

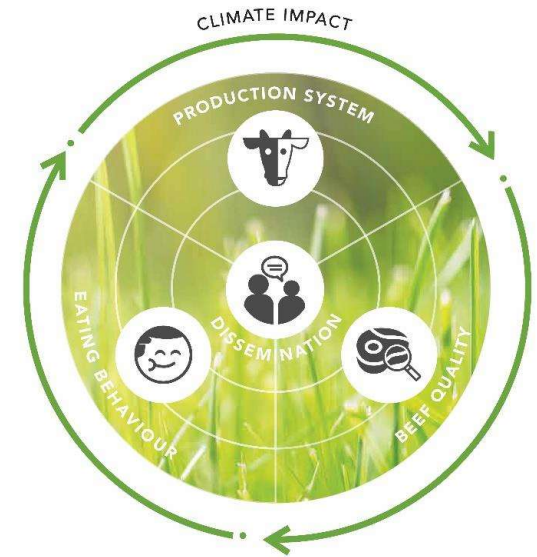


# KØDPRODUKTION BASERET PÅ GRÆS SPISEKVALITET OG SPISEADFÆRD

BARBARA VAD ANDERSEN OG MARGRETHE THERKILDSEN,  
INSTITUT FOR FØDEVARER, AARHUS UNIVERSITET

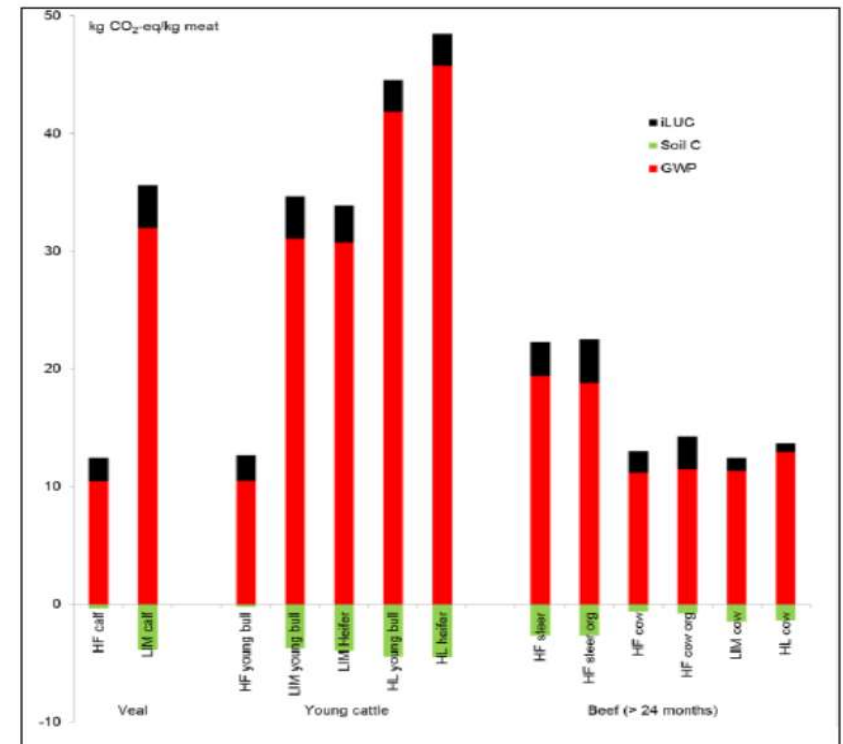
# INDHOLD

- GrOBEat – præsentation af forskningsprojekt om græs-baseret kødproduktion (Margrethe)
- Appetit og spiseadfærd – hvad styrer os? (Barbara)
- Spisekvalitet af kød fra græsfodrede dyr (Margrethe) 
- Undersøgelse af effekt af spiseadfærd i GrOBEat (Barbara) 



# GRÆSBASERET KØDPRODUKTION – HVORFOR?

- Klimabelastning fra kødproduktion
- Eksport af kalve fra økologisk mælkeproduktion ud af økologien
- Øget fokus på dyrevelfærd
- Fremtidens forbruger – ”lidt - men godt”



Mogensen et al. 2015, DCA raport 61

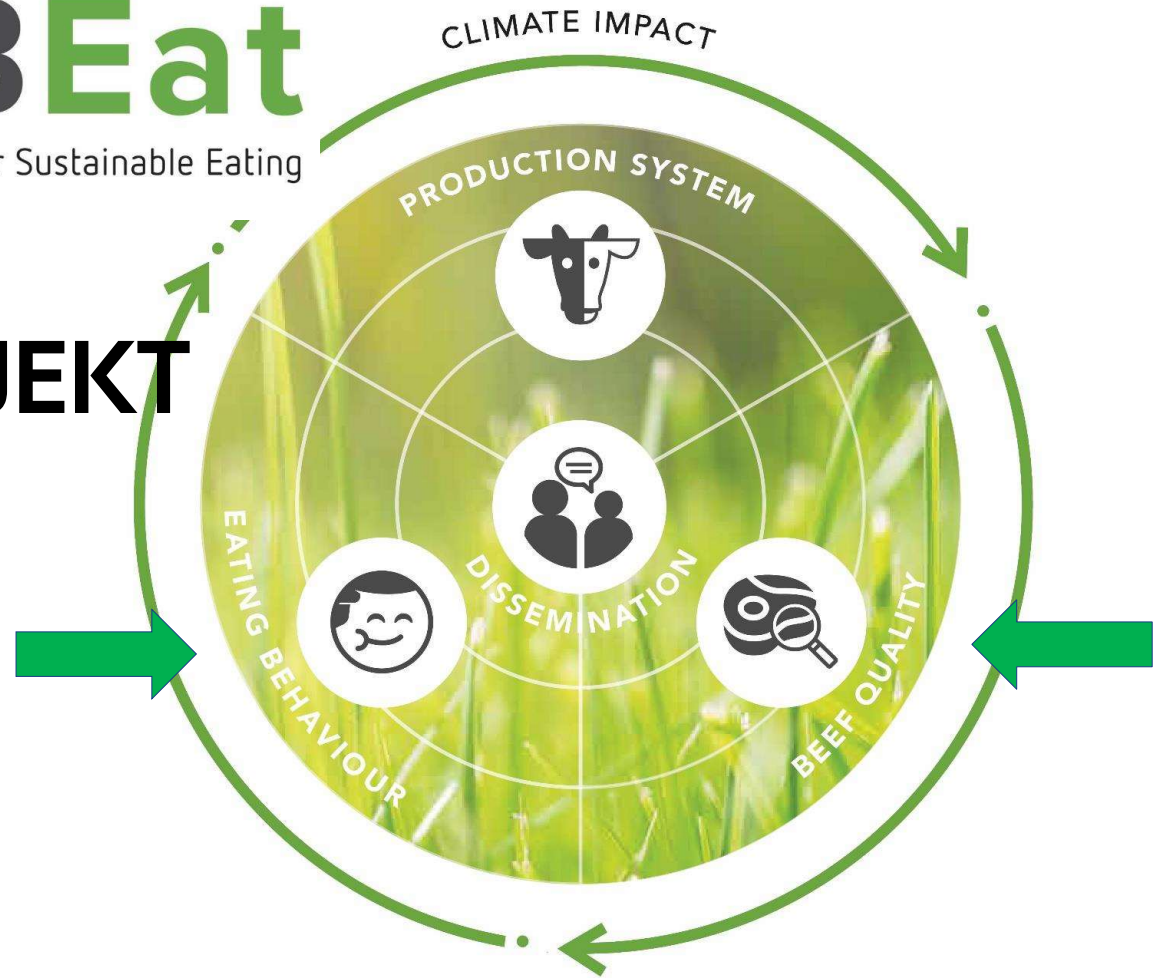
Figure A Global warming potential (GWP) without taking into account soil C and indirect land use change (red column), contribution from soil carbon changes (green column) and indirect land use change (iLUC; black column) for the 13 beef products.



P R O J E C T  
**GrOBEat**

Grass-fed Organic Beef for Sustainable Eating

# FORSKNINGSPROJEKT 2021-2024



# FORSØGSDESIGN

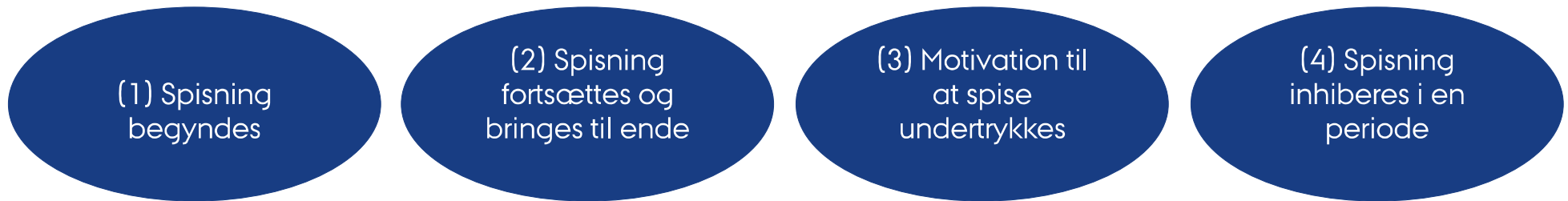


# APPETIT OG SPISEADFÆRD -HVAD STYRER OS?

# HVAD ER 'APPETIT'?

---

Appetite kan forstås som 'biologiske processer' der forårsager at:



Overordnet set snakker man om to 'appetit'-systemer:

