Vegetable Oil Demand in Food Away From Home Consumption Places: A case of Adana Province

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Abstract

Both household and also restaurants, hotels, cafeterias and pâtisseries are important consumer units for vegetable oil consumption. These places have high value in point of enlargement of target market segments for vegetable oil sector. The aim of this study is to put forward consumer behaviors for vegetable oil in food away from home consumption (FAPH) places. In this study we obtained which kind of vegetable oil used for meals in restaurants, hotels, cafeterias and pâtisseries. It was determined that the daily average consumption in these establishments is about 4.72l of sunflower oil, 1.21l of olive oil and 1.14l of soybean oil per person.

Material and Method

Required data for this study were obtained from hotels (5), restaurants (29), pâtisseries (4), and cafeterias (2) by face-to-face survey method in 2004 summer in Adana province of Turkey. Questaniare was modified from proyecto OLI-963328 in Spain.

Survey was put into the force with 45% directors, 55% culinary chiefs and cooks. Capacity usage ratios are 78%, 53% and 94% for restaurants, hotels, and pâtisseries, respectively. In addition, cafeterias are used full capacities.

Results and Discussion

Investigating the establishments on food away from home consumption, hotels were the biggest consumers of the sunflower oil, olive oil and butter. Total consumption of vegetable oil were recorded in 52% of sunflower oil, 13% of olive oil, 13.1% of margarine, 12.6% soybean, and 4.4% of butter (Table 1). According to Table 2, sunflower oil generally used for frying and grills. On the other hand, olive oil mostly used for salad.

Firstly preferences of the olive oil brand are Komil, Kristal ve Tariş in Adana province (Table 3). The establishments are taken information about olive oil from peoples, frequently. That followed by television and newspaper-magazines (Table 4). Most of these places were provided their olive oil from wholesaler at local market (Table 5). The important reason of non-purchasing for olive oil are high price and taste (graphic 1). The effected factors those consumer preferences of vegetable oil are determined as: price, shelf life and frying performance and others graph 2.

At the result of this study, the production cost of meal played important role on consumption choice of vegetable oils. Especially, consumption of olive oil has been found a low rate in respect of the other kind of oil.

References

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