Determinants of Fresh Vegetable, Fresh Fruit and Peanut Products Expenditure in Urban Households in Ghana

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Determinants of Fresh Vegetable, Fresh Fruit and Peanut Product Expenditure in Urban Households in Ghana

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RESULTS

Peanut products: Households in Tamale and Takoradi have higher expenditure on peanuts products than Accra households. It is notable that this finding is opposite from the results of fresh vegetables. Also, household size is statistically determining the expenditure on peanut products. Moreover, a high-income household spends more on peanut products than household with less income. Finally, education is also found to have a positive influence in peanut product expenditure.

DATA AND METHOD

2011 survey data collected in three large cities (Accra, Tamale and Takoradi). Respondents were asked about their food shopping and preparation habits, food spending, and personal information including age, gender, occupation, household income, and household composition.

OBJECTIVE

Identify the determinants of the expenditure on specific foods such as fresh vegetables, fresh fruits, and peanut products in Ghana’s urban households.

MOTIVATION

• Consumer health is closely associated with consumption of some specific foods including fresh vegetables, fruits, and peanut products. Dietary fiber and vitamins in fresh vegetables and fruits play a crucial role in the prevention of chronic and lifestyle diseases (Uusiku et al., 2010; Low et al., 2007), nuts may reduce the risk of heart disease (Mattes et al., 2008). While peanuts are a source of protein and have a desired fatty acid composition, they can be contaminated with aflatoxin, a potential carcinogen.

• However, the consumption of fresh vegetables and fruits are far below the dietary recommendation level, especially in African countries (WHO, 2004; USDA, 2004). Although peanut products are of great importance to diets in sub-Saharan Africa, few papers study peanut product consumption in this area.

• CONCLUSIONS

The study provides a comprehensive picture of the expenditure on special foods such as fresh vegetables, fresh fruits, and peanut products in Ghana’s urban households.

• The results suggest food marketers need to focus their promotion of fresh vegetables and fruits on the high-income and well-educated married households in more developed areas, while promoting peanut products to educated households with large household size in the Northern Region.

• The public sector concerned about food security and nutrition needs to provide more education/training opportunity, supply specific food aid (i.e., fresh vegetables and fruits) to low-income and low-educated households, and strive to assure that households with high peanut product expenditure face low risk of aflatoxin exposure from peanut products.

REFERENCES


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