

## 1. INTRODUCTION

The consumption of milk and dairy products has decreased in the last years due to different reasons such as vegetarianism, veganism and gastrointestinal diseases.

A2 milk is a solution for gastrointestinal diseases. This milk contains only  $\beta$ -caseins A2 instead of conventional milk which has  $\beta$ -caseins A1 and A2. A2 milk has a better digestibility.

Histidine → Proline (67 aa position)



## 2. OBJECTIVES AND HYPOTESIS

- Determinate if A2 milk could be a reality in Catalan supermarkets in a few years and which acceptance would have on consumers.
- Study milk and dairy products consumption habits.
- Study the perception of population about milk and health.

**H1:** Although its unknown, A2 milk may be a reality.  
**H2:** general population has more environmental awareness and for animal welfare, so, there is a decrease of the consumption.  
**H3:** youngsters will consume more alternative products than old population.

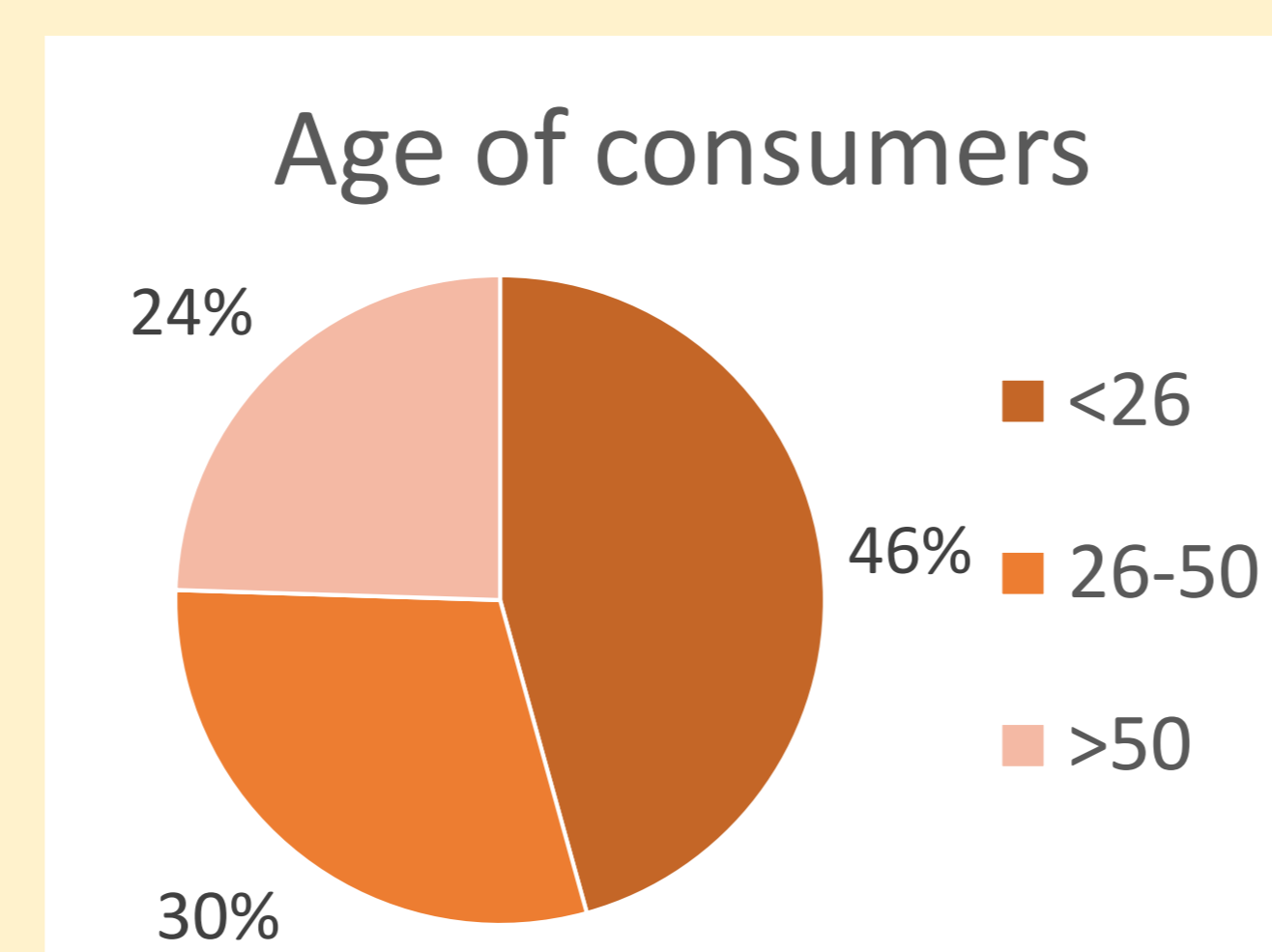
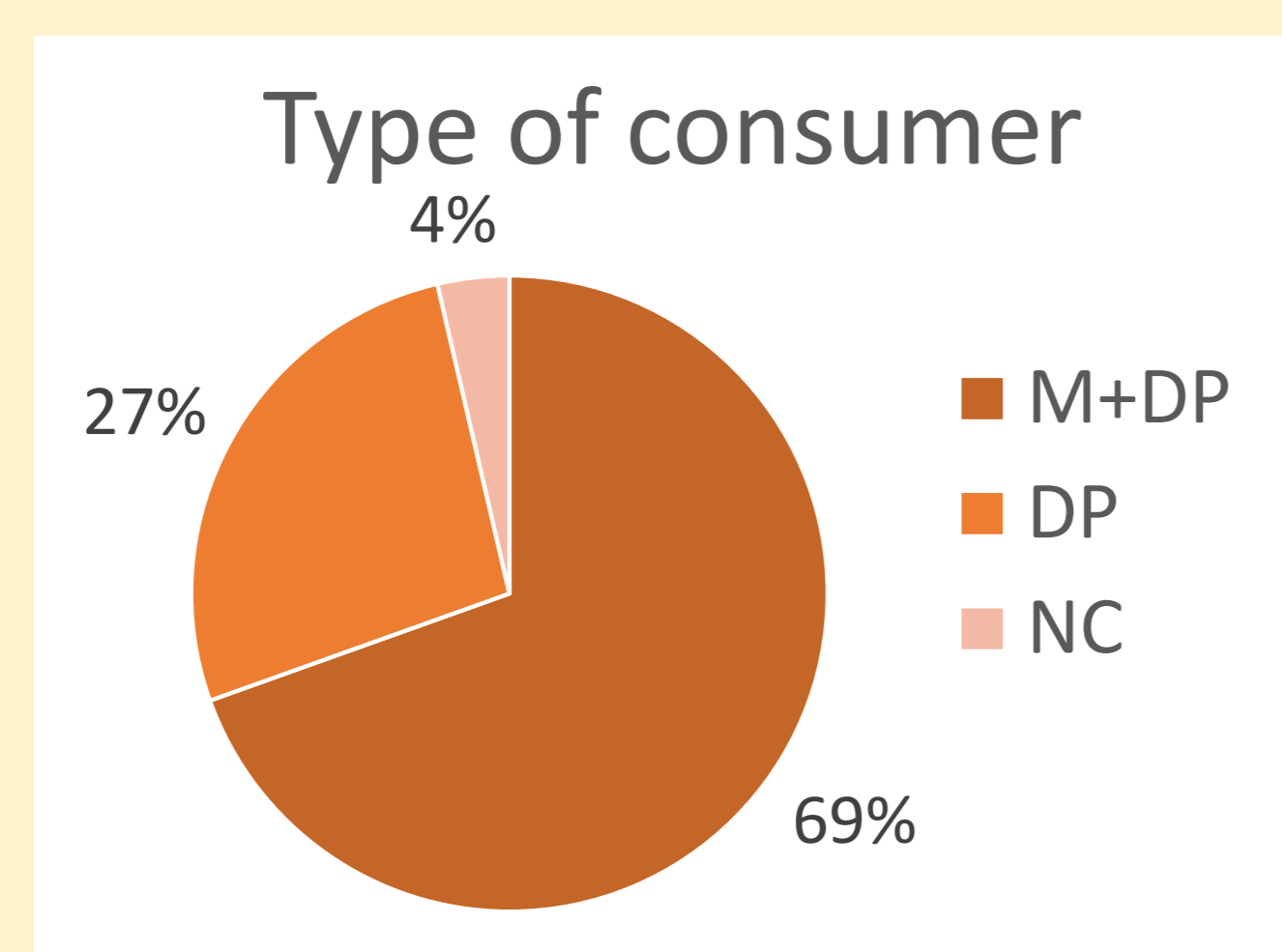
## 3. METHODS

