

Alex. Sci. Exch., Vol.20 No.4, pp. 235-241, (1999)

CHANGES IN THE PREFERENCES OF SAUDI CITIZENS FOR DIFFERENT KINDS OF MEAT AND SHEEP BREEDS

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ABSTRACT

Questionnaires were conducted to investigate the changes in meat and mutton breeds preference in 1987 and 1997 among Saudi Arabian citizens in Riyadh Metropolitan area. The questionnaires were randomly distributed on 300 individuals, 197 qualified questionnaires were received. In the 1997, fifty one percent of the respondents preferred chicken, followed by 38% for mutton, whereas in 1987, chicken was preferred by 42% and mutton 60%. The preference percentage of camel, beef and fish were 32% and 2.5%, 11% and 3.5%, and 15% and 8.5%, for 1987 and 1997, respectively. Mutton breed preferences were; Najdi 73% and 24%, whereas Naeimi 35% and 68% in 1987 and 1997, respectively. Mutton price was the main factor for changing the preference of Saudi citizens followed by the availability of other breeds in the market. Ninety nine percent of the respondents felt that there were differences between mutton breeds in quality and 80% of them purchase endogenous breeds because of their taste. The habits of buying mutton were; 72% and 84% prefer to buy alive sheep, 22% and 26% from butchers, 3.5% and 5% imported refrigerated and 1.5% and 2% imported frozen in 1987 and 1997, respectively. The result indicated that 42% of respondents purchase at least one sheep per month.