A project report on " production and marketing problem faced by the meat sellers in Lunglei Area"

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CERTIFICATE

This is to certify that the dissertation entitled "A study on production and marketing problems faced by the meat sellers in Lunglei Area" submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Joseph R. Lalkroshlua, Roll No. 2123BCOM018, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8th May, 2023

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DECLARATION

I, **JOSEPH R LALKROSHLUA,** hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you,

JOSEPH R LALKROSHLUA

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CHAPTER-I

INTRODUCTION

Butchers prepare meat for consumer use using a wide variety of processes. They may be responsible for handling, deboning, trimming, tying, grinding, or tenderizing cuts of meat, but they are also often in charge of packaging, weighing, labelling, and pricing their goods. They may work with beef, poultry, pork, lamb, or seafood, and the meat can be used for creating specialized meat products such as ham or sausage. While butchery generally does not require formal education, but experience is absolutely essential.

The cuisine of Mizoram shares characteristics to other regions of Northeast India and North India. Rice is the staple food of Mizoram, while Mizos love to add non-vegetarian ingredients in every dish. Fish, chicken, pork and beef are popular meats among Mizos. Dishes are cooked in any available oil. Meals tend to be blander with less oil and more vegetables. Most Mizos love eating boiled vegetables along with rice but the younger generation tends to like fried and spicy food; food from other cultures are also a popularity among many young Mizo. A popular dish is *bai*, made from boiling vegetables (the ingredients tend to differ from household to household) or *sa-um*, a fermented pork, and served with rice. *Sawhchiar* is another common dish, made of rice and cooked with beef, pork or chicken.

Meat is one of the most important dish and the Mizos use it as to welcome their guests. So, butcher plays an important role in Mizo culture.

1.1 Conceptional framework

This case is the study of butcher in Lunglei town, it emphasizes the condition of butchers who sell meat in different places of Lunglei. Butchers at a butcher shop may perform primary butchery, but will typically perform secondary butchery to prepare fresh cuts of meat for sale.

1.1.1 Concept and meaning of Butcher

A butcher is a person who may slaughter animals, dress their flesh, sell their meat, or participate within any combination of these three tasks. They may prepare standard cuts of meat and poultry for sale in retail or wholesale food establishments.

Butchers work with wholesale and retail sections of meat and break them down into smaller portions or custom cuts which can be sold to customers. They break down meats, design signs and displays. They also speak to customers to answer questions and manage requests.

The Butcher is the key figure in guiding us in our relationship with meat, in choosing appropriate animals and quality, in cutting, in transforming and in advising us about the usage of different, particular cuts.

1.2 LITERATURE REVIEW

A review of previous literature with regard to the current study titled, 'Butchering' will be made, the purpose of this study is to learn whether butchering is profitable or not in Lunglei town, Mizoram. Review are taken from different places given the synopsis information regarding the study.

Alam Mohammad Khursed and Rezuanul Islam (2009): In their study, the experiment was conducted to investigate the management system of slaughterhouse and meat selling centre to supply quality goat meat for human consumption. Ten slaughterhouse and meat selling centre of Gazipur District were included in this study. Data were collected from the selected slaughterhouses and meat selling centre through personal interview. Fresh goat meat was collected from each selling centre for sensory evaluation. The butchers slaughtered their animals in municipal and private slaughterhouses, open field, roadside and market place. The average space of slaughterhouses was recorded 17.0 ft in length and 9.33 ft. in width. On an average, 225 goats were slaughtered per day in 10 meat selling centres in the studied area. The average time of keeping goats prior to slaughter in 10 meat selling centres was found 11.4 hrs. In all slaughterhouses, animals were slaughtered in Halal or Mohammadan method. Flaying of goats was done by hanging, on the concrete floor and grasses on the ground. Average live weight of slaughtering goats was 12.3 kg. The carcass weight was 5.5 kg. The proportion of carcass weight (dressing percentage) on an average was 45.1 %. Wholesale cuts of goat meat were being displayed in most of the selling centres. The average price of goat meat was found 238 BDT/ kg. Refrigerator is used for freezing the surplus goat meat in the study area. The goat meat might be contaminated during bleeding, flaying, eviscerating, skinning and cutting hooves and hair. Problems faced by the butchers and their opinions are described. The sensory panel scores highest for the colour i.e. 7.6 and scores lowest for the flavour i.e. 5.6. The study showed that traditional management of slaughterhouses and meat selling centres is not sufficient to supply quality goat meat for human consumption. So, it can be suggested that regular monitoring on slaughterhouse activities, prohibition on indiscriminate meat selling, developed storage facilities to increase shelf life of surplus meat and good management practices need to be ensured to supply quality goat meat for human consumption. Key words: Slaughterhouse, Meat selling centre, Management Butcher, Quality goat meat.

Md Abdul Hasem (2023): According to the study the COVID-19 pandemic impacted on meat production and its supply chain, and also meat prices. The research was conducted to evaluate the impact assessment of meat retailers during Covid-19 lockdown in Mymensingh District of Bangladesh. A total number of 50 meat retailers were surveyed from Mymensingh district for collecting necessary data and information. The experiment was conducted to increase awareness among meat retailers from February-April, 2021. An amalgam of descriptive statistics, mathematical and statistical analyses was used to analyze the data. It was observed that all the meat retailers faced problems in terms of selling meat and lowering return during the period of pandemic lockdown. During Covid-19 situation the income of meat retailers became lower compared to other conditions. Statistics showed that the income of meat retailers decreased about 60% during lockdown period. Results showed that average age, education and family size of meat retailers were 38 years, 5.84, and 5.98, respectively. The price of beef before, during and after lockdown was BDT 546, 512 and 550, respectively. The price of chevon before, during and after lockdown was BDT 804.16, 675 and 800.00, respectively. Similarly, the price of broiler meat and sonali chicken meat before, during and after lockdown was BDT 114.34, 106.52, 128.47; 189.47, 198.42, and 233.15, respectively. During Covid-19 situation the income of meat retailers became much lower as compared to any other critical conditions. About 90% meat retailers faced various problems towards buying and selling of animal, lack of consumers and lack of demand for meat. The prices of all kinds of meat such as beef, goat meat, and chicken meat became lessened during pandemic. During pandemic about 92% meat retailers used face mask for keeping them safe from corona virus. Only 10% people tested for corona virus. During lock down period it was seen that about 60% maintained physical distance at the time of selling of meat. During the time of pandemic lockdown 98% meat retailers did not get any financial support from government organizations or NGOs or any other private organizations. They did not also get any kind of help to create awareness from public health Department or from local authority. Despite facing all these problems, about 100% meat retailers liked to continue their meat business.

