



# EVALUATION OF CONSUMER'S PREFERENCE ON INDIGENOUS LEAFY VEGETABLES (ILVs) IN SELECTED DISTRICTS, MALAWI (AN OVERVIEW)

By

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# OUTLINE OF THE PRESENTATION

- ❖ Background
- ❖ Problem statement and justification
- ❖ Material and methods
- ❖ Results and discussion
- ❖ Conclusion
- ❖ Acknowledgement

# Background

- What are Indigenous/African Leafy Vegetables?



Amaranth



Spider plant (*Cleome*)



Cowpea leaves (*Vigna spp*)



Jute Mallow (*Chorchorus spp*)



Black jack (*Bidens pilosa*)

# Background cont'd...



## Importance of ILVs

- Highly nutritious
- Have short production cycle
- Less inputs (fertilizers and pesticides) required
- They are adaptable to the local growing conditions
- Medicinal properties
- Support small holder farmers both in terms of subsistence and income generation

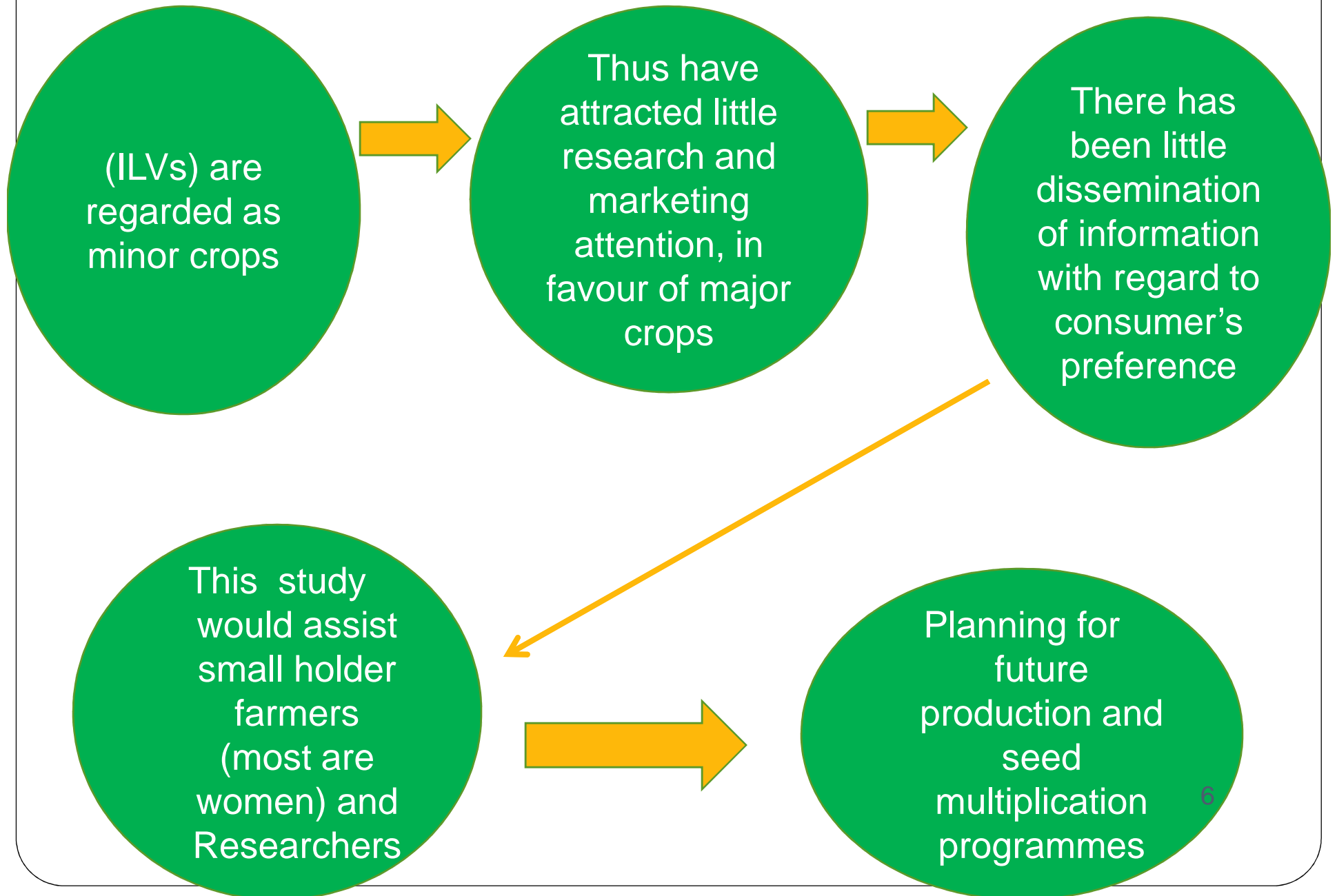


# Challenges of production of ILVs

- ❖ Lack formal seed system
- ❖ Lack of improved seed
- ❖ Lack of improved varieties
- ❖ Little research
- ❖ Poor market structure
- ❖ Lack of Political will
- ❖ Post harvest handling



