

**DETERMINATION OF THE MILK CONSUMPTION HABITS
OF STUDENTS OF FACULTY OF AGRICULTURE
IN ANKARA UNIVERSITY**

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The aim of this research is to determine the milk consumption habits of students of Ankara University. On that purpose, questionnaire has conducted in Faculty of Agriculture in September 2014. 150 students attended to this survey from the departments of Agricultural Economics and Dairy Technology. 97 female and 53 male students were attended and 92% of the total students were between the ages of 18-29. In this research, both the milk consumption habits of the students were determined and the various socioeconomic properties were identified. According to the results, 28,9% of the students stated that they are consuming milk daily and 9,4% of them stated not consuming the milk. According to the 57,1% of non-consuming students, the taste and flavor of milk is not acceptable. The other questions in the survey were, which properties of milk are important to purchase, they have any information about the importance of milk in diet or not and which sources they are used to get information about the importance of milk in diet, which type of milk (UHT, pasteurized or raw milk) they prefer and the reason of that, what are the effective factors for them to increase the consumption of milk. In this research, the answers of these questions have been discussed.

Keywords: Milk consumption habits

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