C. Werner, L. Backhaus and M. Wicke (2006): In their study, the direct selling of meat and meat products from the farm to the consumers Is a possibility to increase the profit by factoring out the following link of the food supply chain. The conversion of these farms to direct marketing could be accompanied with high investments due to the different legislations about meat, poultry meat and food hygiene. And this has to be considered. To increase the knowledge about the direct marketing of meat and meat products a poll was carried out surveying the food control authorities In the administrative districts of Saxony-Anhalt and Lower Saxony. 84.1 % of the authorities replied the poll. The analysis of the data showed that in Lower Saxony with 493 direct marketing farms (DMF) of meat and meat products more chose these selling mode than In Saxony-Anhalt (86 DMF). Referring the results to the number

of inhabitants and the area size In the administrative districts confirms the previous result. However, in Saxony-Anhalt more farms keeping animals sold meat and meat products by direct marketing. The DMF marketed many beef and pork as well as meat products from swine but low amounts of poultry meat and meat products. The poll also showed that in Saxony-Anhalt more farms slaughtered the animals and processed the meat themselves. Considering the objections the authorities had during the regular control of the DMF 72.4% of them noticed problems with the labelling of the products, 41.9% with the hygiene during handling of the meat and meat products and 18.6% with the knowledge about the several legislations.

Wasantha S. Weliange (2017): In the study of the Veddah are an ethnic group of people living in Sri Lanka whose population is limited to around 5000 people according to cense carried out in 2011. They live in several villagers adjacent to their original homeland forests. Seligman brothers have reported in 1911 that Veddah have used the arrow head for butchering. In this study state of art of butchering of the modern day Veddah was studied. The study was done in Rathugala in Batticaloa District where a Veddah community lives in Rathugala village adjacent to their original homeland; Nilgala forest. A monthly field visits were done to Rathugala village during 2010 and 2011. Totally 10 field visits were made and 45 days and nights were spent in the forest with Veddah ascertaining the practices related to the hunting. The interviews were done while in the forest, figures and illustrations of the muscular anatomy and skeletal anatomy of common animals were shown initially to familiarise and to acclimatise Veddah for a long run of study. Observations were made on how a monkey was butchered to produces 13 major meat portions and 8 byproducts. Each major meat portions and byproducts have terminologies in their language. Obtaining primal cuts are exactly similar to the modern method of butchering. The Veddah are still skillful butchers. One specific tool with a sharpen edge and a point is sufficient for successful butchering. During prehistoric period people have used similar methods in butchering. The findings are useful in re-creating prehistoric life style of people. Purpose driven ethnographic studies help gather information, deepen the understanding about the indigenous groups like Veddah, increase the weight of the cultural identity and help understand the lifestyle of prehistoric man.

Azucena Gracia (2006): According to her study of a probit model has been specified to analyze the probability to sell region-of-origin labeled beef/lamb and an ordered probit, to study the level of sales for beef/lamb. The objective of this paper is to analyze retailers' attitudes toward region of origin labeling in fresh meat and the factors influencing retailers' decision to sell these quality labeled meats. Data come from a survey conducted with retailers in Spain (Aragon) in 2002. Retailers' attitudes toward region-of-origin labeled meat are investigated. Then factors affecting the probability to sell region-of-origin labeled for two meat products (beef and lamb) and the level of sales are determined.

Karoli Bodner and Zoltan Istvan Privoczki (2003): In the course of the, it was characteristic of the respondent group that consumption is influenced by income, education, weekly pork consumption, and pork is considered a healthy food. INTRODUCTION Pork has played a significant role in the world's diet for thousands of years, making pork a major livestock sector worldwide. In 2016, according to statistics, the largest consumers of pork per capita over 20 kilograms per person were: European Union (32.3 kg/capita); China (30.8 kg/capita); Vietnam (28.9 kg/capita); and United States (22.8 kg/capita) [12]. According to the forecasts, the amount of pork produced will show an increasing trend in the coming years. The water content of meat decreases as the animals' age and gain weight. Martinez et al (2012) found no difference in preference tests, and feeding Iberian pork acorns or concentrate did not affect consumer preference. The result is presumably due to the fact that nowadays fattening pigs in the farms are fed concentrates supplemented with monounsaturated fatty acids (sunflower oil with a high oleic acid content) to obtain a muscle-fatty acid composition similar to that of pigs fed acorns. Analysing the responses of the Romanian population, the experience is that the main factor in buying meat and meat products is the size of the price, the method of packaging and then the producer. 56% of respondents are satisfied with the range of meats and meat products available in stores, but 44% would like more than at present. 51% of respondents prefer pork, 37% poultry, 9% beef and 3% fish. When choosing stores, the quality of the product matters at 76% and the promotion at 24%.Based on the age of consumers, poultry is preferred under the age of 18, and pork for other age groups. The natural conditions of meat production are effects that are not affected by the level of consumption. This suggests that not only the demand for meat is the driving force behind production, but that production to some extent determines what animal species.