# Problem statement and justification



# Main Objectives

To evaluate consumer's preference on Indigenous Leafy Vegetables (ILVs) in selected districts in Malawi





## Research questions

- What type of ILVs are found in the market?
- What are popular ILVs in the area?
- What are consumers preference on these ILVs?
- What is the availability of these vegetables?
- What determines the choice of the ILVs?



# Material and methods

## Research Design

- ❖ Study sites: Karonga and Lilongwe
- ❖ Survey
  - Semi-structured questionnaire
  - In-depth interview
- ❖ Period (May 2013)



Figure 1. map of Malawi

# Data collection and analysis

## Data collected

- Age of consumers
- Class of consumers
- Education
- Popular ILVs in selected markets
- Factors affecting preference of particular vegetable
- Availability of the vegetables
- Pricing

## Data analysis

- SPSS ver 16

10 Excel

# Results and discussion

Table 1. Gender of respondent

Gender	Percentage
Female	67
Male	33

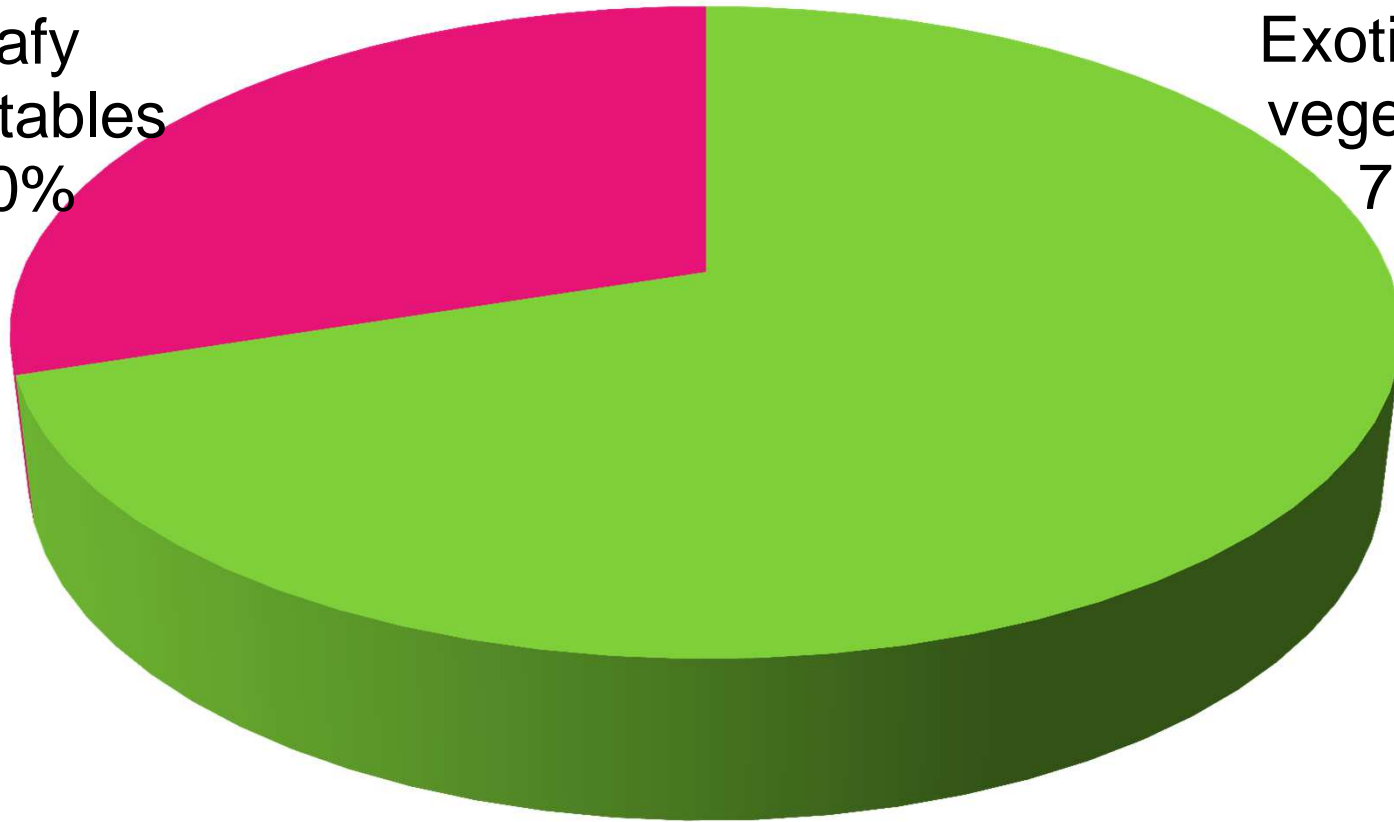
**Table 2. Age of respondent**

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<b>Age</b>	<b>Percentage</b>
18-25	3
26-40	20
41-55	32
56-70	40
>70	5

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Indigenous  
leafy  
vegetables  
30%



