

## **Concerns Over Production Process: Scale Development and Validation of Beef in Brazil**

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### **Resumo**

Food seals and certifications of origin are valued by consumers. Studies show that knowledge and concerns about them vary by individual, are multidimensional, and are not a desirable indicator of good food choice. There is scarce literature on scales that measure dimensions related to consumer concerns regarding production processes. This limitation has been suggested in previous studies too. Thus, we propose a concern over the production process (CPP) scale using beef production as our subject due to its relevance in Brazil. We thus deal with high levels of consumption, recent food safety scandals, and the discussion of sustainability in production. We derive our concept based on the results of a bibliographic review, an interview with experts, and two consumer focus groups. To empirically test the scale, 725 frequent beef meat consumers were interviewed. Statistics tests and purification yield a final scale with 18 items and 6 latent variables: animal welfare, traceability, social responsibility, environmental responsibility, and sanitation in slaughterhouses. New research avenues are suggested to test CPP in other cultural contexts and with different groups of consumers and food types.