1.3 RATIONALE OF THE PROJECT

The researcher had started these project in the month of March, 2023, the information was collected through questionnaires. The main aim of the project is to see the problems faced by the butchers in Lunglei town. Butchering is the art of selecting, slaughtering, deboning, cutting and preparing meat. People generally think that meat parts in chicken, for example, consist only of thighs, breast, and legs. In reality, there is much more to a chicken that can be used in delicious dishes if only one knows how to expertly cut chicken. The same applies to other sources of meat.

A study can serve to be a great help in advancing them. Meat are somehow looked down in different parts of the state, so with this study and taken into action the butchers will be advance which can in turn the revolving path of their current status.

1.4 STATEMENT OF THE PROJECT

The modern butcher is a master of many different tools of his or her trade, and they still have to have a strong understanding of protection of meat, preparation of meat, storage of meat, and they now know much more about the science behind meat than before. This has allowed for changes to be made to meat; changes to taste, texture, quality, and availability are all pushed by the modern butcher. Butchering is an important job since meat plays a huge role in Mizo culture.

Meat consumption is rising annually as human populations grow and affluence increases. Although meat is a concentrated source of nutrients for low-income families, it also enhances the risks of chronic ill health, such as from colorectal cancer and cardiovascular disease. Changing meat consumption habits is a challenge that requires identifying the complex social factors associated with meat eating and developing policies for effective interventions.

1.5 OBJECTIVES:

1. To study marketing facility and whether butchering is profitable or not.
2. To study and analyse the problem faced by the butchers.
3. To find out the costliest time of meat.

1.6 RESEARCH METHODOLOGY

Research is a scientific investigation. Investigation means a search for new facts and ideas in any branch of knowledge. Thus, we can say that research is a search for knowledge. Research may be considered as a movement, a movement from the unknown to the known. It is actually a voyage of discovery. Research is carried out for two purposes; one is the discovery of new facts and the second, verification of the old ones. Verification of the old concepts is needed especially in dynamic business environment.

1.6.1 Sources of Data:

For the purpose of this research, the study was primarily based on primary data, questionnaire. The study covered the butchers at Lunglei Town for the purpose of collecting data. Hence, the respondents of questionnaire were the sources of data for the present study.

1.6.2 Sampling Design:

The data were collected from 16 respondents who are the seller of meat at Lunglei Town.

1.6.3 Tools for Analysis:

Percentage analysis, the method to represent raw streams of data for better understanding of collected data. It has been used to establish the contribution of variable in both the optional and bi-polar type questions raised in the questionnaire.

1.7 LIMITATIONS:

1. There has been a limited time due to the transportation and most of the butchers are servicing only on Saturday morning. So, detailed and comprehensive study could not be conducted.
2. The data are mainly extracted from questionnaire asking open ended and semi open-ended questions. It may not be exact opinion of the respondents, so there has been a lack of reliability.
3. Considering resource and time constrains, the study has been conducted using the sample among the butchers in Lunglei Town.
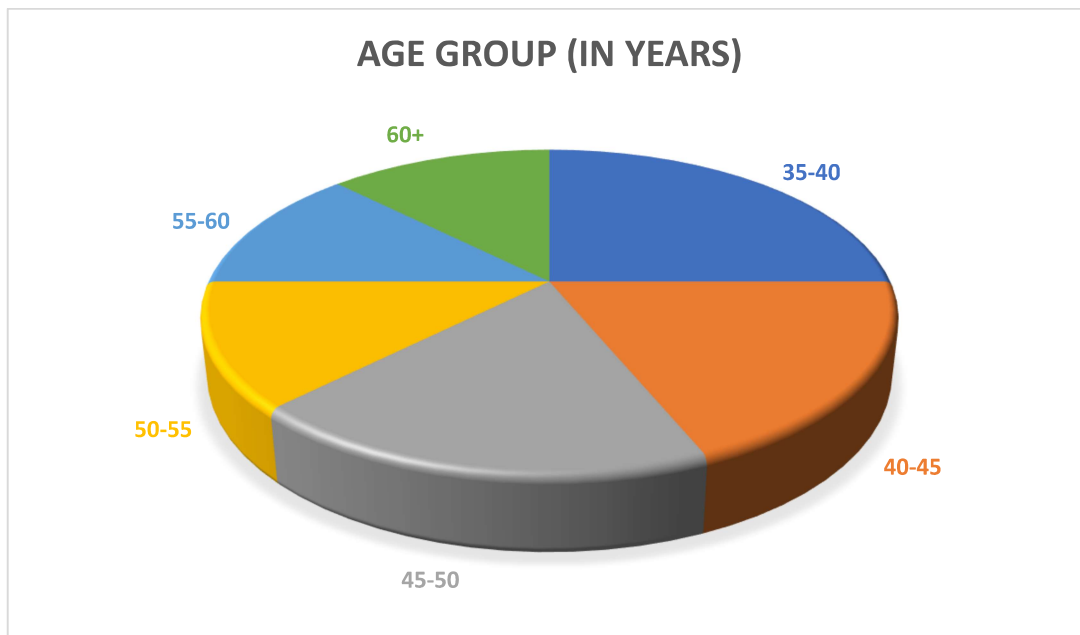
CHAPTERISATION

CHAPTER-II

ANALYSIS AND INTERPRETATION OF DATA

This chapter analysis the socio-economic background and the problems of the respondents in Lunglei town.

