

**THE ROLE OF THE MEDIA IN ENHANCING THE
CONSUMPTION OF INDIGENOUS FOODS**

CASE STUDY:

NAIROBI REGION

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DEDICATION

This book is dedicated to my mother Mrs. Anne Otieno whose assistance both monetary and physically has enabled me to successfully complete this thesis. I also wish to dedicate this thesis to my beloved father, my sisters Reverter Achieng and Antonate Onyango for their love, support and commitment to my research. Finally, to Dr. Ongora whose guidance has been so crucial for the successful completion of this research project.

DECLARATION

This thesis is original work and has not been presented for a degree in any another university.

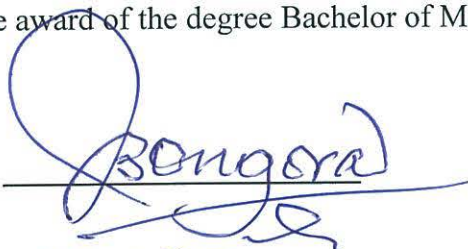
SIGNATURE: 

VIVIAN AKINYI OTIENO

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This dissertation is submitted to the department of social sciences and Law as a partial fulfillment for the award of the degree Bachelor of Mass Communication.

SUPERVISOR:



27.09.06

DR. JEROME ONGORA

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Kampala international university

February, 2006

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ACKNOWLEDGEMENT

I appreciate the people who have made this project a success, among them my wonderful supervisor Dr. Ogora for his guidance and support towards the successful completion of my dissertation. I also wish to extend my sincere gratitude to Selina Mganga, Andrew Njenga, Kenneth Kisambira, Mr. Herbert Mudoola, Sylvia Abukuse, Cliff Momanyi Ongaki and to all my friends.

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CHAPTER ONE

1.0 INTRODUCTION

Nairobi is the capital city of Kenya. It harbors a population of about 3 million people most of them drawn from all over the country. The population encompasses the businessmen, students among others.

A part from being a capital city Nairobi also serves as the headquarters of different local and International organizations .According to the figures and facts from international plant Genetics Resource Institute (IPGRI) at the National Museums of Kenya, indigenous foods are not fully utilized maximally in this region.

1.1 BACKGROUND INFORMATION

The Nairobi residents prefer junk food to local traditional foods. This can be attributed to ignorance and deficiency of information. In March 2003 the national museums of Kenya in conjunction with IPGRI and KENRIK (Kenya Resource Center for indigenous Knowledge) organized an exhibition on traditional foods. Different ethnic groups had an opportunity to showcase their own local foods.

Local foods have been abandoned by the Nairobians who presumably take them as a preserve of the rural folks. But most importantly, these foods are better known for their medicinal and nutritional value. Most of the exotic have been introduced into our markets but they lack these essential substance.

Most newly established foods have been genetically modified using artificial substance which adds organisms that are unsafe for human health. The Nairobians especially students and other working people are known in consuming exotic foods in large quantities. Some of these foods include chips, kebabs, meat pies and sausages. Some of the known nutritional value include; Jute (Apoth), cow pea (kunde), beans and crotalaria.

High level of growth body wise among the students and pupils in Nairobi is highly linked to consumption of exotic foods which has contributed to some of the illness such as heart diseases and eye infections which in the past were not very common. The Government has abandoned its role to stipulate laws to govern for example of genetically modified foods.

In some cases the government has denied that no genetically modified foods have released to farmers yet there is evidence to the contrary. The policy and legal gap has left Kenya vulnerable to dumping of Frankenstein products with the biggest threat being posed on Agriculture human health and environment. This is where

the media has to pick from set the agenda to the public. The people have to be educated and be informed about the vitality of these foods.

1.2 STATEMENT OF THE PROBLEM

There is lack of information concerning the consumption, utilization of the available traditional foods, therefore this study aims at coming up with an in-depth description and analysis on how the media is supposed to disseminate this information. This will be in terms of types of indigenous foods that there is and their natural geographical distribution areas where they can be found and be grown.

