

ECONOMIC ANALYSIS OF RED MEAT CONSUMPTION PATTERN IN QUETTA, BALOCHISTAN GENDER BASED STUDY

Dr. Shahida Habib Alizai

Assistant Professor,
Gender Development study,
University of Balochistan, Quetta

Dr Ghazala Umer Bagahl

Lecture
Sindh Development Studies Centre,
University of Sindh, Jamshoro,

Dr. Shahab -UD- Din

Assistant Professor,
Department of Zoology,
University of Balochistan, Quetta

Abstract

The research was conducted in Balochistan to analyze the economic point of view of red meat consumption pattern in Quetta, Balochistan, Pakistan. Cross-sectional research design was used in present investigation and focused the mutton production. Face-to-face communication was used form 180 respondents in three tehsils. The data contained quantitative and qualitative information. The data thus collected on the various variables were analyzed as per Shepherd (1962), Qureshi (1974), Acharya and Agarwal (1970) and Siddiqui et al., (1983). Descriptive statistics technique was carried out so as to observe the frequencies and mean scores of diverse parameters. The findings revealed that total expenditure was denoted as 279035, 181413 and 226960 in Quetta, Kuchlak and Panjpai tehsils respectively. The total input: output ratio were 1 : 1.25, 1 : 1.53 and 1 : 1.18 in Quetta, Kuchlak and Panjpai tehsils respectively. However, in this

regard, the overall average and ration was observed 1: 1.32 in Quetta district. The finding further shows that on investigation that cost benefit ratio was 1: 0.96 in the three tehsils of Quetta district. The data was revealed that the mutto farming animal retailers got maximum benefits 1: 0.90. Therefore it was recommended that the marketing of the livestock based on proper and well scientific lines about suitable occupation of red mutton. Mutton producers should be trained by the government or livestock personnels so as to earn their income in an effective manner. Mutton marketplace and working group should be planned intended for worth and value about price fascination. The distance between dairy farm, sheep farm and cattle farm should be minimized and market roads from dairy farm should build or paved so that make the easy access towards the marketplace to farm animals respondents.

Keywords: *Quetta, Balochistan, economic analysis red meat, consumption pattern*

1.1 Introduction

Domestic animals rearing and livestock sector has a significant job in advancing financial improvement of rural masses in the rustic regions of the country. About 8 million families are engaged with animals rearing or activities and earning income more than 35% from domestic animals rearing as a livestock profession. Livestock was the cause of revenue of mainstream people, in this regard; the livestock sector played an imperative role to reduce the extreme poverty in the country and major source of foreign exchange earnings (GoP, 2018-19).

During 2017-18, animals rearing as livestock sector have contributed 58.9% to the horticulture sector with in term of value added and 11.1% to the GDP contrasted with 58.9% and 11.3% during the relating time frame a year ago, individually. Net worth expansion of domesticated animals at consistent cost factor of 2005-06 has expanded from Rs. Rs. 1,377 billion (2017-18), that indicating an expansion of 3.8 percent over a similar period a year ago. The population development, rapid urbanization that increments the per capita income and also demand of livestock sector in the country (GoP, 2018-19).

The general livestock improvement policy rotates around nurturing "private segment driven advancement with public sector aiming at empowering the livestock sector through the effective strategy intercessions". The administrative measures are planned for improving per unit profitability by improving the livestock sector, best rearing practices, utilization of balanced diet and controlling animals diseases so that promoted the food security and improve the livelihood option of the rural masses as well as rustic financial elevate with an effective mode (GoP, 2018-19).

Throughout the years, the domesticated animals subsector has outperformed the harvest sub sector as the greatest supporter of significant worth including farming. By and by it contributes 60.5 percent to the general rural. The significance of domesticated animals part can be acknowledged from the way that it isn't just a wellspring of outside trade profit by contributing around 3.1% to the absolute fares, yet in addition a wellspring of 35-40% of pay for more than 8 million provincial families and giving them nourishment security by enhancing high value protein of creature starting point (GoP, 2018-19).

1.2 Objectives

1. To determine the cost, returns and profitability of mutton production.
2. To develop the recommendations about mutton fabrication in the study area.

1.3 Methods

This research is conducted so that measure to investigate the mutton production of in Quetta, Balochistan. Present research pinpoints and concentrated on focusing the mutton production in Quetta, Balochistan.