**Homeostatisk "appetite":**

Appetite drives af et behov for næringsstoffer

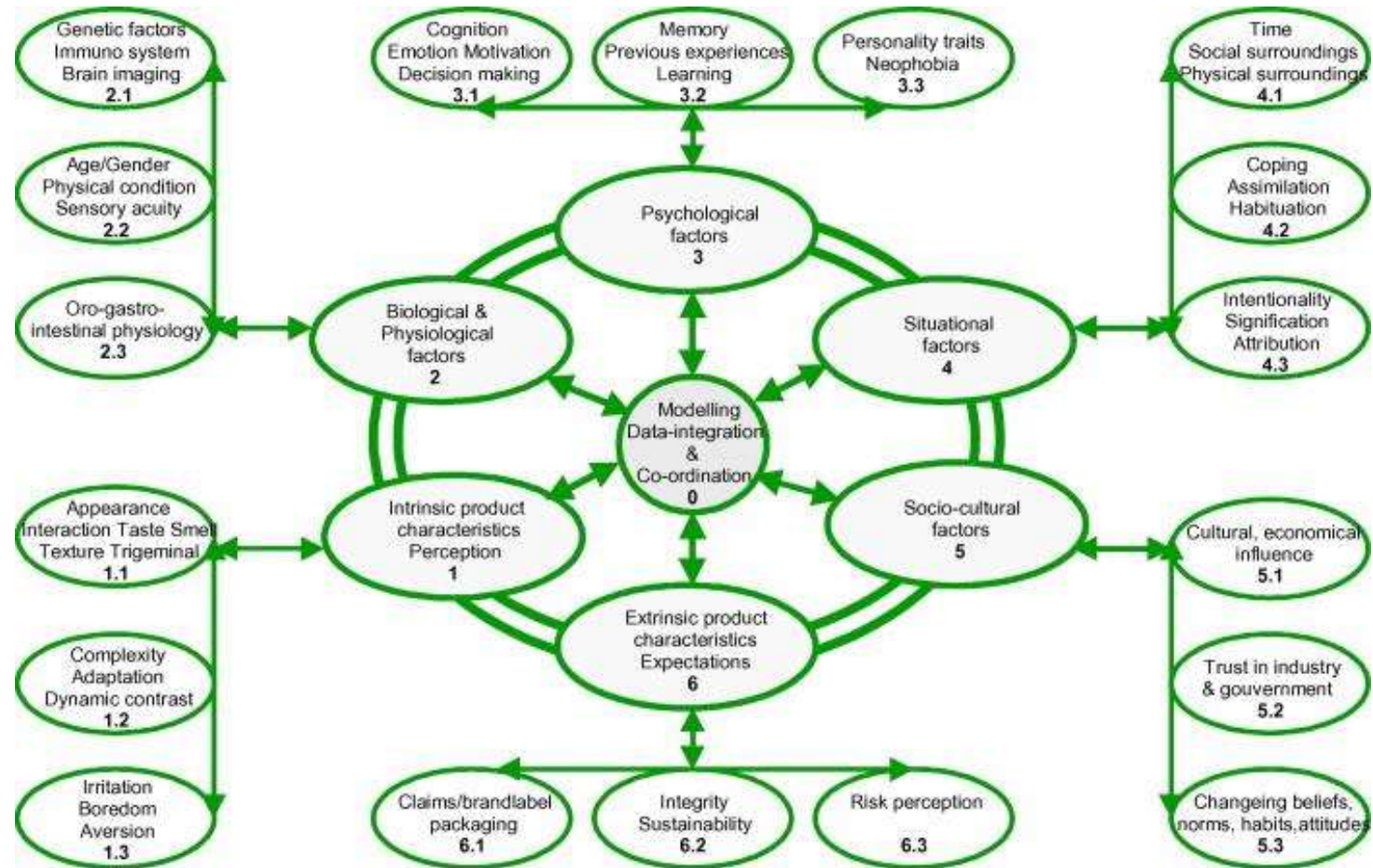


**Hedonisk "appetite":**

Appetite drives af et ønske om nydelse

# HVAD PÅVIRKER 'APPETIT'?

Faktorer der påvirker valg af fødevarer samt spiseadfærd

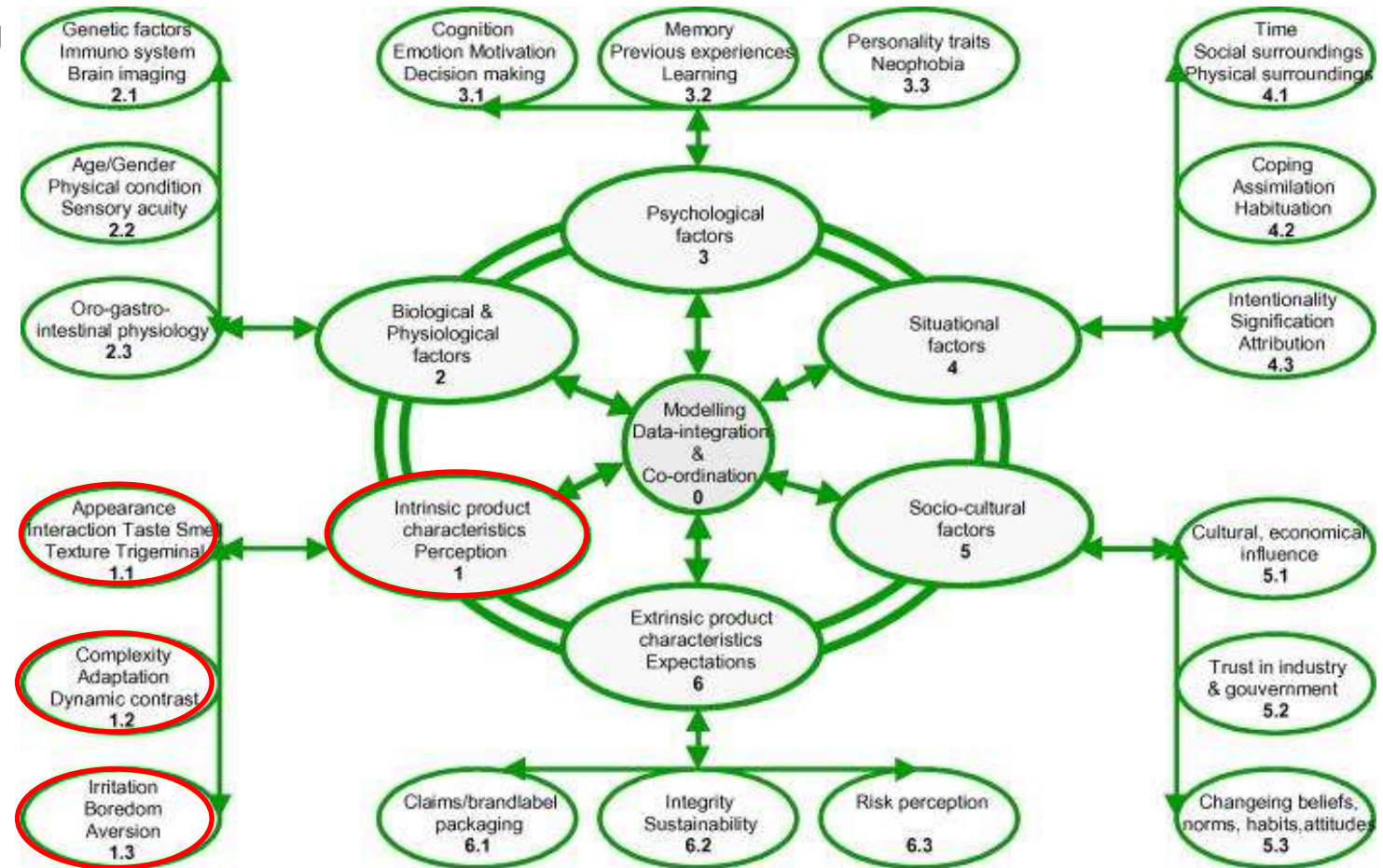


Ref: Mojet 2001 presented in Köster, 2009



# HVAD PÅVIRKER 'APPETIT'?

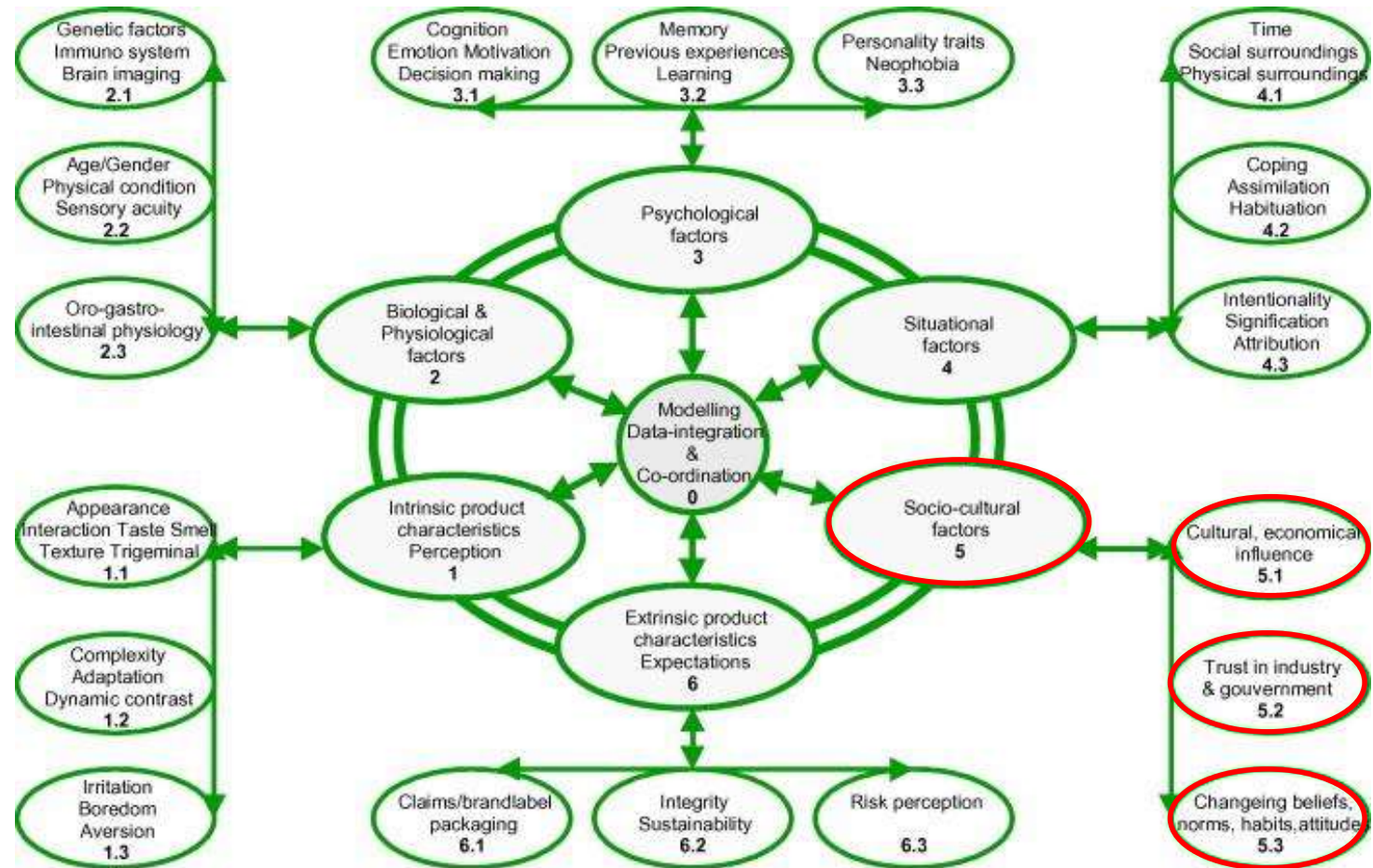
Faktorer der påvirker valg af fødevarer samt spiseadfærd



Ref: Mojet 2001 presented in Köster, 2009

# HVAD PÅVIRKER 'APPETIT'?

Faktorer der påvirker valg af fødevarer samt spiseadfærd



