

Consumption Patterns of Major Staples in Rural & Urban areas of Kenya

by

Kevin Onyango, Research Associate
Tegemeo Institute, Egerton University



wiseGEEK

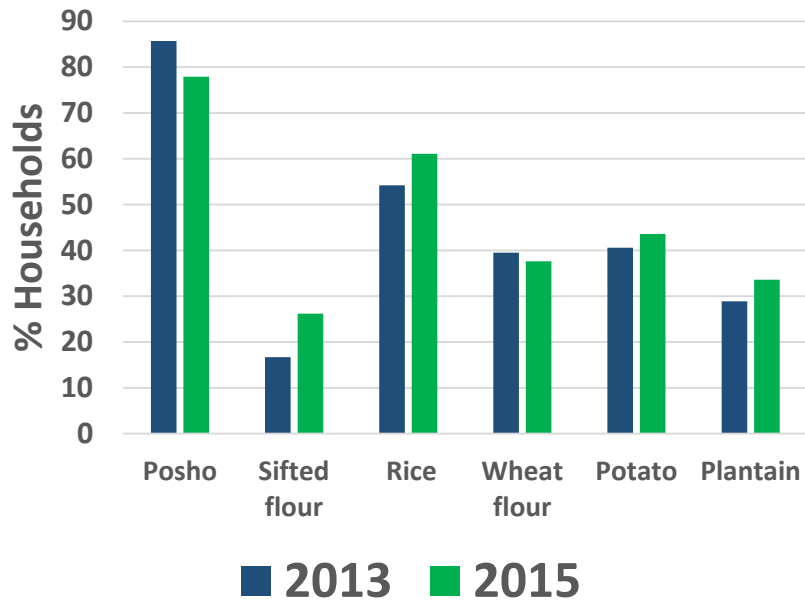


Introduction

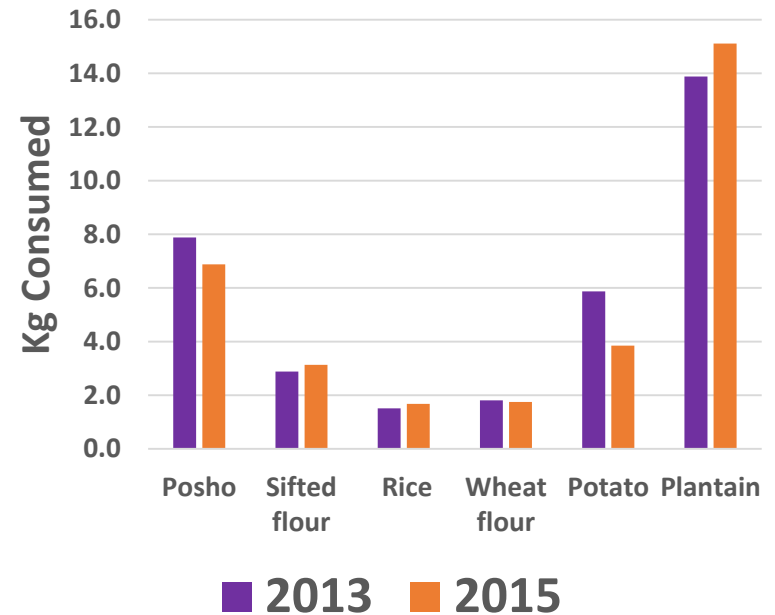
- Producers and consumers key partners in the Food security agenda
- **Key challenge:** Allowing acceptable output prices for producers while keeping prices low enough to enhance access by the poor households
- Costs (Production, Processing, marketing) usually passed to consumers
- **Objective:** To monitor trends and draw policy relevant lessons from observable consumption patterns
- Analyzed 2 cross-sectional expenditure surveys (2013 & 2015) – Rural
- A rapid urban consumer survey (2016)
- Major staples considered include Maize, Wheat, Rice, Plantain, Potato

Overall Consumption Pattern

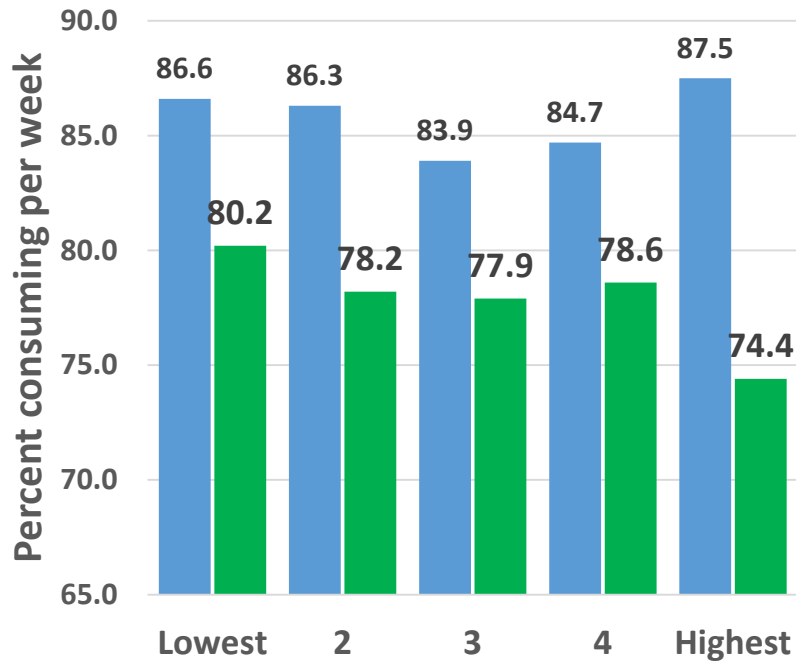
Percent of household consuming per week



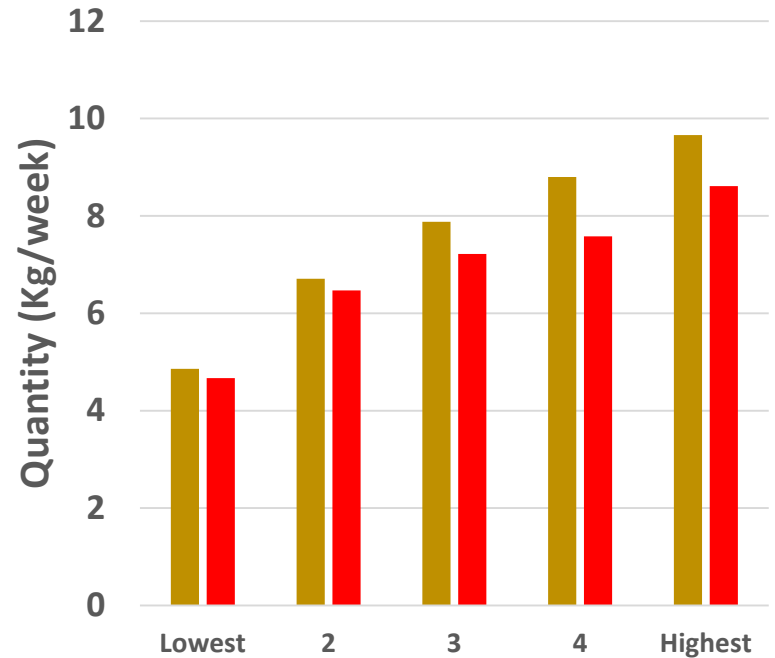
Quantities consumed per week (Kg)



