking, since most consumers were probably served beef on a plate that was too tough to slice. In addition, there is still increasing pressure on the quality and provenance of meat in the Czech Republic. This increases the amount of meat that is sold directly from the producer.

Consumers also have more confidence in the various quality labels and regional product labels. Thus, the aspect of where the meat comes from is becoming increasingly important. We can also assume that as society becomes richer and the economic situation and standard of living continue to improve, there will be an increasing emphasis on quality and assurance of origin. Breeders and producers who do not adapt to this trend will undoubtedly face some difficulties. In addition, the Ministry of Agriculture plans to make it easier for consumers in this regard. Thus, it will increasingly focus its attention.

Healthy and Sound Nutrition According to Panek, healthy living trends are becoming increasingly popular nowadays and there can be no doubt that good nutrition is part of a healthy lifestyle. By healthy eating, we mean a supply of food of sufficient quality, without chemicals, with sufficient nutritional value to ensure

healthy growth and sufficient energy for all activities. However, there should not be an excess of this energy in the body. Humans get their energy from food, namely from its three components: proteins, fats, and sugars. These individual food components should be in a certain combination and in a certain amount, with the following ratio recommended: 15% proteins, 30% fats and 55% sugars. According to current scientific data, this ratio of individual components will ensure proper and healthy functioning of the body. Vitamins and minerals are other important food components in terms of a healthy diet. A balanced supply of individual vitamins and minerals is important in a healthy diet. It follows from the above that meat also has its indispensable place in the human diet; it is only a question of quantity as well as form. For example, sausages are not part of a healthy diet. However, chicken, rabbit, but limited amounts of pork and beef are the basis of a varied diet. Today, more and more people are paying attention to the principles of a healthy lifestyle. These include a rational diet. Diet and its composition significantly affect the health of each person. The diet should be balanced and should not be depleted of important components or, on the contrary, there should not be an excess of these components. According the human body needs 45 nutrients for normal functioning, and each of these nutrients has its own indispensable place in the human diet. Shtikova note that meat consumption can be classified as a risky behavior that subsequently leads to obesity. Excessive meat consumption leads to a number of diseases, such as heart disease, low blood pressure, diabetes, liver and spleen diseases, and especially cancer. More and more people are trying to eat rationally, but there are also a large number of people who do not know the rational way of eating. Because of the increasing wealth of the population, these people are buying more and more foods, including meat. Vegetarianism and veganism. Other ways of eating that significantly affect meat consumption and thus the sustainability of meat production are

vegetarianism and veganism. Vegetarianism is a way of eating that eliminates meat from the diet. Veganism is a diet that completely eliminates all animal products.