

DAGING LEMBU SEGAR

VS

DAGING KERBAU SEJUK BEKU

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Di Malaysia, daging lembu dan kerbau merupakan sumber daging merah utama bagi pengambilan protein. Malaysia mengimport di antara 75% hingga 80% daging kerbau sejuk beku dari beberapa negara bagi memenuhi keperluan tempatan. Pengimportan daging kerbau sejuk beku yang tinggi mencetuskan kebimbangan di kalangan pengusaha daging lembu tempatan dimana ia mungkin akan menyebabkan kurangnya permintaan terhadap daging lembu tempatan kerana daging kerbau sejuk beku lebih mudah didapati pada harga yang lebih rendah. Namun adakah mungkin ia hanya tanggapan sahaja?

Oleh yang demikian, bagi merungkaikan permasalahan tersebut, satu kaji selidik telah dijalankan bagi mengenalpasti **KEGEMARAN PENGGUNA** di antara daging lembu segar dan daging kerbau sejuk beku, dan mengenalpasti **HARGA YANG MAMPU** serta **HARGA YANG DIINGINKAN** oleh pengguna untuk daging lembu segar tempatan. Berikut adalah di antara beberapa dapatan kajian. Kajian terperinci boleh dicapai di:

http://www.dvs.gov.my/dvs/resources/user_16/MJVR%20Vol10.%20No.1/MJVR-V10N1-p87-94.pdf



STUDY ON CONSUMER PREFERENCE AND CONSUMPTION OF LOCAL BEEF AND FROZEN IMPORTED BUFFALO MEAT
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ABSTRACT: The survey was conducted to determine the consumer preference on fresh beef and imported frozen buffalo meat, and to investigate the affordability and purchase price for fresh beef and frozen meat. A total of 727 respondents participated in the survey from July 2018 to January 2020. The findings show that 90.9% of the consumers bought beef more than 2 kg of fresh beef and 68.9% bought imported buffalo meat in a month and 90.2% consumed 1 kg to 2 kg monthly per household. 78.9% of the consumers purchased fresh beef consumption from imported buffalo meat and only 68.2% frequently bought the meat. The study also reveals that 81.3% of the consumers agree that the current retail price for fresh beef is higher than affordable range. However, 84.9% of the consumers prefer the price of fresh beef to be reduced to less than RM22 per kg. 91.9% will choose to buy fresh beef rather than frozen imported buffalo meat if the price were similar. However, fresh beef, fresh imported frozen buffalo meat, market size, preference, consumers.

INTRODUCTION
 In Malaysia, cattle beef and buffalo meat are the primary source of red meat for animal protein intake. According to Compendex, Statistics, 2020 (2021), Malaysia produced 4336 metric tons of beef (comprising 40% cattle beef and buffalo meat) in 2020 from a population of 62120 beef cattle and 30760 buffalo. The self-sufficiency level in 2020 for a combination of both types of meat was 20.6%. (2021). Hence, Malaysia had imported between 70% and 80% of its requirements from different countries to fulfil the domestic demand (Mansor et al., 2019; Topik et al., 2020).

In the Global Agriculture Information Network Report in 2016, imported supply of red meat was dominated by India, reporting a total of 27626 metric tons of buffalo meat worth US\$189 million (FAO, 2017). The high importation of the meat has become an issue with local beef producers in Malaysia where they had claimed that it may suppress the growth of the local beef industry. According to industry players, the high availability of imported frozen buffalo meat and its lower selling price may reduce the demand of fresh local beef. However, there has been no scientific publications

CONCLUSION: Knowledge and preference of consumers regarding the type of meat consumed and the source of meat are important in the beef industry. The findings show that 62.7% of the respondents were aware that imported frozen beef and buffalo meat and 80.2% do not have to differentiate between fresh beef and imported frozen buffalo meat. The study also reveals that consumers with lower income were more likely to be able to afford to purchase fresh beef.

