

Analysis of Factors Affecting Meat Demand in Michika Local Government Area of Adamawa State, Nigeria

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August 14, 2015 · Volume 1 - Issue 1

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Journal of Plant & Agricultural Research . 2015 Aug 14 [last modified: 2015 Aug 14]. Edition 1.

Abstract

Meat is an important component of the diet of people needed for a healthy living. This study basically analysed the factors affecting meat demand in Michika Local Government Area of Adamawa State, Nigeria. Primary data were used and collected from 148 randomly selected household heads using structured questionnaires. Multistage random sampling technique was employed in the selection of respondents. Descriptive statistics and multiple regression analysis were employed in analysis of the data. The results revealed that majority (74%) of the household heads were men and married, with an average household size of 8 persons. About 74% of them have attained some levels of formal education, 40% were farmers and they earn an average of ₦32,182.67 a month. Their meat sources were predominantly from cattle and poultry birds. The result of regression analysis revealed that family size, marital status, level of education and monthly income positively influences meat demand in the area. However, age was found to negatively affect meat demand. The coefficient of determination was 0.87 indicating that 87% of the variation in meat demand was explained by the variables used in the model. The study recommends that household heads diversify their income sources to increase the family's disposable income. Training programmes be organized for household heads on nutrition and dietetics to sensitize them on the nutritional diseases associated with protein deficiency.