

Exploring the Demand for Microlivestock Products in Galle District

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Demand for food of animal origin is growing faster than production due to improved health education, higher per capita income, and increasing in the tourist industry in the country. Microlivestock species are an important source of animal protein as a result of the rapid increase in the human population. The purpose of this study was to analyze the contemporary demand and awareness of microlivestock products in Galle district during November and December 2019. Data were collected from 100 foreigners and 65 hotels (3-star and above) by using stratified and simple random sampling techniques. A pre-tested questionnaire was given to both parties and collected data were analysed using descriptive statistical methods. According to the study, most of the tourists and local consumers preferred to have turkey meat (31%) and followed by duck (25%), rabbit (16%), geese (15%), and quail (13%) meat respectively. Among them, 25% preferred to have quail eggs and 23% for duck eggs. The study further revealed that the total of microlivestock meat (turkey - 1139 kg, duck - 634 kg, rabbit – 97 kg, quail - 22 kg) and egg (quail - 7050) were consumed in the selected hotels during the period. 58% of hotels preferred to purchase microlivestock products from near farms. The majority of consumers preferred to eat the meat of geese and turkey, quail eggs, duck meat, and eggs while rabbits as pets. The study concluded that there was an adequate awareness related to microlivestock products within the Galle district, but lack of availability of microlivestock products in the Galle area was a problem. Therefore, there is a potential for expanding the microlivestock industry in the district with proper guidance.

Key words: Microlivestock, Demand, Awareness, Galle district