Percentage of respondents

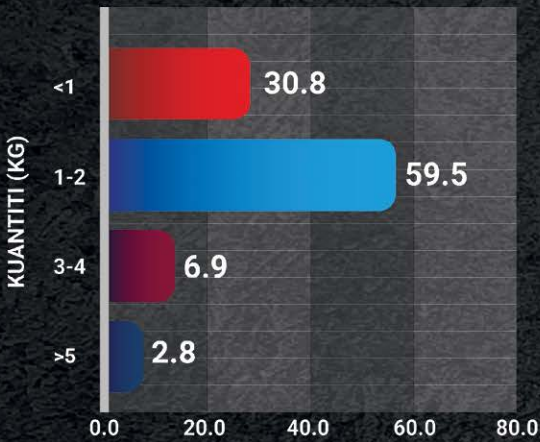
Category	Percentage
Know	62.7%
Don't know	37.3%

Percentage of respondents

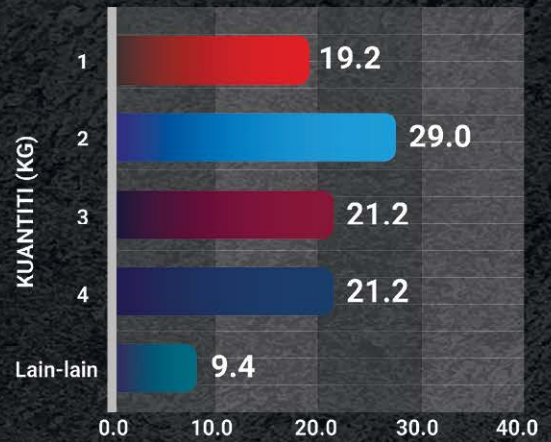
Category	Percentage
Know	80.2%
Don't know	19.8%



Kajian menunjukkan **90.3%** pengguna membeli daging lembu segar tempatan dan/atau daging kerbau sejuk beku import tidak melebihi **2 kg** sebulan (**Rajah 1**) dan **48.2%** memakan daging di antara **1 hingga 2 kg** sebulan seisi rumah (**Rajah 2**).



Rajah 1: Peratus responden (%) mengikut kuantiti daging yang dibeli dalam masa sebulan



Rajah 2: Peratus responden (%) mengikut kuantiti daging yang dimakan sebulan seisi rumah

78.5% pengguna menggemari daging lembu segar, tetapi hanya **66.0%** yang membeli daging tersebut. Bagi daging kerbau sejuk beku, hanya **5.7%** pengguna menggemari daging tersebut, tetapi **19.5%** memilih untuk membeli daging tersebut (**Rajah 3**).



Rajah 3: Peratus responden (%) mengikut pilihan jenis daging yang digemari dan jenis daging yang dibeli

Kajian juga menunjukkan hampir 60.0% pengguna membeli daging kerbau sejuk beku pada harga kurang daripada RM26 per kg. Bagi daging lembu segar pula, hampir 80.0% pengguna membeli pada harga RM26 hingga RM 40 per kg (Jadual 1). Kedua-dua harga pembelian tersebut selaras dengan harga jualan yang telah ditetapkan oleh Kementerian Perdagangan Dalam Negeri & Hal Ehwal Pengguna.

HARGA (RM/kg)	RESPONDEN (%)	
	HARGA JUALAN DAGING LEMBU SEGAR	HARGA JUALAN DAGING KERBAU SEJUK BEKU
<20	Nil	30.2
21-25	9.5	29.3
26-30	32.3	11.9
31-35	35.2	5.7
36-40	12.7	nil
Tidak Pasti	11.3	22.9

Jadual 1: Peratus responden (%) mengikut harga pembelian daging lembu segar & daging kerbau sejuk beku.

Apabila responden ditanya mengenai kemampuan mereka berkaitan harga jualan tersebut, 61.3% pengguna berpendapat bahawa harga jualan daging lembu segar masih berada dibawah kemampuan mereka. Walau bagaimanapun, 93.9% pengguna lebih gemar dan berharap agar harga daging lembu segar dapat dikurangkan sehingga kurang daripada RM30 per kg (Jadual 2). Selain itu, 91.0% pengguna juga akan memilih untuk membeli daging lembu segar tempatan sekiranya harga daging tersebut diletakkan sama dengan harga daging kerbau sejuk beku import.

HARGA (RM/kg)	RESPONDEN (%)
	HARGA MAMPU BELI DAGING LEMBU SEGAR
<20	35.6
21-25	35.5
26-30	22.8
31-35	6.1
36-40	Nil
Tidak Pasti	Nil

Jadual 2: Peratus responden (%) mengikut harga mampu beli daging lembu segar.