Table 2.1 Socio Economic Background: In this section the researcher analysed the socio-economic background of the respondents.
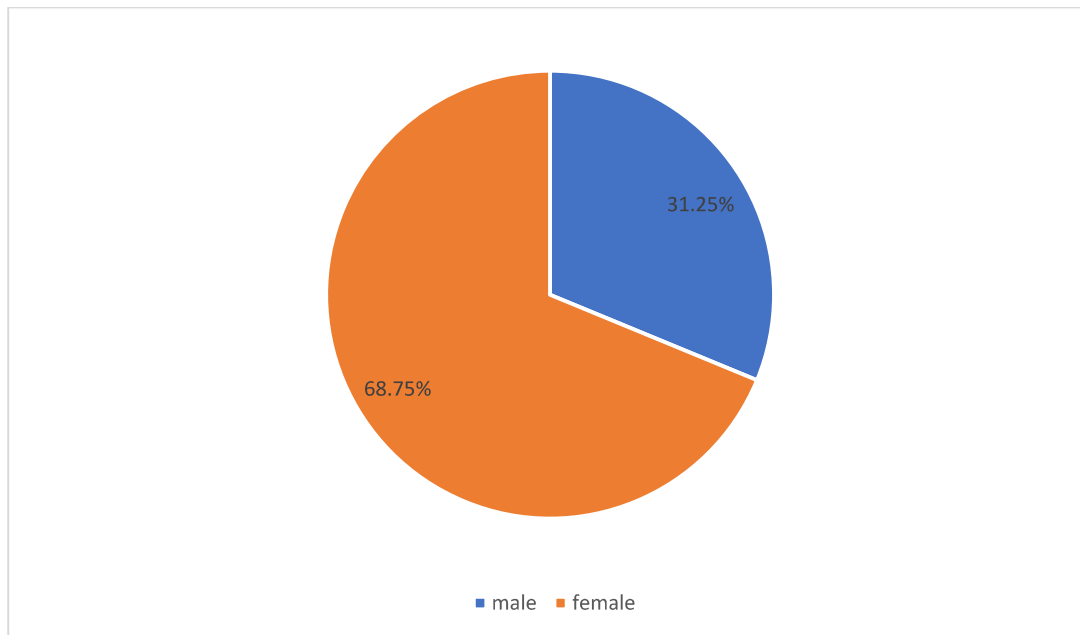
2.1.1 AGE OF THE RESPONDENTS:

Age groups (in years)	No. of respondents
35-40	4
40-45	3
45-50	3
50-55	2
55-60	2
60+	2

2.1.2 GENDER DISTRIBUTION:

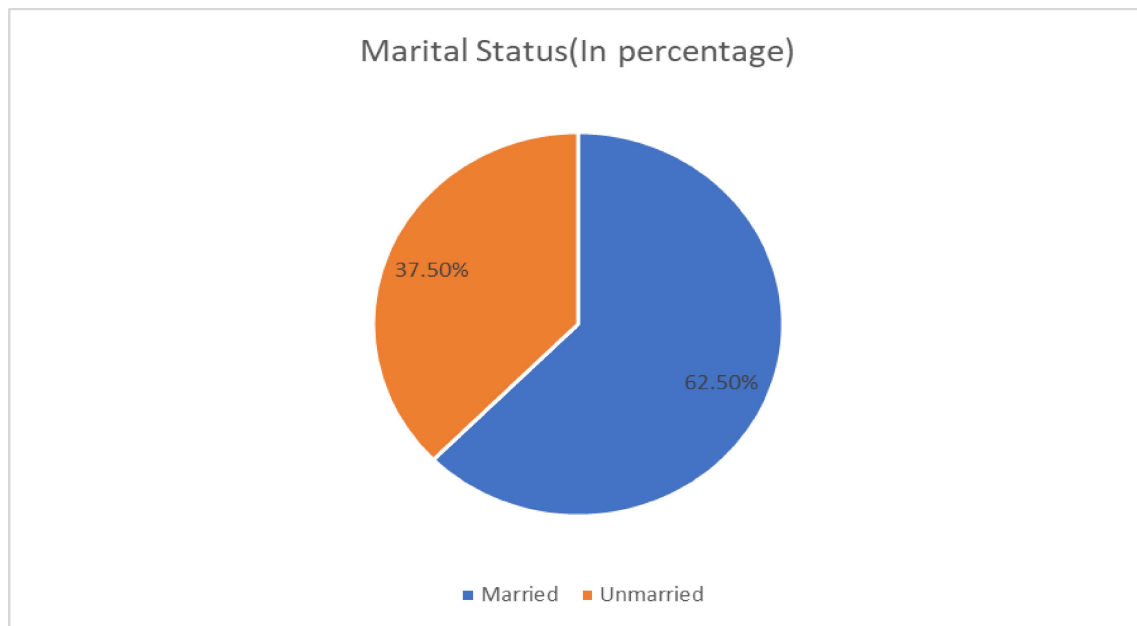| Gender/Sex	Frequency	Percentage (%)
Male	5	31.25%
Female	11	68.75%
Total	16	100%

INTERPRETATION:

From the above table, we can see that 31.25% are male while the remaining 68.75% are female, this table shows that there are more meat seller/butcher female in this area.

2.1.3 MARITAL STATUS:

Married	10	62.5%
Unmarried	6	37.5%

Marital Status(In percentage)

