

# Slaughterhouses, Meat And Its Trade In Albania

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**Abstract-** *Slaughterhouses are an important element in the management of meat product in Albania, such as the study on the functioning of their form is very necessary, we decided to analyze the steps pose passing meat product in Albania. As meat is a very important component of the Albanians diet, this study is based on data of customers for the product meat. We will treat terms of product quality meat that is, the standards applied in the marketing of this product. To reach these objectives, this study designed a conjoint choice experiment survey and collected primary data in the most populated cities of Albania. The meat industry and its marketers may benefit from this information by using it to strategically market their meat to different groups.*

**Key words-** *Albania, meat, consumer preferences, market segmentation, Conjoint Choice Experiment*

## I. INTRODUCTION

Albania has been, is, and will remain for years a country where agriculture will play a very important role. Currently agriculture makes up about 31% of GDP (MoAFCP 2012). Therefore it is important to consider agriculture in any of the country's strategic planning. Despite the importance of agriculture for the national economy, Albania is a net importer of agricultural products. The ratio of exports to imports in total is 1:8, with the value of total import of meat products in 2012 at 15,900,890 Euros (MoAFCP 2015).

However, in the process of approximation to the European Union (EU), Albania seeks potential export opportunities to EU and international food markets. Meat is among the traditionally produced agricultural goods in Albania. The dairy industry, and along with it meat collection system, are still in the course of modernizing structures and technologies. In the late 1990s, the first private slaughterhouses plants were established in different regions of the country.

Understanding the factors which may significantly influence household consumption is important in the planning of slaughterhouses, processors and manufacturers. Consumers' responses to changes in price and non-price factors are basic to an economic analysis of almost all the policy decisions related to industry or government programs. Forecasting the future direction of household consumption, and how that direction might be modified through industry efforts or by national programs and policies, requires

information on the relationships among prices, incomes, household characteristics and consumer demand. This study focuses on households as consuming units, explains and analyzes their purchasing behavior for dairy products.

The aim of this study is whether Albania has overtaken slaughters that meet European standards, as is the amount of trade of meat products in Albania. In other words the study tries to find out how different slaughters consider different attributes of meat, when they buy the product. From these differences we can then determine the market segmentation toward this.

## II. OBJECTIVES

The main objective of the study is identification and evaluation of slaughters that meet European standards had done, and the quantity of slaughtering meat product to pick up as sales of consumer preference

The specific objective (1) Completion of European standards for the marketing of meat products in our markets.

The specific objective (2) dairy market segmentation customer classes based on their preferences towards product.

## MEAT PRODUCTION IN ALBANIA

Livestock production is seen as a backbone of Albania's agriculture. The value of livestock production has increased from 63 328 million lek in 2000, in 78 438 million lek in 2007, which makes 57 % of the total value of agricultural production of 13 8260 million lek (Statistical Yearbook 2007). Livestock products constitute a main source of food, and a high share of production still serves for subsistence purposes and as feeding for the calves.

*Dairy* activities have a long tradition in Albania due to the favorable natural resources for dairy production. In the plains, cattle production is dominant, while in the hills and mountains, sheep and goat production are more suitable. According to the statistics of MAFCP total meat production has increased from 948000 ton in 2005, up to 1070000 ton in 2010 from which veal and chicken production was 957000 ton in 2012(MAFCP statistical yearbook 2014).

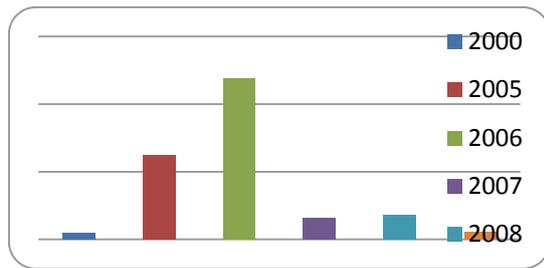
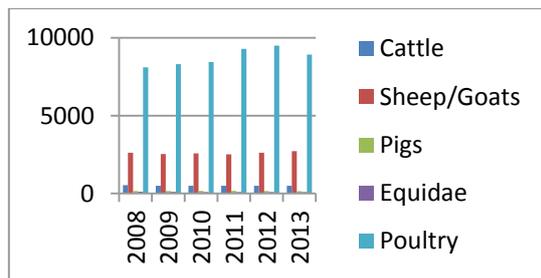