### Survey

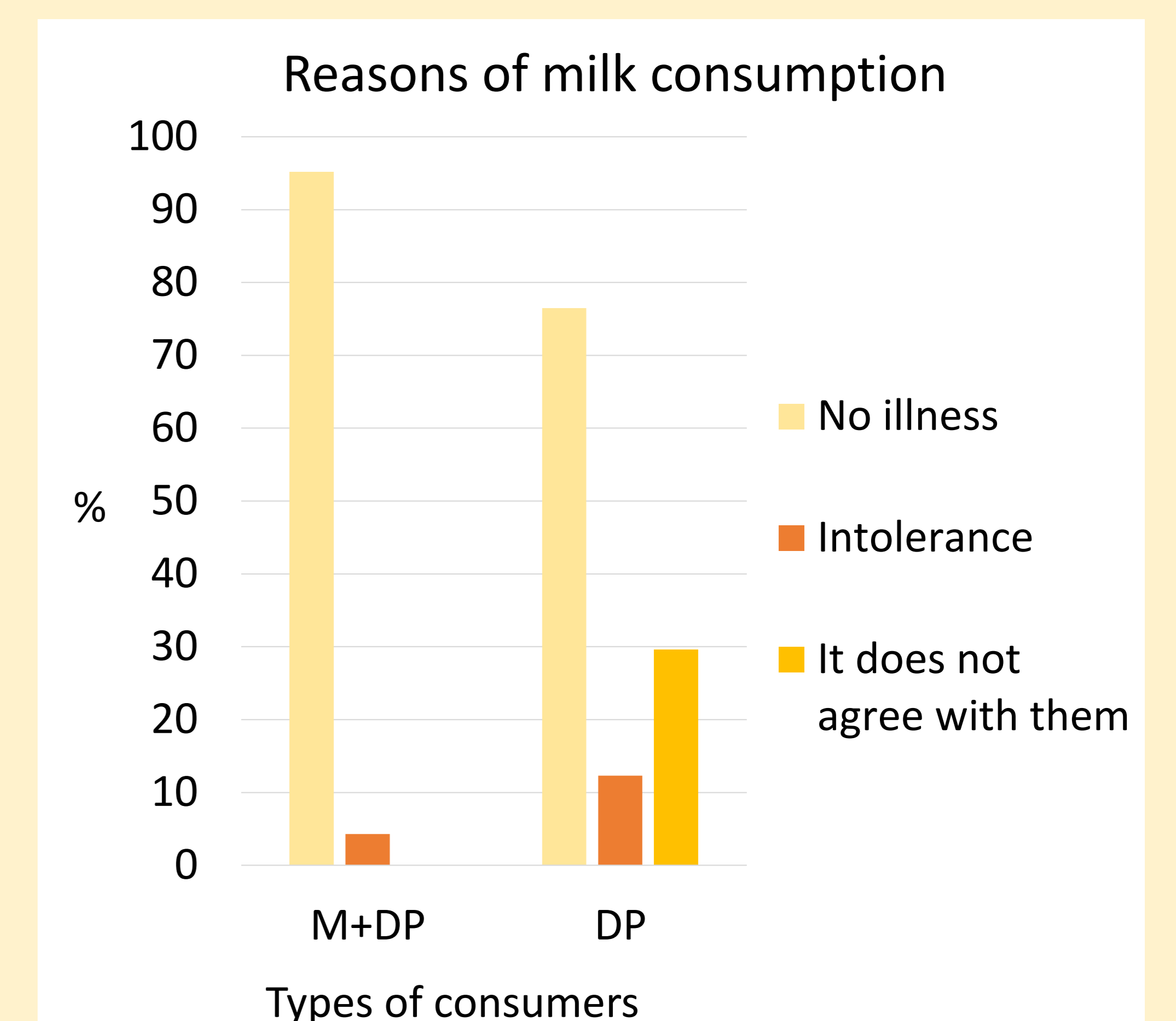
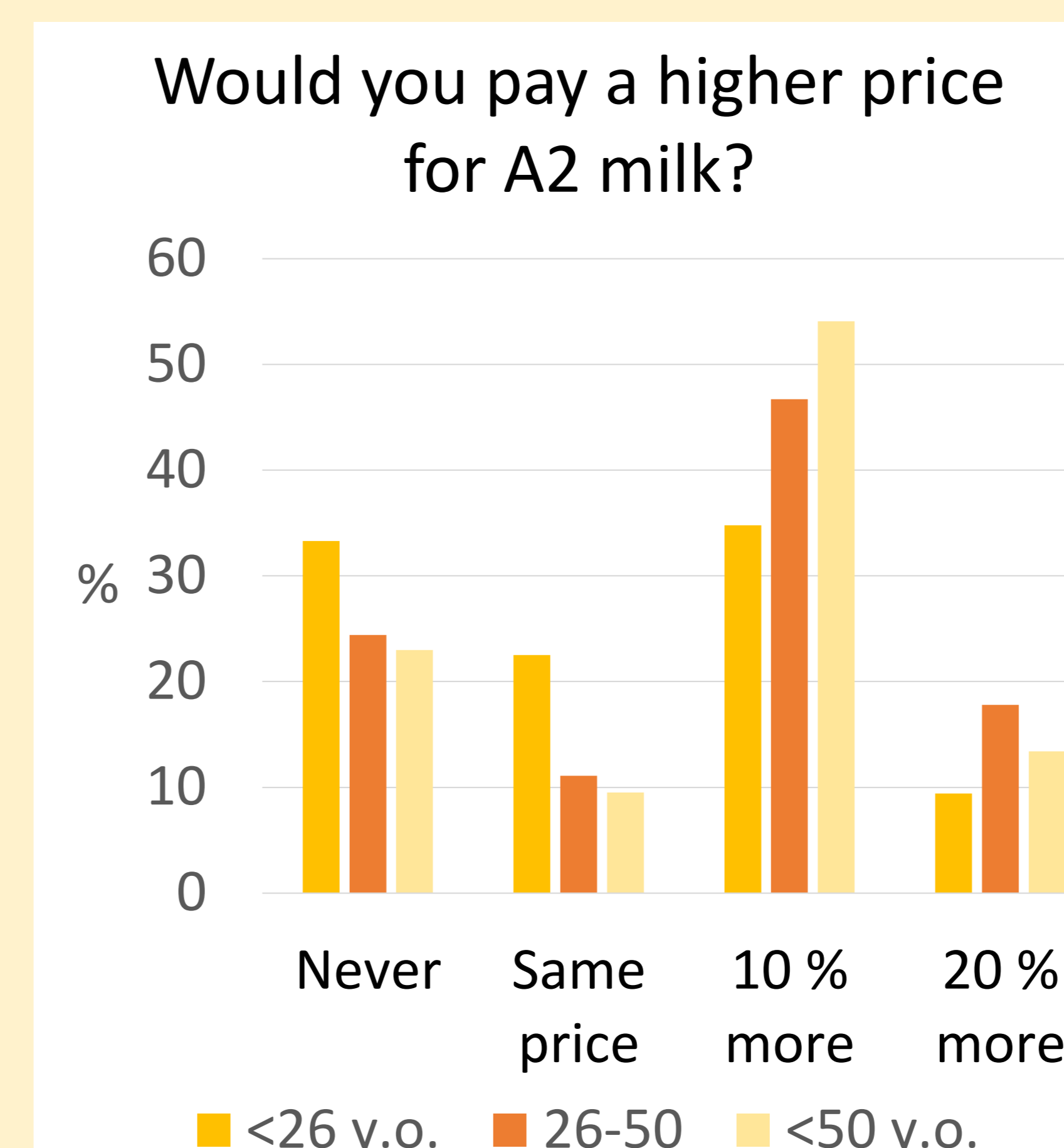
