

Consumption Pattern of Ghee in Udaipur City

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ABSTRACT A questionnaire based survey of three hundred families from Udaipur city was performed to know their consumption pattern of Ghee- anhydrous milk fat. The respondents were divided into Low income group (LIG), Middle income group (MIG) and High income group (HIG) based on their total family income. It was observed 34.3%, 30.0%, 35.7% of these families were from LIG, MIG, HIG respectively. Out of these families 5 were those which did not consumed ghee at all while 7 families were those consuming hydrogenated fat partially. Monthly consumption analysis revealed that majority of three income groups consumed <3 kg/ month while consumption of ghee was correlated to socio economic status so that >3 kg / month consumption was observed in MIG and HIG families. Where as on basis of per capita per day consumption in majority families from all three income groups it was less than 20 g per day which is the normal range for the ghee consumption as recommended by NNMB. Evaluation of purchasing of practice of ghee showed that most the LIG and MIG families purchased ghee as and when required, while majority of families of HIG purchased ghee on monthly basis. The purchase in bulk i.e. 15 kg was also correlated to the socio economic status and was prevalent in HIG families. Branded ghee was mostly preferred by HIG families where as in LIG families *Homemade* ghee was preferred. It was observed that choice for specified brands was 83.4% where as only 18.9% families were for no specific choice of branded ghee. Awareness related to Agmark certification on ghee was observed in majority of HIG families while awareness was lowest in LIG families. Amongst various food items ghee usage found highest score for chapati (88.7%, 76.7%, 93.5%) followed by sweets (38.8%, 58.9%, and 80.4%) in all three income groups LIG, MIG and HIG respectively.