

INFLUENCE OF MEAT PRODUCTS SERVED AT SOME DRINKING BARS ON SALE OF BEVERAGES IN THE TAMALE MUNICIPALITY

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Abstract

A preliminary survey was carried out in the Tamale Metropolis to assess the influence of meat products served at major drinking bars on sale of beverages. Structured questionnaire and interviews were used to elicit information from consumers (51) and bar operators (20). Data collected included types of meat and beverage consumed, pattern of meat consumption, perceived effects of consuming both meat and beverages and the influence of meat availability on beverage sales.

The results showed that most of the major drinking bars (65%) had meat component attached to them. Both alcoholic (87%) and non-alcoholic (13%) beverages were sold at all the bars. Majority of the respondents were between 26 and 50 years. Consumers were mostly males. Civil servants formed the majority and most of them had tertiary education. Married people were also in majority. Diverse tribes were represented. Guinea fowl meat, chicken, beef and pork were consumed particularly when fried. Majority consumed meat occasionally with beverages with money being the most limiting factor.

The consumers stated signs of prestige, satisfaction, reduced manifestations of intoxication of alcohol, enhancement of appetite for the drink and improvement in their health condition as perceived effects of meat on beverage intake. There was a positive influence of meat availability on beverage sales that led to 4-36% increase on income derived from beverages. Based on this study, beverage consumers are encouraged to consume meat alongside drinks and bar operators should endeavour to incorporate meat in their operation.

1. Introduction

Meat is an important part of human diets as a rich source of high quality protein. Proteins are constituents of every living cell, making up half of the dry matter as well as twenty per cent of the total weight of an adult (Guthrie, 1983). Sources of complete protein are animal

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products including milk, meat and eggs (Hahn & Payne, 1997), which are essential for human growth and maintenance of body tissue.

Fieldhouse (1986) stated that consumption of meat in many cultures was often associated with festive occasions. This cultural factor associated with meat and its consumption persists to the present day as seen at weddings, parties and festivals, and even at the drinking bars. Meat consumption is determined by several factors such as tradition, price, income level and availability (Alhassan & Barnes, 1993); but largely dictated by affluence (Stufflebean, 1983). Most people, however, consume meat because they derive enjoyment and satisfaction from eating it, an appeal that is unsurpassed by other protein sources (MLC, 1988).

Meat can be presented in forms such as sausages, bacons, hams, luncheon meat, corned beef, minced meat and grilled meat (i.e. khebab). Some of these processed meats like sausages and grilled meats are usually consumed as a delicacy or with both alcoholic and non-alcoholic beverages. Most humans prefer to drink beverages with other substances such as biscuits, meat pies and even cooked meat. Beverages are special drinks of any kind. Water contained in them is an essential component of the human diet, required to maintain the hydration of tissues (Hahn & Payne, 1997) and the composition of the extra-cellular fluid components of the body. The nutritional role of these beverages is essentially limited to making the consumption of water attractive, while the carbohydrates they contain contribute energy (Southgate *et al.*, 1990).

In the Tamale Metropolis, like any other towns and cities, the consumption of meat with alcoholic and non-alcoholic beverages is assuming a greater dimension. Thus most drinking bar operators sell meat to attract more customers. This implies that selling meat alongside beverages means more sales of these products. Even though the contribution of meat to the increased income from the sales of these drinks has been recognised, the breweries do not see the need to support animal production. This may be due to lack of information on the role animal production plays in the consumption of beverages. It was in this light that this preliminary study was undertaken to assess

the consumption of meat with alcoholic and non-alcoholic beverages at the various drinking bars in the Tamale Metropolis.

2. Materials and Methods

The study was conducted between January and February 2003 in the Tamale Metropolis. Tamale is the regional capital of Northern Region of Ghana with population density above 150 per km² (Runge-Metzger & Diehl, 1993). Fifty-one (51) beverage consumers and twenty (20) drinking bar operators were sampled for the study. The consumers were selected randomly, while the drinking bars were selected by way of purposive sampling (i.e., major drinking bars in the metropolis). Structured questionnaire and interviews were used to elicit responses from both consumers and drinking bar operators. Information sought included the type of meat and drink sold at the drinking bars, pattern of meat consumption with drink, perceptions of consumers when meat was consumed with drinks, influence of meat availability on drink sales as well as demographic characteristics of consumers. Of the twenty (20) bar operators, thirteen (13) of them who sold both meat and drinks were selected for the assessment of influence of meat availability on drink sales.

