题目：　延安地区大众对于酱卤制品的购买状况调查

摘　要

酱卤肉制品和酱腌菜都是中国传统食物。其味道醇厚，香气独特，深受人民喜爱。但大多酱卤制品生产企业仍采用传统的加工工艺和小作坊式的生产方式，在酱卤过程中存在一些安全隐患，如亚硝酸盐等，因此不能满足人们对于食品营养价值和安全性的要求。本文设计了一份有关大众对于酱卤肉制品及酱腌菜的消费态度问卷，以期了解陕西延安地区人们对于此类食品的认知状况。问卷内容包括被调查者的身份、购买状况、态度及看法等方面，共回收有效问卷 232 份。对回收问卷的结果进行分析，得出大众选择酱卤肉制品和酱腌菜的原因主要是其口感、风味和便捷的特点，但对于其添加剂、原材料质量和微生物的担忧也一直存在。通过问卷结果和相关文献的查阅，通过对酱卤肉制品和酱腌菜加工方式和新技术的阐述使大众的一些看法改观，例如食品添加剂的使用并不完全有害；使企业能够从消费者的角度全面看待问题，有针对性的作出改进，使酱卤肉制品和酱腌菜行业发展的更好。

关键词：酱卤肉制品，酱腌菜，消费观

Abstract

Marinated meat products and pickles are traditional Chinese food. It has a mellow taste and unique fragrance, which is deeply loved by the people.However, most enterprises still adopt the traditional processing technology and small workshop production mode, in the process of sauce and brine, there are some hidden dangers, such as nitrite, which can not meet people's requirements for the nutritional value and safety of food.In this paper, we designed a questionnaire about the public's attitude towards the consumption of marinated meat products and pickles, in order to understand the people's cognition of this kind of food in Yan'an area of Shaanxi Province.157 valid questionnaires were collected.Through the analysis of the results of the questionnaire, it is concluded that the main reason for the public to choose marinated meat products and pickles is their taste, flavor and convenience, but there are still concerns about their additives, raw material quality and microorganisms.Based on the results of the questionnaire and related literature, and through the elaboration of the processing methods and new technologies of marinated meat products and pickles, some opinions of the public will be improved, such as the use of food additives is not completely harmful; enterprises will be able to look at the problem from the perspective of consumers, and make targeted improvements, so that the development of marinated meat products and pickle industry is better.

Keywords: Marinated meat products with sauce，Pickled vegetables，Consumption concept

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