ASPECTS OF PSYCHO-SOCIAL EFFECTS OF FRESH SHEEP MILK OVER THE CONSUMER

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SUMMARY

A survey has been taken in order to establish the psycho-social effect of fresh sheep milk over the consumers. There were 30 participants who tasted fresh sheep milk, then they were questioned about dairy products obtained from this breed.

Only 7 participants (23.3%) tasted the fresh milk and told that they would only accept to drink it if they didn’t have any other kind of milk, 5 participants (16.6%) tasted it but they would refuse to drink this milk and the rest of the 18 participants (60%) refused to taste fresh sheep milk (Fig. 1).

![Fig. 1 Graphic representation of the degree of appreciation towards sheep milk](image)

Regarding dairy products obtained from this breed, 25 participants out of 30 (83.3%) eat different kind of sheep milk cheese, while the other 5 participants (16.6%) refuse to eat any kind of cheese at all. There is no tradition of consuming fresh sheep milk in our country, but with an emphasis in traditional dairy products, which are obtained from fresh sheep milk.

Therefore, there is not a relevant experience to promote the image, presentation and trademark of fresh sheep milk.

BIBLIOGRAPHY