Descriptive statistics was used to analyse the data.

3. Results and Discussion

3.1 Background of respondents

Table 1 shows the characteristics of respondents who patronised the drinking bars. Most of them were in the age bracket of twenty-six (26) and fifty (50) years. This was not surprising since those within this age group were mostly workers (Table 1) and could afford the cost of meat and drinks. Both meat and drink consumption are known to be a function of income (Mbogoh, 1984). Those below twenty (26) years were few (8%), perhaps due to either unemployment or might not earn enough income to patronize these products.

The dominant consumers were civil servants (72%) of high educational status (57%). Thus they could earn high income to be able to buy drinks and meat, which are functions of income (Mbogoh,

1984; Alhassan and Barnes, 1993). Majority of the respondents were males (78%). This could be due to the fact that in the civil service more men are employed than women. Also, women are more engaged in the home than men who often have less responsibility at home. Eagly and Steffen (1984) indicated that childcare and household responsibilities are primarily borne by women, and men garner the more prestigious, higher-paying and responsible positions in business and government. According to Skrypnek and Snyder (1982), men are typically stereotyped as independent, while women are dependent. Thus women rarely go out to drink.

The respondents came from diverse ethnic backgrounds including particularly the Frafra, Gonja, Akan, Dagaaba, Dagomba and Kasena (see Table 1). Tamale is noted as being cosmopolitan and a fast growing metropolis in Ghana, hence offered job avenues that are opened to all tribes.

The study also revealed that sixty-three percent (63%) of the respondents were married. Some of them claimed that they drink because of problems they had at home in order to soothe their level of worries and thoughts. A significant number thirty-five percent (35%) had family size of three (3). Probably those with smaller family size had less family responsibilities, therefore could spare some money for drinks as well as meat.

TABLE 1: Characteristics of Consumers.

Characteristic	Number Of Respondents	Percentage (%)
AGE (yr) 18 - 25	4	8
26 - 40	26	51
41 - 50	16	31
Above 50	5	10
SEX Male	40	78
Female	11	38
TRIBE Akan	7	14
Bimoba	2	4
Dagaaba	7	14
Dagomba	6	12
Ewe	2	4
Frafra	11	21
Gonja	5	10
Kasena	6	12
Mamprusi	3	5
Nanumba	1	2
Others (foreigners)	1	2
FAMILY SIZE 3	18	35
4 - 5	16	31
6 - 8	6	12
Above 8	11	22
EDUCATIONAL STATUS Illiterates	4	8
Primary	2	4
Post Primary	3	6
Secondary	13	25
Tertiary	29	57
OCCUPATION Civil Servants	37	72
Farmers	3	6
Traders	6	12
Craftsmanship	2	4
Others (Off loading, receptionist, etc)	3	6
MARITAL STATUS Single	18	35
Married	32	63
Divorced	1	2

3.2 Consumption of beverages and meat

Table 2 shows types of alcoholic and non-alcoholic beverages consumed with meat. It was clear that the most preferred beverages were beer (e.g., Guilder, Star, Club, ABC labels) and Stout (e.g., Guinness label). Various reasons were given for consuming alcoholic drinks with meat. These included the view that the meat consumed suppressed the effect of the alcohol content of the drink, reduced intoxication, and that meat intake harmonized well with alcoholic beverages. Bender (1997) cautioned that people who satisfied much of their energy requirement from alcohol (29 kJ/g) frequently showed vitamin deficiencies, because they were not eating enough food to provide adequate amounts of vitamins and minerals. These vitamins and minerals could be amply supplied by meat (USRDA, 1980).