1.3.1 Research design: Keeping in the view of objective of the study the cross-sectional design was applied in present investigation.

1.3.2 Study area: This research was ultimately based on the primary information. In this regard, the information was gathered by using face-to-

face communication was used form the 180 respondents of Quetta three tehsils (Battesse, 1992; and Binuomote et al., 2008).

1.3.3 Sample size: The sample size comprised the mutton producers. A total sample was 180 respondents among them 60 respondents were selected from the Quetta tehsil, 60 respondents were selected from the Panjpai tehsil and 60 respondents were selected from the Kuchlak tehsil by using the multi-stage sampling.

1.3.4 Data collection: However, the primary information was gathered by the detailed questionnaire so as to get the perceived perception of the mutton respondents in the Quetta district.

1.3.5 Questionnaire development: Keeping in the view objectives of the study the survey questionnaire was developed so as to capture the insight of the mutton respondents from the tree tehsils of the Quetta district (Memon, et al., 2015). However, in this regard, the questionnaire included the imperative series of questions pertaining to the red mutton production.

1.3.6 Data analysis: The information as a data was contained the quantitative and qualitative information.

1.3.7 Method of analysis of data: The data thus collected on the various variables were analyzed as per following formula:

1. Price spread: were computed according to the method outlined by the “Acharya and Agarwal (1970)”.

$$P_s = P_r - P_p$$

P_s = indicates value extend

P_s = Standard for value expected

P_p = Exemplified the value compensated

1. “Estimation of marketing margins was tabulated after Shepherd (1962)”.

$$M_m = (A_m \times 10) + SP$$

Mm	=	Denotes the marketing margin
Sp	=	Represent setting margin
Lw	=	Displayed %

1. **“Net margins were calculated as suggested by Qureshi (1974)”.**

Nm	=	$A_m - M_c$
Nm	=	Signified the net margins
A _m	=	Demonstrated the complete margins
M _c	=	Set to developed the promotion and marketing

1. **Markup was tabulated according to the method draw round through “Qureshi (1974)”.**

Mp	=	$(A_m \times 100) + P_p$
Mp	=	Indicates markup
A _m	=	Stands designed for complete margins
P _p	=	Symbolized value compensated
100	=	Symbolized %

1. **“Breakdown of consumer’s rupee was calculated after Qureshi (1974)”.**

B _{der}	=	$N_m + P_p$
B _{der}	=	Symbolized breakdown consumers rupees
N _m	=	Stands in favor of net margins
R _p	=	Demonstrates put up for sale value

1. **“Cost-benefit ratio (*BCR) was tabulated according to the method as described by Siddiqui et al., (1983)”.**

C _{br}	=	$N_r + T_c$
C _{br}	=	Represent cost benefit ratio
N _r	=	Stands for net returns
T _c	=	Denotes the cost

*BCR= Cost-benefit ratio

The information was analyzed based on the aforementioned formula.

1.4 Descriptive statistics

Descriptive statistics technique was carried out so as to observe the frequencies and mean scores of diverse parameters as well as price of input and outputs dynamics.

1.5 Results

Table:1, Net returns obtained by mutton farmers in Quetta district.

Areas	Average flock size	Cross rev: (Rs.) A	Tot: expen: B	Net retu: / flock (Rs.) A-B=C
Qta	75	349840.36	279035	70805.36
Kuchlak	72	278316	181413	96903
Panjpai	74	269161	226960	42201
Total	221	897317.36	687404	209909
Per animals	1		3110.44	949.25

1.6 Net return

The data about the net return bot by the mutton producer is presented in table-1. It was observed that the total net returns obtained by the mutton farmers in Quetta district. The total expenditure was denoted as 279035, 181413 and 226960 in Quetta, Kuchlak and Panjpai tehsils respectively. While the Net return/ flock (Rs.) found out 70805.36, 96903 and 42201 in Quetta, Kuchlak and Panjpai tehsils respectively.

Table:2, Input, output ratio observed form mutton farmers in Quetta district.