37.50%

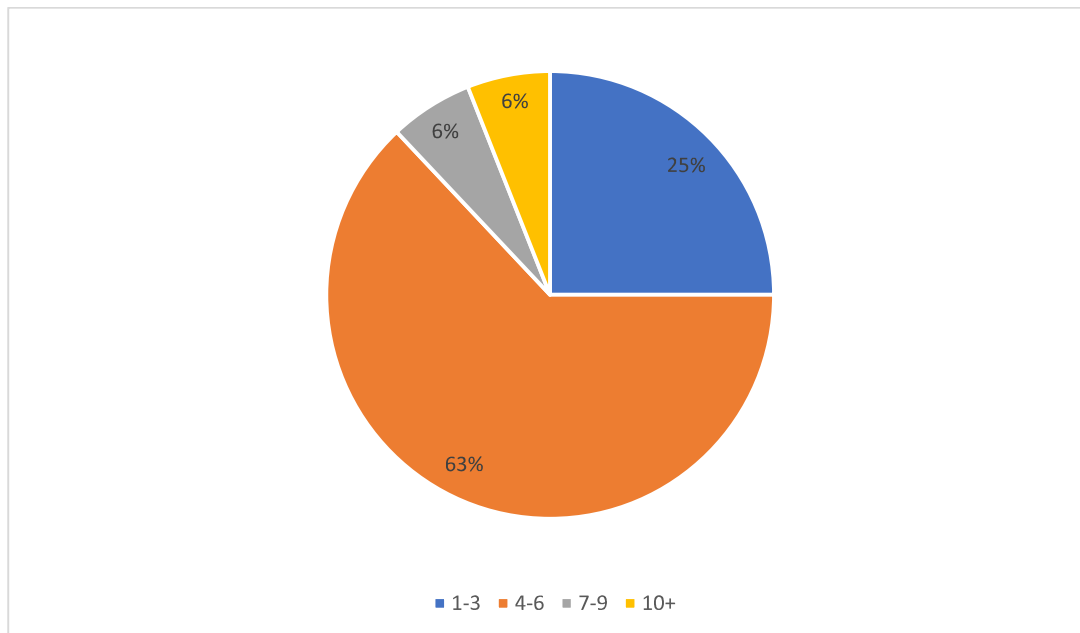62.50%

■ Married ■ Unmarried

INTERPRETATION:

From the above data, we can see that 10 (62.5%) of the respondents were married and the rest 6 (37.5%) of the respondents were unmarried.

2.1.4 NO. OF FAMILY MEMBER:

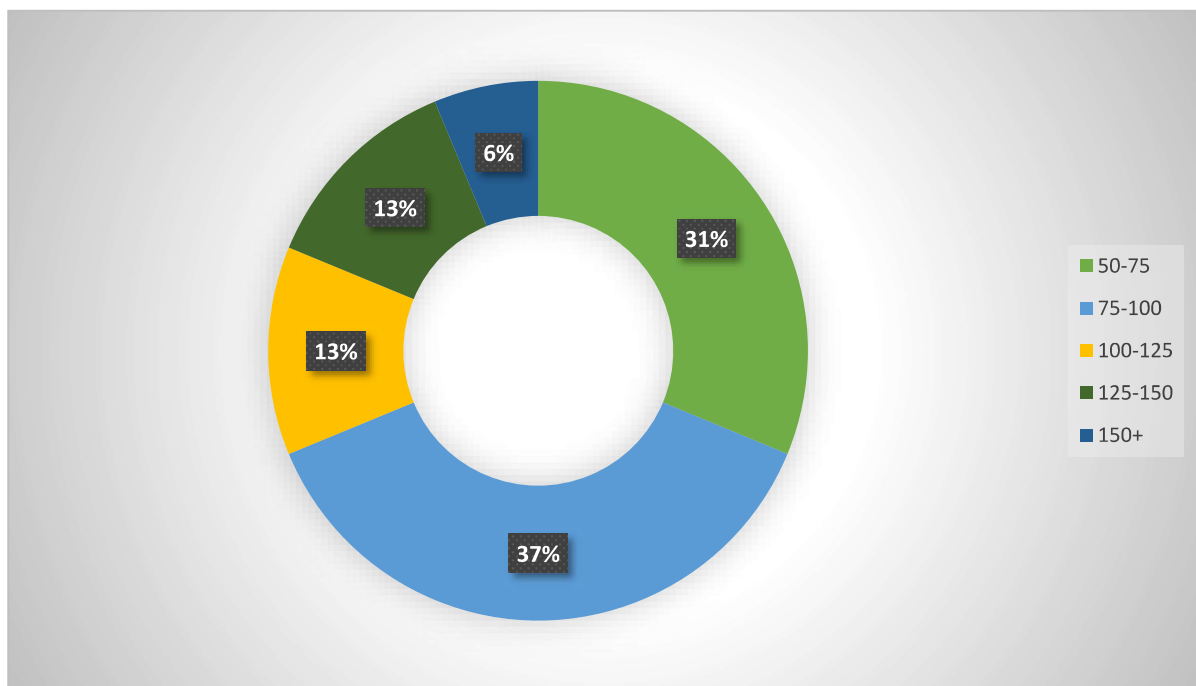| No. of family member	No. of respondents
1-3	4
4-6	10
7-9	1
10+	1

INTERPRETATION:

10 (64%) from the total respondents were from around 4-6 family member, 4(25%) from the total respondents were from 1-3 family member, 1(6%) was from 7-9 family member and 1(6%) was from 10+ family member.

2.1.5 AVERAGE SALE WITHIN A WEEK:

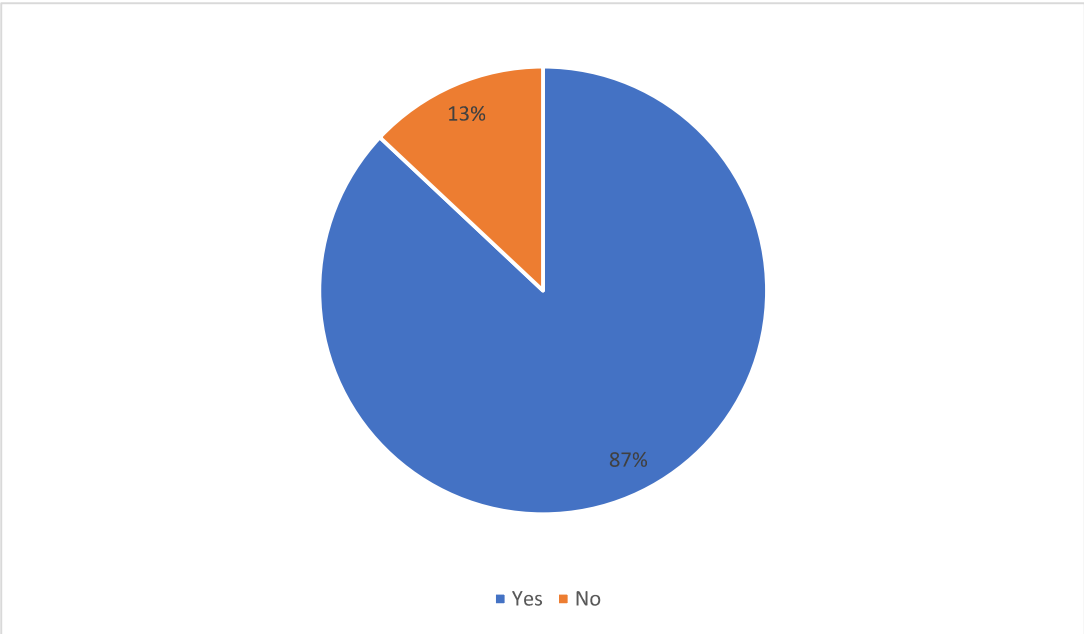| Average sale (in kg)	No. of respondents
50-75	5
75-100	6
100-125	2
125-150	2
150+	1