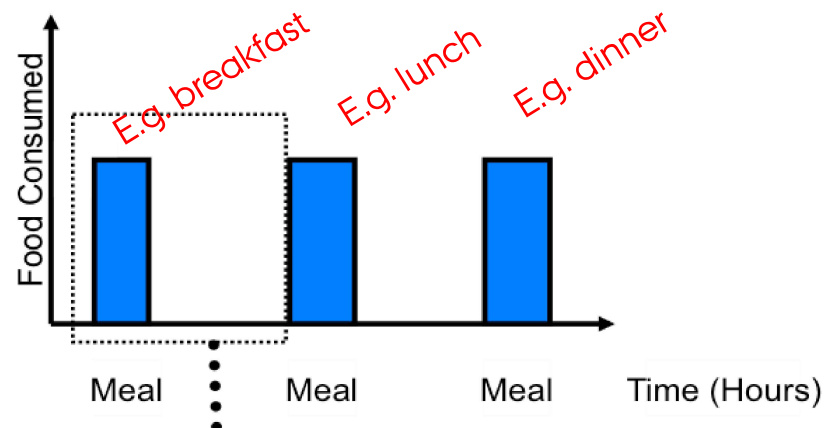
Ref: Mojet 2001 presented in Köster, 2009

# HVAD KONTROLLERER APPETIT

Når vi spiser udløses forskellige signaler i kroppen som af natur er –sensoriske, kognitive, hormonelt og metabolisk drevet → faciliterer og/eller inhiberer appetit og indtag.

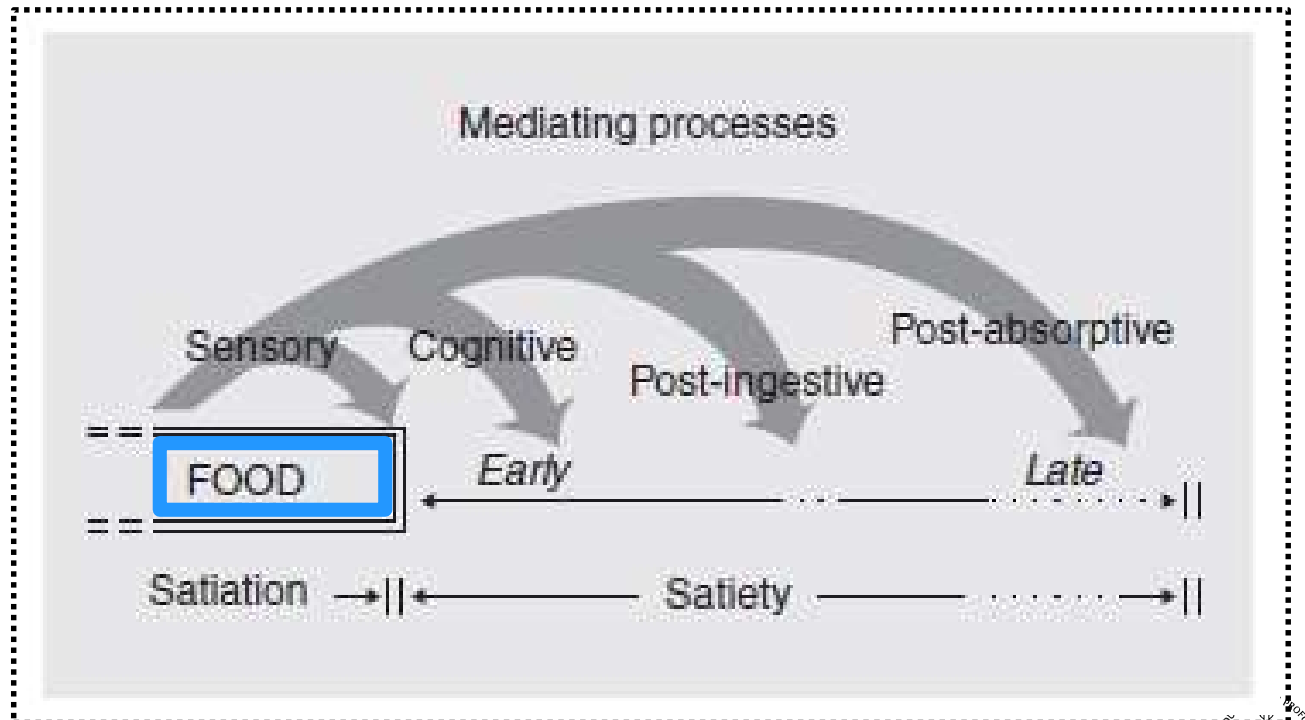
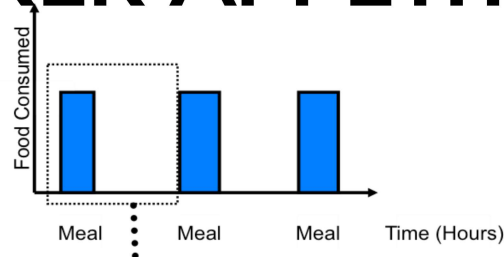
Signalerne er komplekse og interagerer m hinanden, og er konceptualiseret i “the satiety cascade”

The “satiety cascade” fokuserer på tiden fra lige inden indtag til tiden lige inden et efterfølgende indtag → episodisk indblik