TABLE 2: Types of Beverages Preferred With Meat

Type	Number Of Respondents ¹	Percentage (%)
ALCOHOLIC		
Beer (Guilder, Star, Club, etc)	22	35
Stout (Guinness)	20	32
Pito	8	13
Akpeteshi	4	7
NON-ALCOHOLIC (Mineral)	8	13

¹Some respondents consumed 2 or more types of beverages

3.3 Meat types, form and pattern of consumption

Table 3 shows the types of meat consumed at the drinking bars. These included guinea fowl, chicken, beef and pork. The respondents mentioned taste, price and availability as their main determinants of choice of meat. Guinea fowl meat was particularly cherished because of its taste and was often served at the drinking bars, being the main poultry produced in the region. This observation corroborates that of Alhassan and Barnes (1993) that meat consumption in Ghana varies with tradition and availability.

Table 4 shows the preferred form of meat at the drinking bars. At most of the drinking bars, consumers preferred fried and grilled

meat. Most of the respondents mentioned taste as the main reason for their choice, since fried meat harmonized well with beverages. Others were of the opinion that boiled meat was preferable, particularly in light soup with hot pepper served at some of the drinking bars.

Figure 1 shows the frequency of meat consumption. It was clear that majority of the respondents eighty-two percent (82%) consumed meat with drink occasionally. They said that money was the limiting factor. Both meat and alcoholic beverages were expensive, therefore could not be patronized on daily basis if income levels were not appreciable.

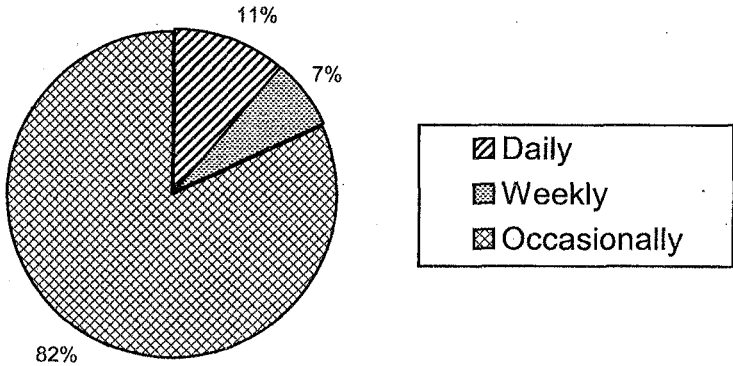
TABLE 3: Types of Meat Sold At Drinking Bars

Type	Number Of Respondents	Percentage (%)
Guinea fowl	16	31.4
Chicken	11	21.6
Beef	10	19.6
Pork	9	17.6
Chevon	3	5.9
Mutton	2	3.9
Total	51	100

TABLE 4: Preferred Form of Meat

Form	Number Of Respondents	Percentage (%)
Fried	14	27.5
Boiled + Fried	12	23.5
Fried + Grilled	9	17.7
Roasted/grilled	6	11.8
Boiled	4	7.8
Boiled + Grilled	4	7.8
Boiled + Fried + Grilled	2	3.9
Total	51	100

Fig. 1: Frequency of meat consumption with drinks



3.4 Interactive effects of meat and beverages as perceived by consumers

Table 5 shows the perceptions of consumers when they consumed meat alongside beverages. Majority of the respondents indicated that meat consumption suppressed the effect of the alcohol. They argued that drinking alcohol alone increased intoxication, but when combined with other foods such as meat; intoxication of the alcohol was reduced. It has been argued that changes seen in individuals drinking much alcohol are influenced not only by the amount drunk but also the individual genetic predisposition, nutritional state, the diet eaten with the alcohol, sex and hormonal status (Hahn & Payne, 1997). Some respondents in the present study explained that they derived satisfaction from consuming meat and drink together.

