

FReSH insight report

CONSUMPTION BEHAVIOR AND TRENDS:

Understanding the shift required towards healthy,
sustainable and enjoyable diets

Food Reform for Sustainability and Health (FReSH) thanks the following companies for their contributions to this insight report on consumption behavior and trends.

FReSH consumption workstream leaders:



FReSH consumption workstream member companies:



FReSH would also like to thank the following organizations for sharing their case studies in this report:



Research and advocacy

Case Study 8: SMART FOOD



Smart Food: Diversifying diets and driving commercialization of traditional grains

Food and nutrition insecurity continues to pose a serious challenge in many rural households in developing countries. In Kenya, nutrition insecurity is reflected in the increased prevalence of stunting (26%), wasting (4%), and underweight (11%) among children under five years of age²² and in micronutrient deficiencies. Poor nutrition and a general lack of health consciousness are the main causes of these unhealthy outcomes.

In order to improve nutrition and health consciousness in Kenya, ICRISAT developed nutrition activities along three pathways: (1) production for own consumption, (2) agricultural income, and (3) women's empowerment.

The pathways include educating the local population on the importance of dietary diversity, encouraging them to reserve produce for their household consumption, using social marketing approaches to build markets for cereals and legumes, and working to support women with knowledge and skills on nutrition, energy-saving technologies/innovations, and income-generating activities.

Under the Smart Food initiative, ICRISAT trained over 10,000 men and women through two-day workshops. Over 12,000 women farmers have been trained through participatory cooking classes where they were introduced to new recipes and energy-efficient innovations. Over 100,000 households have been reached with nutrition messages through a variety of behavior change communication activities.

Over 60,000 children below five years have been reached with nutrition messages through their parents, and around 800,000 Kenyans have been reached with messages to increase knowledge, change attitudes, and modify consumption behavior through the Smart Food TV show.

In only one year, women's and children's behavior changed significantly towards a more micronutrient-rich diet, indicated by a 20% increase in the dietary diversity score for women (WDDS) and an almost 100% increase in the children's dietary diversity score (CDDS). Similarly, consumers showed a considerable change in buying patterns since data showed an increase in sales of grain for all crops except the ones that are typically bought during droughts. Rich in iron and fiber, both cow pea and pearl millet sales at the farm level have more than doubled in the period of one year. There are plans to scale the Smart Food approach in other regions within and outside Kenya.



²² KNBS and ICF Macro, 2015