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## Abstract

This paper reports the findings from two exploratory case studies of retailer-led quality assurance schemes (QAS) for beef in Germany and Italy. The focus is on the potential for QAS to reduce the risks associated with fresh beef, as perceived by consumers. Results of two consumer surveys are reported, which suggest that QAS have the potential to reduce perceived risk and increase consumer confidence in specific fresh beef products, but that considerable scope remains for improving the communication of QAS, in order that specific scheme objectives are clearly understood by consumers.



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