



Carabeef Consumption Pattern in Srinagar city of Jammu & Kashmir

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ABSTRACT

Meat consumption has a tremendous regional impact that ranges from local to global. Due to high affordability, carabeef is the second most consumed animal protein in India after chicken. Srinagar has a human population of diverse socio-economic background. As such it provided the ideal situation for the study with no previous attempt made by anyone in this regard. The present study was carried out in all thirty-five (35) administrative wards of Srinagar city. Seven households were randomly selected from each ward making a total of two hundred and forty-five (245) respondent families in all. Variables based on different aspects of consumption behaviour towards Carabeef were incorporated into the questionnaire developed for the study. The major findings of the study revealed that majority of the households were nuclear families with most of them having business as their main occupation and average annual income of Rs.409665/-. Carabeef was not preferred much in Srinagar city as just 39.59 per cent consumed it with an average monthly consumption of 0.95 kg per consuming household. Family tradition behind its non-uptake turned out to be major reason for such selective preference. However, among those respondents who preferred the said meat claimed its higher affordability as main reason behind its consumption and all invariably purchased buffalo meat from local retail shops with an average monthly expenditure of Rs 284/-. Among the various socio-economic variables family income and family type (nuclear families) was found to be negatively and highly influenced with preference for Carabeef consumption. Thus, consumer's preference with regard to Buffalo meat consumption is essential to be incorporated while planning for the sector especially in context to large animal- based entrepreneurship.

Key Words: Affordability, Consumption pattern, Carabeef, Households, Srinagar city.

INTRODUCTION

Livestock and its products are considered important source of income for the farmers and rural masses. It has been estimated to support the livelihood of about 70 percent of the rural poor in India, thereby making Animal Husbandry an important subsidiary occupation of the farmers and flourishing economy of the country (Ali, 2007). Among all livestock products, meat is one of the central elements in the daily diet of large proportion

of society and is regarded as a valuable food from nutritional perspective. Carabeef (meat of the water buffalo) is considered as healthiest meat among red meats because of its low calories and cholesterol. In India the buffalo, apart from providing milk, plays a significant role in improving the national economy Khan *et al* (2016). Despite of prohibition on cattle slaughter in many states in India, these regulations have only had a minor impact on the carabeef trade. It contributes about 43 per cent of the world buffalo

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meat production. In fact, share of buffalo meat (13.48lakh MT) is highest in export followed by poultry, sheep and goat, processed meat and animal casing (GOI 2017-18).

Due to high affordability, carabeef is the second most consumed animal protein in India after chicken, but consumption levels remain low due to the limited consumption amongst the majority of Hindu community. This distinction can be attributed to our 2000-year-old tradition of vegetarianism and even the non-vegetarian population generally eats less buffalo meat. However, like all old culture,

vegetarianism is changing as well. The demand for meat is expected to grow faster in India with increase in slaughter of buffalo for domestic consumption in some major meat producing states Khan *et al* (2016). Jammu and Kashmir is an Indian agrarian region that has its own distant and cultural ethos with Srinagar district having human population of diverse socio-economic background. As such it provides ideal situation for the study of trends on buffalo meat consumption in this part of the region. Further no such study on consumer behaviour towards buffalo meat consumption in this district

