

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

PROFILE OF THE MILK CONSUMER: AN ANALYSIS OF THE CONSUMPTION HABITS OF STUDENTS OF THE FEDERAL UNIVERSITY OF PAMPA

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Milk is one of the most consumed animal products in Brazil. Besides being nutritious, it has numerous health benefits and should be consumed daily by people of all age groups, mainly to meet calcium requirements. Knowing the frequency, eating habits and limiting factors of milk and dairy consumption is necessary to understand and outline new strategies that encourage the consumption of these products. The objective of this study was to evaluate the profile of milk consumption, frequency and consumption habits of the students in the Federal University of Pampa - Campus Dom Pedrito, and to evaluate their limiting factors regarding milk intake. The work was applied in September 2017, obtaining the collaboration of 225 students, who, when participating, answered a questionnaire composed of 19 objective questions. According to the results analyzed, 72% of the students consume whole milk, followed by skimmed and semi-skimmed milk, with 13% and 8% of preference, respectively. On the other hand, soy milk and zero lactose were less popular with 1% and 4%, respectively. Regarding the frequency of consumption, 38% of respondents said they consume daily, while 31% consume weekly or monthly. Issues that reported the individuals knowledge about milk were also evaluated, showing that 92% of people claim to know the benefits of milk to health. Among the questions that evaluated the reasons that influence people not to consume milk, 40% of the interviewees believed that the intake could lead to some disease in the long term and 21% said that controversies about milk fraud and / or tampering influence negatively ingestion of milk, and the rest did not know how to comment. The study showed that despite the high consumption of milk by students, there is still a great deal of discussion about the factors that limit this consumption. It is essential to know and publicize the benefits of the products we consume, in order to increase the consumption of milk, which is considered to be one of the most complete foods available for human consumption.

Keywords: Calcium; dairy; milk; university; zootechny.

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