1.3 OBJECTIVES OF THE STUDY

The vital and the most essential objective of the study is to be able to understand what the media is doing in promoting these foods. This study then intends to bring the fore the following;

- To establish the media coverage of the indigenous foods in Nairobi region.
- To establish the main sources of information on these foods and how wide they need to be highlighted and hence dissemination of that information to the Nairobi residents.

- To try to counter the consumption of western culture oriented foods and revert to our own through media.

1.4 HYPOTHESIS

Given that there are facts and information regarding these foods in terms of their value and distribution the following descriptive tentative views were made as far as the study is concerned;

- That the media coverage is going to be inclined towards maintaining, popularizing and improving accessibility of wide range of indigenous foods.
- That the media will lead the pack in disseminating information about enhancement of consumption to the public.
- The media will highlight the hurdles that bedevil coverage of these foods.
- That the government is going to play a big role as far as the Agriculture Organizations are concerned by trying to initiate traditional food production programme.

1.5 SCOPE OF THE STUDY

Our target audience in this study include the primary stake holders, this are the Nairobi residents while the secondary stake holders are the government and the media in general. Therefore by availing the information to these target audiences this will enable them gain maximum knowledge about these foods.

The study also contributes towards long term studies to practice and improve the already existing data.

1.6. LIMITATION OF THE STUDY

Little or no information on this important subject is available to Nairobians owing to lack of data, lack of time and money it was of course impossible to make an intensive analysis of the entire country, consequently the matter had to be briefly discussed in broad outline and only on one region.

Biases and prejudices held by some Nairobi residents defeated my goal of obtaining objectivity in my research. This is because some of them wished to answer untruthfully and this distorted the study. This arose from fears or any other hidden motives. Hopefully all those who filled the questionnaire did so objectively and with an open mind.

CHAPTER TWO

2.0 LITERATURE REVIEW

Food from wide range of traditional food plant makes supplemental seasonal and emergency contributions to house hold food supplies. Many indigenous foods are characteristically energy and play a crucial role during hunger periods. The population of Kenya is characterized by high diversity in terms of ethnic groups each groups each with diverse cultures and traditions. The Arabians, Europeans and Indians for instance came in and further led to diversification of linguistics and cultures.

With the passage of time through observations, trial and error, wealth knowledge and experiment, its resources and how best to exploit them was accumulated. For example knowledge about use of plants as foods, medicines and poisons was discovered. This has accounted for the well being of every community.

The Mijikenda for example utilizes well over 80 local plant species as leafy vegetables whilst the Turkanas over 140 species of edible plants from their environment. Therefore to what extent are the indigenous food plants endangered?

The 20th century has brought more changes for the people in Nairobi region especially, than perhaps any other before. Westernization and modern science and technology are encroaching on traditional practices and eroding local knowledge. In this modern times we are experiencing new food habits and even new crops.

The indigenous food plants have suffered double tragedy in terms of genetic erosion that is production of genetically modified species and loss of traditional knowledge on how to grow and utilize traditional food crops. In Nairobi for example diets are based on fewer and indigenous vegetables and grains.

This coupled with low incomes and misguided preference for expensive exotic foods has contributed significantly to poverty. So what are the nutritional problems that are likely to occur?

Well according to the book entitled **Traditional food plants of Kenya** by **Patrick Maundu and Grace Ngugi** there is low energy and protein intake crisis due to the fact that people no longer take foods of all kinds.

Eating habits are changing where for instance tea has become a replacement of the more nutritious millet porridge for breakfast among the Nairobi residents, a habit that is detrimental for child nutrition. Lack of variety in our diets has cost the residents.

Many wild foods especially leafy vegetables have been found to contain high riboflavin (vitamin B) LEVELS, where deficiency in this causes skin and eye complications, also yellow fruits, green vegetables and dark green leaves all of which are indigenous are great sources of vitamin A where lack of these leads to dry eye disease scientifically known as xerophthalmia.

In terms of economic considerations, it is said that many traditional food plants grow wild; therefore this makes it simple to access and collect them freely. But they may also be grown in home gardens. According to Mr. Patrick Maundu therefore the indigenous food plants both domestic and non domestic have been neglected throughout the world and Nairobi region is no exception.

