



# The Role Of Pork In Consumer Productivity

**GANGADHAR L**

PhD Research Scholar

Department of Development studies

Kannada University, Hampi, Vidyaranya, Karnataka, India 583276

## Abstract

Pig production is thriving in India and the demand for pork is increasing, therefore offering potential for increased income from pig production and marketing. The consumers' preferences determine and potentially drive this demand but are largely unknown in the context of India. Pig as compared to other livestock species has a great potential to contribute to faster economic return to the farmers, because of certain inherent traits like high fecundity, better-feed conversion efficiency, early maturity and short generation interval. local production of feed should be ensured. It will also open up opportunities to feed companies and generation of employment. Infrastructure development will also help to reduce the rural-urban differentials, increase shelf-life and also it will improve the processing of meat.

## Introduction

Animal husbandry and livestock sectors are critical for rural livelihood and economic development of the country. India possesses one of the largest livestock wealth in the world and a quarter of the agricultural gross domestic product is contributed by the livestock sector. Among the livestock species, pig finds an important place as it being reared by socio-economically weaker sections of the society. Pig as compared to other livestock species has a great potential to contribute to faster economic return to the farmers, because of certain inherent traits like high fecundity, better-feed conversion efficiency, early maturity and short generation interval. Pig farming also requires small investment on buildings and equipments. It has immense potential to ensure nutritional and economic security for the weaker sections of the society.

## Objectives

1. A study on pig productivity possessing
2. A study on consumer values of pig meet in India
3. Pig population in India demography

## Materials and Methods

The study site was chosen based on the pig population and production practices. A total of four districts and producers 150 Consumer 130 were purposively selected and used in the study. Semi structured questionnaire was employed for data collection and supported with key informant group discussion. Different data were collected from both primary and secondary sources. The primary data included household characteristics of producers, major livestock holding, India Pig Population ,history of pig, Enhancing sustainability, Pork production, and Pork consumption and consumer problem these are study

### India Pig Population

The total livestock population consisting of Cattle, Buffalo, Sheep, Goat, pig, Horses & Ponies, Mules, Donkeys, Camels, Mithun and Yak in the country is 512.05 million numbers in 2012. The total livestock population has decreased by about 3.33% over the previous census.

As per Census data, there is a change in population of indigenous and crossbred/exotic pigs in India. The majority of the pig population in India is of indigenous breeds (76 percent) though population of cross-bred and exotic pigs increased by 12.7 percent from year 2003 to 2012. The trends shows that the major share of the pig population is indigenous pigs, the level of population was almost steady from 1992 census. However crossbred pigs were 14% in 1992 and reached to 23.86% in 2012.

### History of Pork

The History of Pork The pig dates back 40 million years to fossils, which indicates that wild pig-like animals roamed forests and swamps in Europe and Asia. By 4900 B.C., pigs were domesticated in China, and by 1500 B.C., they were being raised in Europe. On the insistence of Queen Isabella, Christopher Columbus took eight pigs on his voyage to Cuba in 1493. However, it is Hernando de Soto who could be dubbed “the father of the American pork industry.” The explorer landed with America’s first 13 pigs at Tampa Bay, Fla., in 1539. Native Americans reportedly became very fond of the taste of pork, resulting in some of the worst attacks on the de Soto expedition. By the time of de Soto’s death three years later, his pig herd had grown to 700 head, not including the ones his troops had consumed, those that ran away and became wild pigs (the ancestors of today’s feral pigs or razorbacks) and those given to the Native Americans to help keep peace.

### Pork production:

Pork production in India is limited, representing only 9% of the country’s animal protein sources. Production is concentrated mainly in the northeastern corner of the country and consists primarily of backyard and informal sector producers. According to 19th Livestock Census of India (2012), the total swine population, while small, has grown consistently over the past 50 years. However, in the most recent decade, the population has declined

to approximately 10 million head from a high of 14 million in 2003, as indicated by the 17th Livestock Census of India.

### **Present Pork Meat Production:**

The meat production in the country as per 2014-15 data was 6.6 million tons with a per capita availability of 4.94 kg. Of this, Pig contributed 9%. The total meat production in 2014- 15 by Pig was 464.11 thousand tons.

### **Processed Pork**

The Indian market for processed pork products is small, and the majority of this market is supplied through imports. Although there are some local companies which manufacture processed products such as sausages and bacon, quantities are limited and the industry is small. According to MoFPI, there are 3600 slaughter houses in India, although the majority of these facilities do not export. There is a small number of abattoirs in India which meet international standards. However, these facilities do not process pork meat.

### **Pork consumption:**

Indian pork consumption can be divided into two segments: The vast majority takes place in the informal sector in the form of locally raised fresh pork meat. This meat is not widely distributed in the organized retail sector. Given cultural perceptions and consumer perceptions about pork meat, consumption of fresh local meat is limited. to north eastern India where pork consumption is more prevalent.

