

VJEŠTAČKI UZGOJENO MESO – MIŠLJENJE POTROŠAČA O ODRŽIVOSTI PROIZVODNJE

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Sažetak. Kapaciteti za proizvodnju mesa u svijetu su ograničeni. Svijet se približava tački kada će biti nemoguće dalje povećanje broja stoke radi proizvodnje proteina. U cilju rješavanja ovog problema, traže se novi izvori proteina (vještačko meso, proteini insekata, biljni proteini i drugo). Posljednjih godina ostvareni su vidni rezultati u istraživanju vještački uzgojenog mesa. Provedena istraživanja ukazala su na nejasan stav potrošača prema mogućnosti da konzumiraju ovu vrstu hrane. U Bosni i Hercegovini provedeno je veoma malo istraživanja u ovoj oblasti, zbog čega su autori odlučili da ispituju stavove potrošača o održivosti proizvodnje vještački uzgojenog mesa i konzumiranju gotovih proizvoda izrađenih od njega. U radu je provedena onlajn anketa tokom koje su prikupljeni podaci o stavovima potrošača o proizvodnji i upotrebi uzgojenog mesa. Ispitanicima je ponuđen upitnik sa 7 pitanja. Prilikom analize podataka primijenjena je deskriptivna statistička analiza (srednja vrijednost, standardna devijacija, Kruskal Wallis test) i Pirsonov koeficijent korelacije. U tu svrhu korišćen je softverski paket SPSS. Razlike na $p < 0,05$ smatrane su značajnim. Više od trećine ispitanika je izjavilo da uzgoj stoke i mesna industrija uzrokuju etičke (38,46%), odnosno ekološke probleme (30,77%). Sa druge strane, polovina ispitanika (53,85%) nije imala jasno opredjeljenje o uticaju proizvodnje uzgojenog mesa na životnu sredinu. 38,46% ispitanika smatra da proizvodnja uzgojenog mesa negativno utiče na tradicionalni način proizvodnje mesa, dok polovina ispitanika smatra da je uzgojeno meso neprirodan proizvod (46,15%), da nije ukusno kao prirodno meso (38,46%) i da njegova proizvodnja udaljava ljude od prirode (38,46%). Da je proizvodnja uzgojenog mesa održiv proces smatra 7,69% ispitanika, 15,38% da je to neodrživ proces, dok 38,46% ispitanika nema jasan stav po ovom pitanju. Rezultati ankete su pokazali da potrošači u Bosni i Hercegovini još uvijek nemaju dovoljno informacija o uzgojenom mesu, ali su svjesni da je neophodno tražiti nove izvore proteina, uključujući i uzgojeno meso.

Ključne riječi: Vještačko meso, Uzgojeno meso, Održivost proizvodnje, Potrošači, Bosna i Hercegovina

CULTURED MEAT - CONSUMER OPINIONS ON THE SUSTAINABILITY OF PRODUCTION

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Abstract. Capacity for meat production in the world is limited. The world is approaching a point where it will be impossible to further increase livestock numbers for protein production. In order to solve this problem, new sources of protein are being sought (artificial meat, insect proteins, vegetable proteins and others). In recent years, visible results have been achieved in the research of cultured meat. Earlier researches indicated a vague attitude of consumers towards the possibility of consuming this type of food. In Bosnia and Herzegovina, very little research has been conducted in this area, which is why the authors decided to examine consumer attitudes about the sustainability of the production of cultured meat and the consumption of finished products made from it. In the paper, an online survey was conducted during which data was collected on consumer attitudes about the production and use of cultured meat. Respondents were offered a questionnaire with 7 questions. During data analysis, descriptive statistical analysis (mean value, standard deviation, Kruskal Wallis test) and Pearson's correlation coefficient were applied. For this purpose, the software package SPSS was used. Differences at $p < 0.05$ were considered significant. More than a third of respondents stated that livestock breeding and the meat industry cause ethical (38.46%) and environmental problems (30.77%). On the other hand, half of the respondents (53.85%) did not have a clear decision about the impact of the production of cultured meat on the environment. 38.46% of respondents believe that the production of cultured meat negatively affects the traditional way of meat production, while half of the respondents believe that cultured meat is an unnatural product (46.15%), that it is not as tasty as natural meat (38.46%) and that its production distances people from nature (38.46%). 7.69% of the respondents believe that the production of cultured meat is a sustainable process, 15.38% that it is an unsustainable process, while 38.46% of the respondents do not have a clear opinion on this issue. The results of the survey showed that consumers in Bosnia and Herzegovina still do not have enough information about cultured meat, but they are aware that it is necessary to look for new sources of protein, including cultured meat.

Key words: Artificial meat, Cultured meat, Sustainability of production, Consumers, Bosnia and Herzegovina