Instead of concentrating on commercial food crops, extension efforts should aim at maintaining, popularizing and improving the accessibility of wide range of indigenous crop species because this can do much to improve nutrition and food security. He continues to argue that eating joints providing a variety of these foods situated near schools and institutions compounds can improve the health of the students.

As individuals we have a responsibility of maintaining the maximum possible diversity in our food crops and utilize them for everyone's well being but to achieve this we need to do the following:

- a) Discard the idea that these foods are inferior.
- b) Take an initiative of growing and conserving them in our backgrounds.
- c) Promote and keep alive traditional knowledge on methods of preparation, local names and pass it to our children and where possible document it.
- d) Identify the endangered species and coordinate with national Gene Bank at Kenya Agricultural Research Institute for long term conservation. Is it then difficult for the media to start the coverage on this and inform the public about the same?

2.1 THEORITICAL FRAME WORK

This study banks its findings on the following theoretical frame work;

- a) That traditional vegetables and foods are characteristically rich in energy contents.
- b) Those traditional foods have a high nutritional and medicinal value.
- c) In the olden days, traditional foods were highly utilized by our ancestors who lived those times.

The people of the olden days had greater body physique compared to the new generation which lacks that physical ability and strength in them. Due to the fact that people in the past consumed traditional foods rich in energy, the performance

of work in terms of tilling and walking for long distance was highly attributed to the high nutritional and medicinal value of the vegetables and grains.

Unlike today where diseases such as eye infections skin disorders, night blindness, malnutrition and obesity are prevalent. Old eating habits have changed drastically and have been replaced with new eating habits even the domestication of these traditional food plants is no longer practiced.

A recently conducted study around the country by the center for indigenous knowledge systems and by-products shows that 64 percent of vendors in the rural centers are now selling exotic foods including the vegetables and grains compared to 36 percent selling the traditional ones.

The indigenous foods that are fast disappearing in the market include pumpkin (Budho) indigenous kale (alot), spider plant (omboga), crotalaria (mitoo), gynandropis (chisaka), and indigenous tomatoes among others. All these have been replaced with cabbages, exotic kales and French beans. Likewise grains such as simsim, indigenous beans and corn have been replaced with maize and some variety of rice and other genetically engineered crops.

Handling, marketing and processing of these indigenous crops comparing the sale of indigenous vegetables in urban markets of Kenya, study reveals that the volume of exotic vegetables sold in 2002 was equivalent to 2.6 million shillings to

770,000 of the indigenous ones. This is according to 'The Daily Nation' of Thursday, 4th December 2003.

Indigenous vegetables and grains which are fast being replaced by exotic crops as a source of food to many families have ignited a major debate where by a number of delegates to the national constitutional conference proposed the entrenchment and protection of Kenya's traditional vegetables and grains in the constitution.

This means hotels and restaurants may be required by law to serve certain indigenous vegetables and grains on their menu to ensure they are not extinct in the near future. Rita Katamu a delegate said "The fight for protection of these foods has to be won if peoples' culture is to be protected." Every culture and every community has its own food, but now they are neglecting these, they say they are outdated and for the old she remarked quite disappointed.

During the discussions on the technical committee on culture many delegates were united and called for protection of traditional Kenyan food.

Nutritionist on the hand think that this pattern reflects an decreasing affinity towards indigenous vegetables and grains as people move towards urban centers away from their rural areas .

Therefore in conjunction with Kenya Resource center for Indigenous knowledge (KENRIK), International Plant Genetic Resource Institute, (IPGRI) center for indigenous knowledge Systems and by-products (CIKSP). The media has a responsibility of disseminating and emphasizing the available information to the target audience.

The dissemination can be in terms of collecting, describing and conserving Germ plasm of indigenous crops. It can also be inform of improved handling, marketing and processing of these indigenous crops.

2.2 DEFINITION OF TERMS & ABBREVIATIONS

SIDE-STEPPED: sidelined or not taken into considerations

GM: Genetically modified foods which are scientifically engineered

FRANKSTEIN: Genetically modified products.

KENRIK: Kenya Resource Center for indigenous Knowledge a department
Of the national museums of Kenya

JUNK FOODS: Foods like crisps, chocolate, juice among others.

IPGRI: International Plants Genetics Resource Institute at the national museums of Kenya

KBC: Kenya Broadcasting Corporation.