# HVAD KONTROLLERER APPETIT

## The satiety cascade



## The original cascade

*Blundell, Rogers and Hill, 1987*

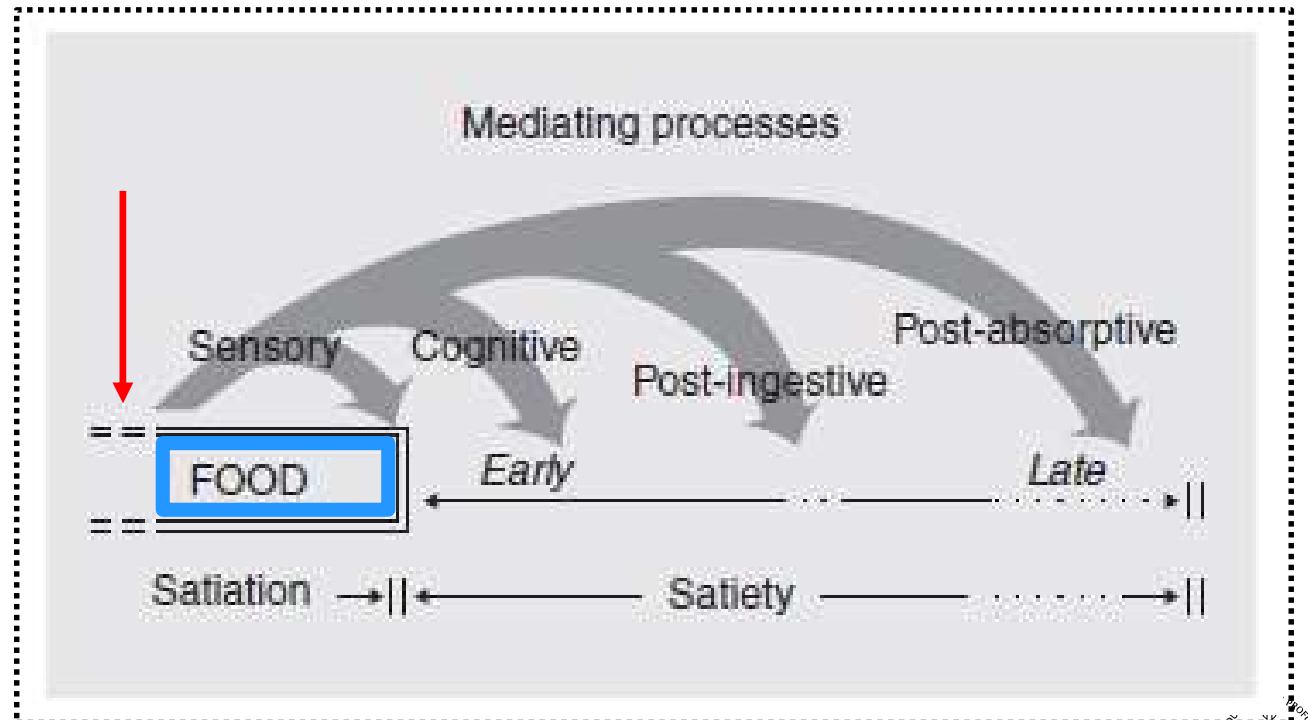
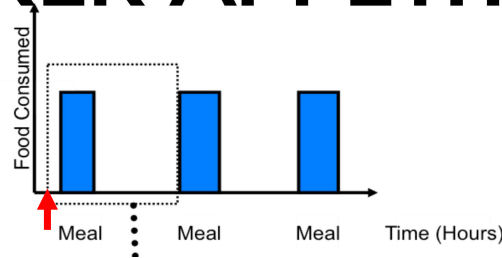
# HVAD KONTROLLERER APPETIT

## The satiety cascade

Selv før fødevarer rører vores mund (cephalic phase) genereres signaler via

- Synet
  - Lugten
- ..af fødevaren

→ Skaber FORVENTNINGER til indtaget (høj sult)



# HVAD KONTROLLERER APPETIT

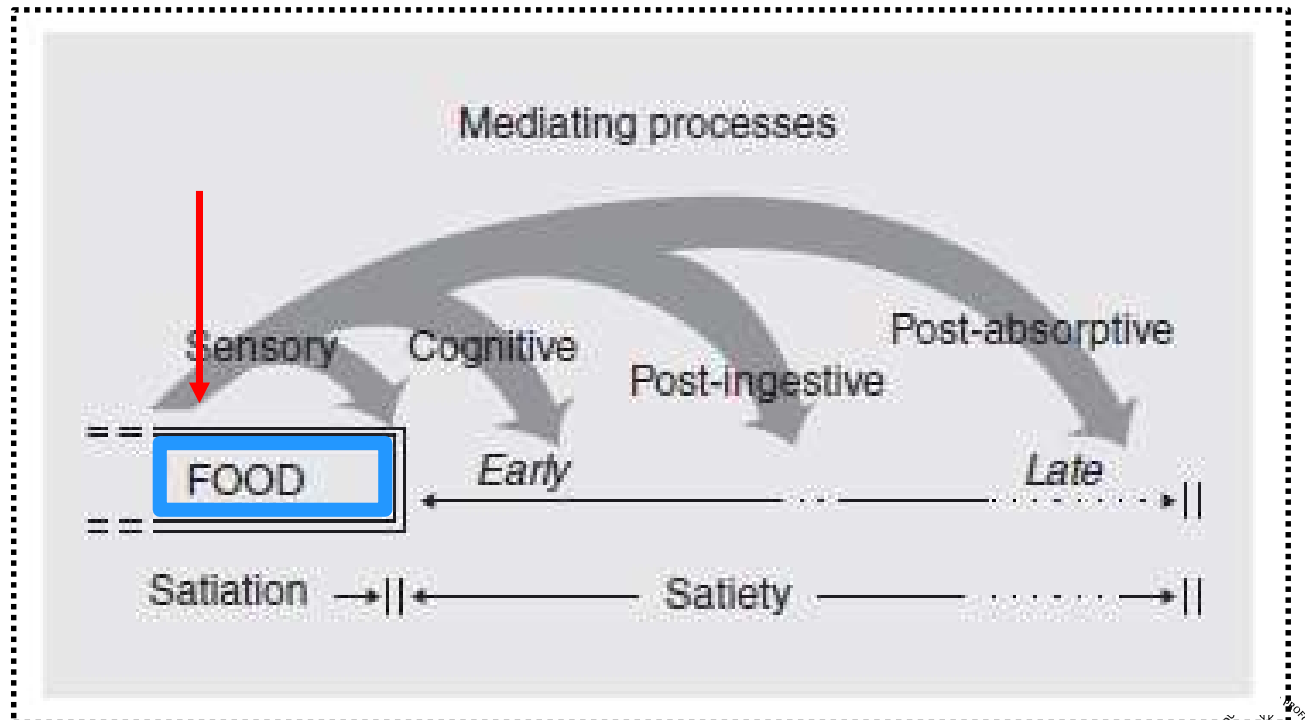
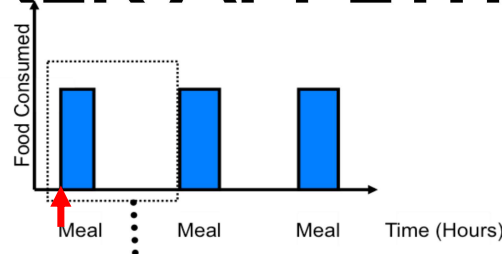
## The satiety cascade

Under (det tidlige stadie af) indtag, er det de sensoriske karakteristika som driver indtaget

- Udseendet
- Lugten
- Fornemmelsen
- Smagen
- Lyden

.. af fødevareren

→ Driver en positiv feedback mekanisme omk indtag (høj sult)



# HVAD KONTROLLERER APPETIT

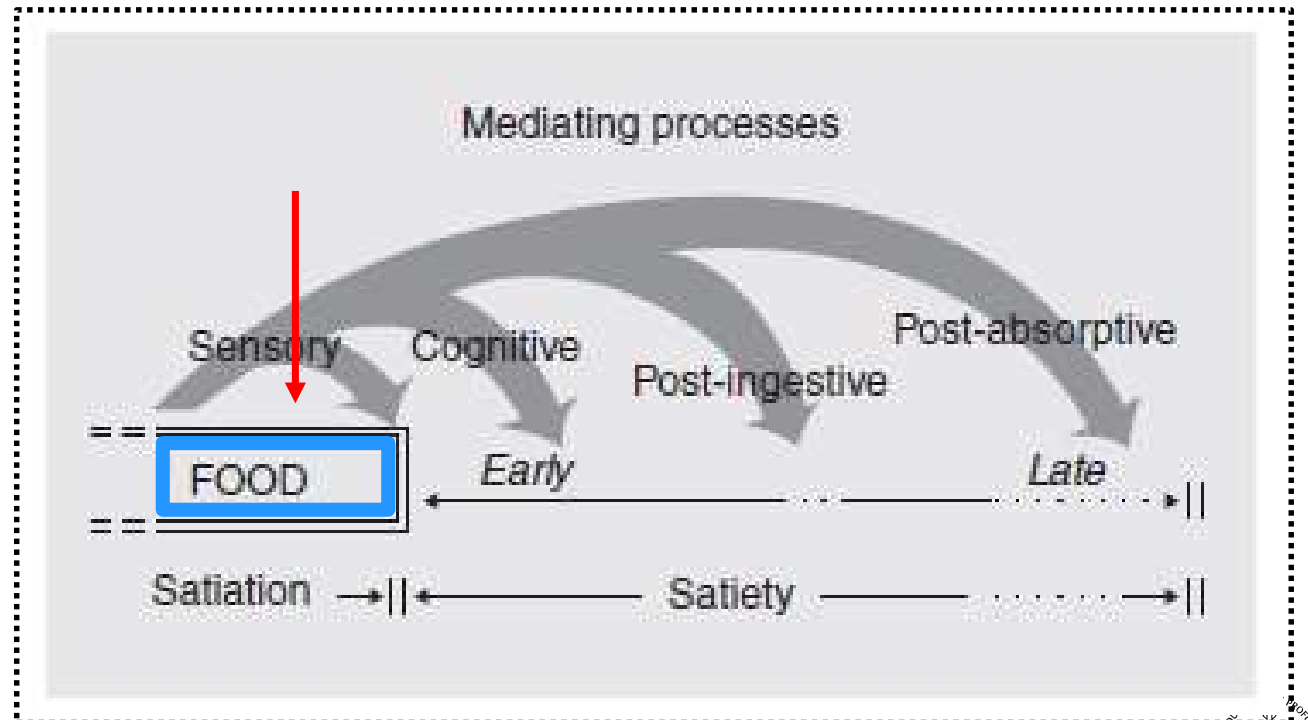
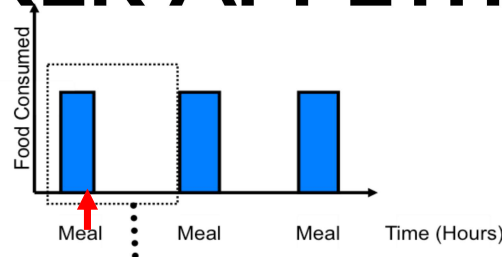
## The satiety cascade

Under (de sene stadie af) indtag, driver de sensorisk karakteristika mæthed

- Udseendet
- Lugten
- Fornemmelsen
- Smagen
- Lyden

.. af fødevaren

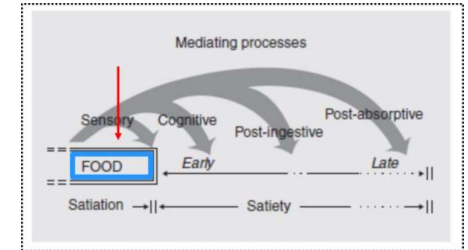
→ Du oplever lav sult



# HVAD KONTROLLERER APPETIT

## The satiety cascade

Hvilke sensorisk-drevende processer er involveret?



