Using ln to denote the natural logarithm, the general model estimated was as follows:

$$\ln Q_{jt} = \alpha_{0j} + \alpha_{1j} \ln Y_{jt} + \alpha_{2j} \ln P_{jt} + \alpha_{3j} \ln S_{jt} + \alpha_{4j} \ln H_{jt} + \alpha_{5j} \ln D_{jt} + \alpha_{6j} T_t + \varepsilon_{jt}$$

Where Q_{jt} = per person consumption of beef in region *j* in year *t*

Y_{jt} = real per person expenditure in region *j* in year *t*

P_{jt} = real retail price of beef in region *j* in year *t*

S_{jt} = real retail price of fish in region *j* in year *t*

H_{jt} = average number of people per household in region *j* in year *t*

D_{jt} = population density in region *j* in year *t*

T_t = time in year *t*

j = region

t = year, 1974 to 1994

α_{ij} = parameters to be estimated, for *i* = 1 to 6

ε_{jt} = error term