CIKSP: Center for indigenous knowledge systems by products.

CHAPTER 3

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter covers the research designs, procedures and data collection methods used.

3.2 RESEARCH DESIGN

This study was based on the use of a descriptive research design where the researcher went to the population of interest asking respondents to describe some issues related to the problem under study. This was appropriate because it involved a field survey where respondents were examined on issues on the problem in their natural setting without manipulation of the environment, so they managed to give information. This design has been successfully used by other researchers to design and communicate research findings.

3.3 DESCRIPTION OF THE POPULATION

The information and knowledge about the indigenous foods in Nairobi region was studied, categorized, and coded for the purpose of description comparison and

analysis. The study assessed the information as far as indigenous foods are concerned and these were a number of key variables.

2. Names and types of indigenous foods.

- A) Traditional leafy vegetables.
- B) Traditional food plant tubers.
- C) Wild fruits

3. Geographical sources of information.

- A) International plants Genetically Resource Institute
- B) National Gene Bank at Kenya Agricultural Research Institute.

4. Areas where they are marketed.

- A) Nairobi region
- B) Other regions

Information books

5. Media coverage in terms of;

- i) Newspapers
- ii) Radio
- iii) Television.

6. Region under investigation

7. Population of the region

8. Multi ethnic and multi national factor

9. Eating habits defined as;

- A) Favorable
- B) Unfavorable
- C) Neutral

3.4 SAMPLE AND SAMPLING PROCEDURES

The sample frame in this case was,

- A) Gikomba market
- B) Kangemi market
- C) Ngara market
- D) Uchumi market

These four areas are the main markets in the Nairobi region and all combined made a sample frame under the presumed markets for traditional grains and vegetables.

Quota sampling was used considering the total population of the sellers and buyers in these given markets then the unit's proportions were put together.

In terms of media the following will be attributed;

Print media two newspapers namely The Daily Nation newspaper and The Standard newspaper

Electronic media, Kenya Broadcasting Corporation (KBC), Kenya Television Network(KTN), Nation television, Family television, Citizen television, KBC Radio, Nation fm, Family fm, Citizen fm.

3.5 INSTRUMENTS

The following instruments were used to collect the data from the field. The questionnaire and the III individual in-depth interview. In selection the sample size the researcher had aimed to pick 60 people of both sexes in Nairobi region but only managed to interview 24 since others were either not interested or simply did not know what as going on while others could not easily be got since the time was also working against the researcher.

Others also claimed that they did not have time and kept on promising the researcher to “come back tomorrow” which tomorrow did not end till to date.

3.6 DATA COLLECTION

3.6.1 Data collection methods

The data collected for the study came from both primary and secondary sources.

3.6.2 Primary source

Here data was collected during field visits through questionnaire and interviews

3.6.3 Secondary source

Also secondary information was gathered. This was only possible through reviews of existing documents like relevant published books.

3.7. DATA QUALITY CONTROL

QUESTIONNAIRES

Data was collected by the use of questionnaire as mentioned above that was sent to all respondents in form of a structured type of a questionnaire with definite questions to the target audience that ensured that essential data was collected.

INTERVIEWS

Agricultural officers where there was Individual in-depth interview were an instrument too with various personalities including the nutritionist and solicited detail and rich report about the traditional grains.

3.8 DATA PROCESSING AND ANALYSIS

The process involved editing, coding, and analysis of data.

a) Editing - Here the researcher ensured that data was checked for completeness, cleaned and edited at the end of the research period in order to come up with the needed information for the research work.

b) Coding - this is a method of data processing that enabled the researcher to isolate and leave out insignificant elements to ensure completeness, accuracy and clarity.

c) Data analysis - Data was analyzed through numerical calculation using a calculator. The data has thus been presented in frequencies and percentage tabulating; these have been presented in table format.

3.9 ETHICAL CONSIDERATION

Professionally as a way forward to overcome difficulties in this study the researcher sought for permission from the responsible authorities for example the office of the mayor granted the researcher the permission to go ahead with the research in Nairobi region before carrying out the study.

I also assured my respondents on how to handle the information since some of the issues here require much confidentiality and for those who wanted to be bribed before they could provide the information, the world to them was that corruption is the biggest problem faced in Kenya and we are trying to look for the solution.