### Sensory specific satiation

refers to a decrease in liking for a food eaten to satiety compared to a food not eaten

### Sensory specific transfer effects

A decrease in liking / wanting is transferred to foods with similar sensory characteristics

### Sensory specific desires

A wanting (desire) for a certain taste category

### Sensory satisfaction

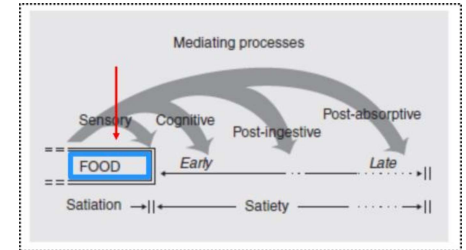
A positive fulfillment, generated in response to food, evoked by the foods appearance, odour, taste and texture



# HVAD KONTROLLERER APPETIT

## The satiety cascade

Hvilke sensorisk-drevende processer er involveret?



Sensory Specific Desires (SSD) → interessante da de kan drive et 'yderligere indtag' / ekstra kalorier. Ved at studere SSDs kan vi få indblik i øget calorie kontrol.

Sensory specific satiety  
Sensory specific satiety refers to a decrease in liking for a food eaten to satiety compared to a food not eaten

Sensory specific transfer effects  
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Sensory specific desires  
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?

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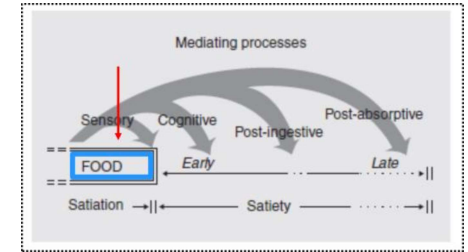
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Sensory specific desires  
A wanting (desire) for a certain taste category

A series of studies showing:

- How SSDs (for sweet and salt) drive post-meal snacking behaviour for snacks with the desired sensory characteristics
- How these SSDs are satisfied during consumption of snacks with the desires sensory characteristics
- That sweet-desire is more difficult to satisfy than other desires
- How increasing sensory complexity in a meal can hinder SSDs

**Konklusion:** Sensoriske karakteristika i et måltid kan ændre vores ønsker og drive et indtag som opfylder disse ønsker.



Scholars  
Research Article

Sensory Specific Desires. The role of sensory taste exposure in desire for food with a similar or different taste profile.

Maria Duerlund, Barbara Vind, Alexi Peng, and Byron Byrne

Department of Food Science, Faculty of Life Sciences, Aarhus University, 8000 Århus C, Denmark; Department of Food Science, Faculty of Life Sciences, Aarhus University, 8000 Århus C, Denmark; Department of Food Science, Faculty of Life Sciences, Aarhus University, 8000 Århus C, Denmark; Department of Food Science, Faculty of Life Sciences, Aarhus University, 8000 Århus C, Denmark

**Abstract**  
Background and aims: Snacking is a common eating behavior that is associated with weight gain and increased risk of chronic diseases. Understanding the determinants of snacking behavior is important for developing interventions to reduce snacking. This study investigated the role of sensory specific desires (SSDs) in driving snacking behavior. We hypothesized that exposure to a food with a specific sensory characteristic (e.g., sweet or salty) would increase the desire for a food with a similar or different sensory characteristic (e.g., sweet or salty).

**Methods:** A total of 112 participants were recruited from Aarhus University. They were randomly assigned to one of two groups: a control group (n = 56) and an experimental group (n = 56). The control group received a neutral snack (e.g., plain bread), while the experimental group received a snack with a specific sensory characteristic (e.g., sweet or salty). After consuming the snack, participants completed a questionnaire assessing their desire for a food with a similar or different sensory characteristic.

**Results:** Participants in the experimental group showed a significantly higher desire for a food with a similar or different sensory characteristic compared to participants in the control group. This effect was mediated by the sensory specific desire for the taste category of the snack.

**Conclusions:** This study demonstrates the role of sensory specific desires in driving snacking behavior. Exposure to a food with a specific sensory characteristic increases the desire for a food with a similar or different sensory characteristic.

**Keywords:** Sensory specific desires; snacking; food intake; appetite; satiety.

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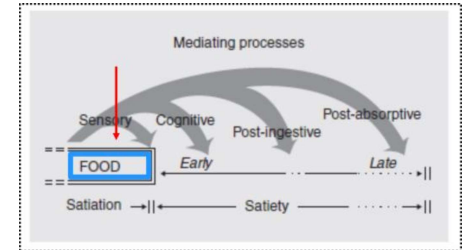
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Duerlund, Andersen & Byrne, 2021  
Duerlund, Andersen, Alexi, Peng & Byrne, 2020  
Chaaban & Andersen, under review

# HVAD KONTROLLERER APPETIT

## The satiety cascade

Hvilke sensorisk-drevende processer er involveret?



Hypotese: Under et måltid søger vi at opnå Sensory Satisfaction (SS), og hvis SS opnås hurtigere, er der potentiale for at vi kan begrænse vores indtag.

liking for a food eaten to satiety compared to a food not eaten

A wanting (desire) for a certain taste category

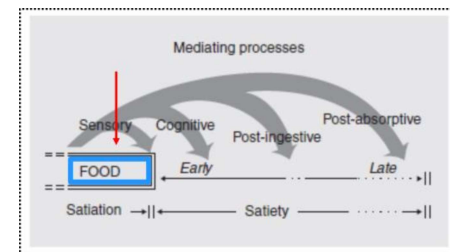
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Sensory satisfaction refers to a decrease in liking for a food eaten to satiety compared to when not eaten

A wanting (desire) for a certain taste category

Sensory specific transfer effects  
A decrease in liking / wanting is transferred to foods with similar sensory characteristics

Sensory satisfaction  
A positive fulfillment, generated in response to food, evoked by the foods appearance, odour, taste and texture

## Series of studies showing:

- satisfaction is driven by the sensory characteristics of a meal, and perception of these is necessary to reach satisfaction.
- decreased sensory perception caused a feeling of unpleasured senses, and a constant search for food to reach satisfaction.
- Increasing sensory complexity causes higher SS (without altering liking) and faster satiation during a meal.

**Konklusion:** De sensoriske karakteristika har vi at kunne skabe hurtigere mæthed uden at gå på kompromis med velvære og har dermed potentiale til drive et mindre indtag.

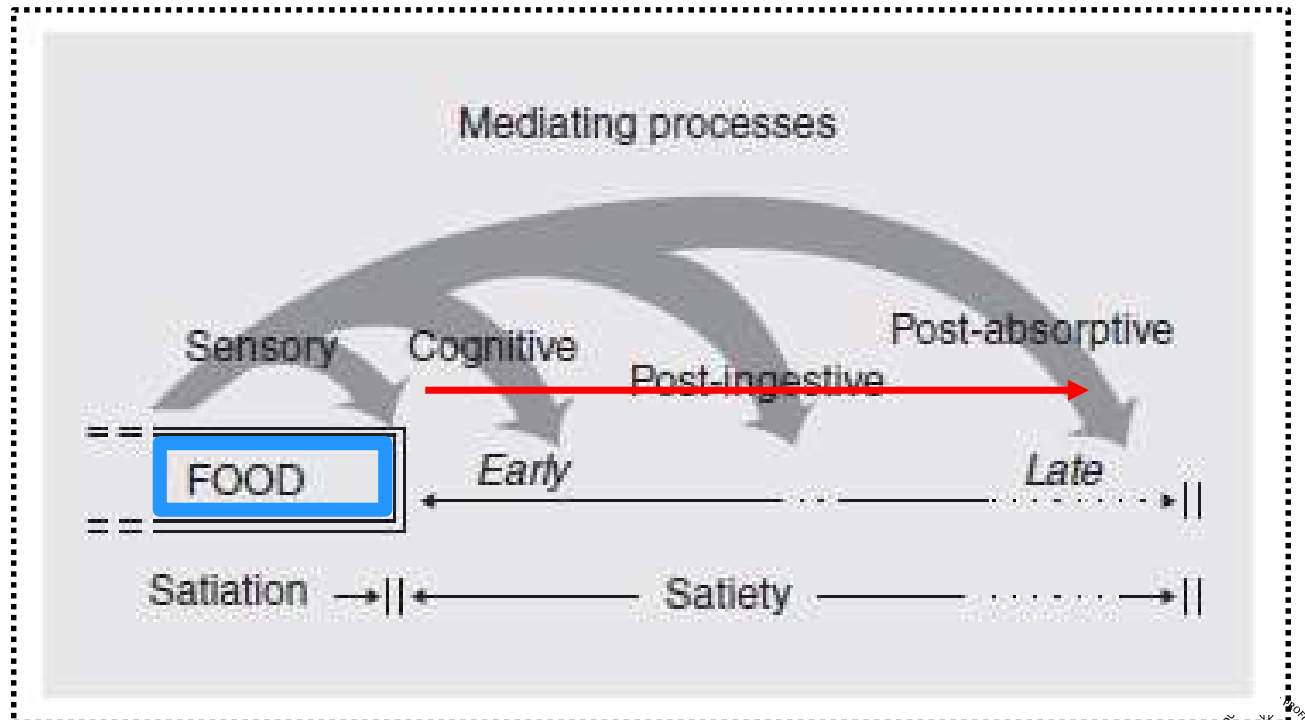
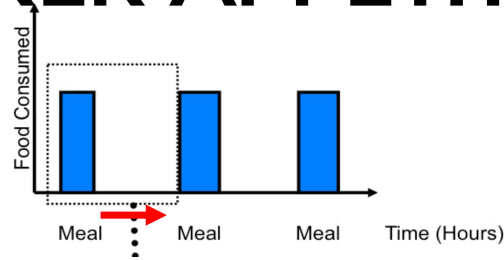


