

ECONOMIC PERSPECTIVE ON TURKISH PASTRAMI PRODUCTION AND MARKETING

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The aim of this study is to compare the incomes obtained from direct marketing or as pastrami of valuable meat cuts which are tenderloin, rib-eye, sirloin and rump used in the production of Turkish traditional pastrami. Materials of the study are total of 80 meat cuts including 20 pieces each cuts used for production of pastrami. Incomes obtained from direct marketing of meat cuts calculated by multiplying the weight of each cut and wholesale price. Drying shrinkage, trimming, edible herbal coating, labor, energy costs and preparation and marketing duration was also considered in the calculation of the incomes obtained from marketing of same meat cuts as pastrami. In addition, incomes obtained from marketing of pastrami were calculated by using Net Present Value (NPV) method because of the length of the pastrami marketing. Effect of meat cuts on the revenue difference between direct or as pastrami was examined with analysis of covariance and weight of raw meat was taken as covariate. According to results, consequence of the change of 1 kg weight in raw meat (covariate) caused 4.6 TL (\$ 2.1) increase in revenue. Besides, the effect on difference in income of meat types used were significant, after correcting the effects of covariates ($p < 0.01$). Instead of direct marketing, net income increase from the marketing of pastrami has been calculated as 5.5 TL/kg (\$ 2.5) in tenderloin; 5.4 TL/kg (\$ 2.4) in rib-eye, 7.5 TL/kg (\$ 3.4) in sirloin and 6.0 TL/kg (\$ 2.7) in rump. Consequently, it was determined that approximately 40% higher income was provided from marketing of valuable meat cuts as a pastrami, instead of direct marketing of raw cuts. In addition, considering the sales revenue, preference of rib-eye in the production of pastrami was concluded to be more rational.

Keywords: Meat, income, covariance analysis, pastrami

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