

A study of socio – economic status of poultry consumers in Hubli-Dharwad conglomeration of Karnataka

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ABSTRACT

The focus of the study was on Socio –Economic Status of Poultry Consumers in Hubli-Dharwad conglomeration of Karnataka. 90 consumers (60 house holds and 30 bulk consumers) were randomly selected from urban conglomeration area and post classified into four income groups, viz., IG (Income group I) for annual income of less than Rs 2,500, IG₂ for annual income of Rs 2,500-5,000, IG₃ for Rs 5,001-15,000 and IG₄ for income of more than Rs 15,000, primary data were collected with well-structured pre-tested schedules. The data collected were analysed by using simple averages and percentages from the results, it is evident that the amount of consumption of both chicken meat and eggs diminished during the period of bird flu attack in certain parts of the country.

Key words : Income group, Bird flu, Urban conglomeration, Poultry consumers

INTRODUCTION

Animal products are the traditional sources of food products consumed by man since pre-historic times. They provide not only the essential amino acids but also the minerals, fats and vitamins. Intake of animal foods is considered as a major determinant of iron status. The concept of modern balanced diet includes animal protein as a supplement to the vegetable proteins; the sources of animal foods include meat, milk, fish and eggs. Hundred gram of edible egg provide 13 gm protein, which makes up a quarter of the total proteins needed by moderately of all essential amino acids. The poultry Industry in India has emerged as the most dynamic and rapidly expanding segment of live stock economy as evident from the production level touching about 37 billion eggs and 791 numbers in million broilers with a compounded annual growth rate of 8 per cent and 16% per cent respectively. Today India is the fourth largest egg producer and eighth in broiler production in the world. Also India is one of the few countries to possess the technology for production of pathogen free eggs.

Poultry industry in total has a turnover of Euro 2330 million (year 2002) and the industry has set a target of achieving a total turnover of Euro 6400 million by 2005. States of Karnataka, Kerala, Tamil Nadu, Andhra Pradesh and western region of Maharashtra account for more than 56 per cent of total national egg production and 60 per cent of total broiler production in the country.

According to an estimate, while the human population in India is expected to rise from 1000 million in 2000 to 1200 million in 2010, the head count of poultry would go up from 800 million to 2556 million. It is based on the assumption that while the human population in India would rise at 2.0 per cent per annum during 2001-05 and 1.8 per cent during 2006-2010, the population of broiler will grow at 10 per cent per annum during 2001-05 and 8 per cent during 2006-2010 and that of layer would grow at 8 per cent during 2001-05 and 6 per cent during 2006-2010. The per capita consumption of broilers would go up from 920 grams in 2002-2003 to 2700 grams per annum in 2011-12. The per capita consumption of eggs would go up from 43 and 72 and broiler meat from 2.8 kg to 8.1 kg per annum. Hubli-Dharwad urban conglomeration is an important consumption center for poultry products. This urban group is composed of people with diverse socio-economic and cultural settings. Further people's outlooks here widely vary with respect to possible ill effects of certain external shocks in their surroundings, for example when bird flu disease had attached the poultry units in certain parts of the country. The consumers in this conglomeration were afraid of consuming poultry products though the region was vertically free from any incidence of bird flu. Thus one needs to analyse the nature of demand for poultry and its sensitivity to perceived dangerous from unforeseen events in poultry industry in this region with several poultry firms coming up in and

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