

Determination of Meat and Meat Products Consumption Pattern of AIL Students in Uva Province

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The factors affecting purchasing and consumption of meat are diverse and complex. The objective of this study was to identify different meat and meat products consumption patterns of AIL students in Uva province. A total of 58 schools were selected from Uva province. Pre-tested structured questionnaires were used to collect information from 1231 randomly selected students. Body Mass Index was calculated to detect the malnutrition condition of students. Collected data was analyzed using Microsoft Excel 2013 and Minitab 16. According to results, 85% respondents consumed at least one type of meat. Ninety percent of the participants consumed meat mainly at home. Among non-meat consumers, 48.39% had malnutrition condition. The religious believes (26.18%), allergies (15.71%) and antipathy for killing animals (46.07%) were the most popular reasons for not consuming meat. The most preferred meat types were chicken followed by beef, pork, and mutton, respectively. Among the processed meat types, most of students (57.52%) consume sausages and 4.35% of students consume meat balls. A total of 28.82% students consume both meat balls and sausages. There was a significant correlation between the meat consumption and malnutrition. In addition, a significant correlation between meat consumption and sex, religion, income level and living place (urban or rural) were observed, but not with education level and occupation. Type of meat, price, and nutrition were the priority determinants that influenced the purchasing behavior of meat and meat products. It can be concluded that the meat and meat product consumption of A/L students in Uva province of Sri Lanka should be increased to reduce malnutrition and that awareness on processed meat products and different meat types should be increased.

Key words: Body Mass Index, Consumption, Malnutrition, Meat, Uva Province