# EFFECT OF DAIRY FARM VILLAGE PROJECT (DFVP) CONCEPT ON PREFERENCES AND UTILIZATION OF SELECTED DAIRY PRODUCTS IN ANURADHAPURA DISTRICT

G.A.S. Ginigaddara, A.P.S. Fernando and C.B. Samarakoon
*Department of Agricultural Systems, Faculty of Agriculture, Rajarata University of Sri Lanka, Puliyankulama, Anuradhapura.*

Sri Lankan dairy industry has the capability to develop rural economy by using locally available and underutilized natural grasses, crop residues, agro industrial by-products and wastes, and skills of rural community[1]. Recognizing this importance, Ministry of Agriculture, Livestock, Lands and Irrigation, in 2005 started, a Dairy Farm Village Project (DFVP) to support 1000 dairy farmers in 50 selected dairy farming villages throughout the country. Under this project the first dairy farm village was established in *Badulla* District and it was expanded to other districts later. One of the objectives of the DFVP was to enhance food security in the country. However, food security is mainly determined by availability, accessibility and affordability of foods. With reference to accessibility, food intake (volume) and dietary preferences of consumers have a great influence on household food security. Therefore, the objective of this study was to examine the impact of DFVP on preferences and utilization of fresh milk and selected milk based products by dairy farming communities in Anuradhapura District.

The study was conducted in Anuradhapura District using primary and secondary data. Primary data were collected administering a questionnaire survey of dairy farmers and secondary data were collected trough a comprehensive literature review. Primary data were collected from 60 project beneficiaries and 60 non-beneficiaries to allow, with and without comparison from three Divisional Secretariat (DS) divisions namely, *Mihintale, Galenbindunuwewa* and *Kahatagasdigiliya.* Consumption and preference data of four major products, *i.e.* fresh milk, curd, yoghurt and ice-cream among project beneficiaries and non-beneficiaries were analyzed descriptively and statistically.

Results of fresh milk consumption revealed that from all members (483) in the sample households, 328 individuals (67.9%) consumed fresh milk at least once a week. No significant difference ($P>0.05$) was observed in the frequency of fresh milk consumption, number of family members in an average household that consumed fresh milk and the per-capita consumption of milk at a time between the two groups.

Analysis of consumption preferences of fresh milk explored no difference ($P>0.05$) of the preference levels of household head, spouse, and children between the two groups. Of the members, who did not consume fresh milk fell into the age category of 50 years or above. Even though this age cohort was well aware of the benefits of consuming fresh milk, misconceptions[2] held by them has not let them to consume. 59% of children at school age consumed fresh milk during the weekends. Of this group, 68% claimed that, though they prefered to drink fresh milk every day, the non-synchronization of their morning tea time with the school leaving time and milking time have influenced on the low intake of milk.

Analysis of consumption and preference of curd showed that per-capita consumption of curd by non-beneficiaries of the project is significantly higher ($P<0.05$) than the beneficiaries. Mean monthly consumption of curd of beneficiaries and non-beneficiaries were recorded as 0.74 L and 1.78 L, respectively. On the contrary 45% of curd consuming beneficiaries were new entrants to cattle farming along with the project and they did not rear buffaloes.

Significantly higher consumption and preference for yoghurt and ice cream was recorded from beneficiaries ($P < 0.05$). Beneficiaries had spent significant amount of their consumption expenditure on purchasing of value added milk products, compared to non-

beneficiaries. Thus, no significant difference (P > 0.05) was observed in expenditure on milk and milk based products and other protein sources between the two groups. Average household expenditure on per-capita consumption of milk and milk based products was recorded as Rs. 2211.94 and Rs. 1667.95 respectively for beneficiaries and non-beneficiaries.
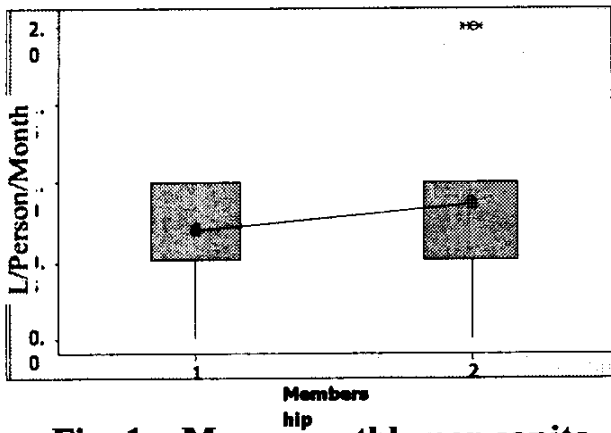


