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A CASE STUDY.....

A study on the consumption pattern of meat in a rural locality of North Kerala

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ABSTRACT..... A study was undertaken with the objective to identify the meat consumption patterns of the population in a rural locality of the state of Kerala. The study was carried out through an ex post facto research design. The data were collected through a pre-tested interview schedule from 80 households of 4 Gram Panchayats in Malappuram district of Kerala. All the respondents consumed at least one kind of animal product namely meat/fish/egg. The most preferred meat types were chicken followed by beef and chevon. Pork was preferred by none. The respondents valued taste over cost or availability. There was no significant relationship ($P < 0.05$) between the type of meat consumed and religion or with family income. The findings of the study revealed that the consumption of meat/ animal source foods is on a rise in the state. This necessitates stringent food safety and quality measures to cater for the increased consumer demand.

KEY WORDS..... Meat, Consumption pattern, Food safety

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