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Introduction

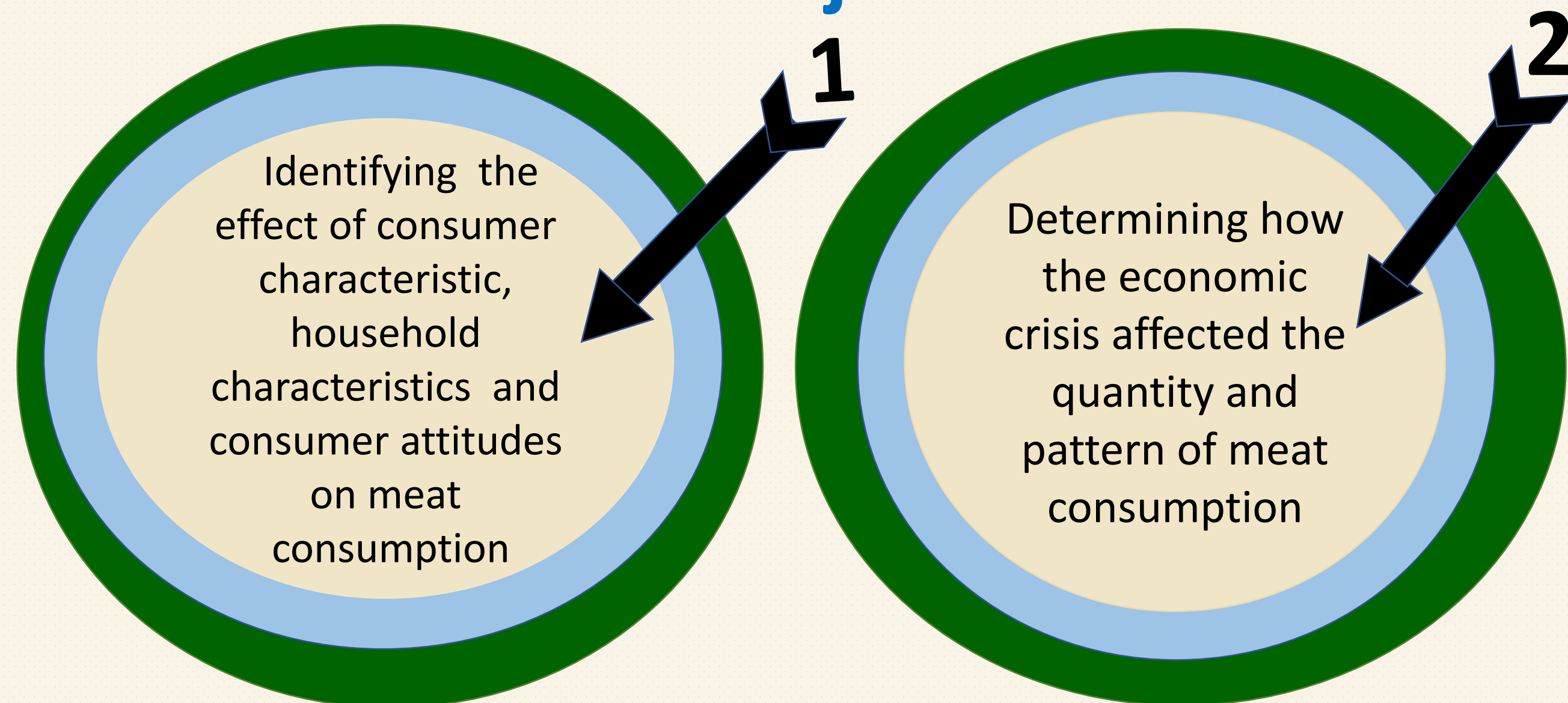
- Meat is a major food in Kurdistan of Iraq (autonomous region in the northern part of Iraq). During 2014 -2018 the area was facing an economic crisis which shrunk food purchasing power by half (World Food Program 2017).
- This study focuses on how the crisis affected meat consumption and what are the main drivers of meat consumption in the area.

