



# WEFTA 2010



40<sup>th</sup> Wefta Annual Meeting, 4-7 October 2010, Izmir, Turkey

*Seafood: Getting most, serving best...*

## Abstract Submission Form

Please send complete form by **May 14<sup>th</sup>, 2010** to the  
**WEFTA 2010 Organizing Secretariat** at:  
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First Name:		E-mail:	
<b>Sessions</b>			
Preference for Short Oral/Long Oral Presentation (Final decision is made by Conference Scientific Committee)			
<input type="checkbox"/>	Short Oral Presentation		
<input checked="" type="checkbox"/>	Long Oral Presentation		

<b>Abstract (200-400 words)</b>
<b>Title :</b> Prediction of consumer preferences by use of microbial methods
<p><b>Abstract:</b> Introduction: The aim of the project "Consumer preferences of fresh fish quality" was to verify different methods that detect fresh fish quality and how they correlate to consumer preferences. Among these methods are microbiological analyses, both traditional methods and a rapid method.</p> <p><b>Materials and methods:</b> Atlantic cod (<i>Gadus morhua</i>) were wild caught and the fillets were stored at either 0°C or 4°C for up to 15 days. The first four days the fish was stored at 0°C for both temperature treatments. Each of the nine different test groups consisted of five fillets. All the fillets were analysed at the same time. The traditional microbial methods constituted of plate count methods of total viable count (Iron agar Lyngby), sulphide producing bacteria (SPB, black colonies on Iron agar Lyngby) and <i>Pseudomonas</i> (CFC agar). The rapid method (Colifast FAST, Colifast, Norway) detects the level of sulphide producing bacteria.</p> <p>240 consumers tasted samples of varying storage conditions (six of the nine treatments) and gave their scores for liking. Sensory profiling of all the nine test groups was performed by a sensory panel of 10 trained assessors.</p> <p><b>Results:</b> Preliminary results showed a higher correlation between the total viable count and the consumer preferences than the other microbial methods tested. Colifast FAST method had the lowest predictability of consumer liking. <i>Pseudomonas</i>' predictability was close to that of total viable count, however not as high. Prediction of consumer's liking from sulphide producing bacteria (plate count) was lower than those of total variable count and <i>Pseudomonas</i>, but higher than Colifast.</p> <p>The project was financed by The Fishery and Aquaculture Industry Research Fund (FHF) in Norway and managed by The Norwegian Seafood Association (NSL).</p>



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Keywords: microbial methods, consumer preferences, quality, Atlantic cod

### Session topics

Please indicate under which topic you would like to give your presentation.

- Innovative technologies, future trends in seafood science and technology
- Processing
- Total quality management of seafood
- Human health and seafood
- Products from aquaculture

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