

Meat Consumption Patterns in Vietnam: Effects of Household Characteristics on Pork and Poultry Consumption



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Introduction

The Vietnamese meat demand, especially pork, has been rapidly increasing.

Understanding meat demand is important for Vietnamese producer, trader and agricultural policy makers.

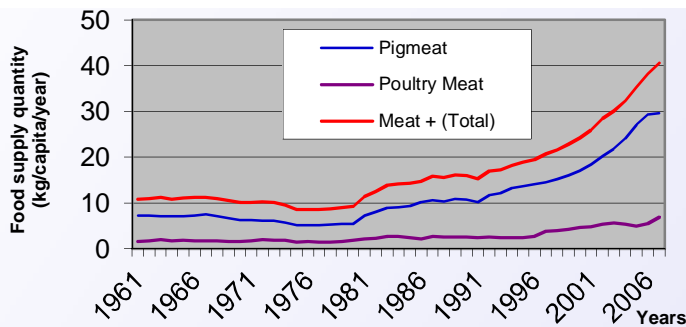


Figure 1: Food supply quantity in Vietnam period 1961-2009.

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:

$$\ln(Y_i) = \beta_0 + \beta_{11} \text{Hsize} + \beta_{12} \text{Urban} + \beta_{13} \text{Female} + \beta_{14} \text{Ethnic} + \beta_{15} \text{Age} + \beta_{16} \text{Edu} + \beta_{17} \text{Income} + \sum_{j=2}^6 \beta_{1j8} \text{Reg}_{ij}$$

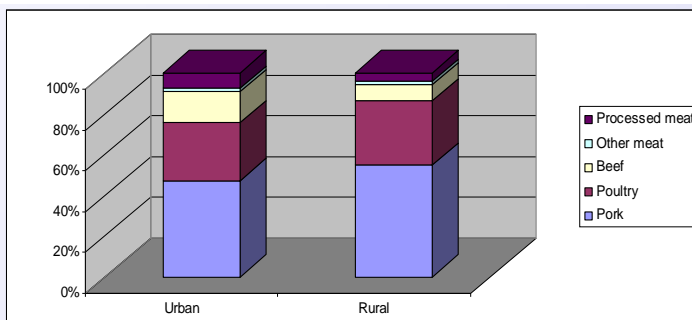


Figure 2: Meat expenditure share in Vietnamese urban and rural households.

Estimated Tobit model of pork and poultry consumption

Variables	Pork		Poultry	
	Parameter	Std. error	Parameter	Std. error
Intercept	2.081***	0.064	0.606***	0.100
HHsize	-0.089***	0.007	-0.044***	0.010
Urban	0.064***	0.023	0.031	0.036
Female	-0.050**	0.024	-0.065*	0.038
Ethnic minority	-0.204***	0.032	-0.238***	0.050
Age	0.006***	0.001	0.007***	0.001
Edu	0.042***	0.003	0.094***	0.005
Income	0.001***	0.000	0.004***	0.001
Northern midland and mountain area	0.197***	0.036	0.115**	0.056
North Central and Central coastal area	-0.424***	0.030	-0.937***	0.047
Central highlands	-0.368***	0.044	-0.508***	0.069
South east	-0.447***	0.036	-0.388***	0.057
Mekong river delta	-0.539***	0.032	-0.436***	0.049
Log likelihood :	-12912.43		-16872.8	
LR chi2(12) :	1411.1		1357.87	
Prob > chi2 :	0.000		0.000	
Pseudo R2 :	0.0518		0.0387	

Notes: the dependent variable is the natural logarithm of the meat consumption per capita in kg/year *** p<0.01; **p<0.05; *p<0.1.

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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