The second segment of the pork market deals with high-value imported products. These products include cured meats such as sausages, ham, bacon and canned meat products, as well as small quantities of frozen meat. They are typically found in most leading Indian hotels catering to international business travellers and tourists. Additionally, there is demand for imported pork products amongst well-travelled Indian consumers and foreigners residing in India. Processed products such as sliced meats, hams, bacon and sausage can be found in specialty shops and high-end restaurants

In the next ten years, it is predicted that the total consumption of meat in India will double from its present numbers. As per capita income of individuals rises, they tend to spend on improving their lifestyle and food consumption habits. Pork consumption is negligible in India, with the exception of the north-east while it is a major item elsewhere. In the European Union, 42.6 kg pork is consumed per person every year, while in the US, 29.7 kgs are consumed. Pork is a staple for Chinese, and so over 35 kg are consumed per person per year. 1.7 Regional Pork Demand India's States and regions are diverse in terms of economic factors affecting food demand, including population, income, and urbanization.

North-East India: The eight states in North East India (Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura) are ethnically and culturally akin to South East Asia and are amongst the poorest in India with a much higher proportion of the population below the poverty line (35%) than the

national average (26%). For the majority tribal population, livestock keeping – especially pig keeping - is integral to their way of life in the NE Region.

There is a growing demand for pork due to increasing per capita income, urbanization and changes in lifestyle and food habits. Much of this demand is met from imports from other states in India and from Myanmar. North East India has much higher pork consumption than the rest of the country. Of these states, Nagaland has the highest per capita consumption. The tribal population in particular appears to consume more pork on average than other groups. Traders in both Assam and Nagaland reported that the demand for pork was increasing along with prices.

South India: Goa, Karnataka, Andhra Pradesh, Tamilnadu, Kerala, Bangalore -States are meat-eaters and small Christian sectors also consume pork. - Pork is a popular meat in Goa and the eastern states of India. - It is eaten by the Portuguese Christians in Goa. 1.7.3 Kolkata (West Bengal) - Community of immigrants and descendants; Chinese population of 7000. So the demand of pork meat is high.

### **What are reasons not to eat pork?**

The biggest constraint to eating more pork in both rural and urban areas is low income, as summarized by one rural farmer: “The rich eat more because they can eat whatever they want whenever they want, unlike the poor”. Other factors include religion or traditional beliefs; for instance followers of Islam, Seventh Day Adventists (who consider pork , Born Again Christians are not allowed to eat pork in accordance with their religious code. However, in the study these rules are not rigorously observed by all followers. Some of the women who do not eat pork claim that they were raised at times when women were denied pork because men believed that eating it makes women too strong and outspoken. Moreover, according to local tradition in Bellary, elderly women are not supposed to eat pork, chicken and red meat. Instead, they are given eggs, fish and even bone marrow as this is believed to keep them strong. partly because pigs may eat anything including faeces and snakes. Although considered very tasty, customers acknowledge that pork is not the healthiest food, especially if the fat layer is too thick, eating pork may cause heart disease. Pregnant women in some rural peoples should not eat pork because otherwise “the child might have a mouth like a pig”. Moreover, if the children are fed offal, they are said to potentially become dumb.

**Pork consumption assessment tools used by district**

Sireal nu	Districts'	Participatory rural assessments with producers		Participatory rural assessments with consumers	
		Number of group discussions	Number of participants	Number of group discussions	Number of participants
1	Bellary	45	5	26	6
2	Kopalha	36	4	35	8
3	Davanageri	39	6	42	9
4	Chitradurga	30	5	27	7
Total		150	20	130	30

Primary source on field work 2021

The findings in the following section represent collective views of groups of people, not individuals. In total, 150 smallholder pig farmers (75 men and 75 women) from 20 rural production sites as well as 30 consumers in Four Districts shared their thoughts that are presented in this report. The first section represents the views of the pig farmers as pork consumers, while the subsequent sections present opinions of consumers.

### Enhancing sustainability

Sustainability is a global concept which is classically considered along the three main pillars "Planet" (Environment), "Profit" (Economy) and "People" (Society). The investigated these three pillars separately, but it also conducted studies on the overall, integrated sustainability of pork production systems. The environmental load of pork products has gained increased attention among consumers and the society at large. In particular the impact of meat production/consumption on global warming is of considerable interest among consumers and consequently among actors in the food India

### Conclusion

Given the production, consumption pattern and demand supply gap of meat and fish it is a matter of concern to the policy makers and various stakeholders to look into meat and fish sector in a holistic way. It is particularly important to orient their export policies as many of them are the surplus meat can be marketed to nearby states having deficit production. The government of the meat-deficient states should push the production of the respective types of meat by providing incentives to livestock farmers so as to avoid loss to state exchequer while providing lucrative employment opportunities. local production of feed should be ensured. It will also open up opportunities to feed companies and generation of employment. Infrastructure development will also help to reduce the rural-urban differentials, increase shelf-life and also it will improve the processing of meat.

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