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TENDENCIES OF CONSUMPTION OF MEAT
AND MEAT PRODUCTS BY THE POPULATION OF KAZAKHSTAN

Abstract. In this article tendencies of consumption of meat and meat products by the population of Kazakhstan are revealed.

When carrying out researches the following methods are used: scientific abstraction, statistic-economic, analysis and synthesis.

When performing scientific research the following results are received: firstly, the logical regularity of dependence of level of consumption of meat and meat products on the level of average monetary per capita income is shown; secondly, the analysis of level of consumption of meat and meat products by types and in a territorial section is carried out; thirdly, need of forecasting of solvent demand of the population for meat and meat products is proved.

Keywords: consumption, priority, segment, availability, income, structure.

Consumption of meat and meat products is some kind of indicator of the social standard of living. The logical regularity is traced: the higher the income level of the population, the higher the value of the above indicator.

In the food ration of the predominant part of Kazakhstan population, meat and meat products occupy a special place. The level of their consumption depends on the health, working capacity and life expectancy of the citizens of the country. Therefore, the issues of consumption of meat and meat products in Kazakhstan have always been given great attention.

Table 1 - Consumption of meat and meat products by the population of Kazakhstan
in territorial terms (per 1 household member per month, kg)

Name of the region	On average		Population with incomes above the minimum living wage		Population with incomes below the minimum living wage	
	2011	2015	2011	2015	2011	2015
Republic of Kazakhstan	5.5	6.1	5.6	6.2	2.6	3.0
Aktobe	5.4	6.7	5.4	6.7	1.9	2.8
West-Kazakhstan	5.1	5.8	5.2	5.9	3.0	2.2
Atyrau	6.5	7.5	6.6	7.6	4.7	4.8
Mangistau	5.8	6.8	5.8	6.8	5.5	6.2
Akmola	5.6	6.2	5.7	6.3	1.5	2.6
Karaganda	5.8	6.6	5.8	6.7	2.0	2.5
Almaty	6.3	6.6	6.3	6.7	1.0	3.3
Zhambyl	5.5	5.5	5.5	5.5	3.4	2.5
South-Kazakhstan	3.4	4.4	3.5	4.4	2.3	2.3
Kyzylorda	5.9	5.1	6.0	5.2	2.4	2.8
East-Kazakhstan	5.9	7.5	6.1	7.6	3.1	2.3
Pavlodar	5.5	6.7	5.7	6.7	2.0	3.1
North-Kazakhstan	4.9	5.6	5.1	5.7	1.7	2.0
Kostanai	5.7	6.3	5.8	6.4	3.8	3.4
Astana city	5.7	5.9	5.8	5.9	2.2	2.6
Almaty city	6.9	6.8	6.9	6.8	2.3	2.9

Source: 1, p.42,45,47

As can be seen from the data in Table 1, the consumption of meat and meat products in the country as a whole in 2015 was 6.1 kg, which is 0.6 kg higher than in 2011. The highest level of consumption in 2015 was observed in the East-Kazakhstan and Atyrau regions. The lowest value of the indicator was found in the South-Kazakhstan region.

The main factor affecting the level of consumption of meat and meat products is the level of average per capita cash income. The ration of the population who have incomes higher and lower than the minimum wages are significantly different. So, in 2015, the population with incomes above the minimum living wages consumed 6.2 kg of meat and meat products per month for one member of the household. In a population with incomes below the minimum wages, this figure is 3.0 kg. The difference is more than 2 times.

In general, the figures for meat and meat products consumption in the population having incomes higher and lower than the minimum living wages in the territorial terms also differ. For example, in 2015, on average, per capita household in Mangistau region, people with incomes below the subsistence minimum consumed 6.2 kg of meat and meat products per month. In the population of the North-Kazakhstan, West-Kazakhstan regions these figures are 2.0 and 2.2 kg, respectively.

As for the population with incomes above the minimum living wages, in 2015, the highest values of the indicator were found in the East-Kazakhstan and Atyrau regions. Among this category of population, residents of the South-Kazakhstan region consumed 4.4 kg of meat and meat products per month per 1 member of the household.

Table 2 - Structural changes in the consumption of meat and meat products by their types

Years	Consumption of meat and meat products per capita per year, kg				
	beef	mutton	pork	poultrymeat	sausage products, smoked meat products
2011	21.7	7.6	3.6	13.4	7.9
2012	20.9	6.6	3.2	14.9	8.1
2013	22.2	6.9	3.5	15.1	8.2
2014	23.7	6.7	3.0	15.1	8.1
2015	25.0	6.9	3.1	15.7	8.3

Source: 1, p.41

Meanwhile, different types of meat differ in taste, physical and economic accessibility. In this connection, structural changes in the consumption of meat and meat products are systematically observed.

