In this study, the relationship between socio-demographic characteristics of the farmers engaged in buffalo breeding and breeders' level of satisfaction was measured and assessed by Chi-square analysis within a sample of Turkey. Producer data was retrieved from seven provinces of Turkey via face to face survey in 462 farms watching national dispersion of buffalo farms. The relationship analysis yielded us with the criteria that have an impact on buffalo breeders’ decisions and that are not related to the maintenance of activities. There appeared significant relationships between the breeders' satisfaction level and household size, regional orientation, ownership of technology and reach to information sources, productive process development, indebtedness situation, tendency to continue production and non-agricultural jobseeking behaviour. However, age, education level and farm scale were found as factors not related to breeder satisfaction. Therefore, in an era, where animal products market is facing with rising demand due to rising income levels and health awareness, production and marketing policy development should consider the factors that affect producers as well as those of consumers. This is positively related to animal production sustainability for Turkey and relevant developing countries.