

**Farmers' Perceptions and Preferences for Insect-Based Chicken Feeds in Kiambu County,
Kenya**

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Proposal Abstract

Poultry feed accounts for 60 to 70 percent of the costs of poultry production due to expensive protein ingredient that is a key component. Expensive feed has seen poultry farmers scale down production or abandon the enterprise despite the currently high and projected increased demand for poultry products. Insects like the black soldier fly larvae (BSFL) have been identified as the best alternative source of protein for poultry feeds. Previous studies have focused on the nutritional profile of the BSFL and consumers' willingness to pay (WTP) for the end-products of chicken reared on insect-based feeds. Little is known on farmers' perceptions and preferences for insect-based chicken feed in poultry production in Kenya. To address this gap, this study aims to: assess poultry farmers' perceptions of insect-based chicken feed and their WTP for insect-based poultry feed attributes. Primary data will be collected through a series of multi-stage sampling from poultry farmers in Kiambu County, Kenya. The tobit and random parameter logit (RPL) models will be applied to assess and evaluate the perceptions and WTP data, respectively. The

results of the study will offer empirical insights on how to improve the regulatory framework guiding the use of insects in feed in poultry production.

Key words: Poultry, feed, BSFL, farmers, WTP.