

IL-1 $\beta$ . Moreover, the expression of TLR4, Myd88, and IKK $\beta$  phosphorylation were enhanced by antibiotics use, suggesting the activation of TLR4 signaling pathway. However, Actigen supplemented diet had no effect on the TLR4 signaling pathway. In conclusion, compared with the control and antibiotics groups, Actigen supplemented diet had the similar or improved effects on growth performance, intestinal barrier functions and inflammation in weaned piglets.

**Key Words:** Actigen, intestinal barrier functions and inflammation, weaned piglets

### PSXIII-26 Are consumers' culinary skills related to their purchasing attitudes towards pork?

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Consumers' food-related lifestyles may affect purchasing attitudes towards meat. This study aimed to evaluate the impact of consumers' culinary skills on their attitudes towards pork in two country regions of North-Eastern Spain and Portugal. Survey data were collected through an on-line questionnaire (Catalonia, n = 442; Aragon, n = 342; Northern Portugal, n = 190; all of whom consumed pork). Each respondent was asked questions regarding consumer purchasing habits that were used to segment the consumers through hierarchical clustering according to their culinary skills. A 5-point Likert scale was used to assess the importance of intrinsic and extrinsic cues towards pork (20 questions). Wilcoxon tests with pair-wise comparisons were conducted to cross consumer clusters with their purchasing drivers. Two optimal clusters were identified: "uninvolved" consumers that liked cooking to a lesser extent ( $P < 0.001$ ), normally ate out on working days ( $P < 0.001$ ), considered traditional recipes best ( $P = 0.008$ ), spent less time cooking ( $P < 0.001$ ), did not like changes in their meals ( $P < 0.001$ ), considered less important meal planning for family nutrition ( $P < 0.001$ ), enjoyed to a lesser extent shopping for food ( $P < 0.001$ ), paid less attention to advertisements

( $P = 0.03$ ) and food label information ( $P < 0.001$ ) than "innovative cook lovers." Interestingly, the two clusters did not differ in enjoying social eating out, following a shopping list, preferring butchers rather than supermarkets, or over the counter purchases rather than packaged meat. "Best before date," "safety" and "appeal (colour, drip loss)" were the most important criteria for purchase decision in both clusters. The "price" importance was greater ( $P < 0.05$ ) whereas "cooking ease" was less valued ( $P = 0.04$ ) by "innovative cook lovers" than by "uninvolved" consumers. The least rated driver was "slaughter method," although it was scored greater by "innovative cook lovers" than by "uninvolved" consumers ( $P = 0.04$ ). In summary, innovative cook lovers may be more exigent consumers (price and animal welfare sensitive).

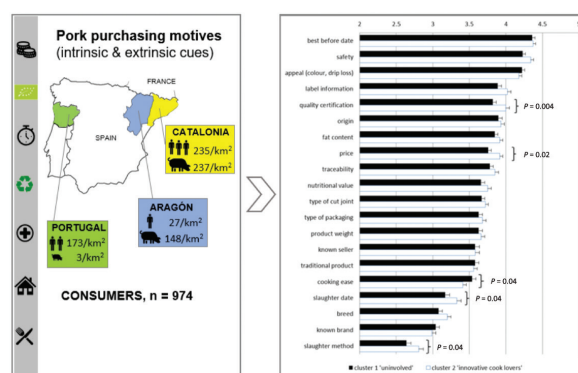


Figure caption.

Figure 1. Consumers' survey framework (left) and pork purchasing motives (right) in North-eastern Spain and Northern Portugal

**Key Words:** consumer perception, meat

### PSXIII-27 Meat and fat quality of gilts intended for Spanish dry-cured ham: effect of immunocastration and feeding.

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Currently, gilts intended for Spanish high quality dry-cured ham are characterized by lack of fatness detected at backfat depth covering the ham and also in the intramuscular fat content, necessary for an optimum dry-curing process and for the consumer acceptability, respectively. Trying to solve it, a trial was carried out with 90 Duroc x (Landrace x Large White) females to assess the impact of immunocastration and different diets on meat and fat quality. Half of gilts were entire