



# PROCEEDINGS OF THE 11<sup>th</sup> WORLD RABBIT CONGRESS

Qingdao (China) - June 15-18, 2016

ISSN 2308-1910

## Session Quality of products

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IN IBADAN METROPOLIS, NIGERIA.**

### Full text of the communication

*How to cite this paper :*

*Popoola M.A., Oseni S.O., Adetoro B.O., Makinde G.O., 2016 - Assessment of households' consumption of rabbit meat in Ibadan Metropolis, Nigeria. Proceedings 11th World Rabbit Congress - June 15-18, 2016 - Qingdao - China, 787-790.*



## ASSESSMENT OF HOUSEHOLDS' CONSUMPTION OF RABBIT MEAT IN IBADAN METROPOLIS, NIGERIA

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### ABSTRACT

A random survey was conducted to assess household rabbit meat consumption in Ibadan Metropolis. Structured interview schedule was used to obtain information from the two hundred and forty respondents. Data were collected from respondents on socio-economic characteristics, rabbit meat consumption pattern, constraints of rabbit meat consumption. Data collected were subjected to both descriptive and inferential statistics. The result shows that most of the respondents were within the age bracket of 18-25years, they were male, had attained tertiary educational level, they were married; most of them were traders and most of the respondents earned more than ₦20,000 as income. Respondents' predispositions toward rabbit meat were associated with gender; education; marital status and income of the respondents. Most of the respondents were not familiar with rabbit meat. Thus, there is need to coordinate activities that will facilitate commercial rabbit production, invest in agro-industries that deal with the value chain components of rabbitry and promote nutritional awareness of rabbit meat.

**Key words:** Awareness, constraints, consumption, meat, nutrition

### INTRODUCTION

The global food market is experiencing a lot of transformation and this is predominant in developing countries. These major transformations can be seen in the consumption pattern of animal food products which is influenced by increased income and improved living standards of large percentage of the populace living in the cities (Mensah *et al.*, 2014). Fast-growing livestock such as rabbits possess a number of features that might be of advantage in the small holder subsistence – type integrated farming in developing countries. In developing countries, rabbits emerge as low cost answer to the problems of hunger and under nutrition of the poor rural dwellers (FAO, 2000). Rabbits are unique among small animals for food and commerce. In many developing countries including Nigeria, rabbit is reared purposely to achieve protein self-sufficiency for home.

In Nigeria, rabbit production is left in the hands of children and small scale producers; this renders the enterprise to be of less economic importance. Rabbits are a quick-breeding source of low-fat, high-protein meat which has long been enjoyed as food by people around the world. As a fine-grained white meat, it can be substituted for chicken in many recipes (Sylvester *et al.*, 2014). Consumption behavior is mostly affected by tradition and habit, level of consumption is also enhanced by nutritional awareness which could in turn change tastes, preferences, and as such influence food demand. Consumers' preference study provides better relationship with actual purchase or consumption (Olsen *et al.*, 2009).

Thus, this study sought to assess households' consumption of rabbit meat in Ibadan metropolis.

## MATERIALS AND METHODS

The study was conducted in Ibadan, the capital city of Oyo State, Nigeria. Ibadan is made up of eleven local government areas. It is located in South-Western Nigeria and the largest metropolitan geographical area. Random sampling technique was used to select fifty percent of the Local Government Areas (LGAs) in Ibadan to get six LGAs where the study was conducted. Forty households were randomly selected from each LGA making a total of two hundred and forty respondents. Structured interview schedule was used to obtain information from the respondents on their socio-economic characteristics, rabbit meat consumption pattern, constraints of rabbit meat consumption.

### Statistical Analysis

Data collected were subjected to both descriptive and inferential statistics (Chi-square test) to determine whether consumption patterns were independent of socio-economic characteristics of the respondents.

## RESULTS AND DISCUSSION

The result of relationship between socio-economic characteristics of the respondents and their rabbit meat consumption is presented in Table 1.