Andersen & Hyldig, 2015  
Andersen, Byrne, Bredie & Møller, 2017  
Hoier, Chaaban & Andersen, 2021

# HVAD KONTROLLERER APPETIT

## The satiety cascade

...information fra maven og tarmene driver en negativ feedback

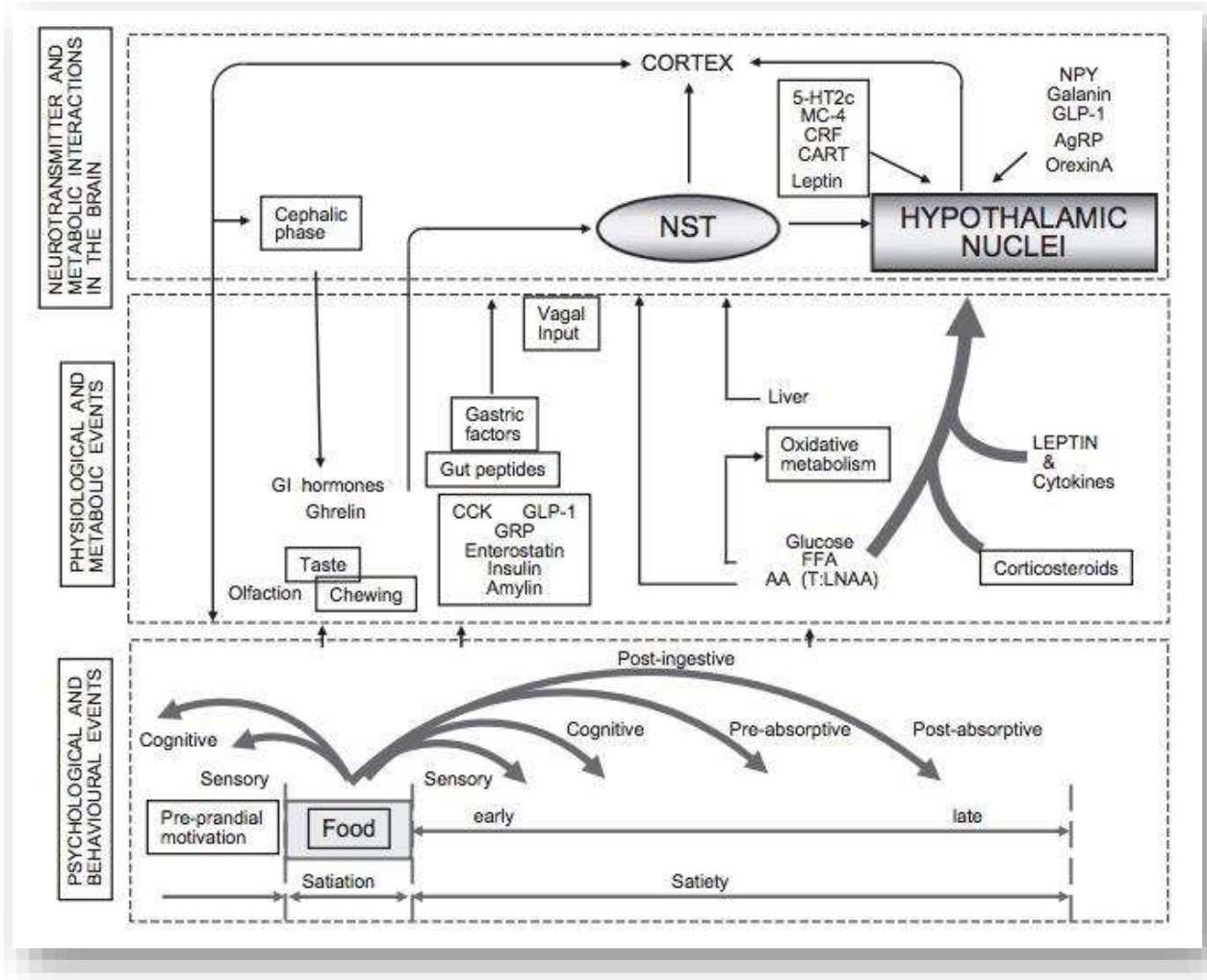


# HVAD KONTROLLERER APPETIT

Senere er mæthedskaskaden modificeret til et mere holistisk indblik I det komplekse system

- A psychobiological system w/three levels of events

*Ref: Hopkins, Blundell, Halford & King and Finlayson, 2016*



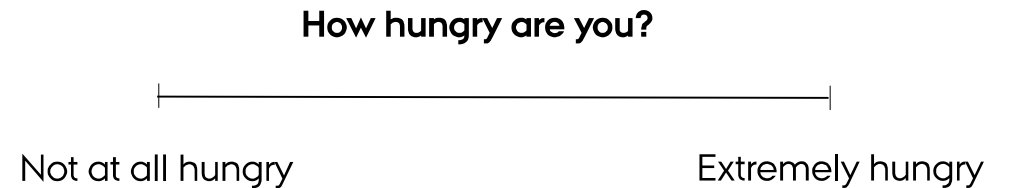
# HVORDAN MÅLES APPETIT

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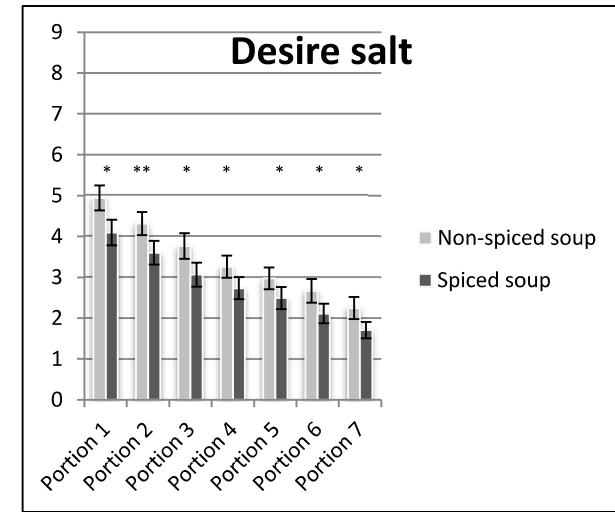
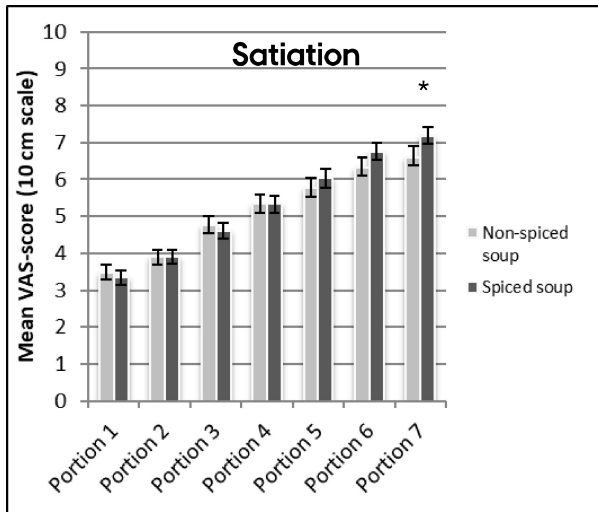
## Intensitet af appetit-fornemmelser

- Mentale sult fornemmelser
- Fysiske sult fornemmelser
- Mentale mætheds fornemmelser
- Fysiske mætheds fornemmelser
- Nydelses fornemmelser

Hver fornemmelse evalueres separat.  
Gentagene evalueringer muliggør at dynamikker kan undersøges