According to Hahn and Payne (1997), for most people, eating is a pleasurable experience, but not just the sake of nourishment. To others, consuming meat with drink was a sign of prestige since they would be ranked high in terms of social status when seen in that act. Other consumers argued from the health point of view. To them there was dramatic improvement in their health status when they started eating meat alongside drinks. According to Bender (1997) deficiency

of vitamin B₁ (thiamin) was a problem among heavy drinkers. The problem was confounded by the inhibition of thiamin absorption and metabolism by alcohol. In such cases the main effects included heart failure, acidosis, Korsakoff's psychosis and Wernicke's encephalopathy (Bender, 1997). Thiamin however is very rich in meat. About 4% of the respondents indicated that their appetite for the drink was enhanced when consumed with meat.

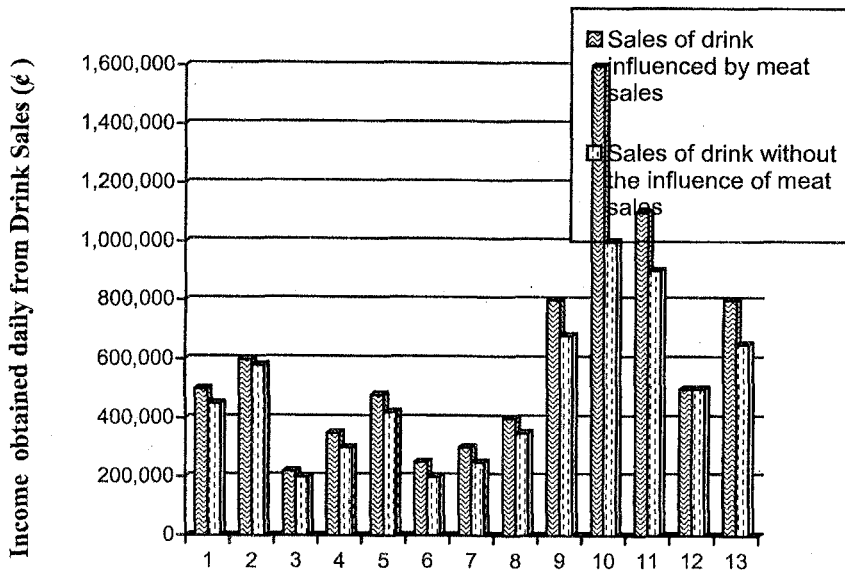
TABLE 5: Perceptions of Consumers When Meat Was Consumed With Beverages

Effect	Number Of Respondents¹	Percentage (%)
Detoxication	27	37.5
Satisfaction	22	30.6
Health improvement	14	19.4
Prestige	6	8.3
Appetite enhancement	3	4.2

¹Some respondents mentioned 2 or more effects of the beverages

3.5 Influence of meat consumption on the sale of drinks

Figure 2 shows the impact of serving meat at the drinking bars on the sale of drinks. The study revealed that almost all the drinking bars, which had meat selling component attached to them realized an increase in the sale of drinks whenever they had meat for sale. The percentage increase in income from drinks ranged between 4% and 36%. It was therefore clear that income generated from the sale of drinks was higher when meat was available than drinks alone.



Drinking bars

Fig. 2: A comparative analysis of sale of drinks as influenced by meat.

4. CONCLUSION

The study revealed that most drinking bars, sixty-five percent (65%), had meat component attached to them. It was also evident that both alcoholic and non-alcoholic beverages were sold at all the bars with alcoholic drinks (beer) mostly consumed. Majority of the respondents were between twenty-six (26) and fifty (50) years of age. Civil servants formed the majority and most of them had tertiary education. Married people were also in majority. Diverse ethnic groups were represented with the Frafras being the dominant tribe. Guinea fowl, chicken, beef and pork were largely consumed with guinea fowl mostly preferred. Frying, boiling, and grilling were the methods used in cooking the meat.

Majority of those who consumed meat did so occasionally with money being the most limiting factor. Most of the consumers indicated that meat consumption with drink improved their appetite for the drink, showed a sign of prestige, brought about satisfaction, improved health condition and suppressed

intoxication of the alcohol. There seemed to be a positive influence on the drink sales whenever meat was available for sale and this led to 4-36% increase in income. Based on this study, beverage consumers are encouraged to consume meat alongside drinks and bar operators should endeavour to incorporate meat sales.

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