



# The role of traceability in Indonesian consumers' red meat decision-making



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Country of Origin is the top factor indicating quality and taste assurance

## **Key Take-Aways**

Australia's traceability system supports Trust by providing transparency and supporting Halal certification

Quality is the #2 most important factor for Indonesian consumers buying red meat Trust in red meat is built on safety assurance

Australia is a topregarded country with high familiarity and a strong reputation



# **MLA research introduction**

**MLA** secured a grant from DAFF and the Australian government for building trust in **Australian** Agricultural traceability and credentials



**Objective:** To promote Australian red meat traceability and credentials in Southeast Asia



**Coverage:** 7 countries, including Indonesia, 4 X focus groups with purchasers of imported red meat



**Outcome:** Enhance market access, premium pricing, and regional capability



Country of Origin is Indonesian consumers' top consideration as it directly impacts the perception of Quality and translates to high quality meals

> "kalau di luar negeri sapi sangat terawat dan dijaga. Kalau local saya lihat dagingnya gampang gak fresh, dan berubah warna. Warnanya gak secerah yang import.." / "Abroad, cattle are well cared for and maintained. But for local meat, I notice that it easily loses freshness and changes color. The color is not as vibrant as imported meat.." (Older, Greater Jakarta)





# *Country-of-origin* is closely linked in consumers' minds with beef *Quality and Taste*, and *Australia ranks #1*





Confidence in Indonesian consumers' red meat decision-making depends on **Trust** in the product's safety assurance

## **Indicators of Trust:**

Safety and quality Clear labelling, country of origin and certification

#### Retailer reputation

Consumers say they're willing to pay

for trusted red meat

Trust

## **Consumer benefits:**

- Quality reassurance
- Peace of mind
- Reduced safety and
  - quality risk
- Simplifies decisions



**Traceability** is seen by Indonesian consumers as a support for Trust in red meat product transparency

Traceability

"Menjadikan aku lebih yakin untuk beli karena mereka sendiri sudah seterbuaka itu informasinya.."
"It makes me more confident to buy because they have made the information so transparent."
(Younger, Greater Jakarta) ✓ Transparency

✓ Quality consistency

✓ Safety

✓ Quality assurance

✓ Halal compliance

#### Transparency of verifiable information across the supply chain

Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia"



Trust

Indonesian consumers have a low spontaneous awareness of "traceability" but when prompted feel it provides further assurance of product reliability, underpinning trust



Consumers feel fully traceable red meat products offer: ✓ Consistency of high-quality ✓ Safety assurance ✓ Standardised processes ✓ Meets Halal requirements ✓ Transparency of info

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"(Dengan adanya integrity system) kita jadi lebih percaya. Untuk QC (quality control) ini OK banget. Jadi gak bakal ada daging yang lolos dari QC. Jadi terjamin kualitasnya. Kita terbebas dari daging-daging yang berpenyakit." "With the integrity system in place, we trust it

more. The quality control (QC) is really good, so no meat will pass without QC. The quality is guaranteed, and we're free from meat that might be diseased." (Younger, Greater Jakarta)

Methodology: Nov 2024, 4 FGDs with main grocery buyers and Affluent consumers aged 18 – 49 years of age, Consumers purchased imported beef and lamb once a month using modern retail channels

Australian beef is considered the best, underpinned by consumers' trust in quality and safety systems



""Kalau Australia itu pakannya terjamin, dagingnya juga empuk.. Itu sudah masuk ke mindset kita." "In Australia, the feed is guaranteed, and the meat is tender. That's already ingrained in our mindset." (Older, Greater Jakarta)

Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia" \*Japanese wagyu is considered an aspirational luxury niche product consumed on very special occasions



**Indonesians distinguish imported** vs local lamb rather than consider country of origin. Imported is perceived as higher quality and more tender than local. Followed by Quality that is closely related to freshness.

Ranking of factors when buying lamb to eat at home



- AUSSIE BEEF&LAMB
- Australia has the highest awareness and accessibility.
- The logo enhances trustworthiness, supporting Australia's high credibility



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#### For more resources:

#### South-East Asia Red Meat Market Snapshots









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