Table 1. Distribution of respondents as per their socio-economic characteristics

Socio economic variable	Zones				Total=245
	Zone I	Zone II	Zone III	Zone IV	
Religion					
Muslims	54 (96.43)	63(100)	54 (96.43)	59 (84.29)	230 (93.87)
Hindus	2 (3.57)	0 (0.00)	2 (3.57)	0 (0.00)	4 (1.64)
Sikhs	0(0.00)	0(0.00)	0(0.00)	11(15.71)	11 (4.49)
Family type					
Joint	24 (42.86)	26 (41.27)	24 (42.86)	24 (34.29)	98 (40.00)
Nuclear	32 (57.14)	37 (58.73)	32 (57.14)	46 (65.71)	147 (60.00)
Family size (in no's)					
Small (2-4)	21 (37.50)	27 (42.86)	25 (44.64)	23 (32.86)	96 (39.18)
Medium (5-7)	32 (57.14)	31(49.21)	27 (48.21)	43 (61.43)	133 (54.29)
Large (8 & above)	3 (5.36)	5 (7.94)	4 (7.14)	4 (5.71)	16 (6.53)
Mean± SD	4.94±1.60	5.06±2.01	4.94±1.66	5.07±1.03	5.01±1.64
Primary family occupation					
Agricultural farming	2 (3.57)	3 (4.76)	0 (0.00)	4 (5.71)	9 (3.67)
Business	29 (51.79)	31 (49.20)	28 (50.00)	21(30.00)	109 (44.49)
Govt. service	18 (32.14)	22 (34.92)	20 (35.71)	39 (55.71)	99 (40.41)
Caste occupation	4 (7.14)	4 (6.35)	5 (8.93)	2 (2.86)	15 (6.12)
Others	3 (5.36)	3 (4.76)	3 (5.36)	4 (5.71)	13 (5.31)
Average annual income (Rs)					
Less (up to 3.6 lakh)	25 (44.64)	24 (38.10)	24 (42.86)	21 (30.00)	94 (38.37)
Moderate (3.6-6.6 lakh)	17 (30.36)	31 (49.21)	23 (41.07)	35 (50.00)	106 (43.27)
High (> 6.6 lakh)	14 (25.00)	8 (12.70)	9 (16.07)	14 (20.00)	45 (18.38)
Mean± SD	411642.85 ± 263164.82	396952.38± 221419.13	391928.57± 250350.72	433714.28± 229594.29	409665.30± 239548.69

(Figures in parenthesis indicate percentage)

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Table 2. Distribution of households as per their preference for meat consumption of Buffalo.

i. Preference for Buffalo meat consumption at household level					
Meat types	Highly preferred	Preferred	Least preferred	Don't consume	Overall consumption
Carabeef (N=245)	0 (0.00)	20 (8.16)	77 (3.14)	148 (60.41)	97 (39.59)
ii. Average frequency of Buffalo meat consumption among consuming households					
Meat types	Daily-Alternate days	Once-Twice in a week	Once-Twice in a month	Rarely	
Carabeef (N=97)	0 (0.00)	3 (1.22)	42 (43.29)	52 (53.60)	
iii. Reason behind consumption of Buffalo meat among consuming households					
Meat types	Taste	Habituated	Affordable	Nutritious	Demand by children
Carabeef (N=97)	13 (13.40)	16 (16.49)	44 (45.36)	14 (14.43)	10 (10.30)
iv. Reason behind non consumption of Buffalo meat among non- consuming households					
Meat types	Religious sentiments	Taboo	Family tradition	Not good for health	Non availability
Carabeef (N=148)	15 (10.13)	48 (32.43)	64 (43.24)	8 (4.49)	13 (8.78)

(Figures in parenthesis indicate percentage)

has been attempted so far. The study of the scenario in this regard will help us to know about factors influencing carabeef preference and consumption. It will also help in planning of location specific large animal farming with better merchandise process.

MATERIALS AND METHODS

The present study was conducted in spring season of 2019 and it was purposively carried out in Srinagar District of Jammu & Kashmir region. As per Srinagar Municipal Corporation (SMC), the Srinagar city is divided into 2 divisions (right side and left side of river Jhelum), 4 zones (North, South, East, West) and 35 administrative wards. The East zone is divided into 8 wards, West zone into 8 wards, North into 9 wards and South into 10 wards. For the present study, all administrative wards (35) were covered as an extensive sampling pattern and from each selected administrative ward, 7 households were randomly selected for the study. Finally, from each household, one member

was selected and interviewed on various identified parameters, making total of 245 respondents.

RESULTS AND DISCUSSION

General profile of respondents

Majority of respondents (93.87%) who represented the households selected for the study (Table 1) were Muslims followed by Sikhs and Hindus. The results pertaining to religion were in line with the findings of Bafanda *et al* (2017) who found similar results in Jammu Division of J & K. They were living in nuclear families with average family member size of 5-7. More or less similar results were reported by Rajgopal and Ajithkumar (2014) in his area of study where they observed average family size of 5.9 as compared to 5.01 in present study. Businesses turned out to be their main occupation for earning their livelihood and were having medium annual income of Rupees 360001-650000 with an overall average income of Rs 409665±239548 per annum. More or less similar results were reported by Rao *et al* (2017).

