

Impact of family income on consumption of Livestock products at Kalpetta, Kerala

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Abstract

A study was conducted to find out whether the frequency of consumption of different livestock products is related to income of families in Kalpetta Municipality of Wayanad district, Kerala. The families were grouped into five based on income. Data were collected using a questionnaire and were analysed statistically by Chi square test. The results showed that there is significant association between family income and their consumption of most of the milk products, egg and meat products.

Keywords: Livestock products, family income, consumption, survey.

Introduction

The accessibility to livestock products is often confined to those belonging to the higher strata of the economic spectrum and the frequency of consumption of these products increase with income. Animal Source Foods (ASFs) are guaranteed sources of high quality proteins and bioavailable essential micronutrients. The consumption of animal products in India is on the rise and the frequency of consumption depends on income. The availability of ASFs among the people across the globe is highly uneven. Vulnerable segments of the population with particularly high micronutrient requirements, such as young children, pregnant and lactating women often receive less than their share of ASFs because of lack of access or inadequate allocation within the household. At the same time, other groups are consuming large amounts of ASFs and thus excessive amounts of saturated fats, which pose significant health risks. The challenge now lies in making ASFs available to poor people while not promoting excessive consumption. (Catelo, 2006). Growth in consumption of dairy products observed currently is mainly driven by growth in income in developing countries, particularly Asia and East Europe. (Hindu Business Line, March 22, 2008). In India production of meat & meat products shows steady growth rate of 4% p.a. There is enough scope for improvement in per capita consumption of livestock products.

The objective of present study was to analyse the impact of family income on the consumption of livestock products among the people of Kalpetta, Headquarters of Wayanad District, Kerala.

Materials and methods

The survey was performed among 587 families spread over 11 Municipal wards of Kalpetta Municipality. Trained student volunteers of College of Veterinary & Animal Sciences, Pookot, Wayanad conducted the survey and two volunteers were allotted to each ward. A questionnaire was prepared in consultation with the expert faculty members of the College of Veterinary & Animal Sciences, Pookot, Wayanad. The survey was conducted by a personal interview with the members of each family. As far as possible diverse families based on religion, income and food habits were included in each ward. Based on the income, the families were grouped into five as shown in Table 1.

Table-1. Classification of families based on income

Group	Monthly Income	No. of families
Group I	below Rs.2000	72
Group II	Rs.2000 to Rs.5000	171
Group III	Rs.5000 to Rs.10000	184
Group IV	above Rs.10000	163
Total		587

Statistical analysis: Information collected was sorted based on the income and frequency of consumption of livestock products. The data were statistically

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analysed by chi square test.(Snedecor and Cochran, 1994).

Results and Discussion

Results indicated that there was high significant association between frequency of consumption of milk and family income in groups II, III and IV (χ^2 value=99.06). This finding agrees with reports from Kenya where milk consumption increases with family income in the rural and urban areas (DFID,UK,1999). Consumption of tea/coffee had no association with family income since tea/coffee consumption is a common habit among all economic strata.

Highly significant association was noted between frequency of consumption of curd and family income in groups II, III and IV (χ^2 value=101.47). Similar studies in Bangladesh showed that the curd consumption had significant association with income, especially in the Municipal areas (Roy et al,2002). Consumption of butter was rare in almost all income groups, but the daily consumption of butter is related to income. Akbay (2006) conducted surveys in the rural households in Turkey and opined that while butter was consumed across all income groups, rate of consumption was higher in rich households. Monthly consumption of ghee showed significant association with income of families(χ^2 value=151.85). Findings of Roy et al(2002) from Bangladesh fully agrees with this observation.

There was no significant association between icecream consumption and family income. Children are major consumers of icecream and parents may purchase this delicacy irrespective of their affluence. Consumption of paneer is very much limited. This can be attributed to the lack of awareness and high price. Payasam being a popular, traditional milk dessert of Kerala, its frequency of consumption was very high. However, there was significant association between weekly or fortnightly consumption of payasam and family income(χ^2 value=38.03). Most of the families did not prepare milk product based curries and there is no association with income. This may be because coconut milk is the preferred ingredient in curries among Keralites.

The findings of Goswami (1994) and Gupta etal (1995) fully supports the results of this survey in that milk and milk product consumption was significantly associated with family income in most of the cases. According to surveys conducted by NSSO, there is a 60 per cent increase in the egg consumption in rural areas of India.(Indian Express,May 8, 2008).

In this study, it was found that consumption of egg preparations increased with family income. This finding confirms the report of Iddamalgoda et al.(2001) that decline in egg consumption in western countries paralleled with its increase in Asian countries due to

the growth in disposable income, increase in purchasing power and change in food habits.

In the case of meat curries/fries there was a significant association between frequency of consumption and family income(χ^2 value=35.38). Weekly consumption of meat was affordable only by high income families. In the case of meat cutlet significant association was found between its consumption and family income (χ^2 value=40.40). As in the case of paneer, most of the families were unaware of sausage and its consumption was restricted to a few families who were in the high income group. According to Akbay(2006), in rural Turkey level of consumption of red meat was 65.2% among high income group while it was only 26% for poor. One of the important factors influencing purchase of meat was price in Czech Republic according Kubièková and Serhantová.(2005).

The results of this study strongly suggest that improvement in family income of rural poor will definitely enhance the consumption of livestock products, which will improve their nutritional status. Consumption pattern of ASF not only depend on family income but also on prices and availability of the products, religion, social status and cultural background of consumers. Further studies are required to find out how these factors are affecting the pattern of meat consumption in our country.

Acknowledgement

Authors are thankful to Associate Dean, College of Veterinary & Animal sciences, Pookot, Wayanad, for his kind encouragement and help for this study. Thanks are also due to Municipality of Kalpetta for permitting the survey. The assistance rendered by students of the College is gratefully acknowledged.

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