Figure 2. Investments in the slaughters through the years (million leke)

Figure 1. Veal and chicken production through the years (000 ton)



Source: MAFCP statistical yearbook 2014

Meat market in general has found sales often not the appropriate standards (direct selling from farmers) and formal market channels (collection & distribution by dairies). Meat production in Albania suffers still from problems of quality assurance. According the annual survey of the MAFCP in 2007 only 23 % of produced meat is going to the dairies for processing, 45 % of it is directly marketed, 19 % it is used for self consuming .A very big part of meat it is consumed directly and not processed and or controlled.

The dairy sector is one of the most important industries in the agro-business sector. It provides 80 % of the meat supply for Albanian consumers. This sector has been very significantly growing during the last five years. If we see at some statistical data of the investments done in these industry there has been a significant increase in the years 2005 and 2006.

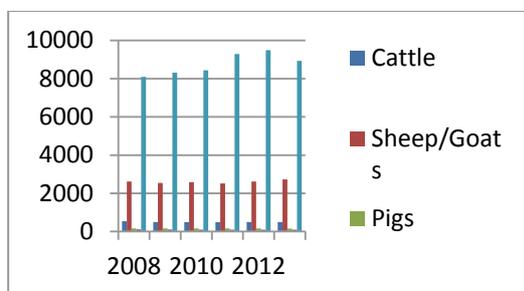
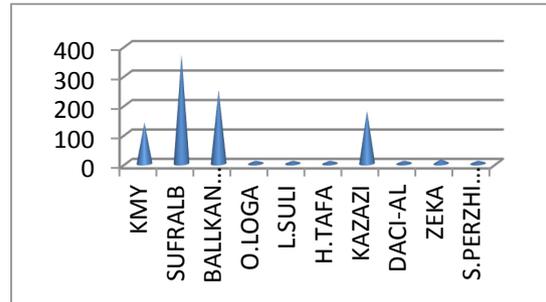


Figure 3. Share of dairy agro-industry production in 2012 (ton)

Source: MAFCP statistical yearbook 2014

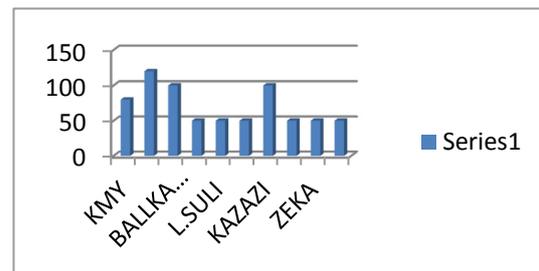
However, the industry remains relatively immature; although the raw milk production increased

Figure 4. Production of milk by prefecture 2011 in tons



Source: Ministry of Agriculture, Food and Consumer Protection

Figure 5. Production of meat by prefecture 2015 in tons



Source: Ministry of Agriculture, Food and Consumer Protection

at a rate of 15% (MAFCP-statistical yearbook 2014) over the last five years. The dairy sector is often exposed to risks linked to the raw material supply because there is not in place a vertically integrated system, concerning the raw material supply and the distribution of the products to the final consumer.

In the meat industry remains the most important component in terms of production and also in consumption. If we look at the graphic design of 2011,study conducted by the Albanian companies that meet standards of slaughtering meat turns out that few companies are realizing that achieve the appropriate standards. In 2011 the trend of milk product Tirane-Durres areas has been increasing at rates considerably.

If you look stabbings that were made in 2015, understand that the same companies have achieved in European terms slaughtering meat, this is a good indicator for Albania, since meat is the product of daily in our tables.

### III. CONCLUSION

Dairy activities have a long tradition in Albania due to the favorable natural resources for dairy production.

Meat producers must meet consumers' demand for meat when there is demand in order to remain competitive.

Once we are able to clearly describe the existing demand for meat, a marketing strategy can be properly developed. In the meat industry remains the most

important component in terms of production and also in consumption.

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