Annual Per capita meat consumption

- In 1961 was 23 kg globally
- In 2014 increased to 43 kg globally
- In Iraqi Kurdistan was 38.3 kg in 2017

(Mikdad 2017; Ritchie & Roser 2018)

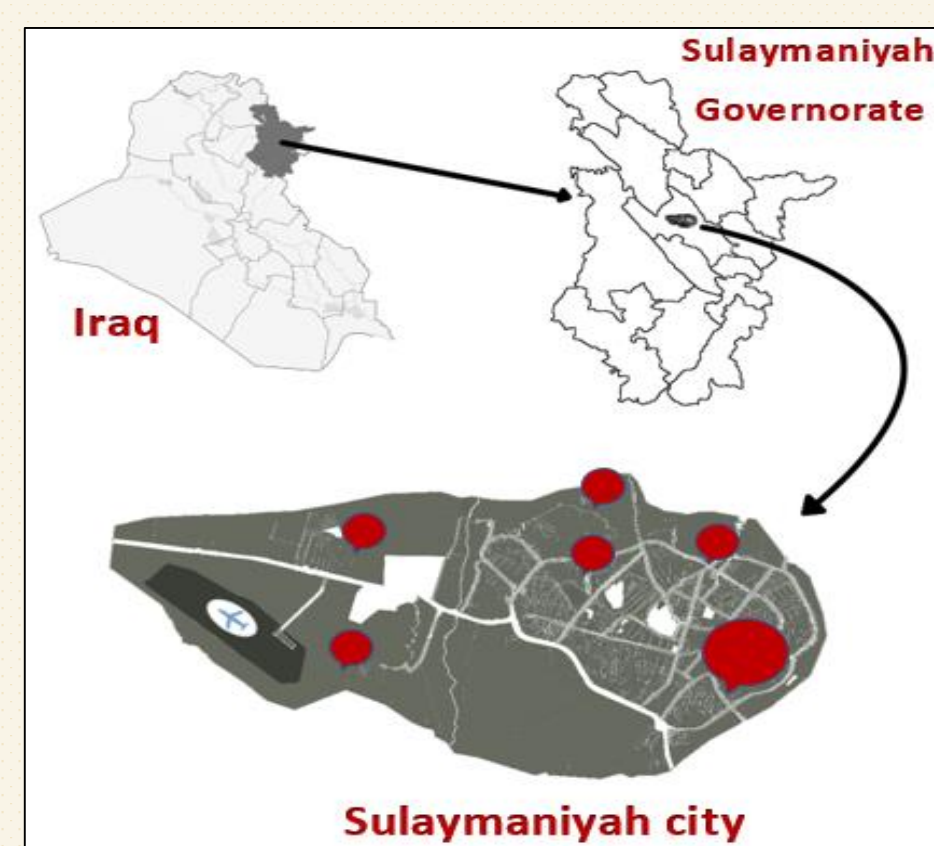
Objectives



Materials and method

Study site: Sulaymaniyah city

is located in the eastern part of Iraqi Kurdistan with the area of 4,000 km² and population about 656,000 (Kurdistan Regional Statistics Office 2019).



Data collection and analysis

- Quantitative exploratory questionnaire survey was used to collect 233 observations by the researcher using quota sampling during June 2018.
- Multiple Linear Regression model was used to achieve objective one and Chi-Square Test to achieve objective two.

Photos from data collection



Multiple Linear Regression variables

Dependent variables

- Number of days per week consumer eats red meat
- Number of days per week consumer eats white meat