**Table 1.** Cross-tabulations of relationship between socio-economic characteristics of the respondents and their rabbit meat consumption

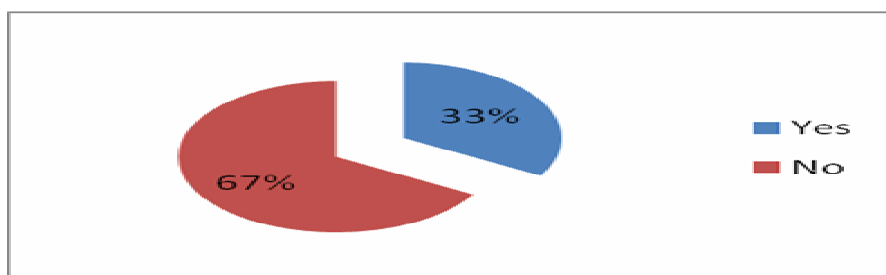
Variables	Frequency	Percentage	Test	
			$\chi^2$	p-value
<b>Age (years)</b>				
18 – 25	68	28.3	22.886	0.117
26 – 33	43	17.9		
34 – 41	43	17.9		
42 – 49	31	12.9		
49 and older	55	23.0		
<b>Gender</b>				
Male	144	60.0	62.390	0.001**
Female	96	40.0		
<b>Educational level</b>				
No formal education	20	8.3	24.348	0.018*
Primary education	14	5.8		
Secondary education	72	30.0		
Tertiary education	134	55.9		
<b>Marital status</b>				
Single	104	43.3	10.511	0.032*
Married	124	51.7		
Divorced	6	2.5		
Widowed	6	2.5		
<b>Occupation</b>				
Trading	117	48.8	23.965	0.244
Farming	16	6.6		
Civil service	58	24.2		
Artisan	49	20.4		
<b>Income (₦)</b>				
Below 10,000	72	30.0	44.176	0.021*
10,001 – 15,000	36	15.0		
15,001 – 20,000	16	6.7		
More than 20,000	116	48.3		

$\chi^2$  - Chi- square; \* - significant at  $p < 0.05$

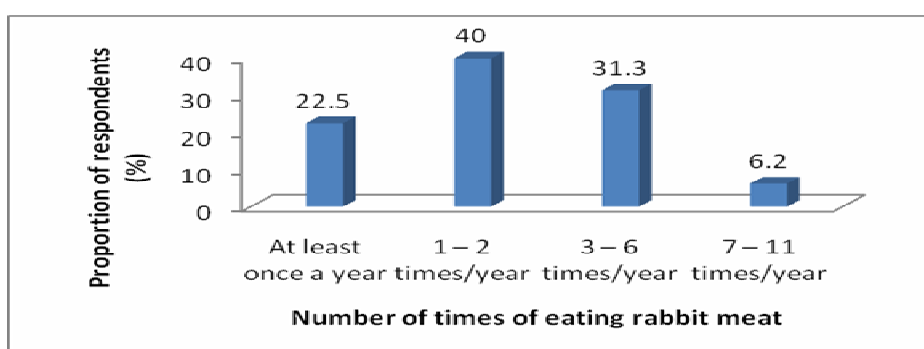
The result shows that most of the respondents were within the age bracket of 18-25years, they were male, had attained tertiary educational level, they were married; most of them were traders and most of the respondents earned more than ₦20,000 as income. The result also shows that there were significant relationship between previous rabbit meat consumption and gender, educational level, marital status and income of the respondents. Generally, this implies that these socio-economic characteristics are factors of consumption behavior of rabbits by the respondents. Similar result was reported by Beal *et al.*, (2004) that

respondents' (in Southern United States) predispositions toward rabbit meat were associated with age; gender; race; education; household income, size, and composition; and areas of residence.

