

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

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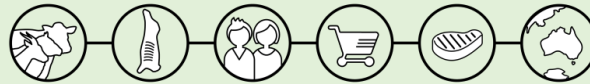
Key Take-Aways



Quality is underpinned by a variety of factors, and country of origin is in the top 3



Country of Origin indicates both **quality** and **reputation**



Australia's **traceability system** supports trust and credibility



Trust in red meat is built on **quality**, **safety** and **credibility**



Australia is highly **trustworthy**, with a strong positive 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 Thailand, 4 X focus groups with purchasers of imported red meat



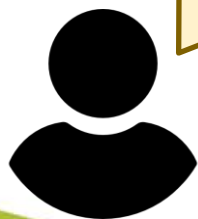
Outcome: Enhance market access, premium pricing, and regional capability

The cut is Thai consumers' top consideration factor, followed by Country of Origin, and Marbling is a key factor when buying imported beef.



Older demographic are more attentive to claims and descriptions to ensure safety and quality

"จะดูเรื่อง organic claims เรื่องความสะอาด ไม่มีสารเจือปน."
"I look at organic claims to ensure the cleanliness of it,
that there's no food preservatives or additives that are
dangerous." (Older, Bangkok)



Ranking of factors when buying beef to eat at home

More Important

1

Meat cut

2

Country of Origin

3

Marbling

4

Freshness

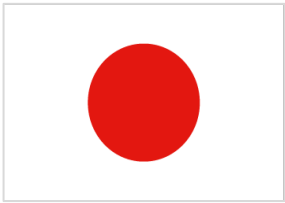
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Price

Country of origin is closely linked in consumers' minds with **beef Quality**. *JP and AU are the two primary sources of beef for Thais.*

Associations

1



- ✓ **Premium quality**
- ✓ **Full indulgence**
- ✓ **High price**

2



- ✓ **Most popular**
- ✓ **Soft texture**
- ✓ **Wide range of quality cuts**
- ✓ **Accessible**

3

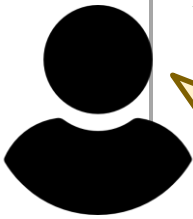


- ✓ **Dense texture**
- ✓ **Vivid colour**
- ✓ **Clear aromas**
- ✓ **Less fresh**

4



- ✓ **Suitable for local dishes**
- ✓ **Low price**
- ✓ **Tougher texture**



เราคุ้นเคยกับมันอยู่แล้ว ร้านอาหารที่ไหนเค้าก็ใช้เนื้อออสเตรเลีย มันเหมือนทุกที่ก็เห็นตรงกันว่าเป็นเนื้อที่มีคุณภาพ." *"Aussie beef is everywhere. It's in every restaurant that has beef and everyone attests that it has the best quality."* (Younger, Bangkok)

Confidence in Thai consumers' red meat decision-making depends on **Trust** in the product's safety, quality and credibility

Indicators of Trust:

- **Safety, quality and authenticity**
Country's credibility, certifications, strict standards and processes and high transparency
- **Retailer credibility**

Consumers say they're **willing to pay** higher prices for a **Trusted** option vs a less credible product



Trust

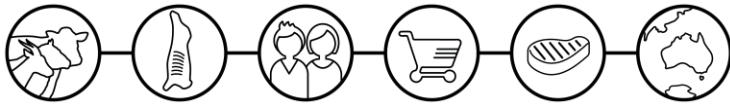


Consumer benefits:

- **Quality reassurance**
- **Peace of mind**
- **Safety**
- **Credibility**
- **Simplifies decisions**

Traceability is seen by Thais consumers as a reinforcement of Trust in red meat product. Thais have high levels of Trust in country of origin as an indicator.