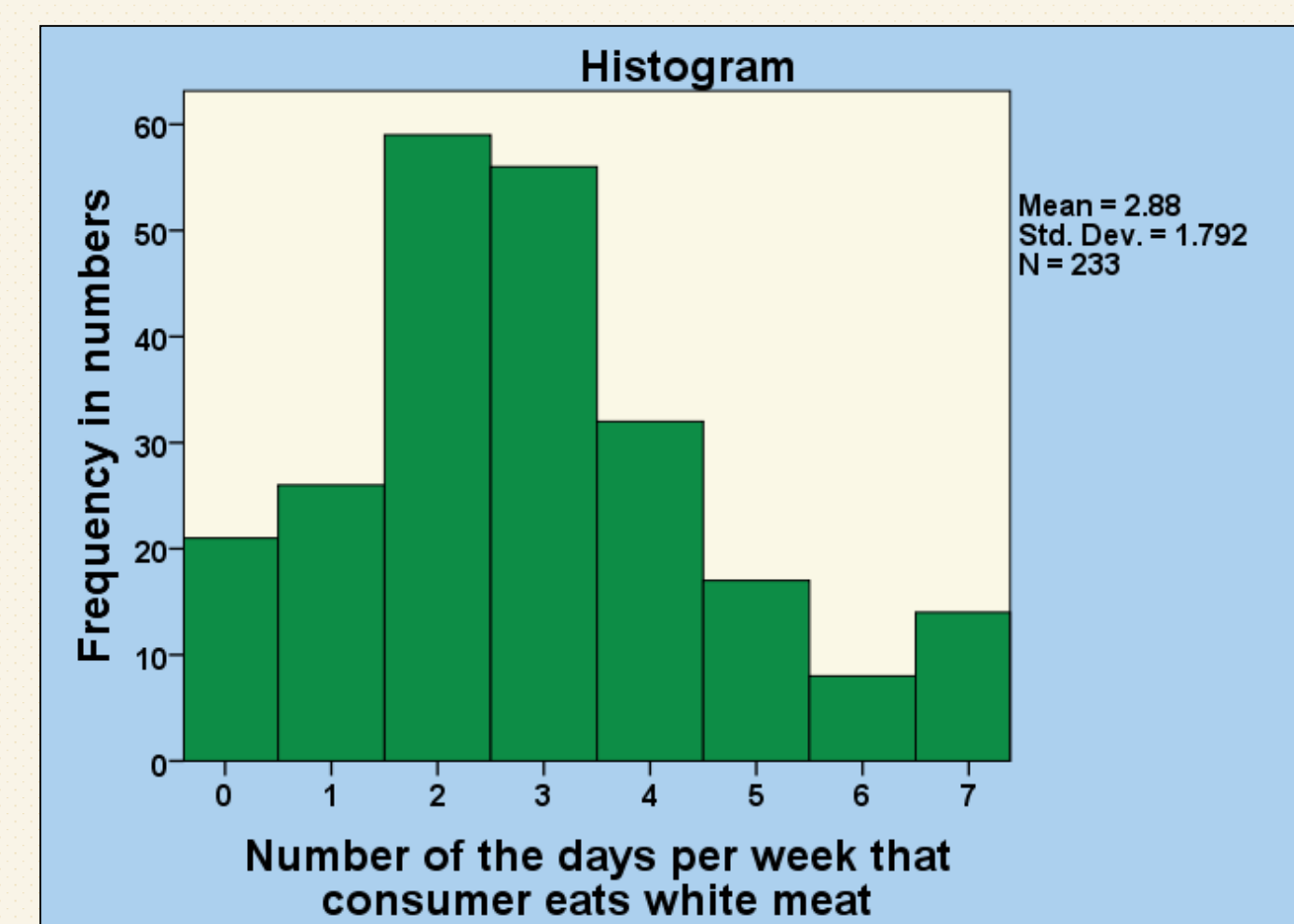
Independent variables

- Gender
- Age
- Education (Dibb & Fitzpatrick 2014)
- Purchasing meat for household
- Income and Household size (Zhang et al. 2018).
- Preferences for the taste of lamb and chicken
- Importance of fat content and animal welfare

