Introduction

The Vietnamese meat demand, especially pork, has been rapidly increasing.
Understanding meat demand is important for Vietnamese producer, trader and agricultural policy makers.

Objective

To analyze the consumption patterns of pork and poultry in Vietnam

Data and methodology

Data analyzed by Tobit model is from the Vietnamese Household Living Standard Survey (VHLSS) 2010.
Demand equation:

\[ \ln(Y_i) = \beta_0 + \beta_1 \text{HHsize} + \beta_2 \text{Urban} + \beta_3 \text{Female} + \beta_4 \text{Ethnic} + \beta_5 \text{Age} + \beta_6 \text{Edu} + \beta_7 \text{Income} + \sum_{j=1}^{8} \beta_j \text{Reg} + \epsilon \]

Conclusion

• The econometric results indicate that socio-economic variables and geographic variables are important factors for Vietnam’s future meat consumption.
• Understanding meat consumption pattern will help policy makers to implement measures to ensure food security. The policies may address food redistribution between rural and urban areas, ethnic groups, the poor and the rich.
• The preference of Vietnamese customer for fresh (warm) meat and the growing shortfall in Vietnam’s domestic supply of meat leads to opportunities as well as threats for foreign exporters.

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