

# Perception of youths on consumption of African indigenous vegetables in western Kenya

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## Abstract

To explore the potential of African indigenous vegetables (AIVs), foster the nutritional awareness and creation of AIV market, the perception of young people towards AIVs is important. However, there is limited evidence on youth's perception and preference on AIVs. Understanding the youths' perception of on AIV will provide a way forward in building capacity among the youths on AIVs potential. The objective of this study was to assess the perception of the youths on consumption of AIV. A total of 86 (50 male, 36 female) youths were interviewed. Results indicate that the youths are aware of most of the common AIVs grown in Kenya with night shade being the most known and most preferred (60.7%) AIV for consumption. The reasons for preference included taste (40%), medicinal value (35%) and nutritious value (47%). The youths ate AIVs more while at home compared to when they are in collage. The reasons for the low consumption were tedious preparation process (69%), lack of skills on preparation (56%) high cost of local vegetables (49%) among others. Fifty % of the males said they would buy dried and packed AIV while 28% of the female said they would buy. Some of the reasons for not buying dried vegetables included, lose of taste (48%) and loss of nutrients 42%. This results shows that youths are aware of the importance of AIV in their diets. Capacity building on preparation methods and improving access to AIV at a cheaper cost throughout the year would improve consumption of AIV among the youths.

**Keywords:** Nutrition, Youths, Consumption, Medicinal, Local vegetables