

A STUDY ON THE SEASONWISE VARIATION IN CONSUMPTION BEHAVIOUR OF MEAT IN ERODE DISTRICT OF TAMILNADU

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Abstract: The present study analyses the seasonal wise variation in consumption of meat in Erode District of Tamilnadu. Sixty rural people consuming meat were randomly selected for the study and the data were collected through personal interview method. It was found that the majority of people were consuming more meat during winter (53.33%) followed by rainy season (35%) and only 11.66% of people prefer meat in summer. With respect to the type of meat consumed by the rural people during winter season, most of the rural people preferred chicken (56.25%) followed by mutton (34.38%), fish (6.25%) and pork (3.13%).

Keywords: Seasonal wise variation, meat consumption and livestock farmers.

Introduction

Animal Husbandry is playing a pivotal role in the Indian economy by contributing by about 3.9% 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. Jagadeesh et al (2010). Meat and its products are the part of staple diet of many Indian families. Quality, freshness and hygiene were the key determinants for consumer's preference of meat. 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. Tamil month of 'Puratassi' in Sep-Oct and 'Sabarimala Pilgrimage' in Dec-Jan results in decline in meat consumption in Tamil Nadu.

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Materials and Methods

The present study was carried out to analyse the seasonal wise variation in consumption of meat in Erode District of Tamilnadu. Sixty 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.

Results and Discussion

The seasonal wise variation in consumption of meat by the rural people of Erode District of Tamilnadu were presented in Table 1.

Table 1. Seasonal wise variation in consumption of meat by the rural people of Erode District of Tamilnadu

Seasons	Frequency (n = 60)	Percentage
Summer	7	11.66
Winter	32	53.33
Rainy	21	35.00

The data in Table 1 reveals that the majority of people were consuming more meat during winter (53.33%) followed by rainy season (35%) and only 11.66% of rural 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 may not cause any digestive disturbances. The season also played an important role in the consumption of meat. The traditions, customs and religious sentiments were hindering the rural people from regular meat consumption, even though it is regularly available at affordable prices. Similar results were reported by Thammi Raju and Suryanarayana (2005) and Reddy and Raju (2010).

Table 2. Type of Meat Preferred by the rural people of Erode District of Tamilnadu during winter season

Type of meat	Frequency	Percentage
Chicken	18	56.25
Mutton	11	34.38
Fish	2	6.25
Pork	1	3.13

Type of meat consumed by the rural people of Erode District of Tamilnadu during winter season were presented in Table2. It revealed that most of the rural people preferred chicken during winter season (56.25%) followed by mutton (34.38%), fish (6.25%) and pork (3.13%). The reason for the highest preference of chicken meat during winter season might be due to its taste and low cost when compared to other meat. Also another reason for the decline in price of chicken might be due to the high meat production and the low consumption due to 'Puratassi' and 'Sabarimala Pilgrimage' in Dec-Jan. This inturns decline the price of chicken meat during winter month. The lowest preference of pork might be due to religious sentiments and taboos. 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 rural meat consumers.

Conclusion

Marketing agencies should consider the seasonal wise variation in consumption of meat by the rural people and formulate the marketing strategies on the basis of the need of the rural people.

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