Areas	Average flock size	Total increase (Rs.) A	Tot: exp: (Rs.) B	Tot: inp: outp: ra: A+B
Quetta	75	349840.38	279035	1 : 1.25
Kuchlak	72	278316	181413	1 : 1.53
Panjpai	74	269161	226960	1 : 1.18

Total	221	897317.36	687404	1 : 1.96
Mean	---	---	---	---
Per animals	1	4060.00	3110.44	1 : 1.32

1.7 Input output ratio

The data was tabulated so as to observe the input output ratio of mutton farmers in Quetta district as shown in table-2. The total input: output ratio were 1 : 1.25, 1 : 1.53 and 1 : 1.18 in Quetta, Kuchlak and Panjpai tehsils respectively. However, in this regard, the overall average and ration was observed 1: 1.32 in Quetta district.

Table:3, Producer perception about *BCR in Quetta.

Areas	Ave: flo: si:	Net ret: / flo: (Rs.) A	Tot: expen: / flo: (Rs.) B	*BCR, A+B = C
Quetta	75	70805.36	279035	1 : 0.25
Kuchlak	72	96903	181413	1 : 0.53
Panjpai	74	42201	226960	1 : 0.18
Total	221	209909	687404	1 : 0.96
Mean	---	---	---	---
Per animals	1	949.81	3110.44	1 : 0.32

Note= *BCR= Cost-benefit ratio

1.8 Producer/ farmer BCR or the “cost benefit ratio”

*BCR was applied in order to observe farm effectiveness. It was calculated by the method as used by the Siddiqui (1983) as shown in table-3. It knows how to plan through isolating net margin as per flock. The finding reveals that on investigation that *BCR 1: 0.96 in three tehsils of Quetta district.

Table:4, Cost benefit ratio on mutton in Quetta district.

Areas	Ne: retu: (X)	Expenditure (Y)	*BCR (X/Y=Z)
Mutton farmers	949.81	3110.44	1 : 0.30
Wholesaler	27.62	80.38	1 : 0.34
Middlemen	61.15	86.85	1 : 0.70
Retailer/ final seller	81.64	90.36	1 : 0.90

*Note= *BCR= Cost-benefit ratio*

The cost benefit ratio was calculated in table-4. The data revealed that the mutto farming animal retailers got maximum benefits 1: 0.90 .

1.9 Conclusion and recommendations

On the basis of present investigation it was concluded that all respondents got better returns for the business of mutton in three tehsils of Quetta district. However, due to the advantages situation the Quetta market got the higher consumption potential and reduced the transportation charges. Therefore it was recommended that the marketing of the livestock would be urbanized or developed based on scientific lining for better mutton marketing. Mutton producers should be trained by the government or livestock personnels so as to earn their income in an effective manner. Mutton marketplace and working group should be planned about price fascination. The dairy farm to marketplace infrastructure should be built or paved in an attempt to make the unproblematic access towards the marketplace to farm animal's farmers.

References

- Achaya, S., S and Agarwal, N., L. (1987). Importance of marketing study, Agriculture Marketing in India. Oxford and IBH publishing Co, 66 Janpath. New Delhi 110001:317.
- Battese, G., E. (1992). Frontier Production Functions and Technical Efficiency: A Survey of Empirical Applications in Agricultural Economics. *Agricultural Economics* 7: 185-208.
- Binuomote, S., O, Ajetomobi, J., O, Ajao, A., O. (2008). Technical efficiency of poultry egg producers in Oyo State of Nigeria. *International journal of poultry science* 7:1227-1231.
- GoP, (2018-19). Pakistan Economy survey (2018-19). Finance Division Government of Pakistan. Economic Advisor's Wing, Government of Pakistan, Islamabad.
- Memon, I., N, Noonari, S, Asif, M, Shah, S., T, Peerzado, M., B. (2015). Economic Analysis of Poultry Egg Production in Quetta District Balochistan. *J Fisheries Livest Prod* 3: 137. doi:[10.4172/2332-2608.1000137](https://doi.org/10.4172/2332-2608.1000137).
- Qureshi, M., T. (1974). Estimation of marketing margins and measurements of seasonal price variation of selected agricultural commodities in Sindh province Pakistan. Final report 11=16 Department of Agricultural Economics and Rural Sociology, Sindh Agriculture College, Tando Jam Pakistan.
- Shepherd, W. A. (1996). A Guide to Marketing Costs and How to Calculate Them. Marketing and Rural Finance Service, Agricultural Services Division. FAO. Rome.
- Siddiqui, S., A. Ansari, N., A. Ansari, A., Q. (1983). Economic analysis of small animals farming in Sindh province of Pakistan Goat Farming: 89.