INTERPRETATION:

37 per cent of the respondents sold their meat 75-100 kgs within a week, 31 per cent of the respondents sold their meat 50-75 kgs within a week, 13 per cent sold their meat 100-125 kgs with a week and another 13 per cent sold their meat 125-150 kgs within a week and 6 per cent sold their meat above 150 kgs within a week.

2.1.6 ARE THE RESPONDENTS ENJOY ON THEIR WORK:

Enjoy	Frequency
Yes	14
No	2

INTERPRETATION:
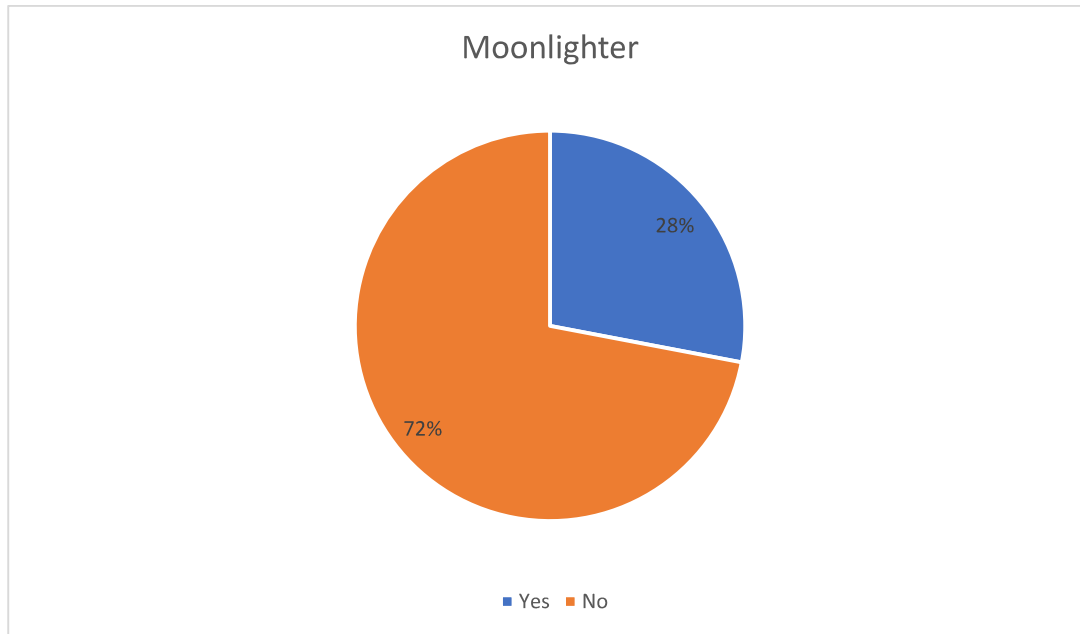
14 (87%)of the respondents were enjoyed their work and the rest 2 (13%} did not enjoy their work.

2.1.7 DO THE RESPONDENTS HAVE ANY OTHER WORK:

Moonlighter/Multiple jobholders	No. of respondents
Yes	4
No	12

INTERPRETATION:

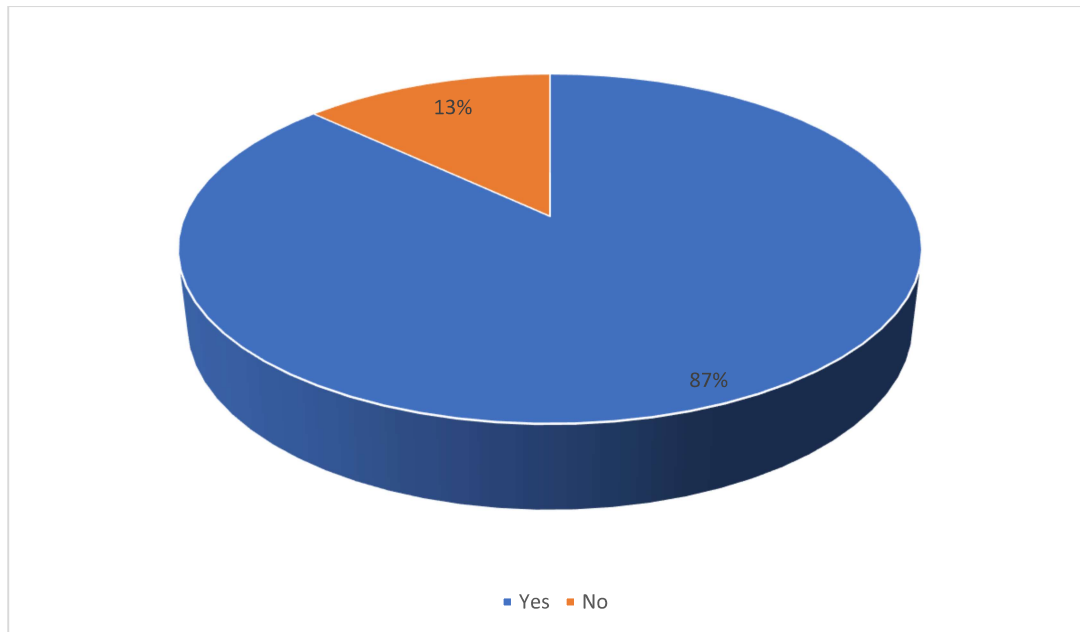72 per cent did not have any other work and butchering is their main job while 28 per cent had another job for their income.

