Consumer Trend of Red Meat Consumption

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Abstract

The research carried out so that an adult should consume daily 70 grams of protein has been reported that 40% must consist of animal-derived proteins. This is only obtained from animal proteins such as meat, milk, eggs and honey. Meat among nutrients for the feeding of animal origin it has an importance role. Red meat is the most valuable source of animal protein. Red meats are classified as; cattle, sheep, goat, pig, llama, buffalo, camels, kangaroos and so on. Cattle, sheep, goat and buffalo meats are common source of red meat, in our country. In this paper the consumer trends will be considered. For this aim, the questionnary for preferences and consumption of read meat by the young generation of Adana province (18-24 years) will be determined.

Keywords: Red meat, Animal Protein, Turkey, preferences, Adana.