

# TasteNet®

– a European in-home consumer panel in development

Understanding the preferences, attitudes, and behaviors of consumers is also important for the seafood production chain. A consumer panel is an essential scientific tool in that context. TasteNet, originally raised in the Netherlands is now being extended with Norway, France and Iceland.



TasteNet Norway is organised by Nofima Marin AS and the consumer panel is used to evaluate products in real-life in-home situations.

Advantages for the industry using the consumer panel of TasteNet are:

- Easy and low cost logistic distribution of test samples
- Testing in realistic in-home situations
- A high response rate (>90%)
- Comparison between countries (Netherlands, Norway, France and Iceland)
- Standardization of experimental design

## One example of a finished study is Fish Tamales from TasteNet Netherlands

Two hundred consumers tested four varieties of Fish Tamales for their convenience at different stages of various actions. Fish Tamales (a minced fish product with spices wrapped in a banana leaf) was developed within the EU SEAFOODplus project.

The Fish Tamales varieties were

- frozen (low spiced)
- frozen (regular spiced)
- chilled ready to prepare,
- 'a do-it-yourself kit'

### OVERALL CONVENIENCE

Stage	Planning	Preparation	Eating	Cleaning
Action	<ul style="list-style-type: none"> <li>• Date of consumption</li> <li>• Storage</li> <li>• Meal</li> <li>• Combination</li> </ul>	<ul style="list-style-type: none"> <li>• Thawing</li> <li>• Open package</li> <li>• Get ready at same time</li> <li>• Instructions</li> </ul>	<ul style="list-style-type: none"> <li>• Opening the Fish Tamales (banana leaf)</li> </ul>	<ul style="list-style-type: none"> <li>• Clean cooking devices</li> <li>• Clean utensils</li> <li>• Clear smell</li> <li>• Clear waste</li> </ul>

### Main outcomes:

- Fish Tamales is considered as a convenient product.
- The chilled variety scores the highest, closely followed by the frozen varieties. As expected the 'do-it-yourself kit' was perceived as significantly less convenient.
- The overall planning stage has the highest predictive value in the overall convenience
- The convenience of the consumption stage is of very little importance in the final convenience judgement of Fish Tamales.

### Other products that have been tested out by different TasteNet consumer panels:

- Goat cheese - TasteNet Norway
- Healthier meat – TasteNet Iceland
- Oysters - TasteNet France



www.tastenet.org

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