Posho consumption by income categories

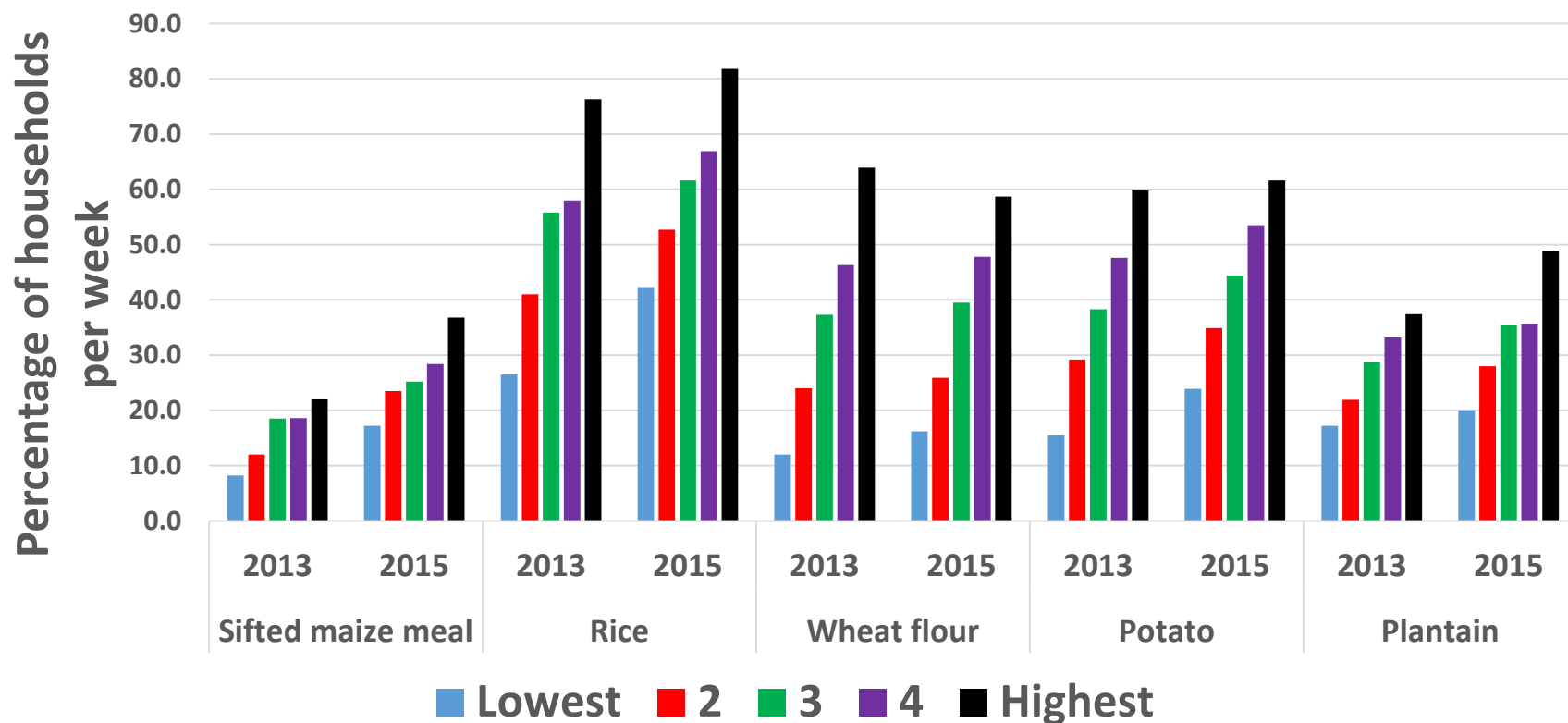


Income quintile
■ 2013 ■ 2015

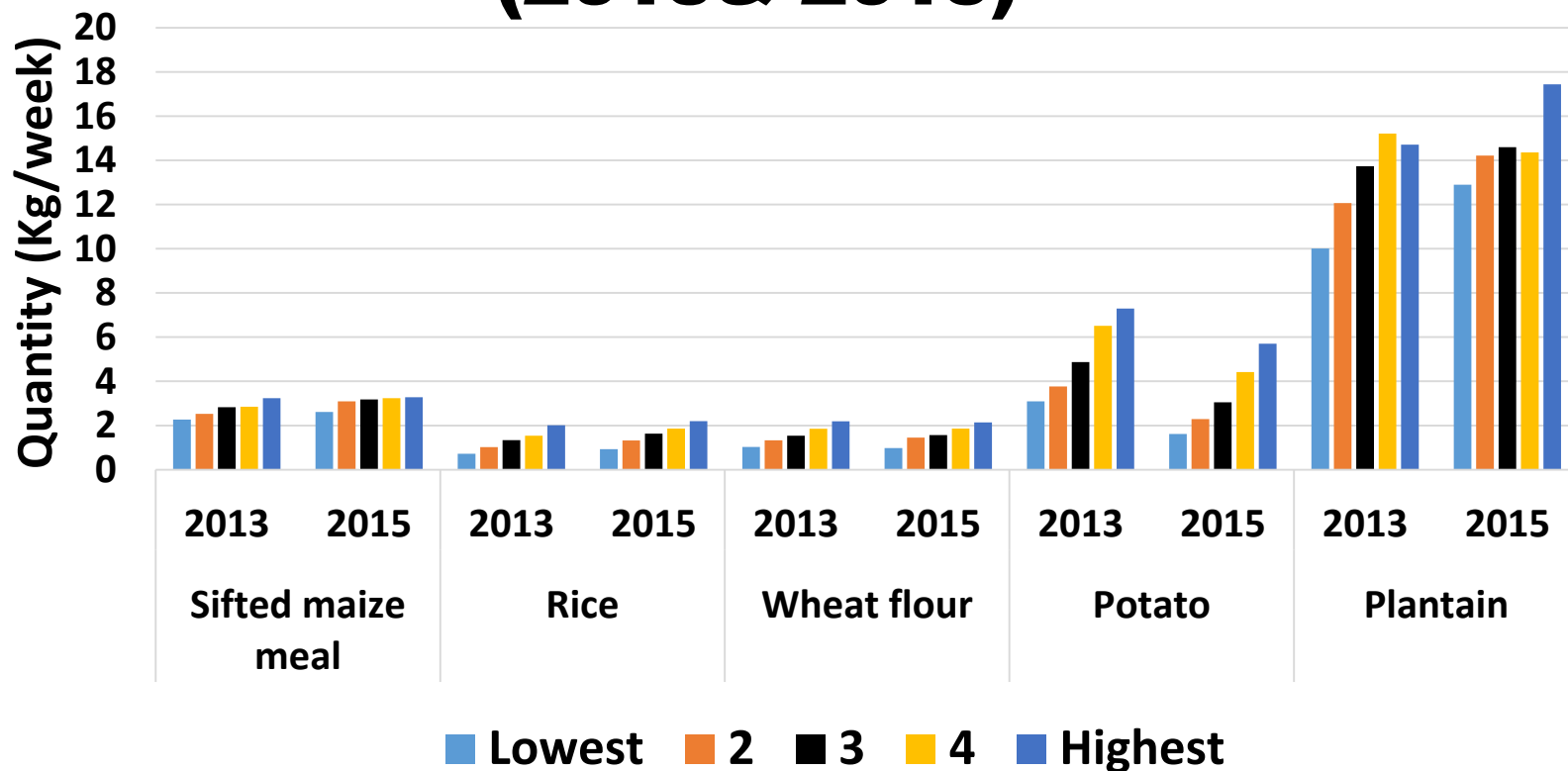


Income Quintile
■ 2013 ■ 2015

Consumption of staples by income groups (2013 & 2015)

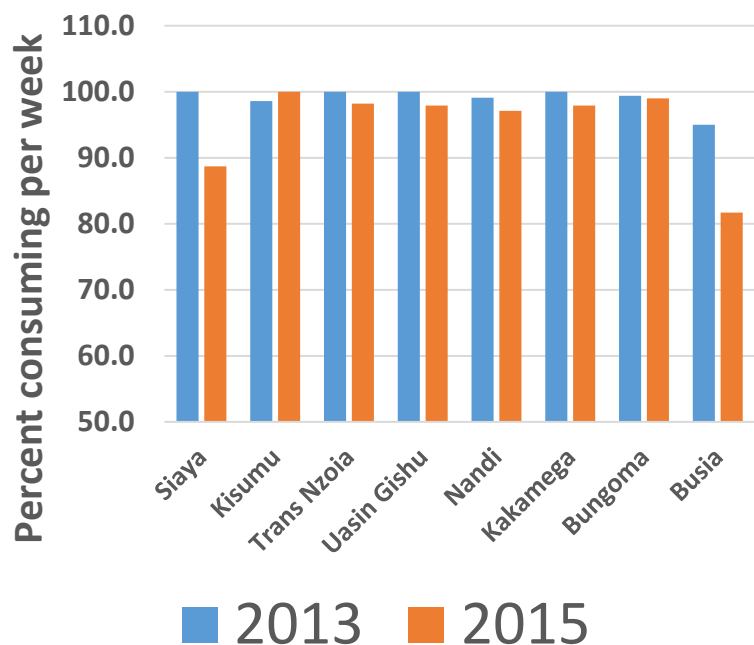


Consumption of staples by income groups (2013 & 2015)