2.1.8 ARE THEY SATISFIED THEIR INCOME FROM BUTCHERING:

Satisfied	No. of respondents
Yes	14
No	2

INTERPRETATION:

87 per cent of the respondents were satisfied on their income and 13 per cent were not satisfied their income.

2.2 TECHNOLOGICAL AWARENESS

2.2.1 DID THEY PRACTICE MICROWAVE TREATMENT:

Practice	No. of respondents
Yes	-
No	16

INTERPRETATION:

No one from the respondents had tried or practiced microwave treatment.

2.2.2 DID THEY WHOLESALE THEIR MEAT:

Wholesale	Frequency
Yes	-
No	16

INTERPRETATION:

No one from the respondents had sold their meat in wholesale.

2.3 SOURCE OF THEIR MEAT:
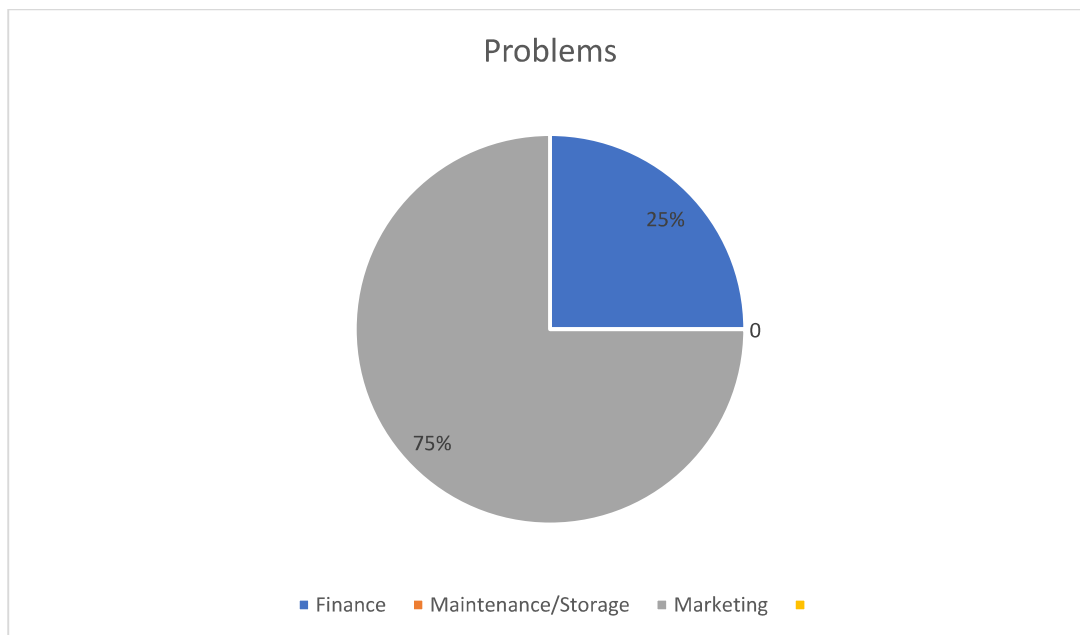
Sources	No. of Respondent
Raise by ownself	3
Poultry farmers	16

INTERPRETATION:

 As we can see from the above, all the respondents have their suppliers from poultry farmers and from 16 of them, 3 people do their own poultry farming as well.

2.4 PROBLEMS THEY FACED MOST:

Problems	No. of respondents
Finance	4
Maintenance/storage	-
Marketing	12

INTERPRETATION:

The problem in marketing was faced most by the respondents, 75 per cent were facing this problem and Finance was faced by 25 per cent of the total respondents. No one was facing maintenance or storage problems

2.5 DID THEY FRESHLY GRIND THE MEAT DAILY:

Grind	Frequency
Yes	13
No	3

INTERPRETATION:

81 per cent of the respondents did freshly grind their meat while the rest 19 per cent sometimes did not.

2.6 IS BUTCHERING A GOOD THING TO CONTINUE:

Favourable	No. respondents
Yes	16
No	-

INTERPRETATION:

All of the respondents thought butchering is a good job to continue.

2.7 DID THEY SELL MEAT IN ONLINE:

Online	No. of respondents
Yes	-
No	16

INTERPRETATION:

No one from the respondents sell meat in online.

2.8 COSTLIEST PERIOD OF MEAT:

Season/time	No. of Respondents
Christmas/New year	-
Diwali	-
High Demand	-
Low supply	16

INTERPRETATION:

 All of the respondents said that they do not usually rise the price of the meat unless when the supply of meat doesn't meet their requirement or low supply.

2.9 WHAT WILL BE MOST PROFITABLE:

Options	No. of respondents
Slaughtering	2
Husbandry	2
Selling meat	14

INTERPRETATION:

14(78%) of the respondents thought that selling of meat is the most profitable while 2(11%) thought on husbandry and another 2(11%) on slaughtering.

