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From: Actes de l'atelier international « Agricultures et Développement Urbain en Afrique de l'Ouest et du Centre ». 31/10 au 03/11/2005, Yaoundé,

Abstract

In order to know consumers, have idea of their preferences and understand the ways and environment of pork consumption a transversal and retrospective survey coupled with direct observations was conducted with 100 consumers met at random in 30 consumption places. Having mean age of 31, consumers were government workers (36%), pupils (22%), students (20%), other wage earners (15%) and producers (7%). Natives (95%) of pork producing regions, they preferred in order of importance fried meat, skewers and soup, skewers alone, both fried meat and skewers at the time, soup, grilled meat and skewers and gravy. Half of them ate only at one place because of the quality of cooking, hygiene and particular relations. Majority of public workers, pupils and students (65%) in places situated in the environment of bars ate fried pork, oven cooked meat and skewers and drunk industrial alcoholic beverages. On the other hand, other workers, producers, few students and pupils (35%) consuming nearby places of sales of local beer preferred more the skewers and soup along with traditional alcoholic beverages. The first group have frequentation rythm (1 to 2 week) compared to the second group of consumers who are frequent at those places. Prices of pork skewers and soup which are cheap may explain the higher frequentation rythm, contrary to beef meat which is more expensive and therefore not accessible. According to consumers, the regularity of payoffs may induce the increase of this meat in N'Djamena.

How to cite this report

Mopaté L. Y., Koussou M.O., Kaboré-Zoungana C. Y., 2006. Consommateurs et consommation de la viande porcine en hors-foyer à N'Djaména (Tchad).

In

: Parrot L., Njoya A., Temple L., Assogba-Komlan F., Kahane R., Ba Diao M., Havard M. (éds scientifiques), Actes de l'atelier international « Agricultures et Développement Urbain en Afrique de l'Ouest et du Centre », IRAD, INRAB, ISRA et CIRAD, 31/10 au 03/11/2005, Yaoundé, Cameroun. p. 135 ? 141



[Artconviandporcdjam.pdf\[131.35kB\]](#)

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Agricultures et Développement Urbain en Afrique de l'Ouest et du Centre »

31/10 au 03/11/2005

Yaoundé, Cameroun

Yes