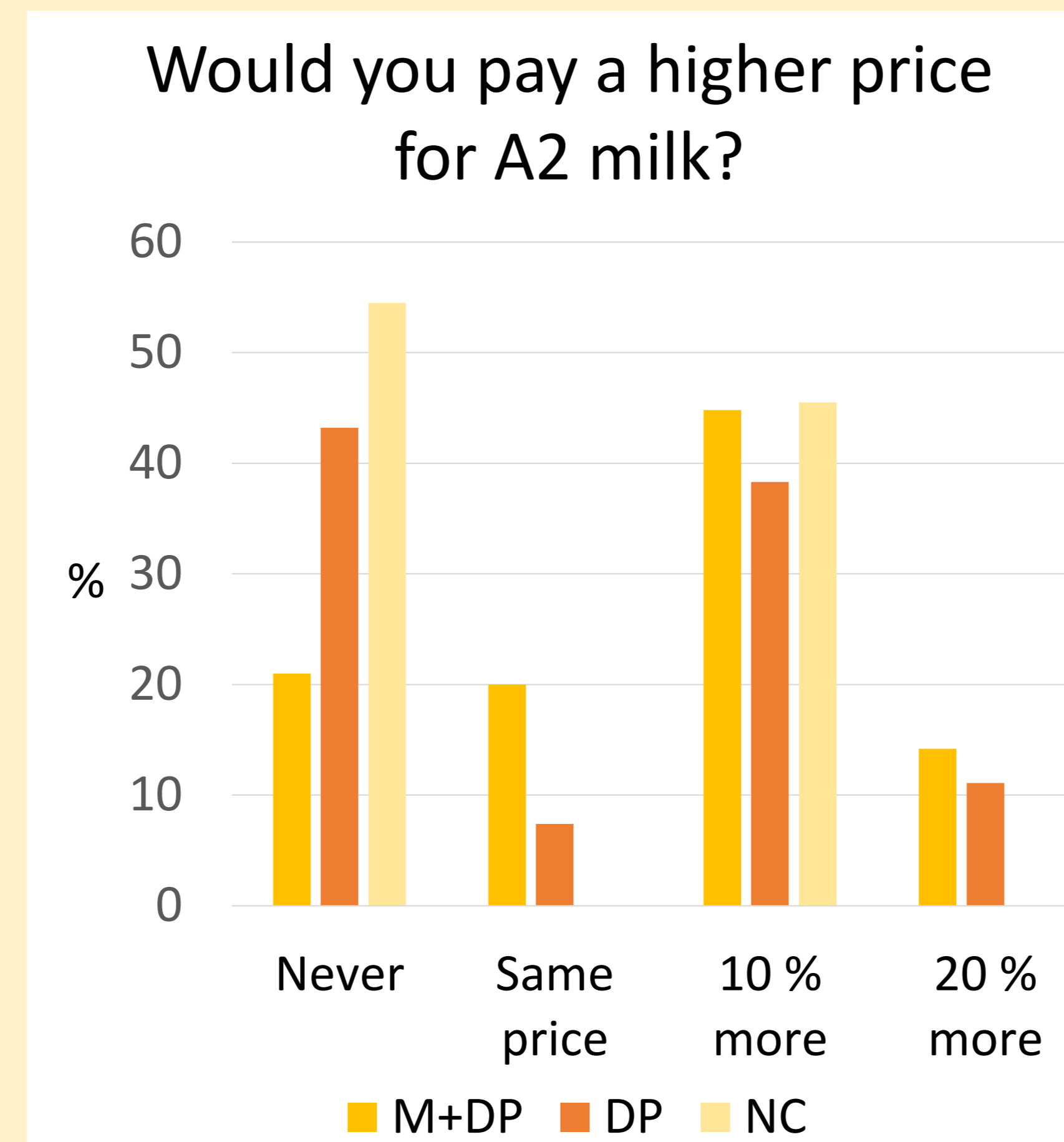
- **Groups:** professionals and general population.

