

Constraints for Popularization of Fresh Milk: A Case Study in Gampaha District

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Although fresh milk is considered a widely consumed beverage in the world, the level of milk consumption in Sri Lanka is considerably low with the per capita consumption of about 15kg per year. Today, powdered milk has acquired the biggest share of the local market and the demand for local milk has gone down dramatically. This has caused a large foreign exchange out flow from the country. In 2017, import expenditure of milk powder has increased notably by 27.6 per cent to US dollars 294 million. Hence, the present study was undertaken in order to identify the constraints for popularization of fresh milk and to find out the remedial measures to solve those problems. The study was conducted in Gampaha district, which represents the second highest monthly household expenditure on milk powder (LKR 1277.00). A pretested structured questionnaire based survey was conducted with a sample of 80 randomly selected households. The study revealed that the highest consumption was imported powdered milk brands (30%) mainly due to the high availability. There is a significant positive relationship between household monthly income and expenditure on fresh milk. According to the Kruscal – Wallis analysis, low availability was the main constraint for popularization of fresh milk from the consumer's point of view while second and third constraints were high price and low satisfaction about hygiene respectively. Lack of promotional activities was the prominent constraint for popularization of fresh milk at selling level. The study suggests it is vital to establish milk distribution network with sales outlets across the area and distribution by mobile vehicles to the doorstep in order to ensure the availability. Further, a media campaign could be launched to promote fresh milk drinking culture and discourage milk powder consumption.

Keywords: Constraints, Fresh milk, Popularization, Powdered milk