# HVORDAN MÅLES APPETIT

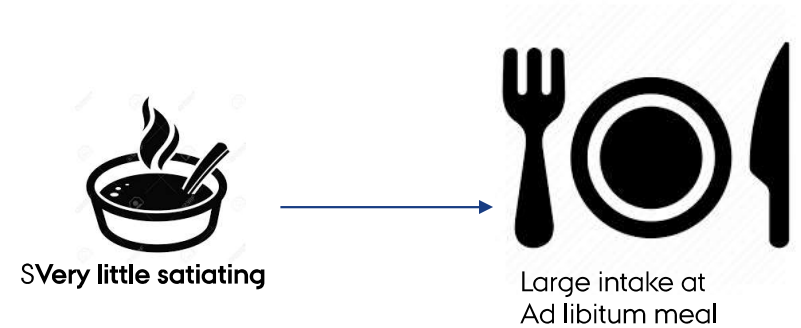




# HVORDAN MÅLES APPETIT

Ofte er vi interesseret i mæthedskapacitet af specifikke fødevarer/komponenter/ingredienser. For at studere dette, kan man anvende et ”pre-load ad libitum paradigme”

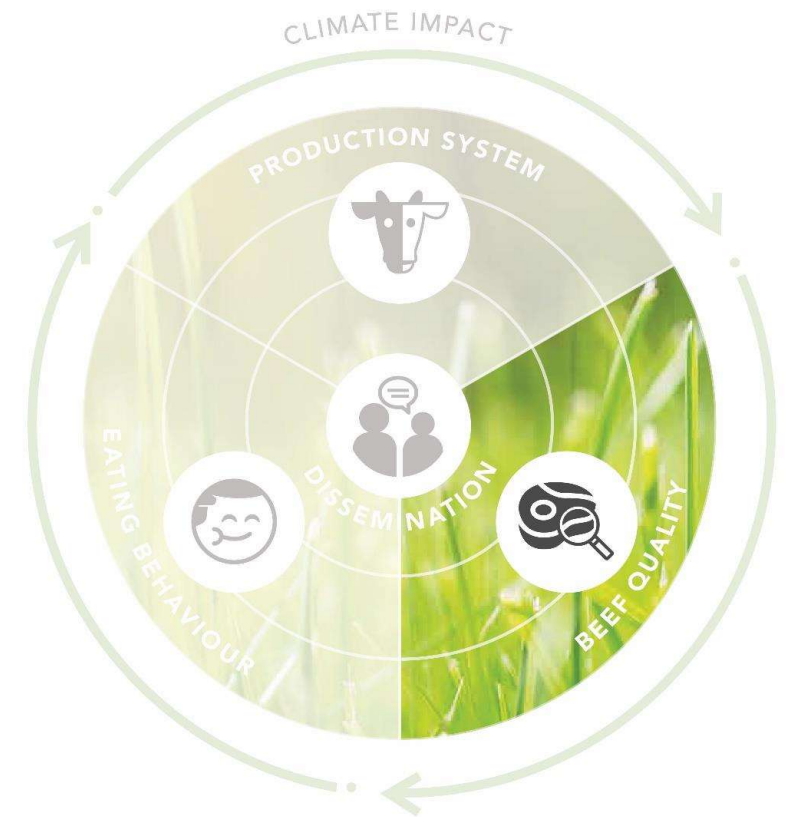
Generelle ide:



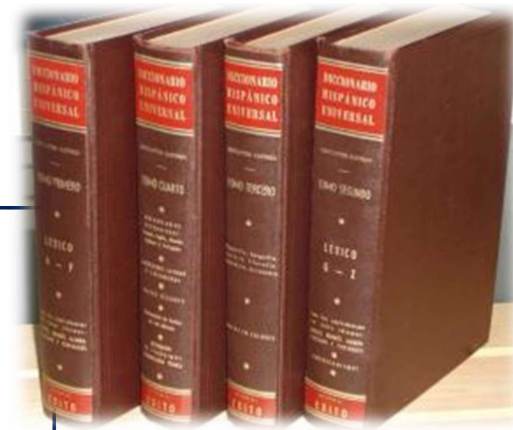
# SPISEKVALITET AF KØD FRA GRÆSFODREDE DYR

# SPISEKVALITET AF KØD FRA GRÆSFODREDE DYR

- Mørhed
- Saftighed
- Smag



# OKSEKØDSSMAG - LEKSIKON



## Maughan et al. 2012

- **Astringent**
- **Stald**
- **Bitter**
- Blodig
- **Boullion**
- **Stegt**
- **Fedt**
- **Vildt**
- **Græs**
- **Saftig**
- **Lever**
- **Metallisk**
- **Genopvarmet smag**
- **Stegt oksekød**
- **Salt**
- Sur
- Sød
- **Umami**

## Adhikari et al. 2011

- **Oksekøds smag**
- **Stegt**
- **Blodig**
- **Metallisk**
- **Fedt**
- **Overordnet sødt**
- **Sødt**
- **Sur**
- **Salt**
- **Bitter**
- **Umami**
- **Lever**
- Grøn-hø
- Kemisk
- Harsk
- Råddent
- Genopvarmet smag
- **Dyre hår**
- Mælk
- Kakao
- Grøn
- Læder
- Sur mælk
- Kogt mælk
- Andet – **stald, jord**

# GRÆS SOM FODER

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- Foderemner der giver anledning til samme mængde IMF – ingen forskel
- Ved ændringer i mængden af Flerumættede fedtsyrer og specielt Linolensyre – smag af fisk kan registreres
- Det kan ske ved fodring med meget græsensilage eller frisk græs
- Effekten forsvinder efter 28-56 dage på kraftfoder
  
- Studier fra **USA** viser
  - at græs fodring forbindes med *stald, vildt og græs smag*
  - at korn fodring forbindes med umami og saftig smag
- Studier fra **Irland** og **Danmark** viser
  - At fodring med græs, græs + kraftfoder, græs ensilage + kraftfoder eller kraftfoder ikke viser forskel i smags præferencer

# GRÆS SOM FODER – PÅVIRKER FEDTINDHOLD

Charolais x Limousine krydsningskvier – fodret i 11 måneder med

- Afgræsning
- Kraftfoder
- 5 mdr Ensilage + 6 mdr afgræsning
- 5 mdr ensilage + 6 mdr afgræsning + kraftfoder

	Afgræsning	Ensilage + afgræsning	Ensilage + afgræsning + kraftfoder	Kraftfoder	Signifikans
Intra-muskulært fedt, %	3,09 <sup>bc</sup>	2,67 <sup>c</sup>	3,60 <sup>ab</sup>	4,12 <sup>a</sup>	***
Flerumættede fedtsyrer, %	9,62 <sup>ab</sup>	11,04 <sup>a</sup>	8,96 <sup>b</sup>	6,94 <sup>c</sup>	***
Vitamin E, µg/g muskel	2,59 <sup>a</sup>	2,45 <sup>a</sup>	1,76 <sup>b</sup>	1,15 <sup>c</sup>	***

(Luciano et al. 2011)

# EFFEKT AF GRÆSFODRING PÅ FORBRUGER RESPONS

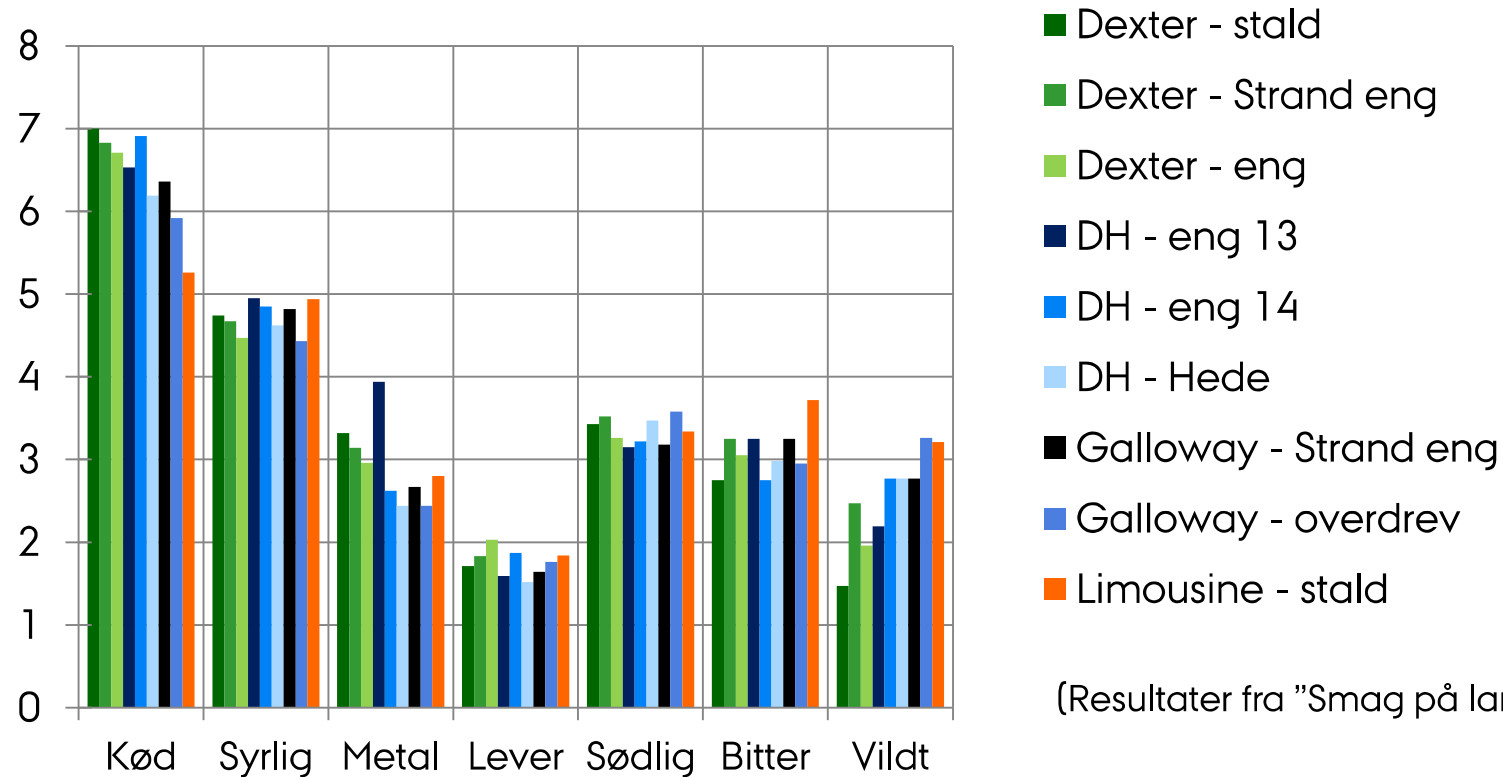
Forbruger score (0 – 100) af forskellige oksekøds kvaliteter i **USA** – grillet filet steaks (Corbin et al. 2015)

