

“Chevon value chain analysis for improving decision making process in farming of Black Bengal goat”

Questionnaire

Consent

This survey is being conducted to gather insights from consumers, retailers, traders, farmers, private companies and Government officers regarding the above-mentioned topic supported by the ICAR. **Participation is voluntary**, and all responses will be **kept confidential**. Your personal information will **not be shared** or used for any purpose other than the **analysis** of this survey. By participating, you consent to the use of your responses for research purposes. We value your privacy and aim to ensure that your data is handled with the utmost care. If you have any questions, please feel free to contact us.

By signing below, I provide my consent to participate in this survey and agree to the use of my responses for research purposes only.

Signature: Rajesh Gamanga

Name: Rajesh Gamanga

Part-I: Consumer/ Customer

Name: Rajesh Gamanga
Address: Sabarpalli, Block:- Rudayogisri
District: Gajapati
Phone number (if wants to reveal):

A. Demographic Information

Age Group:
 18-25 years 26-35 years 36-45 years 46-55 years Above 55 years

Gender:
 Male Female Prefer not to say

Monthly Household Income: 610,000/-

Household Size:
 1-2 members 3-4 members 5-6 members More than 6 members

Education Level:
 Primary education Secondary education Bachelor's degree Post-graduate
Other (please specify): _____

Employment Status:

- Govt Service Private Service Self-employed Business owner Homemaker Unemployed Others (please specify): _____

Housing Assets:

- Staying in own house/ flat Staying in parental house Staying in rented house Others (please specify): _____

Household Assets: (Multiple selections allowed)

- Refrigerator Air conditioner Washing machine Microwave Computer/ laptop

Transportation Assets: (Multiple selections allowed)

- 4-wheelers Motor cycle Cycle Others (please specify): _____

Lifestyle Habits:

- Dining out once in a month Dining out twice in a month Dining out frequently in a month Domestic help employment Vacation/ traveling for leisure Donation for charity

B. Pricing and Value

Rating using a 5-point Likert scale

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

Sl. No.	Statement	Rating
1	I am satisfied with the chevon (goat meat) available in my area	4
2	The price of goat meat is reasonable and affordable	4
3	The price is an important factor which influence me to choose goat meat	4
4	The steady increase in price of goat meat with price variation from market to market is affecting my purchasing capability	3
5	I support to have a market regulation on meat price	4
6	I believe the purchase value of chevon worthy in terms of quality while served on the table at home	4
7	I believe the purchase value of chevon meat dishes worthy while served to me at hotels or purchased from food vendors	3
8	I prefer goat meat over other meats	5
9	I am willing to pay a premium price for quality chevon meat	4
10	I am willing to pay more for chevon meat that is certified (FSSAI/ Meat Inspection Certificate/ Business Registration/ Veterinary Health Certificate/ Halal)	4

C. Quality, Hygiene and Safety

Rating using a 5-point Likert scale

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

Sl. No.	Statement	Rating
1	The quality of chevon I purchased is high	4
2	Chevon, I purchased is fresh and hygienic	4
3	I trust that chevon I purchased is safe for consumption	3
4	The taste and tenderness of chevon meet my expectations	4
5	I do not bother whether chevon meat is certified or not during purchase	1

Rating using a 3-point Likert scale

3= High; 2= Medium; 1= Low

Sl. No.	Criteria	Rating
1	Freshness	3
2	Color (redness)	3
3	Fat content	1
4	Tenderness	2
5	Juiciness	2
6	Goaty flavour	2
7	Cleanliness of shop	3
8	Cleanliness of cutting equipment	3
9	Quality of water used at shop	3
10	Butcher's personal hygiene	3
11	Packaging	3
12	Storage conditions	3

Rating using dichotomous Scale

1= Yes; 0= No

Sl. No.	Question	Yes/ No
1	Do you know the source of goats where from you purchase meat?	1
2	Do you know or heard about Black Bengal goat meat?	1
3	Do you have any preference on Black Bengal goat meat?	1
4	Do you prefer to purchase fresh-cut meat?	1
5	Do you prefer to purchase lean meat with less fat?	1
6	Do you purchase frozen meat?	0
7	Do you prefer to purchase processed chevon meat?	0
8	Are you aware of any certification or standards for chevon quality in the market?	0
9	Do you have any preference for halal meat?	0
10	Do you feel any Municipality/ Corporation Certification/ other Certification is needed?	1

D. Meat Consumption Patterns and Satisfaction

Rating using a 5-point Likert scale

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

Sl. No.	Statement	Rating
1	Goat meat is easily available in my area	4
2	I know the goat breed during purchasing chevon	3
3	I do not bother whether chevon meat is of Black Bengal goat or other goat breed during purchase	3
4	I purchase chevon from the local market	4
5	I purchase chevon from the same shop	4
6	I purchase chevon from different shops	2
7	I purchase chevon from supermarket	2
8	I purchase chevon from online	1
9	I am likely to recommend others to purchase goat meat where from I usually purchase	4
10	I have noticed increased availability of goat meat in my area in recent years	4

E. Open-ended questions

1. How frequently do you purchase/ consume chevon?

Daily Weekly Once in two weeks Monthly Occasionally Only festival time

2. What is your approximate monthly budget/ expenditure on chevon? 2000/-

3. What is the purchase price of 1 kg fresh chevon meat? RS 800 per kg

3. What quantity of chevon meat do you generally purchase in one purchase?

Less than 500 g 500g- 1 kg 1-2 kg 2-4 kg More than 4 kg

4. From where do you primarily source your chevon? (Multiple selections allowed)

Local butcher shop Wholesale market Supermarket Direct from farm/producer
 Middleman Live animal market Online marketing Other:

5. Please tell the name and address (location) of the shop/ market?

Local market
R Udayagiri

6. What quality parameters do you look for when purchasing chevon?

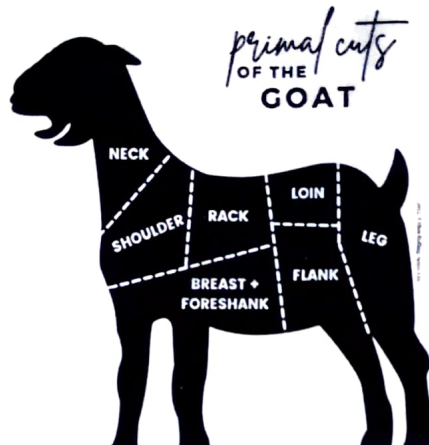
Age of Goat Weight of Goat Color of meat Fat content of meat Cut type
 Breed Other

7. What form of chevon do you usually purchase? (Multiple selections allowed)

Live goat Whole carcass Cut pieces Processed products Other:

8. Which cuts of chevon meat do you prefer? (Multiple selections allowed)

No preference Neck Shoulder Rack Loin Flank Breast Shanks
 Front leg Hind leg Head Liver Others organs



9. Do you ask for particular cuts for particular recipes?

Yes, small piece

10. Please mention particular recipes?

Mutton curry

11. What is the preferred weight of goat that you choose for buying meat?

12-13 kg

12. What is the preferred age of goat that you choose for buying meat?

3 year age goat is preferred

13. Do changes in prices occur over time? If yes, why?

Yes, During local festival, ^{or} new year the price increases

14. Why you prefer goat meat over other meats?

Goat meat is preferred because of flavors, better taste and religious acceptance.

15. Do you have any specific suggestion for the improvement of chevon meat sector?

- i) Regular deworming, vaccination should be done
- ii) Hygienic condition of Butcher's should be maintain
- iii) The goat farmers should be trained on goat nutrition disease control and breeding.