INTRODUCTION

• Underutilised leafy vegetables (ULVs) such as Brassica rapa and Brassica oleracea var. acephala are indigenous vegetables in the northern parts of South Africa (Tshikalange and Van Averbeke 2006 and Mariga et al, 2012).

• Since underutilized crops are usually excluded from national inventories for production as well as consumption, there is limited knowledge about their role for consumption and rural livelihoods, other than anecdotal evidence.

• Diversification will be important as part of the progress towards the goal of achieving security of food production.

• This study is based on the following ULVs produced in the Limpopo Province of South Africa; mustard greens (Brassica juncea), collard greens (Brassica oleracea var. acephala), cowpea leaves (Vigna unguiculata), and pumpkin leaves (Cucurbita pepo).

METHODOLOGY

• The study is based on primary data collected from 300 households in urban & rural areas through a structured questionnaire in January 2012.

• To elicit the dummy response variable in this study, consumers were asked whether they purchase the two types of ULVs: Exotic ULVs and Local ULVs.

• A Double-Hurdle Model Approach by Cragg (1971) was used to analyse the data. The first hurdle corresponds to the decision whether or not the household purchases ULVs (the participation decision) and the second hurdle corresponds to how much (in bundles) of the ULVs are consumed per week per household (the consumption decision).

• Participation/Consumption: \( \beta + \beta_1 \text{HHLS} + \beta_2 \text{GEND} + \beta_3 \text{INCO} + \beta_4 \text{AWAR} + \beta_5 \text{DISM} + \beta_6 \text{PRIC} + \beta_7 \text{STRVE} + \beta_8 \text{DORZ} + \beta_9 \text{FAMF} + \beta_{10} \text{RETA} + \beta_{11} \text{TAST} + \beta_{12} \text{SAFE} + \beta_{13} \text{AVAI} + \beta_{14} \text{LUTE} + \beta_{15} \text{LOPR} \)

• The significant but opposite effects of STRVE and SAFE on participation and consumption are particularly noteworthy.

• AWAR, RETA, and TAST significantly affect household participation positively but not the level of consumption. This implies that households’ awareness of ULVs increases the chances of purchasing.

• However, GEND, INCO, the perception that ULVs are available throughout the year and the perception that ULVs are nutritious also affect the households’ participation negatively but not the consumption level.

• The opposite is true for HHLS and DISM. These variables are positively significant in the consumption equation but not in the participation equation.

CONCLUSION

• Both ULVs (exotic and local) are purchased and consumed together. This is to say that if households purchase exotic vegetables at the street vendors, they also purchase local leafy vegetables there.

• Households believe that ULVs (both exotic and local) are tasty, safe to consume, not available all year round, and are of low price. As exotic leafy vegetables (such as cabbages) are available all year round, it will be beneficial for consumers to have access to ULVs which are as good as the exotic ones nutritionally but cheaper.

• Results are useful for marketers in planning and developing marketing strategies, because they allow differentiating between variables explaining if ULVs are consumed and the variables determining how much is consumed.

REFERENCES