According to Table 2, it is evident that the consumption of beef in 2015 compared to 2011 increased by 3.3 kg. Consumption of lamb, on the contrary, decreased by 0.7 kg. Pork also shows a decreasing trend. Consumption of poultry meat, sausages and smoked meat products increased by 2.3 and 0.4 kg, respectively.

Table 3 - The purchasing power of average per capita monetary income, kg per month

Years	Purchasing power		
	beef	halfcleanedchickens	cookedsausage
2011	32	58	31
2012	29	62	31
2013	30	63	31
2014	33	67	32
2015	35	66	32

Source: 1, p.26

As studies show, poultry meat consumption growth rates are the highest due to economic accessibility. As the data in Table 3 show, the purchasing power for cleaned chickens in 2015 was 66 kg, for beef - 35 kg, for cooked sausage - 32 kg. At the same time, the purchasing power of PCCI in 2015 compared to 2011 for cooked sausage increased by only 1 kg, for beef - 3 kg, for cleaned chickens - by 8 kg.

Thus, the dynamics of per capita consumption of meat and meat products over the past 5 years has undergone significant changes. Consumption of lamb and pork decreased. On the contrary, there is an increase in beef, poultry meat, sausages and smoked meat products. Moreover, the poultry meat showed an obvious tendency of growth in demand due to the physical and economic availability of the product for the population of Kazakhstan.

It should be noted that the described trends in consumption of meat and meat products are characteristic for all countries of the world. As E.N. Trifonova noted, replacement of other types of meat by the poultry was due to the relative availability of this type of goods in comparison with others. The process of reducing the consumption of meat of cattle due to increased consumption of poultry meat is observed around the world[2-5].

In conditions of rising prices for meat and meat products, the population has to change the priorities of consumption. Especially, this applies to those who do not have enough money for adequate nutrition. The volumes of a single purchase, the frequency of purchase, the types of purchased meat products vary significantly depending on the segment.

For example, E.A. Tyurina, E.A. Glotova distinguish 5 segments of the meat and meat products market: there is not enough money for food; enough only for food; enough only for food and clothing; can buy expensive things; full prosperity [6].

In our example, since meat and meat products are related to expensive foodstuff that is systematically in demand, the level of consumption is primarily affected by the financial solvency of the population. When conducting market research, the main criterion for segmentation is the economic character - the level of average per capita cash income.

For this reason, in order to predict the level of consumption of meat and meat products, the following statistical indicators were taken: meat and meat products per capita; consumption of meat and meat products per capita; proportion of persons with incomes below the cost of the food basket; household income per capita per month; expenditures for the purchase of meat and meat products per capita per year; proportion of persons engaged in heavy production [7].

Selected indicators allow to predict solvent demand, depending on which the market of meat and meat products will change. Producers in their production and economic activities have learned to respond flexibly to the current situation, take into account consumption trends, concentrate efforts on the selected segment and produce competitive products.

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ТЕНДЕНЦИИ ПОТРЕБЛЕНИЯ МЯСА И МЯСОПРОДУКТОВ НАСЕЛЕНИЕМ КАЗАХСТАНА

Аннотация. В данной статье выявлены тенденции потребления мяса и мясопродуктов населением Казахстана.

При проведении исследований использованы следующие методы: научной абстракции, статистико-экономический, анализа и синтеза.

При выполнении научных исследований получены следующие результаты: во-первых, показана логическая закономерность зависимости уровня потребления мяса и мясопродуктов от уровня среднедушевых денежных доходов; во-вторых, проведен анализ уровня потребления мяса и мясопродуктов по видам и в территориальном разрезе; в-третьих, обоснована необходимость прогнозирования платежеспособного спроса населения на мясо и мясопродукты.

Ключевые слова: потребление, приоритет, сегмент, доступность, доход, структура

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ҚАЗАҚСТАПДА ТҰРҒЫНДАРМЕН ЕТ ЖӘНЕ ЕТ ӨНІМДЕРДІҢ ТҰТЫНУ ТЕНДЕНЦИЯЛАРЫ

Аннотация. Бұл мақалада Қазақстанда тұрғындармен ет пен ет өнімдердің тұтыну тенденциялары анықталған.

Зерттеу жүргізу кезінде келесі әдістері пайдаланылған: ғылыми абстракция, статистикалық – экономикалық, анализ және синтез.

Ғылыми зерттеулерді орындау кезінде келесі нәтижелер алынды: біріншіден, жан басына шаққанда орташа ақшалай кіріс және ет пен ет өнімдерін тұтыну деңгейі арасында логикалық заңдылық корсетілген; екіншіден, ет және ет өнімдерінің түрлері және аумақ бойынша тұтыну деңгейінің талдауы жүргізілген; үшіншіден, ет және ет өнімдерге тұрғындардың төлемге қабілетті бар сұранысының болжау қажеттілігі дәлелделген.

Тірек сөздер: тұтыну, приоритет, сегмент, қолжетімділік, табыс, құрылымы.

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