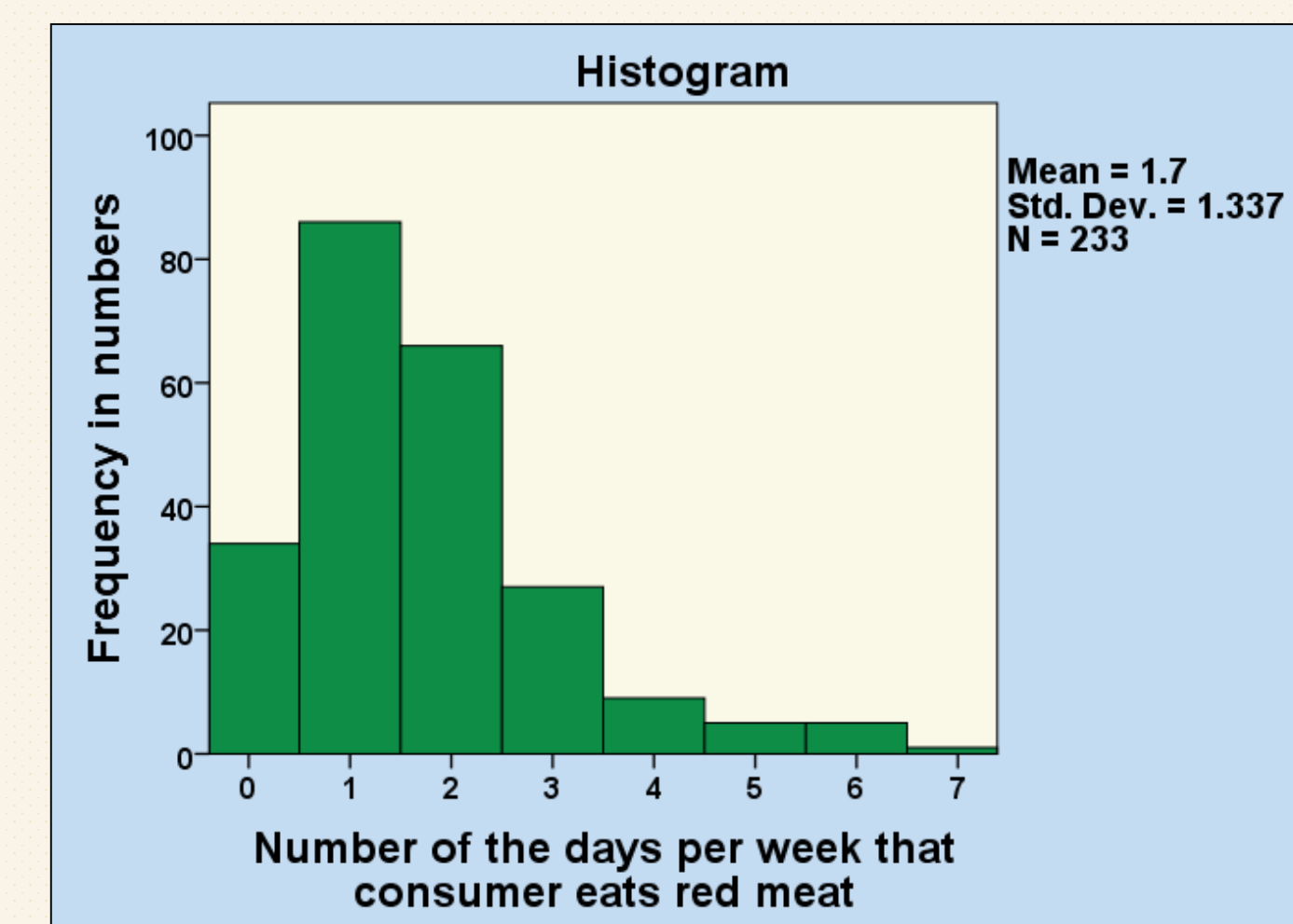
Chi-Square Test variables : Measured as categorical variable from extremely decreased to extremely increased since the economic crisis

- Household income
- Level of red meat consumption
- Level of white meat consumption

Results



Red meat consumption per week



White meat consumption per week

Table 2. Linear Regression table of result for red meat consumption

Variables	Coefficients	St. Error	P-value
Gender	-.608	2.47	.015**
Age	.016	.009	.076*
Education	.20	.025	.432
Purchasing meat for the household	-.337	.322	.297
Income	.260	.122	.035***
Household size	-.014	.073	.847
Preferences for the taste of chicken	.254	.099	.011**
Preferences for the taste of lamb	-.159	.105	.131
Importance of fat content	-.146	.089	.103
Importance of animal welfare	-.016	.081	.845
Constant	3.799	1.056	.000***

p < .05**, p < .01*** & F (10,209) = 4.258, P < .000, R² (.169)

Table 1. Linear Regression table of result for white meat consumption

Variables	Coefficients	St. Error	P-value
Gender	-.029	.177	.872
Age	.004	.006	.529
Education	.018	.018	.316
Purchasing meat for the household	-.087	.231	.709
Income	.301	.088	.001***
Household size	.060	.052	.254
Preferences for the taste of chicken	-.074	.071	.299
Preferences for the taste of lamb	.185	.075	.015**
Importance of fat content	-.205	.064	.002**
Importance of animal welfare	.020	.058	.736
Constant	.515	.758	.498

p < .05**, p < .01*** & F (10,209) = 4.686, P < .000, R² (.183)

Chi-Square Test Result

White meat: X² (9) > 52.8, p = .000

Red meat: X² (12) > 99.39, p = .000

Both of income and meat consumption decreased but the decline in red meat consumption is higher than in white meat.

Conclusions

- Income, taste and fat content are the main drivers of meat consumption in the area.
- Men eats white meat more than women and youngs eats more than olds.
- Concerns about animal welfare did not reduce meat consumption.
- Household income decreased since the crisis and shifted the pattern of meat consumption from red to white.

References

- WFP, KRISO. 2017. The main results of the food security survey in Kurdistan Region and Iraq for 2016. Kurdistan Regional Government.
- Mikdad I. 2017. During the four days of a fast, it is expected to slaughter 30,000 cattle. Rudaw. Available from <http://www.rudaw.net/sorani/business/190820171> (accessed September 2019).
- Ritchie H, Roser M. 2017. Meat and Seafood Production & Consumption. Our World in Data. Available from <https://ourworldindata.org/meat-and-seafood-productionconsumption/> (accessed September 2019).



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