

Consumer awareness of food fortification in Kenya: The case of vitamin-A-fortified sugar

Presenter: **Kennedy Pambo**



International Food and Agribusiness Management Association

Outline

- ▶ Introduction
- ▶ Methods
- ▶ Results
- ▶ Conclusions

Introduction

- ▶ We feel hungry when our body's intake of protein, fat or carbohydrate is inadequate but not when the intake of micronutrients is insufficient (Meenakshi et al., 2010)
 - ▶ Hidden hunger
 - ▶ Over 2B people affected globally (WHO, 2006)
- ▶ In Kenya, VAD and Iron deficiency has the greatest impact on public health (KNFFA, 2011)
 - Over 70% of children and 33% of women of childbirth age in Kenya, suffer from; infectious diseases, infant mortality rates and acute eye symptom
 - 3% of GDP is lost

Introduction cntd'

- ▶ Food fortification is a better approach (WHO, 2006);
 - Fortification is a relatively cost-effective intervention, safe, quick and reach majority
- ▶ Consumer awareness levels may pose a barrier
 - The paper aims at assessing awareness levels of consumers
 - Explore factors affecting consumer' awareness levels on food fortification

Methods

▶ Sampling procedure

- Study areas included Nairobi and Kakamega Counties
- Multistage sampling stratified into rural and urban regions, applied
- Respondents were interviewed at households, supermarkets & clinics through a systematic random sampling.
- Sample size of 190 in urban and 160 in rural areas; total 350

Data analysis

- ▶ Logit model was specified to analyse factors affecting consumer awareness
 - The dependent variable is binary and takes the value of 1 if positive (a consumer is aware) and 0 otherwise.
 - The model was specified following Greene (2003):
- ▶ Model specification and descriptive statistics were done in STATA version 10

Descriptive results

Variable	Rural	Urban	Pooled
Mean age of respondents (yrs)	36.4	33.9	35.1
Mean monthly HH income (Kshs)	23700	43300	34200
Average years of completed schooling	10.6	13.1	11.9
Average HH size	5.1	3.1	4.0
Gender of respondents (% female)	56.8	53.2	54.9
Aware of VA-fortified sugar (%)	46.2	63.8	55.1
HH has a young child (%)	58.6	55.3	56.9
Frequency of consuming sugar (% daily)	97	99	98
Regularly buy from supermarket (%)	8	54	33

Determinants of awareness

Variable	Rural	Urban	Pooled	Marginal Effect (pool)
PSUPER	0.22	4.54***	2.96***	0.51***
RNEWSPA	1.19**	2.34***	1.60***	0.32***
MSTATUS	-0.54	0.30	-0.01	-0.02
AGE	-0.03**	-0.06**	-0.03**	-0.01**
GENDER	-0.64**	0.36	-0.31	-0.08
REGION	-	-	0.5*	0.11*
EDUCYRS	0.04	-0.05	-0.04	-0.01
INFMEM	0.77**	0.47	0.68*	0.16**

Conclusion

- Targeted consumer education is required to increase awareness for rural and urban consumers (phones, nutrition education in schools)
- Preserving sensory characteristics improves consumers' preferences since consumers are sceptical to such changes

Thank you