### Parts:

- Sociodemographic aspects
- Milk consumption
- Opinion/perception of A2 milk (Likert scale)



## 4. RESULTS



### SENTENCES TO VALORATE (1-Totally disagreement and 5- Totally agree)

Sentence	Average
1. Milk is not necessary, you can get the same nutrients with other foods.	3,536 +/- 0,0756
2. Milk consumption has declined because it is not healthy.	2,874 +/- 0,0697
3. Milk consumption has declined due to more people not consume animal products because they are concerned about pollution and greenhouse gases.	3,513 +/- 0,0634
4. The consume has declined due to more people not consume animal products.	3,679 +/- 0,0657
5. People without intolerance or allergy, milk has no negative effects.	3,579 +/- 0,0660
6. Milk consumption is associated with an increased risk of obesity.	2,175 +/-0,0563
7. Poor milk consumption in infants can negatively affect bone development.	3,758 +/- 0,0708
8. Postmenopausal women should consume milk to prevent osteoporosis.	3,437 +/- 0,0638
9. Milk by adults may decrease the risk of cardiovascular problems.	2,798 +/- 0,0475

## 5. CONCLUSIONS

- A2 milk could be a reality in a future (**H1**).
- Potential consumers: <26 years old, with intolerance, when milk does not agree with them.
- Commercialisation: supermarkets
- Important facts when it comes to buy:

Max. 10 % higher price / proximity / brand / nutritional values

- Young people consume less milk/dairy products than older people.
- Intolerance and allergy are not decisive to reduce consumption.
- Young people have more environmental conscience and are concerned about animal welfare (**H2**).
- Young people are the one who consume less milk (**H3**).