CHAPTER-III

RESULT AND DISCUSSION:

- 23 per cent of the respondents were between the age of 35-40, 19 per cent of the respondents were between the age of 40-45, 19 per cent of the respondents were between the age of 45-50, 13 per cent of the respondents were between the age of 50-55, 13 per cent of the respondents were between the age of 55-60 and the rest 13 per cent of the respondents were above 60 years of age.
- 68.75 per cent of the respondents were female, while the remaining 31.25 per cent were male.
- 62.5 per cent of the respondents were married and the rest 37.5 per cent of the respondents were unmarried.
- 64 per cent from the total respondents were from around 4-6 family member, 25 per cent from the total respondents were from 1-3 family member, 6 per cent was from 7-9 family member and 6 per cent was from 10+ family member.
- 37 per cent of the respondents sold their meat 75-100 kgs within a week, 31 per cent of the respondents sold their meat 50-75 kgs within a week, 13 per cent sold their meat 100-125 kgs with a week and another 13 per cent sold their meat 125-150 kgs within a week and 6 per cent sold their meat above 150 kgs within a week.
- 87 per cent of the respondents were enjoyed their work and the rest 13 per cent did not enjoy their work.
- 72 per cent did not have any other work and butchering is their main job while 28 per cent had another job for their income.
- 87 per cent of the respondents were satisfied on their income and 13 per cent were not satisfied their income.
- No one from the respondents had tried or practiced microwave treatment.
- No one from the respondents had sold their meat in wholesale.
- All the respondents have their suppliers from poultry farmers and from 16 of them, 3 people do their own poultry farming as well.
- 78 per cent of the respondents thought that selling of meat is the most profitable while 11 per cent thought on husbandry and another 11 per cent on slaughtering.

Majority of the respondents were female but this does not imply it is a female work and most of the respondents lie in the age between 35-40 which means the senior citizens are more interest than the youth. Most of them were married

Moreover, most of the respondents were depend on butchering and it is their main source of their income as well. They majority of them usually sold around 75-100 kgs.

Most of the respondents enjoyed their work and they were happy and satisfied on their income. Little from respondents had had another source of income.

All of the respondents never tried microwave treatment before and they did not do the wholesale or give it to the wholesaler.

The main source of their meat was that they have a regular suppliers from poultry farmers and 3 from 16 respondents also raised by themselves.

The main problem their faced by most of the respondents was at marketing and some of them were also had at financing. Majority of the respondents thought that selling of meat is the most profitable and some said husbandry and slaughtering.

The demand of meat is high only when the supply is low or when there is no meat to slaughter. According to them, butchering is worth to carry on and good thing to develop for future generation.

CHAPTER-IV

CONCLUSION AND SUGGESTION

CONCLUSION

Meat is one of the source of minerals, proteins and vitamins. Meat producing animals are usually coming from different sources to abattoir. They may come not only from farmers with high level biosecurity measures, where prevalence of hazards of public health importance is very low or negligible, but also from farms with poor biosecurity level, where the prevalence of hazards is high.

Aggressive research efforts must be done to identify, assess and control microbiological hazards associated with food production from the farm to the dining table.

Meat is the most valuable livestock product especially in Mizoram and for many people choses it as their first-choice source of animal protein. So, consumption of good quality meat can ensure a sound health for people. Meat consumption varies worldwide, depending on cultural religious preferences, as well as economic conditions. So, the government should take progression on the matter of safety of meat.

The present study provides data poorly investigated in other studies and the problem faced by the butchers stayed in Lunglei town.

SUGGESTION

- Majority of the butcher rent house for their favour and some of them are street vendor, if the Government can provide better market building for butchers/meat sellers, the quality, freshness and healthiness of the meat will be enhanced.
- Since butchering is their main source of income for most of them, an agency from government or private who can buy and sell on a large scale(wholesaler) will be easier and preferable for the butchers.
- Boosting up poultry farming among the citizens of Lunglei or strengthening the farmers will be a blessing. Since they are the main source of their meat.
- Microwave treatment is also suggestible. Since it is more easier and time saving as well as has significant effect on the quality characteristics of end products such as nutritional profile, degradation of bioactive compounds, activity of enzymes.

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APPENDIX

Hello… My name is Joseph R Lalkroshlua of B.com IV semester studying in HATIM. I am doing a research on the topic of "Production and marketing problems faced by meat seller in Lunglei area," and the purpose is to find out the problems that meat seller are facing.

I will be very grateful if you could spare your precious time for answering the question as per instruction.

Questionnaire

Name:

Age:

Sex: Male ☐   Female ☐

Address:

Marital status: Married ☐   Unmarried ☐

1. How many people live in your household?

   1 ☐   2 ☐   3 ☐   4+ ☐

2. How many meats(kilograms) per week d7o you sell?

   50-75 ☐   75-100 ☐   100-125 ☐   125-150 ☐   150+ ☐

3. Are you comfortable in your work?

   Yes ☐   No ☐

4. Are you satisfy with your wages?

   Yes ☐   No ☐

5. How much time do you spend a day on working?

   Yes ☐   No ☐

6. Have you tried microwave treatment?

   Yes ☐   No ☐

7. Do you sell your meet in wholesale?

Yes ☐   No ☐

8. Do you sell your meat to the wholesaler?

Yes ☐   No ☐

9. Do you think your meat are safe and pure to eat?

Yes ☐   No ☐

10. Where do you source your meat?

☐   Backyard poultry farmers
☐   I have supplier
☐   I raise up by myself

11. What are the problems you faced the most?

☐   Finance
☐   Maintenance
☐   Marketing

12. Do you freshly grind the meat daily and cut the meat to order?

Yes ☐   No ☐

13. Do you think butchering is profitable?

Yes ☐   No ☐

14. Do you sell meat in online?

Yes ☐   No ☐

15. Is your food served fresh?

Yes ☐   No ☐

16. What is your process of keeping the meat products fresh?

☐   Fridge storage
☐   Freezing and thawing
☐   Curing
☐   Dehydrating

□

17. When do the prices change most?

- □   Every season
- □   When the demand is high
- □   When the supply is low
- □   Festival seasons(Christmas, new year, Diwali)

18. Is meat selling your main profession?

Yes ☐   No ☐

19. What do you think is the most profitable?

- □   Husbandry
- □   Meat selling
- □   Slaughtering