Food safety threats of poultry products: Linking production to consumption in India





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Hypothesis

Food safety threats significantly influence poultry consumption in India

Background

- Organised poultry sector growth linked to increased poultry production levels and heightened food safety risks
- Consumers hold varied perceptions regarding the safety of commercial poultry

Research objective

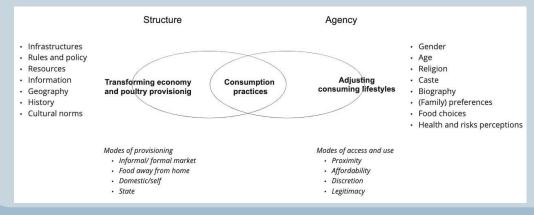
To investigate the connections between poultry production and consumption, in the emergence of poultry food safety threats

Methods

Data

- Indian NSSO HCE (>100.000 observations)
- FDGs consumers in Chennai (22) Income gender, caste, religion
- KIIs (15) Poultry stakeholders in India
- Intrahousehold surveys in Chennai (600)

Theoretical framework



Main findings

Provisioning and social dynamics result in cautious consumption patterns across different groups

Urban intensive poultry provisioning creates convenient consumption

Increased consumption

Commercia vs indigenous poultry:

- Affordable protein
- Availability
- Time efficient option

Perceived health impacts of poultry provisioning influence diverse consumer choice

Unequal consumption

Commercia vs indigenous poultry:

- Christian and Muslim higher consumption
- Lower income/ castes more (commercial) consumption
- Upper income/ castes lower consumption, better quality
- Males higher consumption

Traditional perceptions adjust to changes in intensive poultry provisioning

Intensive poultry provisioning gives rise to new health risk perceptions

Poultry quality and safety

Commercia vs indigenous poultry:

- Less "heating"
- Less "powerful"
- Less nutritious

Commercial vs indigenous poultry

- "Artificial": has hormones and medicines
- Breeds more prone to diseases
- Not fresh

Discussion

- Poultry quality/safety/quantity stratified consumption (income, caste/religion and gender)
- Consumption taboos generation based on perceived health risks
- Power of some agents to influence consumers

Conclusions

- Safety practices shaped by socio-economic and societal structures
- (Re)production of societal and gender norms related to food and taboos through production practices
- Economic growth does not necessarily equate improved nutrition

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