Data was analyzed using descriptive statistics including tables, percentages, pie charts and other measures of central tendency such as mean, mode and median

CHAPTER FOUR

4.0 PRESENTATION OF FINDINGS

In this chapter generally the results have been presented. It includes largely a direct description of the variables and relationship between variables in form of statements, tables, figures, amongst others. Here the findings have also been summarized, explained and interpreted establishing more general trends.

In 2002 and 2003 the rate of consumption in terms of exotic foods remained constant as the consumption of traditional foods reduced.

The rate of selling in markets

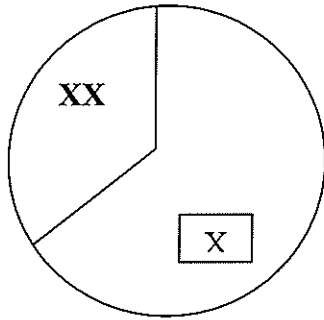
KEY

X X

TRADITIONAL FOODS

X

EXOTIC FOODS



PERCENTAGE

Exotic foods= 66%

Traditional foods = 34%

Glance of the above pie chart reveals that...exotic foods compared to traditional foods are majorly sold in this markets researched on (Gikomba, Kangemi, Ngara, and Uchumi markerts) a number of respondents claimed that they preferred the exotic foods because they are easily available, easy to work on and cook since their work schedules are tight and ever busy that's why they preferred exotic foods, most of the respondents attribute their liking been influenced by environment, the work schedule, and the availability of these exotic foods.

According to farmers who bring these traditional foods to the market to be sold they rely on mainly rainfall to irrigate their crops. According to farmers, the supply of water from other sources does not remain constant during the dry season. Farmers complained that

Sometimes this resulted in crops withering and dying which only bring losses if cultivated and brought to the market. A few farmers draw water from wells, boreholes and springs to irrigate these indigenous vegetables, during the dry season. Some farmers observed that when such water was used to irrigate this traditional foods during the dry season, it did not help the situation, hence scarcity of these, foods in the market.

The farmers' perception was that rain-fed exotic foods grow better and faster in comparison to irrigated ones which are expensive not every individual can afford. The daily activities for the household, however, did not indicate fetching irrigation water but only fetching water for household consumption indicating that very little water was spared for irrigation of these traditional vegetables. Most farmers rely predominantly on dry land cultivation practices, which was hard and hence they preferred cultivating exotic foods to traditional foods and bring them to the market.

Indigenous vegetables found in the markets

Scientific name	Common local name
Amaranthus dubius	Doodo
Amaranthus blitum	Ombogo
A. cruentus	Mchicha
Vigna unguiculata	Kunde
Solanum indicum	Dek
Cloeme gynandra	Mitoo
Solanum aethiopicum	Nakati
Solanum gilo	Osuga
Hibiscus sabdariffa	Chenza
Solanum nigrum	Apoth

SOME OF THE INDIGENOUS VEGETABLES



Solanum aethiopicum-

Nakati



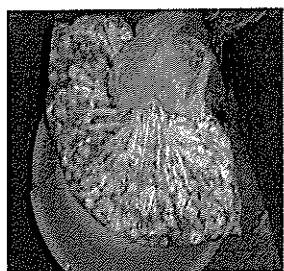
Vigna unguiculata-

Cowpea



Hibiscus sabdariffa -

Apoth



Solanum anguivi-

Ndegu



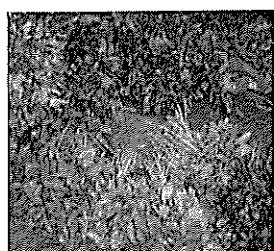
Abelmoschus esculentus-

Mboga



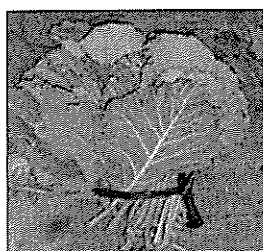
Amaranthus dubius-

Dodo



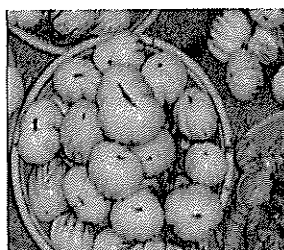
Amaranthus blitum -

Ombuga



Brassica oleracea -

Sukuma wiki



Solanum gilo-

Striped Ntula

It was noted that indigenous vegetable farmers do not have any formalized marketing strategy and rely heavily on the terms dictated by the market and the consumer demand for their vegetables and other factors such as seasonality. If there is abundance of indigenous vegetables at the market, the farmers end up throwing away their unsold quantities.