Traceability



- ✓ Safety
- ✓ Quality
- ✓ Credibility
- ✓ Transparency



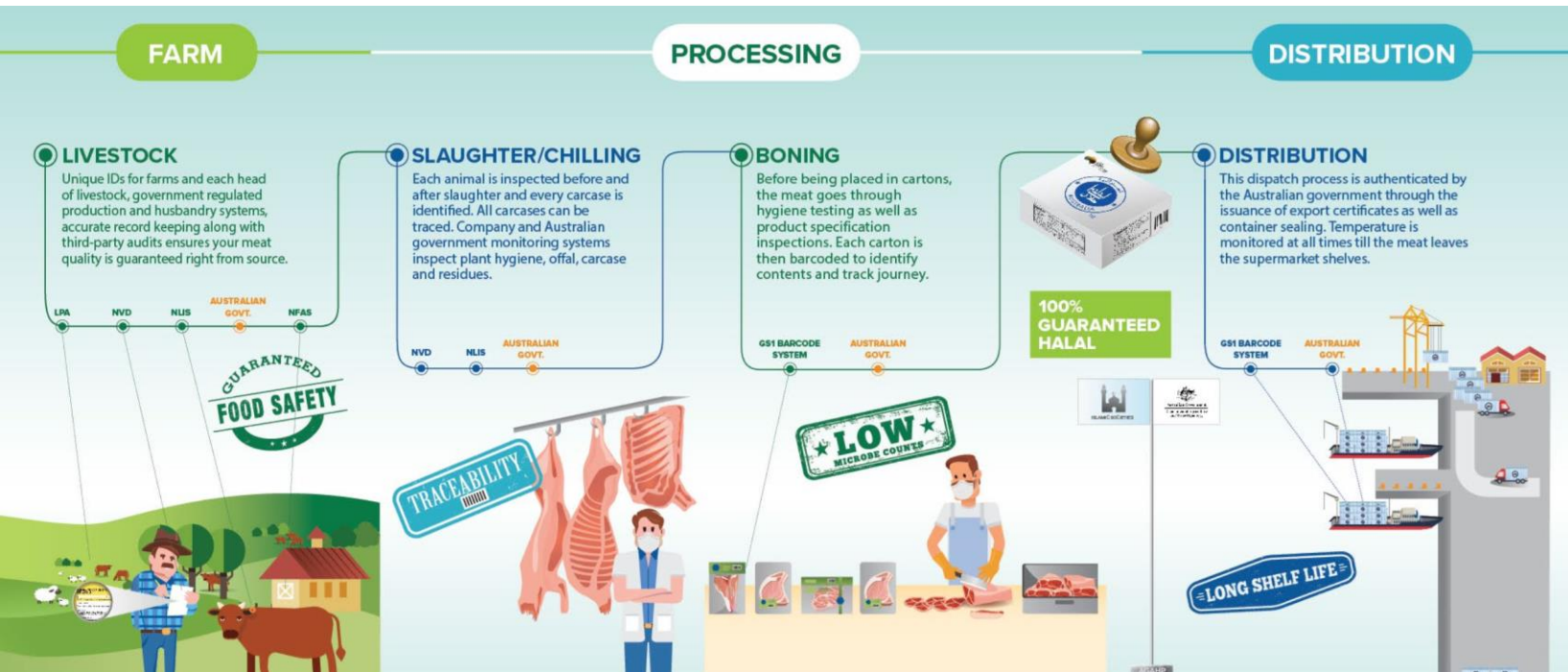
Trust



"ก็ชอบนะ เห็นตั้งแต่ต้นน้ำถึงปลายน้ำ
แต่ก็ต้องลองกินก่อนว่าอร่อยมั๊ย." /
"It's nice. Seeing the whole process
from start to finish. But I'll have to
taste it first whether it's good!"
(Older, Bangkok)

Transparency of verifiable information across the supply chain

Thai consumers have a low spontaneous awareness of the term “traceability” but when prompted react positively as it provides further assurance of product safety, quality and credibility



Consumers feel fully traceable red meat products offer:

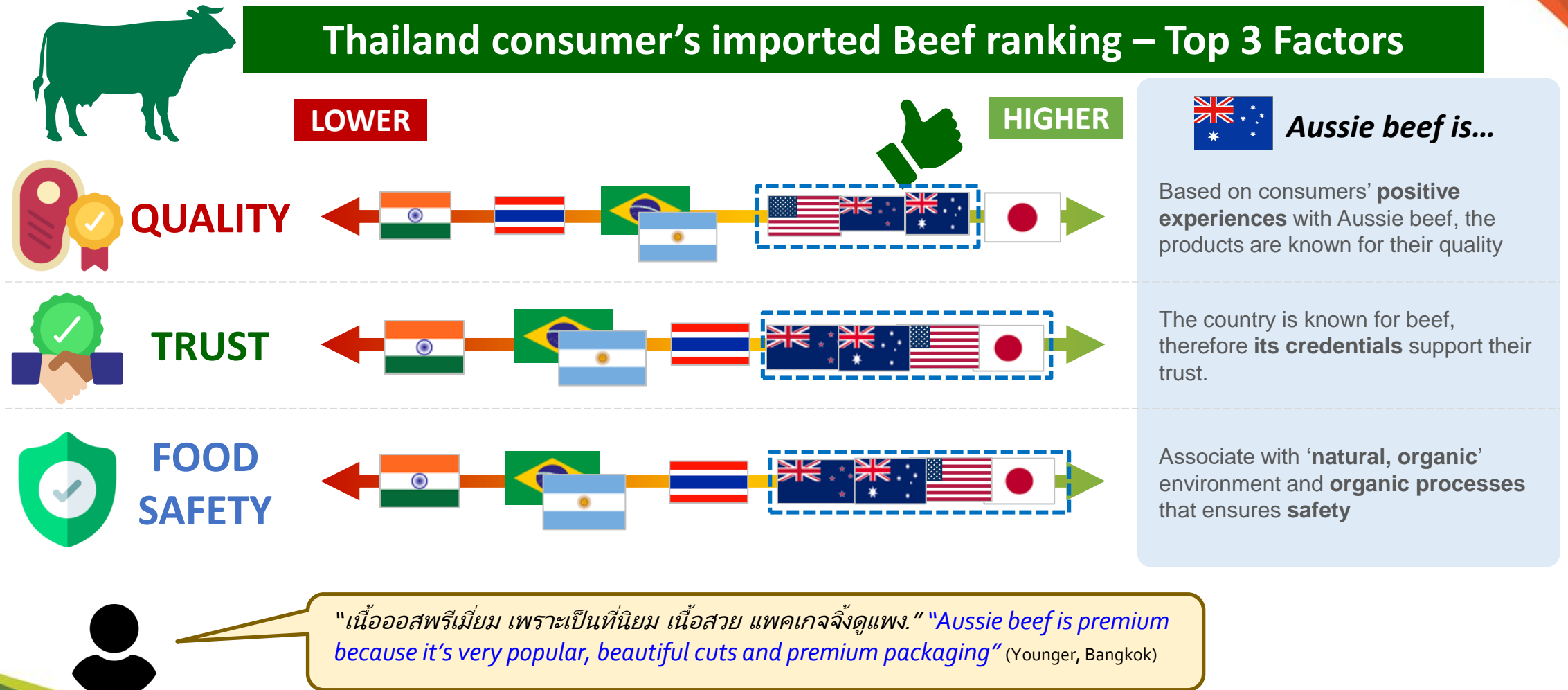
- ✓ High quality
- ✓ Safety assurance
- ✓ Credibility
- ✓ Information transparency



"ก็ต้องทำให้มัน track ได้ง่ายๆ แต่อันนี้ก็ดี น่าเชื่อถือ แต่ก็ไม่ได้แปลว่าจะอร่อย." "We just need it to be easy for customers to track. But this is good, it's credible, but it doesn't mean it'll be delicious." (Older, Bangkok)



Australian beef is the best among direct* competitors, underpinned by consumers' trust in quality, country reputation and positive experience



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



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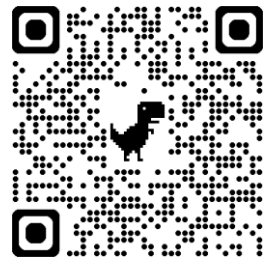
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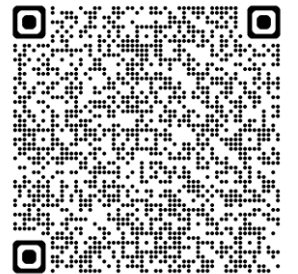
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For more resources:

[South-East Asia Red Meat
Market Snapshots](#)



[Aussie Meat
Trade Hub](#)



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