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### **Analysis of Livestock Product Consumption Coastal Household In North Minahasa Regency**

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#### **ABSTRACT**

This study aims to analyze the effect of income on consumption of farm products. The research method that has been used is the survey method. Determination of sampled by purposive sampling, namely the coastal areas. Determination of the respondents were done by simple random sampling. Households that consume chicken eggs as much as 96.36 percent, chicken meat 88.18 percent and pork 75.45 percent. Regression analysis showed that consumption of chicken eggs, chicken meat and pork respectively partially influenced by household income. In conclusion, household income significantly affect the consumption of chicken eggs, chicken meat and pork in North Minahasa regency.

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#### **INTRODUCTION**

North Minahasa, is a district in the province of North Sulawesi, with the city center is Airmadidi. The distance between Airmadidi with Manado city (Center City Province), about 35 km. The total area of North Minahasa Regency is 1,059.24 km<sup>2</sup>. The boundaries of the region, North Side, the Sangihe regency, the Celebes Sea and the Molucca Sea. The east, the city of Bitung, and South side with Minahasa regency. West side, bordering the city of Manado.

North Minahasa regency consists of 10 district, and 5 districts (50 percent) of them, located in the coastal areas. This indicates that, work as the main source of income, most of the people are fishermen. Some research indicates that, coastal areas categorized as poor.

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According to other researcher [15], poverty is a serious problem faced by developing countries. The many problems facing today, both in the social and healthcare, rooted in poverty. The purchasing power of the poor is getting smaller with the increasing prices of daily necessities. The ability to provide adequate food, and in accordance with the recommended dietary allowance also decreased [15].

Households as consumers, to meet the consumption, always based on achieving a certain satisfaction. In theory, households are always trying to improve their utility. In achieving satisfaction, a consumer is limited by incomes and the price of commodities, including livestock. According to [1], an increasing population, accompanied by an increase in public knowledge about nutrition, and increase incomes, can encourage people to change consumption patterns, with changes in the nutritional quality better.

The fact is that, people with lower incomes, do not have the ability to purchase farm products as nutritious food. Much research has been done, especially in developed countries, on the pattern of consumption of nutritious foods. Nutrition according to [10], is one of the determinants of disease. Diet and eating habits, is the key to disease prevention. Research [6], shows the middle-class people have a healthy diet than the lower classes. Considerations underlying the selection of groceries, can explain the class differences in eating habits. Research [17] highlighted the importance of socioeconomic factors in relation to eating habits. Research has been conducted [2], is, by looking at differences in socioeconomic position (SEP) low and high, in consuming food. Similar research has been done [3], the quality of the food influenced by socioeconomic status (SES). Community with socioeconomic status (SES) is low, has a limited economy. While [9] stated that, the frequency of consumption of different foods, by country and gender. Similarly [13], examine socio-economic status (SES) in the consumption pattern.

The problem is, the extent to which the consumption of livestock products in North Minahasa, and whether the incomes influence the consumption of livestock products. Based on the above discussion, it has done the research, to analyze the consumption of livestock products, and the effect of incomes on food consumption of livestock products by households in the coastal areas of North Minahasa. The benefits of this research, is as an input for policy makers, in order to develop animal husbandry in North Minahasa Regency, in particular, and North Sulawesi in general..

## **MATERIALS AND METHODS**

This research has been conducted in North Minahasa regency. Districts and villages have been determined by purposive sampling, with consideration of the district and village located on the coast.

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