Exotic leafy  
vegetables  
70%

Figure 2. Proportion of vegetable market



## Results and discussion cont'...

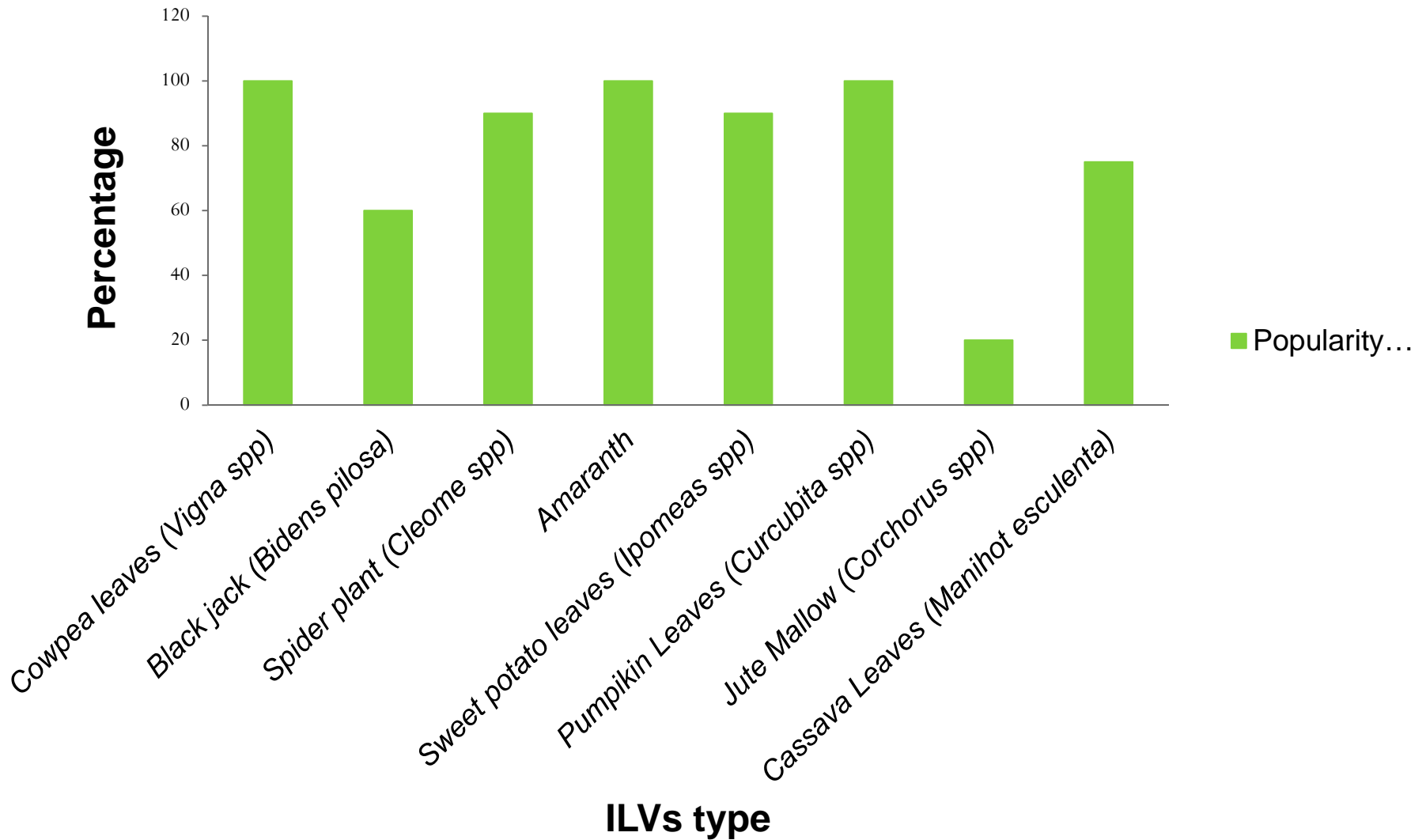


Figure 3. Popularity of the ILVs

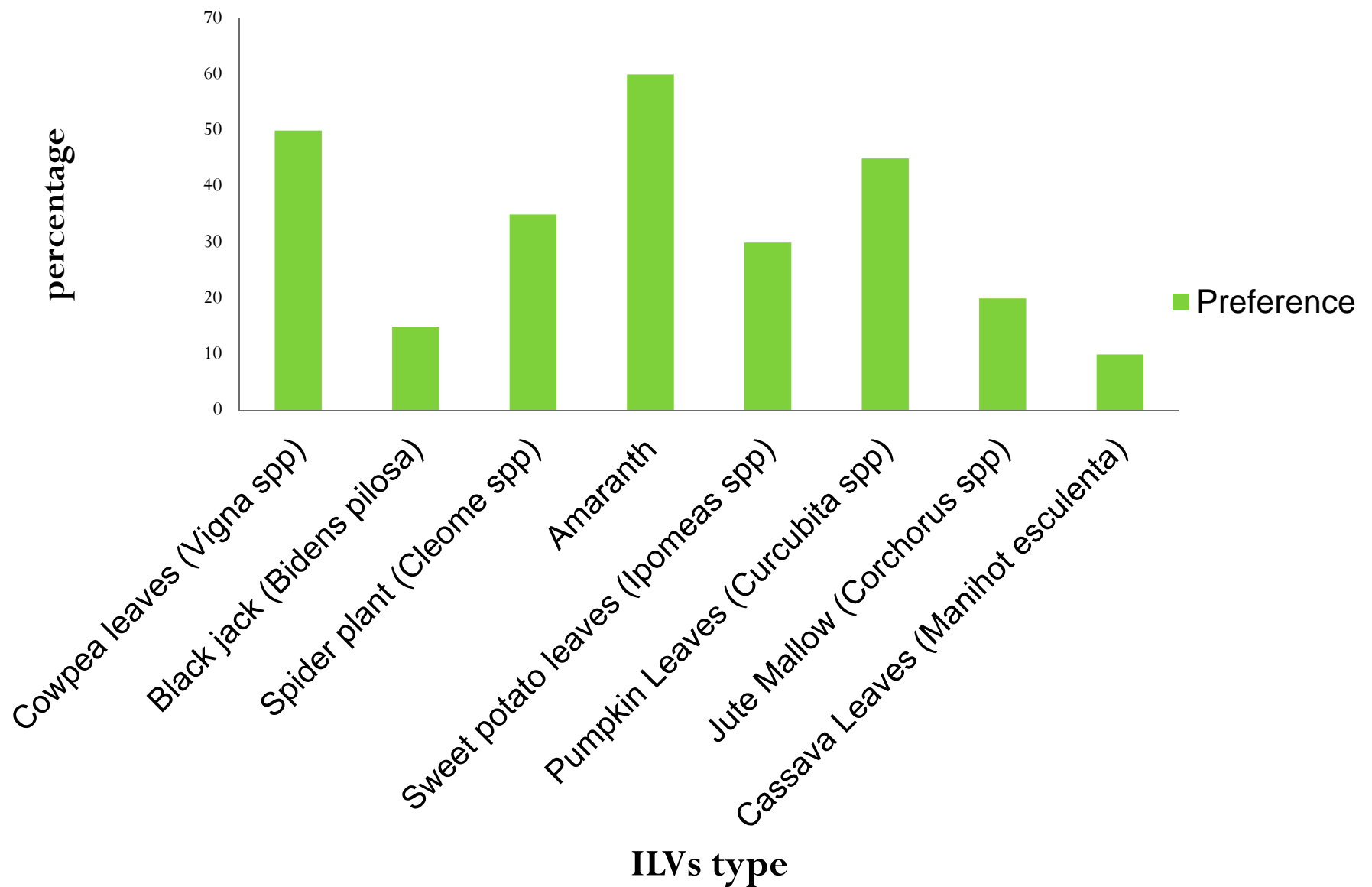


Figure 4. Preference percentage

## Social classes of ILVs consumers

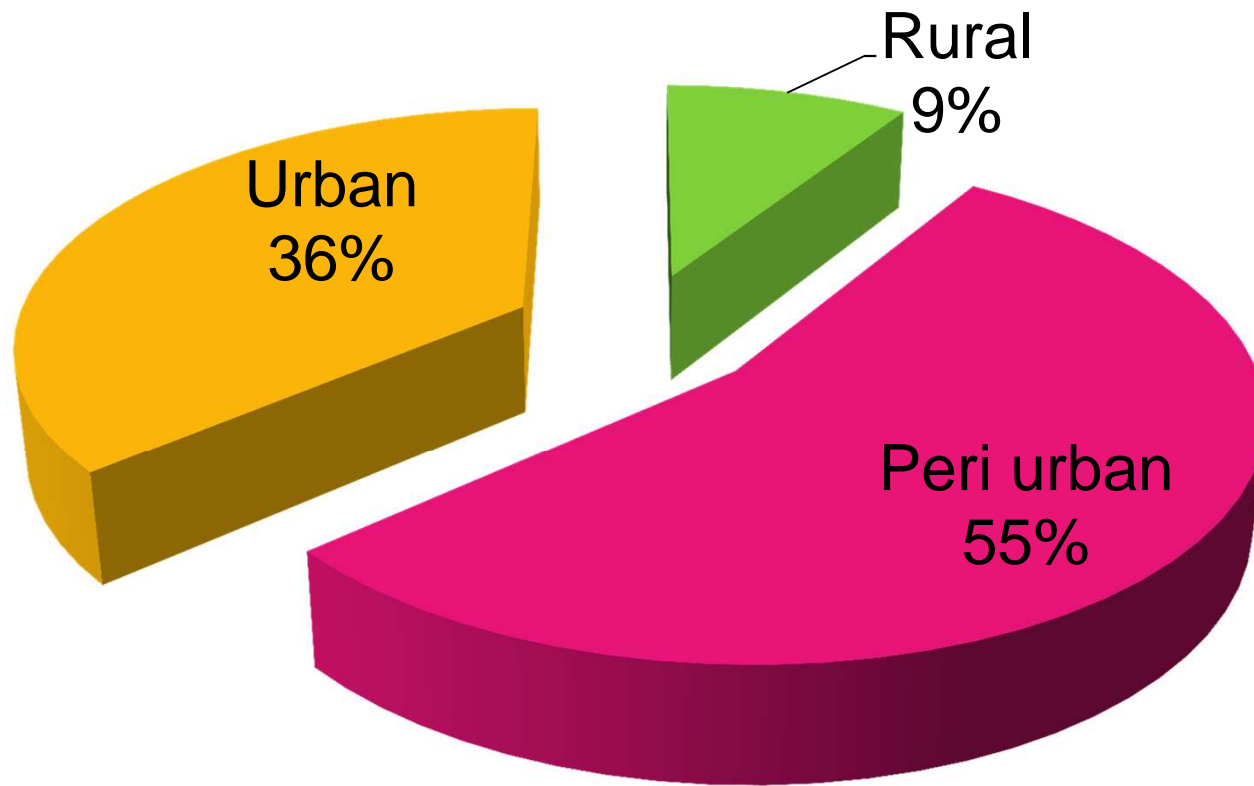


Figure 3. Social classes of ILVs consumers

## Conclusion

- ❖ Amaranth was most preferred having more than 60% of sampled population ranked it as first in both sampled markets.
- ❖ Followed by cowpea and pumpkin leaves respectively
- ❖ ILVs are gaining popularity among the youth (26-40 years) and this implies the growing demand
- ❖ Preference of most consumer implies popularity of the vegetable

## Conclusion cont'd

### Policy implications on ILVs

- There is a growing demand of these ILVs
- However need to promote growing of these vegetables as consumers concern was seasonality of this vegetables.
- There is need for institutional support in promoting ILVs seed multiplication programmes
- They is need for institutional collaboration to promote dissemination of market information.





# Acknowledgement

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# THANK YOU (zikomo kwambiri)

