Assessment of consumer awareness of and perceptions on organic vegetables in Nairobi, Kenya

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Abstract

Organic foods have considerable benefits to human nutrition, health and environmental sustainability. The policy challenge is that about 70% of malnutrition incidences are
concentrated in developing countries. However, the level of consumption of organic foods is relatively lower in developing countries such as Kenya than in developed nations. This study assessed the level of consumer awareness of and perceptions on organic vegetables in Nairobi, Kenya. Data was collected using structured questionnaires in personal interviews of a random sample of 54 vegetable consumers. SPSS software was used to analyse the data. Results show that about 63% of the consumers are aware of organic vegetables at face value. However, only 31.5% have “real” awareness, that is, they have heard of organics and they understand the importance. Three quarters of the consumers have positive perceptions on organic foods and they think organic vegetables are better than inorganic ones. Majority of the consumers who are aware and with positive perceptions have the following features: completed formal education above 12 years; are formally employed; live in medium to high income estates; have annual income levels above Ksh. 300,000; own or have access to radio, television and internet services; and they seek prior information before purchase. These insights are expected to inform the national food and nutrition policy in ensuring appropriate nutrition education strategies in schools, colleges and health centres. It is envisaged that with improved awareness and positive perceptions on organic vegetables, nutritional diets of most households would improve to reduce incidences of micronutrient deficiencies and contribute to better health.
DECLARATION

I declare that this research project is my original work and has not been submitted to any other University for award of any degree.

MAROMA DANIELLA KERUBO                                      Signature ---------------------------------
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