

The Economic Estimation of the Domestic Demand for Poultry Meat in South Africa with Special Reference to Broiler Meat

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ABSTRACT The objectives of the study were to identify factors that affect the demand of broiler meat; to determine their significant effect on the demand of broiler meat; and to estimate the short-run and long-run elasticity of broiler meat demand in South Africa. A Log-linear model was applied on time series data spanning from 1971 to 2012. The main findings revealed that the major determinants of broiler meat demand include price of broiler meat, price of beef, price of pork, price of mutton and the level of income. The regression results revealed that broiler meat demand was inelastic with respect to the price of broiler meat. The results further indicated that short run is price elasticity of demand for broiler meat was inelastic in the short-run and is elastic in the long-run.