

**CONSUMPTION PATTERN OF MILK IN BATTICALOA  
DISTRICT URBAN AND REMOTE AREAS**

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## ABSTRACT

Eastern Province is well known as an agricultural province. In Batticaloa district agriculture, livestock and fisheries has been the primary economic activity for centuries. Next to paddy cultivation, income source of farmers is animal husbandry.

This study was designed to analyze the status of milk consumption pattern in urban and remote areas in Batticaloa district. Farm families from Kathiraveli, Kalmadu, Palamunai, Kirankulam, Kokkaddisolai, Vavunathivu and Batticaloa were selected for representing urban, and remote areas for this study. Two hundred and six respondents selected from seven veterinary ranges of Batticaloa district were randomly selected to collect necessary information using well-structured pre-tested questionnaire. The collected data were coded and entered in excel sheet and transferred to SPSS for analysis.

Milk is a white liquid produced by the mammary glands of mammals. It is the primary source of nutrition for young mammals before they are able to digest other types of food. Early-lactation milk contains colostrum, which carries the mother's antibodies to the baby and can reduce the risk of many diseases in the baby. It also contains many other nutrients. As an agricultural product, milk is extracted from mammals during or soon after pregnancy and used as food for humans.

The study revealed that majority of farmers occupied with livestock farming as main occupation and primary income source in remote area than urban and areas with more than 5 year experience. Most of the farmers were consumed milk (96.6%) in remote area and (85.6%) in urban area. Most of the farmers who have income Rs.10000 to 20000 were consumed more milk in remote and urban areas. And the people who

have owned cattle 100% daily consuming milk in urban area and but in remote area 32.5% but 65% of the people consuming once a month.

According to this survey, milk consumption pattern and frequency of consumption were influenced by the income level was influence income level of the farmers ,availability of milk and milk products. This survey revealed that majority of the farmers rearing cattle for milk purpose than meat in whole study areas meat purpose. All the cattle and buffalo farmers in whole.

90% of the rural and urban people were know about the milk product but the consumption of milk products were different in type of the products and no fo products most of the rural people 98% know about the curd bu<sup>l</sup> in urban they were consuming more than one milk products.

## TABLE OF CONTENTS

Page No

ABSTRACT .....	iv
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENTS .....	vii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
CHAPTER 01.....	1
INTRODUCTION.....	1
1.1 Background of study .....	1
CHAPTER 02.....	4
2.LITERATURE REVIEW .....	4
2.1 Livestock sector in Sri Lanka .....	4
2.1.1 Dairy sector in Sri Lanka.....	4
2.1.2 Dairy products .....	5
2.1.2.1 Condensed milk .....	6
2.1.2.2 Cottage cheese .....	6
2.1.2.3 Yoghurt/curd .....	7
2.1.2.4 Cheese .....	7
2.1.2.5 Ice cream .....	7
2.1.3 Milk .....	8

2.1.4	Milk production in Sri Lanka.....	8
2.1.5	Milk Composition.....	10
2.1.5.1	Milk Fat.....	10
2.1.5.2	Milk proteins.....	11
2.1.5.3	Casein.....	11
2.1.5.4	Whey proteins.....	12
2.1.5.5	Milk carbohydrates.....	12
2.1.6.1	Minerals and vitamins.....	12
2.1.6.2	Milk vitamins.....	13
2.2	Importance of Milk.....	13
2.3	Population of Livestock.....	14
2.3.1	Cattle population in Batticaloa.....	16
2.4	Livestock production.....	17
2.5	Organization of Livestock Sector.....	18
<b>CHAPTER 03.....</b>		<b>19</b>
<b>3.0 MATERIALS AND METHODS.....</b>		<b>19</b>
3.1	Study area.....	20
3.2	Location of study area.....	21
3.3	Selection of sample.....	21
3.4	Sampling technique.....	22
3.5	Data collection.....	23
3.6	Data analysis.....	23

<b>CHAPTER 04</b> .....	24
<b>4.RESULTS AND DISCUSSION</b> .....	24
4.1 Socio economic status of respondents in urban, village and remote areas in Batticaloa district. ....	24
4.1.1 Details of age, gender and civil status of farming family .....	24
4.1.2 Family size .....	25
4.1.3 Level of Education .....	26
4.1.4 Occupation level .....	27
4.2 Frequency of consumption.....	27
4.2.1 Consumption frequency and income of the respondents .....	28
4.2.2 Consumption frequency of own cattle rearing people .....	29
4.3 Consumption pattern in a special occasion .....	30
4.4 Milk consumption pattern in different age group. ....	30
4.5 Milk Consumption (%) in post conflict scenario .....	31
4.6 Milk products consumption ..	32
<b>CHAPTER 05</b> .....	33
<b>5.CONCLUSION AND RECOMMENDATION</b> .....	33
5.1 Conclusion .....	33
5.2 Recommendations .....	34
<b>REFERENCES</b> .....	35
<b>ANNEXURE I</b> .....	40