

UNIVERSITÄT HOHENHEIM



# **Quantifying Wild Meat Demand and Availability in Hue, Thua Thien Hue province, Vietnam**

---

A thesis submitted in fulfillment of the requirements for the degree of:  
**Master of Science**  
Organic Agriculture and Food Systems

Milica Sandalj

April, 2013

Institute of Plant Production and Agroecology in the Tropics and Subtropics  
Department of Agroecology in the Tropics and Subtropics

Supervisors:  
Prof Dr. Joachim Sauerborn  
PD Dr. Simone Helmle  
Dr.habil. Anna C. Treydte

***This work was financially supported by the Foundation fiat panis***

## **Abstract**

Increasing urban wild meat consumption in Vietnam poses a major threat to faunal biodiversity, which has also been recognized as a problem in Thua Thien Hue province. Especially men, most often government staff and businessmen, have shown to be common customers in Hue wildlife restaurants.

This study examined the scale of wild meat consumption, wildlife species consumed and the consumers profile amongst male Hue citizens. A survey using structured questionnaires was administered and 329 interviews were conducted. In addition, 20 restaurants were visited to assess the species composition on the supply side as well as the nature of consumption in restaurants. Further, 4 semi-structured interviews with institutional experts were conducted to gain insights into current constraints and recommendations related to urban wildlife consumption.

The results of this study showed that 58% of men are currently consuming wild meat. The most common species reported was wild pig. According to the results, a typical male consumer is a student or unemployed, has completed secondary school education and eats wild meat three times a year. The most usual place of consumption is in restaurants, accompanied by friends. Restaurant reports showed that government staff are still the most observed customers in restaurants. The farmed wild meat consumption is neither widely spread amongst the general public nor in restaurants in Hue. A typical consumer of farmed wild meat has completed the highest education.

Some constraints for potential reduction in wild meat consumption identified throughout the study are inefficient law enforcement, missing legal mechanisms for law enforcement and incorrect wildlife farm management. Law amendments and communication campaigns, with respect of rural forest peoples' needs, are some of the recommended future steps.

**Keywords:** wild meat consumption, wild meat consumers, farmed wild animals, species identification, potentials and constraints for wildlife, Thua Thien Hue province.