

**Analysis of Factors Influencing Producers, Traders and Consumers' Intake of
Traditional African Vegetables
The Case Study of Arusha Region, Tanzania
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Abstract

The contribution of Traditional African Vegetables (TAVs) to reduction of malnutrition, stunting and poor health among consumers in Sub-Saharan Africa cannot be overemphasized. This is due to high contents of vitamins, essential minerals and a source of dietary fiber. Although TAVs form a significant component of many families' diets in Tanzania, consumption is still below the amount recommend by WHO and FAO in most regions. This study identified traditional African vegetables with high nutritional potential and examined awareness of nutrition knowledge, factors that influence intake frequency of traditional African vegetables and attitudes of farmers, traders and consumers towards traditional vegetables. The study used data collected from 381 respondents through personal interviews using pre-tested questionnaires and focus group discussion. The study was conducted in Arumeru District, Arusha Region. The analysis was conducted using regression models. Generalized Poisson regression model was used to determine awareness of nutrition knowledge and factors influencing intake frequency of traditional African vegetables among farmers, traders and consumers. Descriptive and factor analysis methods were used to assess the attitudes of farmers, traders and consumers towards traditional African vegetables. Descriptive statistics results showed that African nightshade was ranked high due to its nutritional potential based on the opinion of the respondents.

The study found out that there was average awareness of nutrition knowledge for both farmers, traders and consumers. Results indicate that awareness of nutrition knowledge was highest in the famers category. Generalized Poisson regression results show that gender, number of years in schooling, age household size and farm size influence farmers' awareness of nutrition knowledge. The results also show that age, number of years in schooling, annual income, household size, interaction of age and annual income, and interaction of number of years in schooling and annual income influence traders' awareness of nutrition knowledge whereas consumers' awareness of

nutrition knowledge was influenced by age, numbers of years in schooling and occupation of the respondent. Also, generalized Poisson regression results show that age, annual income, household size, TAVs farm size and price of TAVs influence farmers' intake frequency of traditional African Vegetables. Gender and medicinal properties influence traders' intake frequency whereas distance to the market, culture/ taboos, price of TAVs and TAVs weekly budget influence consumers' intake frequency of traditional African vegetables.

Lastly, the results of the descriptive and factor analysis indicate that farmers' attitude towards consumption of traditional African vegetables was associated with health benefits, personal perception and taste. Traders' attitude towards consumption of traditional African vegetables were associated with health benefits, taste, time factor and personal perception whereas taste, health benefits, freshness and perception were associated with consumers' attitude. The implication of the findings is that consumption of traditional African vegetables can be enhanced by; (i) creating awareness of the benefits of consuming traditional vegetables using easy to understand approaches such as: (ii) educational materials on vegetable in schools and, campaigns and road show; (iii) development, documentation and promotion of recipes and cooking demonstrations.