

Meat Consumption Preferences and Evaluation of Poultry Meat Consumption in the District of Bolu-Mudurnu

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Aim of the study: This study was carried out in order to evaluate meat consumption preferences and consumption of poultry meat in Bolu County of Mudurnu.

Material and Methods: It was conducted with 393 people living in the district of Bolu-Mudurnu in Turkey. A demographic scale of 18 options and an attitude scale questionnaire of 14 questions were prepared to determine the demographic characteristics of the individuals in the data collection, the knowledge, attitudes and behaviors of meat consumption. The obtained data were evaluated with SPSS 20.0 program. 291 people (74%) were given poultry meat preference in response to which meat type you prefer the most. According to the marital status (single n = 48, married n = 345), it was found that there was a statistically significant difference between the answers of the individuals, "Do you believe that poultry meat you buy is cut off under hygienic conditions and inspected by competent people" ($p < 0.05$). Statistically, there was a statistically significant difference between the responses of males and females in the answer to the phrase "Cutting-off animals are important to cut and place" ($p < 0.05$). According to the meat consumption habits, it was observed that there was a statistically difference between the answers of the individuals who consumed per day and those who consumed per month on the expression of "Meat and meat products are important for me" ($p < 0.05$).

Results: As a result, poultry meat is preferred in Bolu Province Mudurnu Province but it is seen that there are different approaches among consumers regarding cutting and controlling in hygienic conditions. There are differences in the answers given by consumers in this study, and consumer consciousness did not appear to be enough for consumption of poultry meat. Consumer informative studies on poultry consumption have emerged.

Keywords: Meat, Quail, Bolu, Poultry Meat, Biodiversity