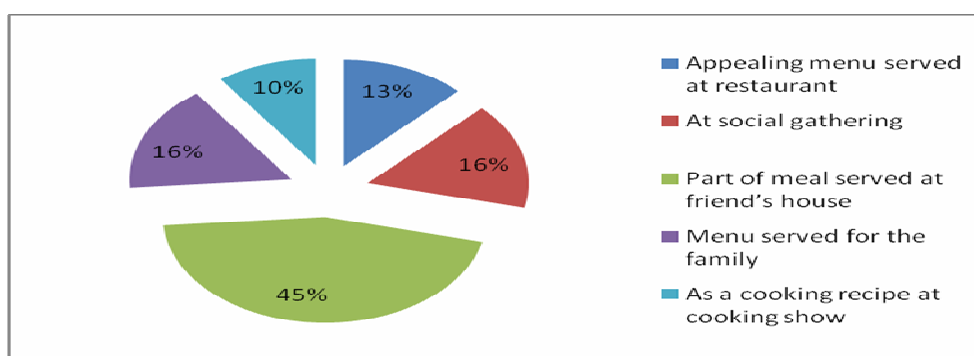
Rabbit meat consumption pattern by the respondents is presented in Figures 1, 2 and 3. Figure 1 shows that more of the respondents have never eaten rabbit meat (67%). Considering those who had eaten rabbit before as presented in Table 2; most of the respondents ate rabbit meat one to two times in a year, while the least proportion was obtained for those who ate rabbit six to seven times in a year. Figure 3 shows the circumstance(s) of eating rabbit meat by the respondents, majority of the respondents ate rabbit meat as part of meal served at friends' home; this is followed by respondents who ate rabbit meat at social gathering (16%) and as menu served for the family (16%), the least circumstance of eating rabbit meat by the respondents was as a cooking recipe at a cooking show.



**Figure 1:** Previous rabbit meat consumption by respondents



**Figure 2:** Frequency of rabbit meat consumption in a year by the respondents



**Figure 3:** Circumstance of eating rabbit meat

Constraints limiting respondents' rabbit meat consumption is presented in Table 2. The result shows that non-familiarity of the respondents to rabbit meat ranked highest as the major constraints limiting their rabbit meat consumption, this is followed by non-availability (scarce) of the meat in meat shop and market, some respondents perceived processing of rabbit to meat as tasking, which ranked third factor, followed by the cost of rabbit meat compared to other meat such as chicken, beef, chevron and taboo associated with it was ranked the least constraints of rabbit meat consumption.

**Table 2:** Constraints limiting respondents' rabbit meat consumption

Variables	SA (%)	A (%)	U (%)	D (%)	SD (%)	Weighted mean	Rank
The meat is not available in meat shop and market	56(23.4)	90(37.5)	32(13.3)	26(10.8)	36(15.0)	3.34	2
It is too expensive to other meat	34(14.2)	72(30.0)	56(23.3)	50(20.0)	28(11.7)	2.58	4
Processing drudgery	26(10.8)	46(19.2)	50(20.0)	68(28.3)	50(20.8)	2.93	3
Eating the meat is not part of my culture	12(5.0)	42(17.5)	52(21.7)	58(24.2)	76(31.7)	2.55	5
I am not familiar with the meat	34(14.1)	108(45.0)	44(18.3)	28(11.7)	26(10.8)	3.51	1

SA – strongly agreed, A – Agreed, U – Undecided, D – Disagreed, SD –Strongly disagreed

### CONCLUSIONS

Based on the result of this study, respondents' predispositions toward rabbit meat were associated with ; gender; level of education; marital status and income of the respondents. Most of the respondents were not familiar with rabbit meat. Thus, there is need to coordinate activities that will facilitate commercial rabbit production, invest in agro-industries that deal with the value chain components of rabbitry and promote nutritional awareness of rabbit meat among the populace.

### ACKNOWLEDGEMENTS

The Authors are grateful for time and attention given by the households who participated in this study. This is gratefully acknowledged

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