Fig: 1.a Mean monthly per-capita consumption of fresh milk (1= Beneficiary, 2 = Non- Beneficiary)
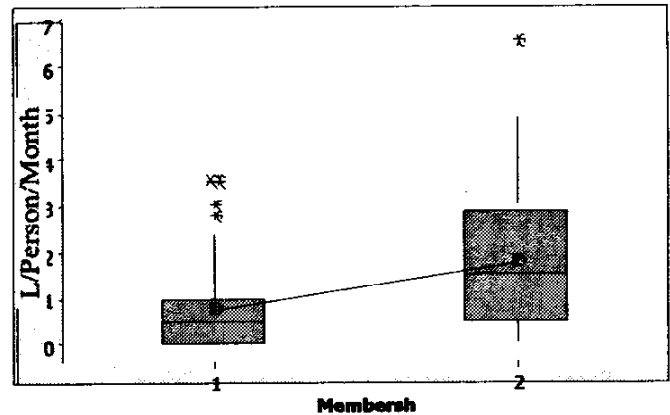


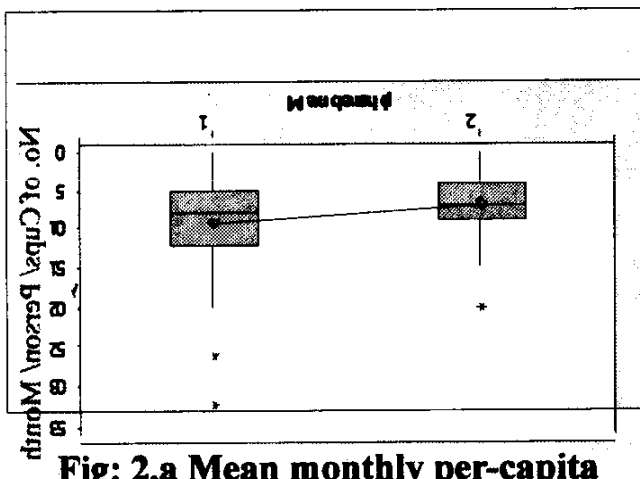Fig: 1.b Mean monthly per-capita consumption of curd (1= Beneficiary, 2 = Non- Beneficiary)



Fig: 2.a Mean monthly per-capita consumption of yoghurt (1= Beneficiary, 2 = Non- Beneficiary)
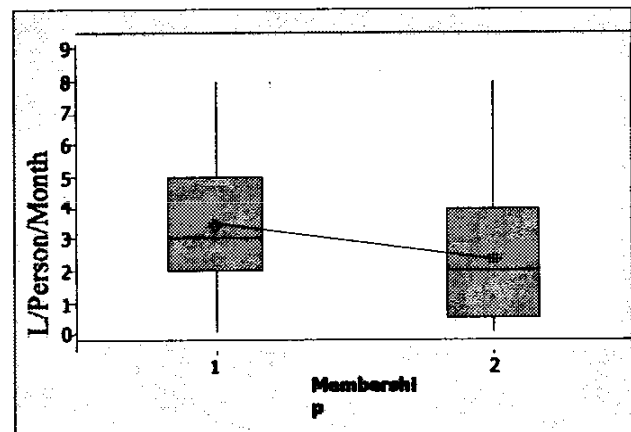


Fig: 2.b Mean monthly per-capita consumption of ice-cream (1= Beneficiary, 2 = Non- Beneficiary)

The DFVP has impacted positively on processed milk products like ice-cream and yoghurt while it was negative for fresh milk and curd. Perhaps this could be due to not sustenance of domestic production of milk or milk based products among beneficiaries. Preferences has mainly influenced by misconceptions exist among dairy communities. Intervention in changing routine activities specially the milking time could have a great impact on fresh milk consumption specially among young generation. Dissemination of at least the traditional knowlage (appropriate technology) on processed milk products with the project could also ehance the consumption and preferences.

## REFERENCES
1. Livestock Master Plan, 2011, Ministry of Livestock and Rural Community Development, Colombo.
2. Alwis De AEN, JC Edirisinghe and AMTP Athauda, (2009). Analysis of Factors Affecting Fresh Milk Consumption Among The Mid Country. Tropical Agricultural Research & Extension 12(2): pp101-107.