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## Factors Affecting Flavour, Taste and Colour of Meat - Volume II

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### Message from the Guest Editors

Dear Colleagues,

Meat demand and consumption are very high in most countries, mainly because it is a high-value product in the human diet greatly prized by the consumer. The meat purchasing decision of consumers is influenced by the sensory characteristics of the meat, and they prefer tender meat and meat products with natural taste and flavour. Colour is also an important and perceptible meat sensory attribute that influences the initial and final quality judgment by consumers before and after purchasing a meat product. These sensory traits depend on several intrinsic and extrinsic factors, such as species, genotype, nutrition, age, antemortem and postmortem treatment, slaughter procedure, storage conditions, and ageing time, although not all of the factors affect all of the cues. It has long been recognized that the sensory attributes of meat are important for consumer acceptability. Therefore, a systematic and comprehensive analysis of these factors will be of great help and promotion to meat and meat products, as well as the food industry.

Prof. Dr. Xiufang Xia

Dr. Fangfei Li

Guest Editors



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# Special Issue



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## Message from the Editor-in-Chief

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