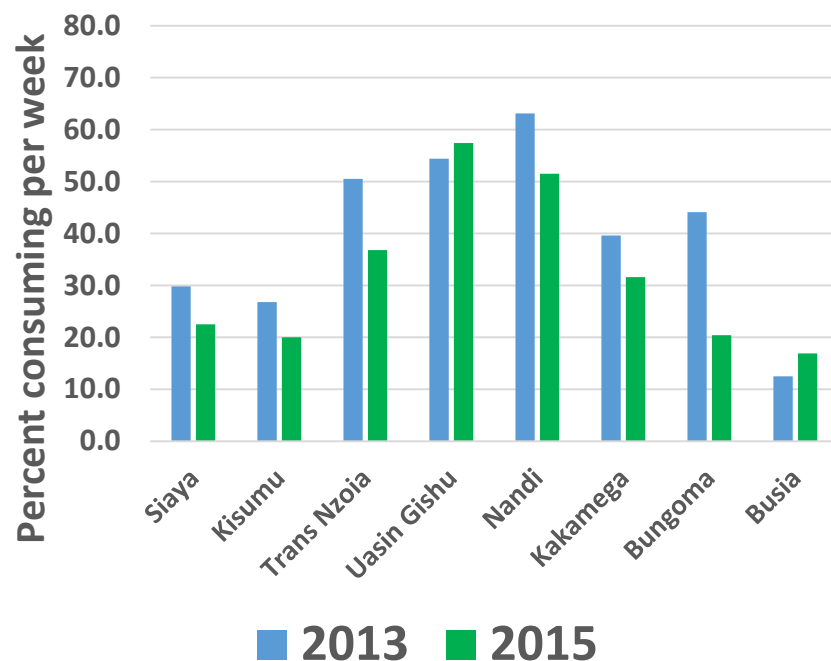


Consumption in selected counties

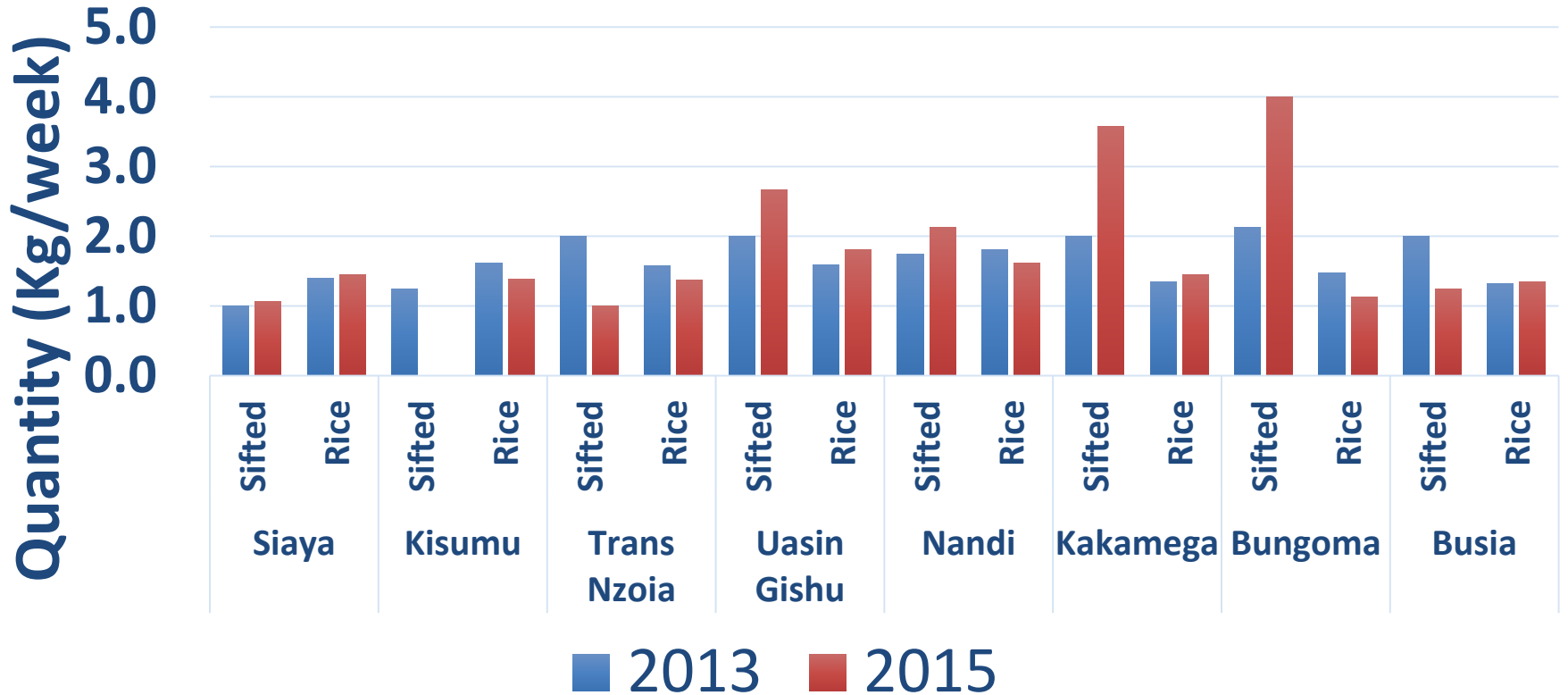
Posho



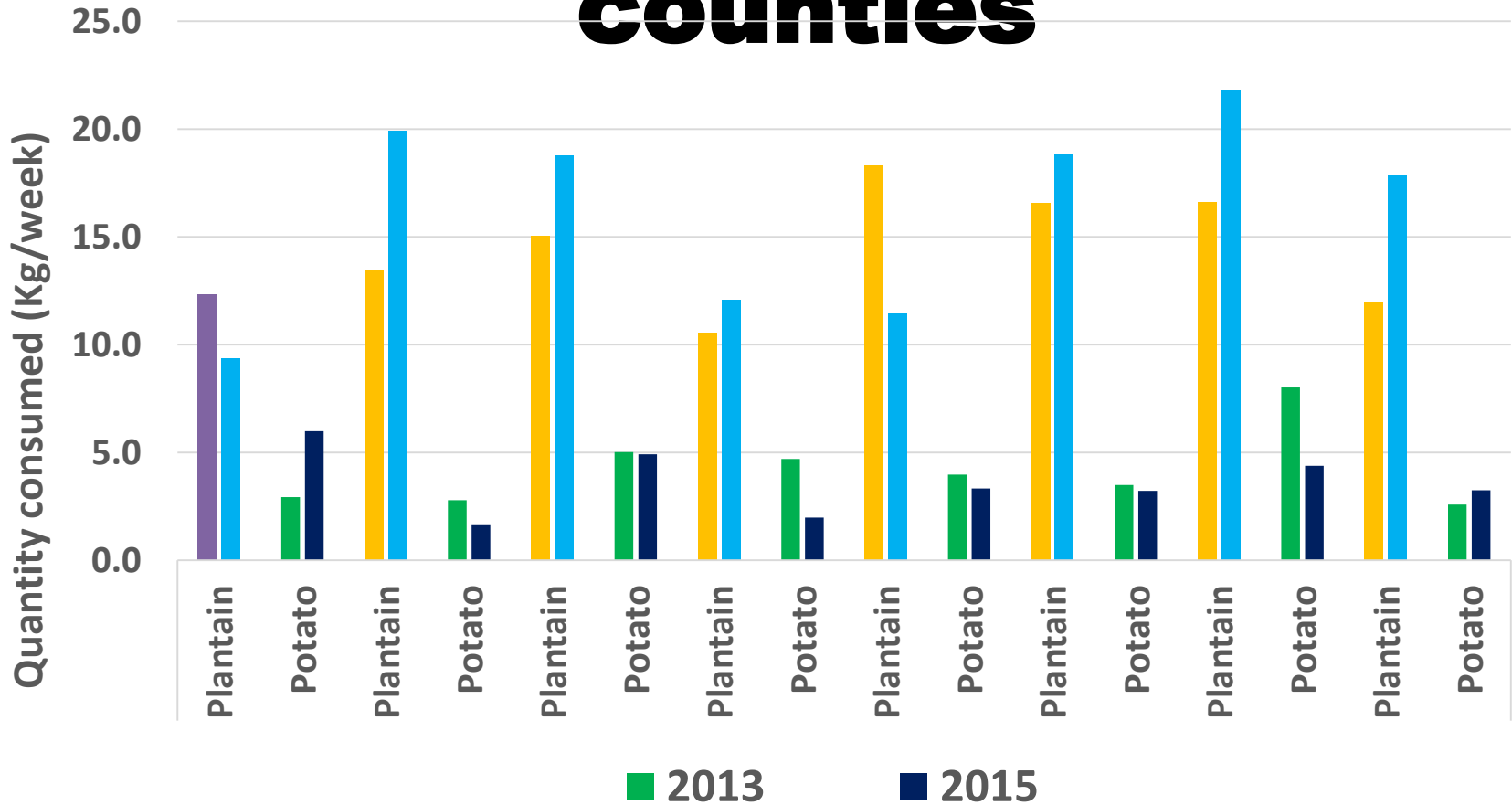
Wheat flour



Consumption in selected counties



Consumption in selected counties

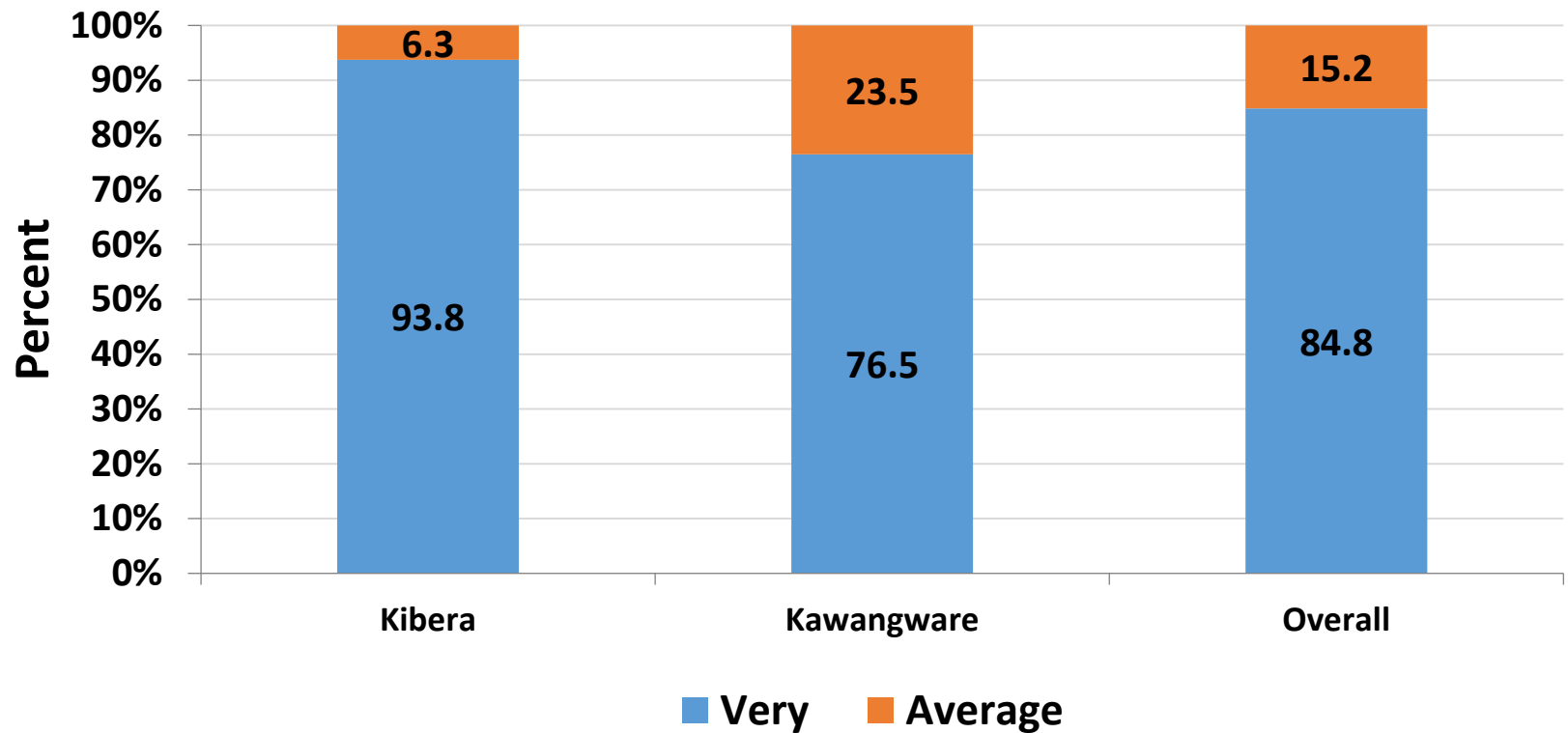


Key findings

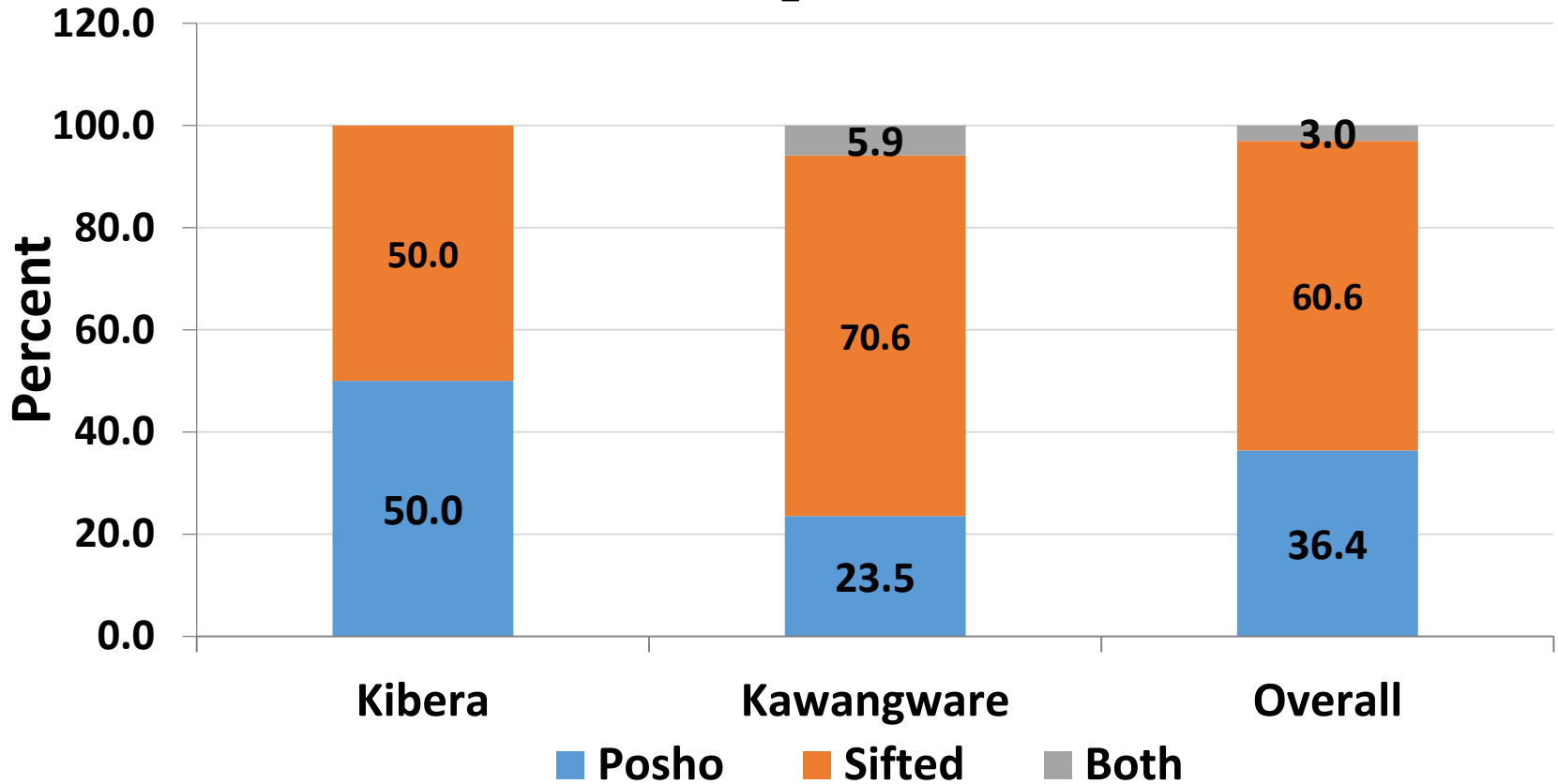
- ❑ General decline in Posho maize meal and wheat flour consumption (Both quantity and % of households consuming)
 - ✓ Posho consumption decline higher among high income households
 - ✓ Wheat consumption declined only among high income households, no significant change in quantities consumed
- ❑ General rise in consumption of Sifted maize meal, Rice, Plantain & Potato
 - ✓ Rice consumption rapidly rising across all income categories
 - ✓ Consumption of Sifted maize meal rising among maize producing counties
 - ✓ Potato consuming households rising across all income categories but with declining quantities consumed
 - ✓ Plantain consumption rapidly rising across all income groups and counties
- ❑ Maize still the dominant staple though declining in importance with other staples such as Rice, Potato and Plantain gaining importance

