

PATTERN OF MEAT CONSUMPTION IN CHIKKABALLAPUR DISTRICT OF KARNATAKA: AN ANALYSIS

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Abstract: A study was undertaken with the objective to identify the meat consumption pattern and preference in people of Chikkaballapur district of the state of Karnataka. The study was carried out through an ex post facto research design. Respondents (120) are selected through random sampling in Chikkaballapur district of Karnataka and the data were collected through personal interview method. The study revealed that the majority of people were prefer to consume meat during winter (55.80%) followed by rainy season (35%) and only 9.20% of people prefer meat in summer. With respect to type of meat preferred to consume irrespective of seasons by the people of Chikkaballapur district was majority chicken (45%) followed by mutton (32.5%), pork (15.8%) and fish (6.7%) and the type of meat preferred to consume in winter season was majority chicken (50%) followed by mutton (34.2%), pork (10.8%) and fish (5%). The findings of the study revealed that pattern of meat consumption is not same throughout the year and chicken and mutton is more preferred meat by the people of this district. Therefore livestock farmers, market agencies and extension organizations should take into account preference of meat consumption behavior of people in popularizing the specific species farming suited to that locality.

Keywords: Meat, Consumption, and Seasonal wise variation.

Introduction

Animal Husbandry is playing a pivotal role in the Indian economy by contributing by about 4.11 % (2014-2015) of Indian GDP. The Contribution to GDP mainly depends on the production and productivity of the animal and consequent utilization of the products by the consumers. Livestock products not only provide high value protein but are also important source of a wide range of essential micronutrients; in particular minerals such as iron and zinc and vitamins such as Vitamin A. Wide geographic and seasonal variations play an important role in meat consumption pattern of the people. There is considerable seasonality associated with meat consumption for each geographic region based on religious beliefs, weather conditions and festivities. The culture, traditions, customs, taboos are influencing the

consumption of meat, especially in Indian rural societies. The specific meat consumption pattern will be of much use in planning the location specific and species based animal farming. With this background, the present study was formulated with the objective to identify the meat consumption patterns of rural population in a typical Indian society.

Materials and Methods

The present study was carried out to analyse the seasonal wise variation in consumption of meat in rural people of Chikkaballapur district of Karnataka through an ex-post facto research design. 120 rural people consuming meat were randomly selected for the study and the data were collected through personal interview method and subjected to appropriate statistical analysis like frequency and percentage.

Results and Discussion

General profile of respondents

The statistical analyses revealed that majority of the respondents were young aged (21-35), had the family size of 90% with nuclear families and land size of 2-5 acres. Most of the respondents had education up to high school (50.0%). Among the total respondents, 62.0% were agricultural farmers, 30.0% were employees and remaining respondents had animal husbandry as their major occupation. The average annual income of respondents 76% are income less than 5 lakh.

Table 1. Seasonal wise variation in consumption of meat by the rural people of Chikkaballapur district of Karnataka

Seasons	Frequency (n = 120)	Percentage (%)
Winter	67	55.80
Rainy	42	35
Summer	11	9.2

The data in Table 1 reveals that the majority of people were consuming more meat during winter (55.8%) followed by rainy season (35%) and only 9.2% of people prefer meat in summer. More consumption of meat was noticed during winter and rainy season due to cool weather and the spicy nature of meat preparations. Season also played an important role in the consumption of meat, hence the livestock farmers plan accordingly to market demand. The traditions, customs and religious sentiments were also hindering the rural people from regular meat consumption, even though it is available at affordable prices. Similar results were reported by N.V. Kavithaa, N. Vimal Rajkumar and C.M. Sree Lakshmi (2014) in erode

district of Tamilnadu and D Thammi Raju and M V A N Suryanarayana (2010) in Prakasam district of Andhra Pradesh

Table 2. The meat consumption patterns of rural people of Chikkaballapur district of Karnataka irrespective of seasons.

Meat preferred	Frequency (n=120)	Percentage (%)
Chicken	54	45
Mutton	39	32.5
Pork	19	15.8
Fish	08	6.7

The meat consumption patterns of rural people of Chikkaballapur district of Karnataka (Table 3) revealed that the most preferred meat was chicken (45.0%), followed by mutton (32.5%), pork (15.8%) and fish (6.7%). The reason for the highest preference of chicken might be due to the low cost when compared to other meat. Mutton is preferred next to chicken might be because the area have more sheep population and the taste of the mutton. The lowest preference of fish might be due to availability of fish in the area because of few number of water bodies in that area. The livestock farmers, marketing agencies and government organizations should take a lead in establishing suitable marketing facilities to the livestock and poultry farmers to market their products on the preference of the meat consumers.

Table 3. Type of Meat Preferred by the people of Chikkaballapur district during winter season

Type of meat	Frequency (n=120)	Percentage (%)
Chicken	60	50
Mutton	41	34.2
Pork	13	10.8
Fish	6	5

Type of meat consumed by the rural people of Chikkaballapur district of Karnataka during winter season was presented in Table 2. It revealed that most of the people preferred chicken during winter season (50%) followed by mutton (34.2%), pork (10.8%) and fish (5%).

Conclusions

The livestock farmers, market agencies and extension organizations should take into account the various determinants such as preferences, choices, sentiments that are influencing the meat consumption behavior of people in popularizing the specific species farming suited to that locality.

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