Quality treatment <sup>3</sup>	Tenderness	Juiciness	Flavor liking	Overall liking
Australian Wagyu (26.64%)	79.34 <sup>a</sup>	85.00 <sup>a</sup>	68.20 <sup>ab</sup>	70.15 <sup>a</sup>
American Wagyu (18.37%)	74.27 <sup>ab</sup>	81.60 <sup>a</sup>	72.16 <sup>a</sup>	73.22 <sup>a</sup>
Prime (14.67%)	75.35 <sup>ab</sup>	74.80 <sup>b</sup>	69.88 <sup>ab</sup>	71.58 <sup>a</sup>
High Choice (8.99%)	64.87 <sup>d</sup>	60.92 <sup>c</sup>	60.30 <sup>c</sup>	61.24 <sup>b</sup>
Top Choice, Holstein (8.54%)	65.56 <sup>cd</sup>	63.25 <sup>c</sup>	61.54 <sup>c</sup>	62.67 <sup>b</sup>
Low Choice (5.56%)	70.89 <sup>bc</sup>	64.54 <sup>c</sup>	63.70 <sup>bc</sup>	62.93 <sup>b</sup>
Grass-finished (3.81%)	54.09 <sup>ef</sup>	49.12 <sup>d</sup>	41.65 <sup>e</sup>	43.31 <sup>d</sup>
Select, Holstein (3.45%)	56.92 <sup>e</sup>	50.01 <sup>d</sup>	51.51 <sup>d</sup>	50.40 <sup>c</sup>
Select (3.31%)	54.81 <sup>ef</sup>	45.96 <sup>de</sup>	52.22 <sup>d</sup>	50.95 <sup>c</sup>
Standard (1.96%)	49.34 <sup>f</sup>	41.82 <sup>e</sup>	48.52 <sup>d</sup>	45.20 <sup>cd</sup>
SEM <sup>4</sup>	2.70	3.09	3.61	3.28
P-value	<0.0001	<0.0001	<0.0001	<0.0001

Harsk  
Stald  
Oxideret  
Fisk  
Opvarmet smag  
Lav umami

<sup>abcdef</sup>Least squares means in the same column without a common superscript differ ( $P < 0.05$ ).

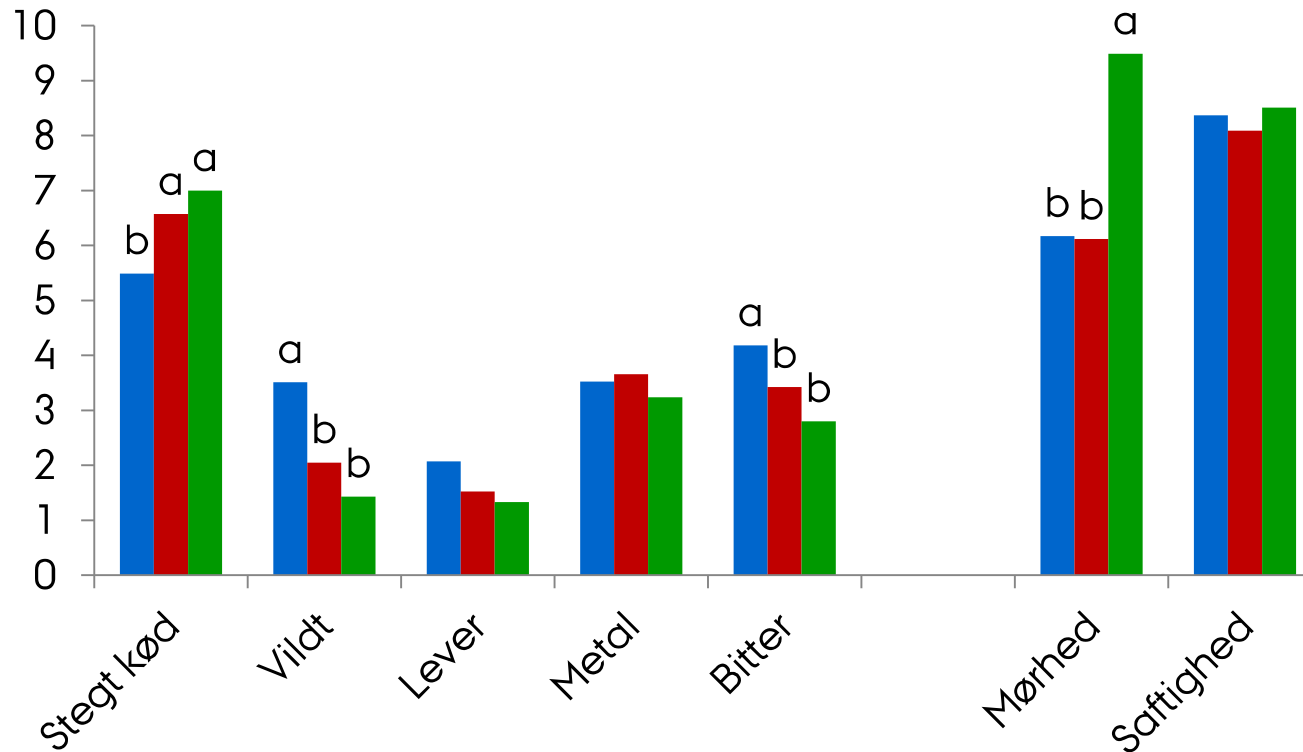
# SMAG AF FILET FRA FORSKELLIGE DYR FRA NATURAREALER



(Resultater fra "Smag på landskabet 2015")



# SPISEKVALITET – HOLSTEIN OG KRYDSNINGS- UNG DYR SLAGTET FRA KLØVERGRÆS



(Therkildsen og Vestergaard, 2014)

■ Holstein tyre ■ Limousin x Holstein tyre ■ Limousin x Holstein kvier

# SPISEKVALITET FRA GRÆSFODEREREDE DYR

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- Hvad er det vi sammenligner med?
- Kombinationen af smagskarakteristika er vigtig
- Vi skal optimere alle spisekvalitetsegenskaberne
- Vi mangler viden under danske forhold



# UNDERSØGELSE AF EFFEKT AF SPISEADFÆRD I GROBEAT

# WP3: EFFEKT PÅ SPISEADFÆRD

Overordnede formal med WP3 er:

At undersøge effekten af sensorisk kvalitet og produktinformation på **forbrugeres tilfredsstillelse, spiseadfærd og sensoriske ønsker (SSDs)**

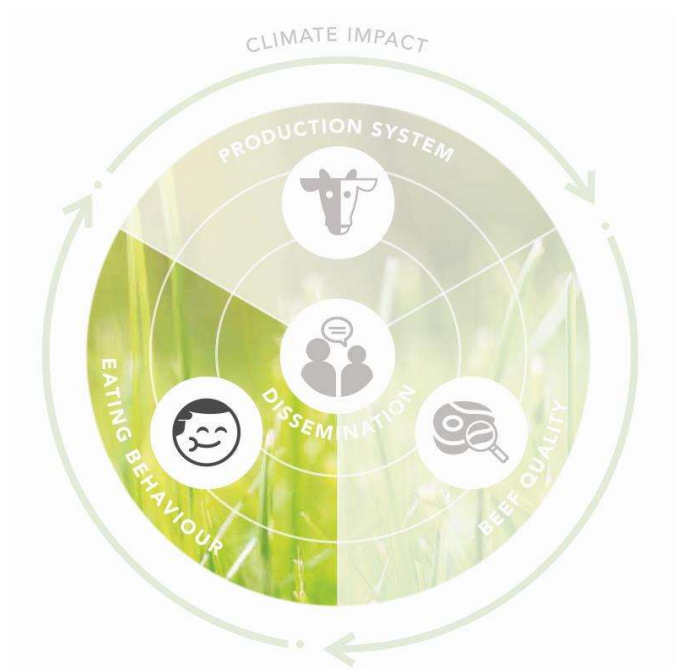
## Studier

1. Study of satisfaction, appetite and desires during beef intake

**Sigter mod at besvare:** Om høj kvalitet bringer hurtigere mæthed, højere sensorisk tilfredsstillelse, lavere niveau af ønsker efter måltidet og højere velvære? + the effekten af 'story-telling'

2. Study of eating behaviour after beef intake

**Sigter mod at besvare :** Om høj kvalitet ændrer spiseadfærd efter måltidet?



TAK FOR OPMÆRKSOMHEDEN



Mælkeafgiftsfonden