Table 3. Distribution of households as per the correlation of the preference for consumption of Buffalo meat with their socio-economic profile

Spearman's rank correlation coefficient for household preference of Carabeef	Socio economic variable			
	Family type	Family size	Occupation	Income
Carabeef	-.214**	.230**	-.117	-.184**

*significant at 5% level of significance

**significant at 1% level of significance

Preference for meat consumption of Buffalo at household level

Different aspects of consumer's preference on Buffalo meat consumption are presented in Table 2. In this study, preference was measured on three-point continuum of highly preferred, preferred and least preferred categories and it was found that households in Srinagar had some inhibitions with its consumption as just about 39.59 percent have it as part of their diets. Majority (43.24%) of them had a family tradition as major reason behind its non- consumption. The families in general on whole were not much fond of the carabeef and its delicacies, thus a major chunk do not consume the said meat. Moreover, the findings of the study gives us glimpse about the fact that religious sentiments involved in carabeef consumption among Hindus and Sikhs were playing vital role in its aversion. Further, it was found that among the households that consume carabeef do not prefer it on routine basis and the main reason reported by most of families for its preference turned out to be higher affordability as perceived by them, since the average cost of carabeef is much lower than that of rest of the meat types like mutton, chevon etc.

Correlation of household preference for Buffalo meat consumption with its socio-economic variables

In this study, the relational analysis had been done through use of Spearman's Rank correlation for understanding the existing correlation pertinent socio-economic variables with consumption pattern of Buffalo meat among households (Table 3). It was

found that carabeef had a highly significant negative correlation with family type wherein the nuclear families have comparatively lesser preference for this meat type. As the cost of carabeef seem to have a certain definite role in these large extended families where budget is always a concern while dealing with consumption pattern on regular basis. On similar basis the family size was seen to be highly and positively correlated. Interestingly occupation had no significant on its consumption. Further, preference for carabeef was negatively and highly correlated with the income of meat consuming families. It can be suggested that any improvement in the economy of a family results in their reduction of expense on carabeef .

Place, quantity and expenditure on purchase of Buffalo meat by households in Srinagar

When asked about place of purchase of carabeef all the meat consuming households (Table 3) claimed that they prefer to purchase the said meat from the retail shops. This might be due to the fact that in Srinagar city there is very less number of super markets and no butcher/ retailers sell the meat from slaughter houses. Thus, all the respondents reported their carabeef purchase from retail outlets. Further, it was found that most of households purchased meat of Buffalo within a range of up to 5 kg/month with an average value of 0.95 kg/month which clearly indicates that the demand was very low in Srinagar city. Taboo associated with the consumption of carabeef was hindering its uptake besides family tradition. Most of people have perception that consumption of carabeef is against

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Table 4. Distribution of households as per their place, quantity and expenditure on purchase of Buffalo meat by households in Srinagar.

Buffalo meat (N=97)	i. Place of purchase for Buffalo meat by consuming households			
	Retail shops	Slaughter houses	Super market	Roadside hawkers
	97(100)	0 (0.00)	0 (0.00)	0 (0.00)
	ii. Average quantity of Buffalo meat purchased monthly (kg)			
	up to 5	5.1-10	>10	Mean ±SD (kg)
	97(100)	0 (0.00)	0 (0.00)	0.95± 0.61
	iii. Average monthly expenditure on Buffalo meat (Rs)			
	up to 1500	1501-3000	>3000	Mean± SD (Rs)
	97(100)	0 (0.00)	0 (0.00)	284.26± 183.91

(Figures in parenthesis indicate percentage)

their dignity status in society, thus avoid its uptake on whole. As far as average monthly expenditure of households on carabeef was considered, it turned out to be Rs 280/- where all the families that consumed the said meat spent up to Rs 1500/= on its uptake which also depicts its less demand in the study area.

CONCLUSION

The findings of this study indicated that overall consumption of carabeef in Srinagar city was low. It still faces serious socio-economic taboo and family tradition for its non-uptake. A fewer number of people that consumed the said meat preferred it for its higher affordability perceived by them. As we know, carabeef is relatively cheap source of protein for India's malnourished masses, mainly those cohorts who already have high incidence of anemia and malnutrition. So our authorities, leaders and municipalities need to re-orientate and enlighten people about the nutritional benefits and health implications of carabeef consumption. Further, the results in this study revealed that among various socio-economic variables family type (nuclear families) and income of meat consuming families were negatively and highly correlated with overall preference for carabeef consumption. Thus

consumer's preference with regard to buffalo meat consumption is essential to be incorporated while planning for the sector especially in context to large animal-based entrepreneurship.

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