Urban consumption

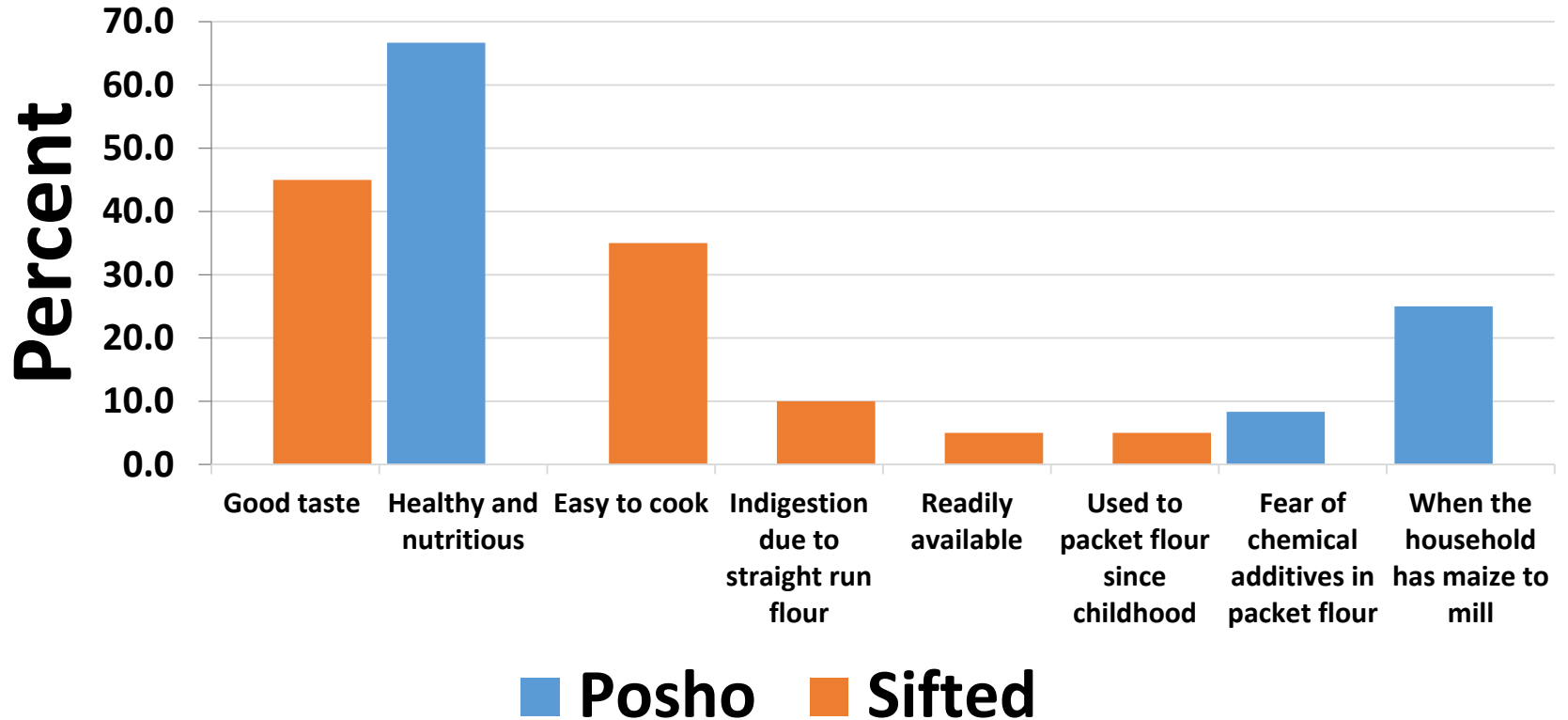
Importance of maize meal to household



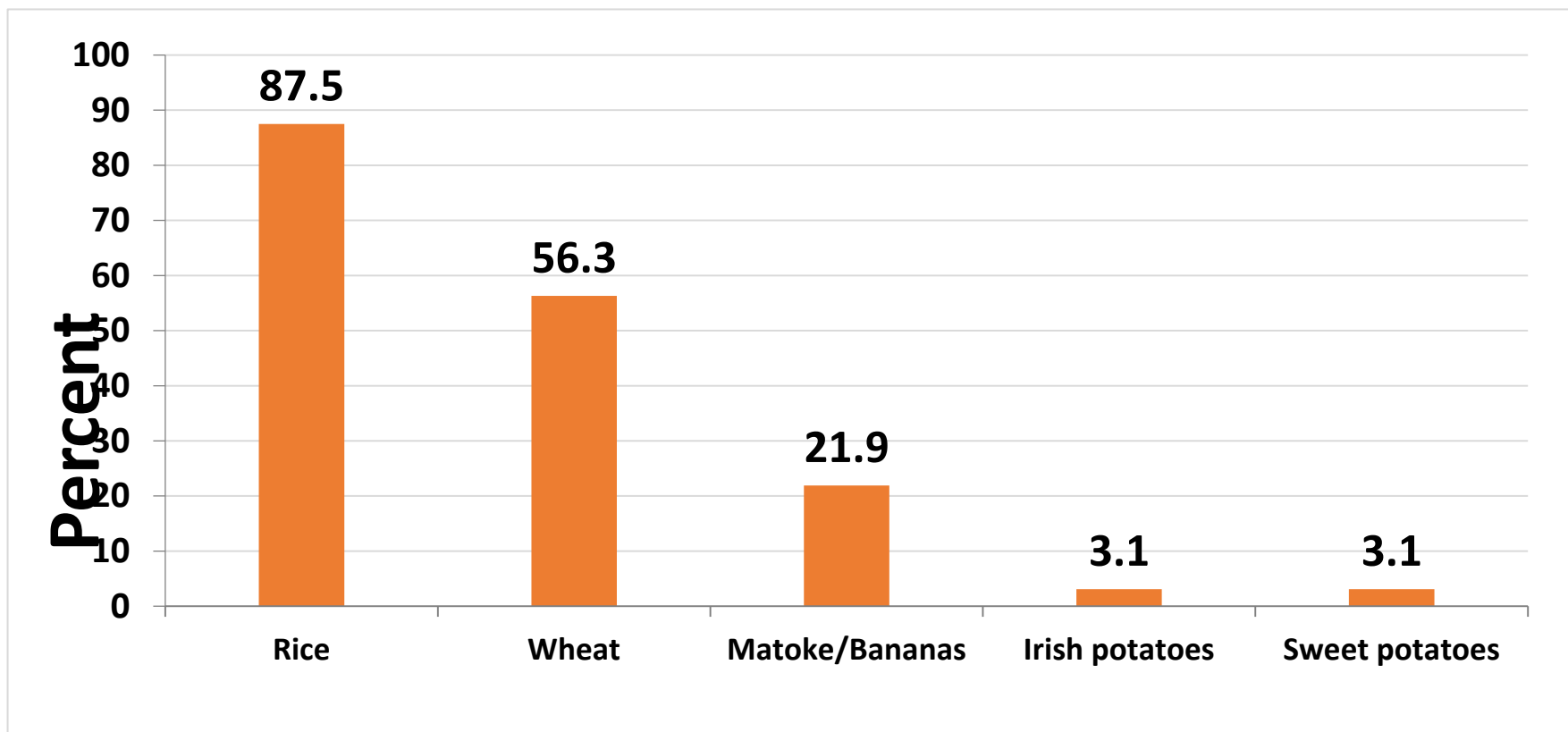
Consumer preferences



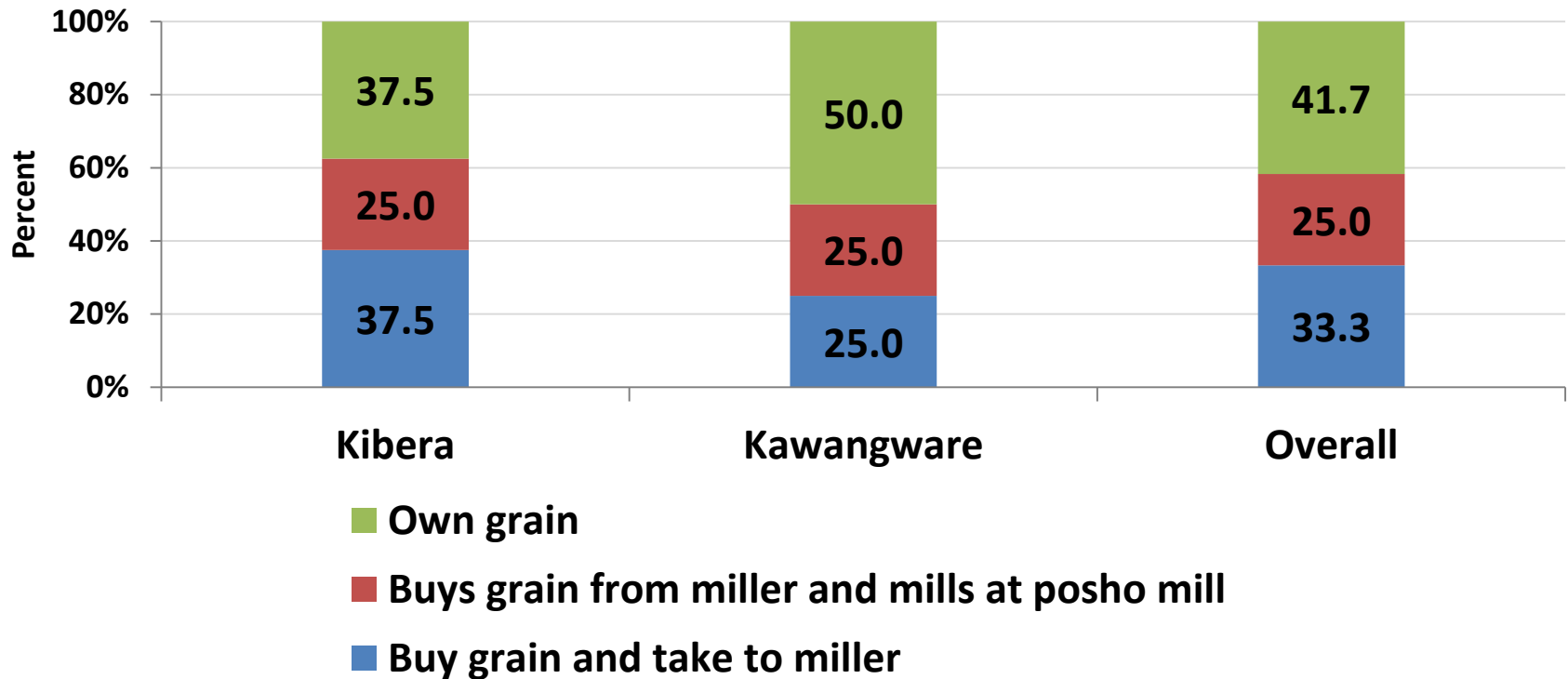
Reasons for preference



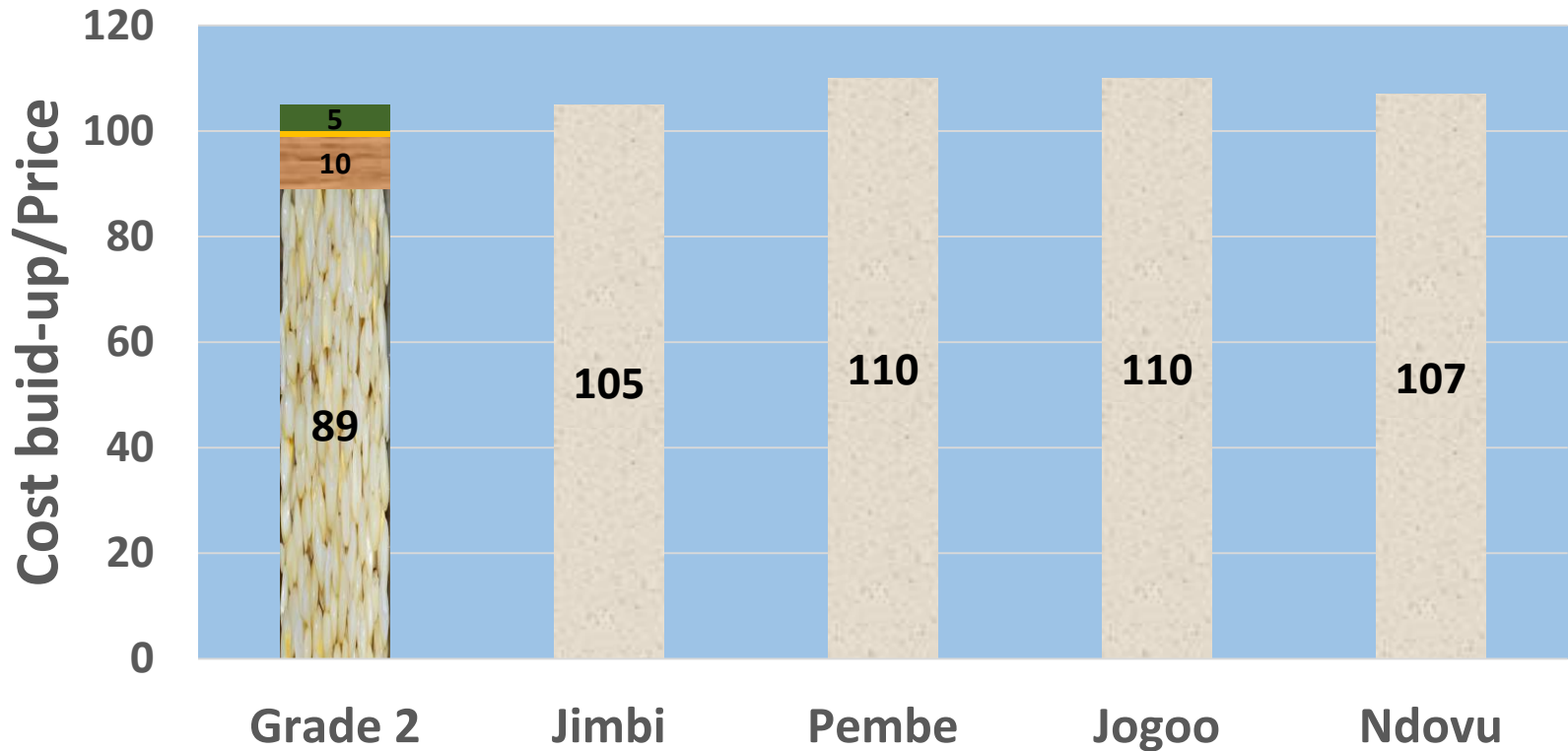
Other staples consumed



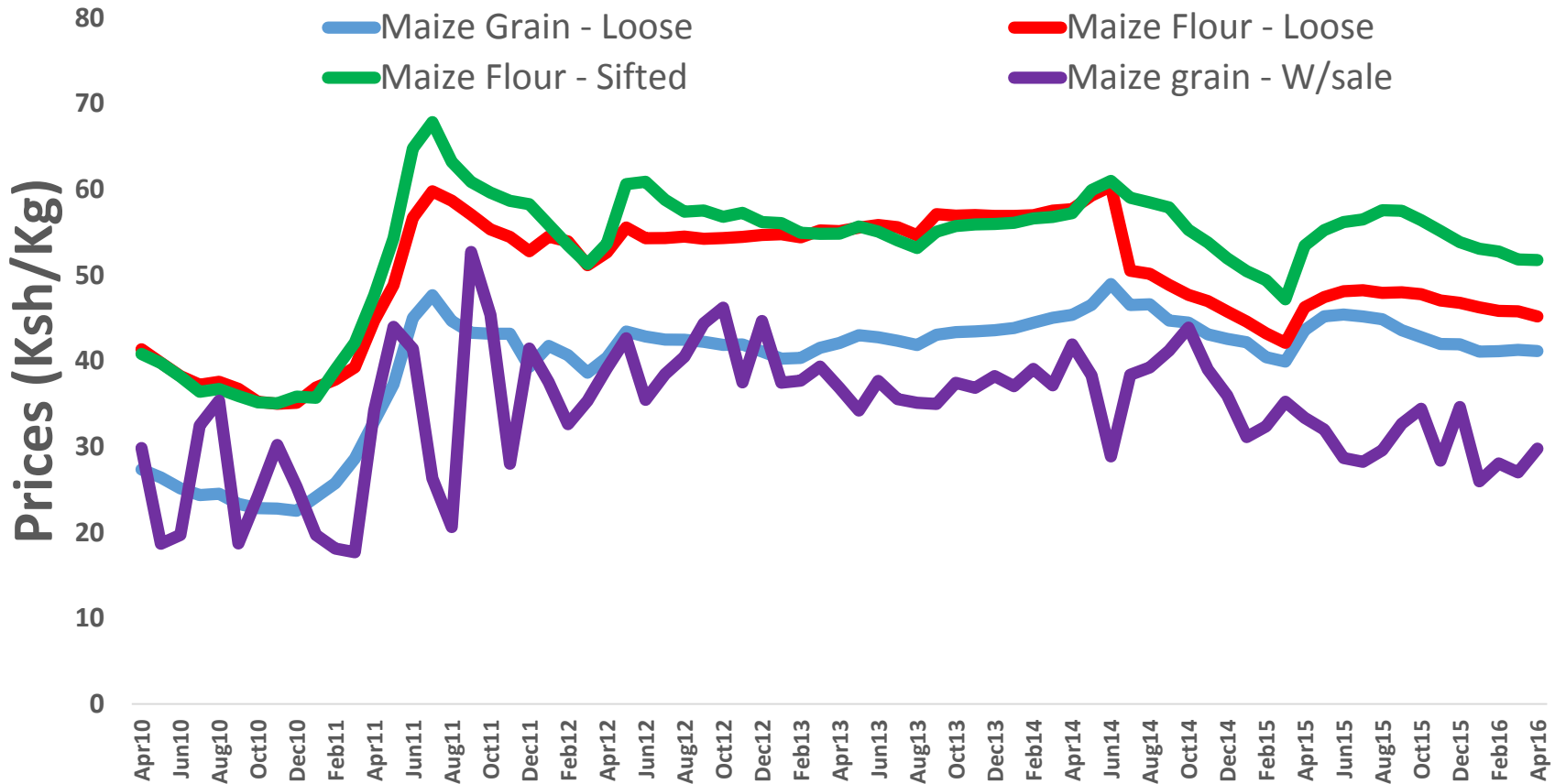
Sources of Grain for Posho



Price comparison: Posho vs Sifted



Trends in maize grain & Flour Prices



Conclusions

- ❑ Maize still the dominant staple consumed by over 80% of households though declining in importance in household food consumption basket
- ❑ General increase in consumption of rice, wheat, plantain & potatoes; substituting maize or food diversification???
- ❑ The prices of *posho* meal not significantly different from the prices of sifted maize meal
 - ❑ Potentially encouraging consumption of sifted meal
- ❑ Good taste, ease of cooking and availability are the major drivers of preference for sifted maize flour while Nutrition quality, health consciousness and 'experience' drive preference *posho*

Policy implication

- ❖ Develop/review strategies to improve access and availability of alternative staples such as rice, potato & plantain given the increasing food diversification trends
- ❖ Integrate other staples in the National and County food security programs such as Strategic Food Reserves

