Introduction

Foods from Edible Insects

- FEI have high potential for increasing food production.
- Yet few countries use them.
- Decision makers often share the aversion of the European (West) consumers.
- The major beneficiaries are the rural households.

But: Their opinions are rarely incorporated in designing new innovative foods

Objectives: Therefore, this study assess consumers’ salient beliefs on FEI using insights from FGDs conducted along the Theory of Planned Behaviour.

Materials and methods

- Six FGDs were conducted in Siaya, Vihiga and Machakos counties using methods suggested by Krueger & Casey (2000).
- Purposeful sampling protocol was executed
- Each FGD had 5-8 participants and lasted for about 90 minutes. 43 participants in total.
- Discussions were focused along TPB constructs i.e., Attitudes, Subjective Norms & Perceived Behavioural Control

Results

1. Attitudes
   - (+) [73 MUs] good taste, nutritious, convenient, cost effective, antioxidant
   - (-) [57 MUs] disgusting, bad smell, hard cover, dark colour

2. Subjective Norms
   - Health officials, family members, teachers, peers, political leaders

3. PBC
   - (ease) processing as ingredients, flavours, awareness
   - (barriers) judging quality, availability, smell

Informing programme delivery

- Programmes to educate people on FEI should be interactive and consider location, time and duration.
- Participants not receptive to telephone message

Conclusions

- More positive FEI attributes [MU= 73] emerged compared to negative ones [MU= 57], indicating that individuals recognize the health effect of their food choices.
- On programmatic factors, the influence of media appeared contradictory, while the usage of telephone messages was discerned by most participants.
- There are no detectable differences in salient beliefs of respondents from the two study regions
- Regulations aimed at developing FEI standards are required to facilitate the supply side competition. This will fasten the development of the insects value chains in Kenya.

References


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Corresponding author: email – kennedypambo@gmail.com