

**A STUDY ON HOUSEHOLD MEAT
CONSUMPTION PATTERN IN SRI LANKA**

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by

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Abstract

Poultry industry in Sri Lanka has grown over the past three decades. Per capita availability of chicken meat has increased up to 7.09 kg/ person per year in 2013. Thus meat industry has remarkably been growing. This study was carried out to identify the different meat consumption pattern in Sri Lankan house holders. 1160 householders were selected and conducted a survey research throughout the country in 10 districts and one municipal area. Conceptual choice for food model selected as the research designed and designed the questionnaire according to its factors (social, ideals, health and nutrition, personal, monetary, etc.). Pilot survey was conducted before carried out the research to check the suitability of the questioner. Sample included urban, rural and estate sector and different religious group consisted with different education level. Simple Random sampling method used for sample design and selected Jaffna, Ampara, Polonnaruwa, Rathnepura, Galle, Colombo, Kurunegala, Kandy, Nuwaraeliya, Badulla and Negambo municipal. Through the survey resulted 98.65% responders preferred to eat chicken as their first choice of meat. About 17.17% of responders gave their 2nd priority for beef, and priorities for mutton and pork were 16.78%, 14.74% respectively among the meat consuming sample. Among the meat consumers major food consumption determinant was nutrition factors. 72% of responders preferred to eat white meat over than red meat. Many (54%) responders preferred to eat free rearing animals meat over farm rearing animals. Nutrition, Financial capability, religious concerns and preference of responders were the priority determinants that influenced the purchasing behavior of meat and meat products. Many Buddhists preferred to eat chicken and avoid from eating other meat. Some responders preferred mutton and pork. Many Buddhists avoided from eating beef and few responders preferred to eat other meat. Many Hindus preferred to eat chicken and mutton. They had less preferred to eat pork and avoid from eating beef. In the regression analysis for factors in the model, social, ideals, monetary, health and nutrition, resources, personal and convenience were significant ($p < 0.050$). And can be concluded to have an effect for meat consumption. As a result of this survey average monthly household meat consumption was about 4.02 kg per house per month.

Key words: Meat consumption, Meat quality, Socio demographic factors