Farmers suggested that their indigenous vegetables could be processed to increase shelf life so that vegetables could be stored for longer periods until the market demand was available. So seasonality affected this traditional foods being brought and sold in the market hence the rate of selling this traditional foods in markets was 34% only.

MEDIA COVERAGE IN TERMS OF VIEWER SHIP

Television	KBC TV	KTN TV	NATION TV	FAMILY TV	CITIZEN TV
Percentage	16%	50%	16%	10%	6.8%
Radio	KBC RADIO	NATION FM	FAMILY FM	CITIZEN FM	KISS FM
Percentage	30%	30%	20%	20%	20%
PRINT Media	NATION Newspaper	STANDARD Newspaper	CITIZEN Newspaper		
Percentage	50%	50%	30%		

READERSHIP AND LISTENING

Glance of the above illustration shows that the media coverage has inclined towards maintaining, popularizing and improving accessibility of wide range of indigenous foods, especially KBC Television, Nation Television Family Television and the worst is Citizen Television. At least radio stations has led the pack in disseminating information about enhancement of consumption of the traditional foods to the public, by advertising local food joints and stating their

impacts in comparison with exotic foods the leading radio stations being both KBC radio and Nation fm.

Most importantly it was noted that the print media has tried to highlight the hurdles that bedevil coverage of these traditional foods, The Nation newspaper and Standard newspaper both leading papers in Nairobi region and nationwide discard the idea that these foods are inferior.

The Nation media group has taken an initiative of informing the public on the importance of growing and conserving the traditional foods individuals backgrounds. This has helped to promote and keep alive traditional knowledge on methods of preparation, local names and pass it to our children and where possible document it.

CHAPTER FIVE

4.0 SUMMARY, CONCLUSIONS AND RECOMMENDATION

Indigenous foods have been kicked out of the diet by many Nairobi residents. This can be attributed to the fact that the media sector has not done much in terms of educating the Nairobi residents about the importance and urgency of these foods because they are a bit reluctant and indeed these foods are nutritious and have medicinal value, again they are recommended by doctors as being important in individuals diet.

Indigenous vegetables form a significant part of the local vegetable diet and are deeply interwoven with local customs and beliefs. They are also used for medicinal purposes and have an important role in local ethno-medicine. Despite the introduction of commercial exotic crops in recent years, indigenous vegetables have retained their presence and have actually increased in terms of the quantities cultivated for commercial purposes.

However, these are lower than the quantities of exotic crops produced for commercial purposes. The land allocated for indigenous vegetables is less than that made available for exotic vegetables because the commercial demand for exotic vegetables is still higher. Based on the information obtained from farmers and consumers it is believed that the indigenous vegetables will continue to enjoy

significance, although some might disappear and be replaced by others over time as has happened in the past.

While the precise origin of most Kenyan indigenous vegetables is unknown, some of the indigenous vegetables can be found in other parts of Africa suggesting that such vegetables may be of African origin. The rural population particularly the women have a lot.

The media has roles of informing, has the roles of educating the public hence they should see the importance of this foods and advocate for their usage since they are at the limelight of creating impact on individual so by advertising this foods Nairobians can see the importance of consuming the available indigenous foods and people can reverse to consuming it people can plant them and this done adds up in retaining our culture which is the pride.

The media needs to come out clearly and try to counter other western culture oriented foods the likes of genetically modified foods and junk foods. It should tell the public still about the vitality of reverting back to our traditional foods.

The marketing departments should also follow suite by trying to market these foods for instance the packaging styles and labeling them in a nice way and attractive and tell the public about their contents.

The entire gene pool of the best medicinal plants and nutritive crops which are resistant to drought and diseases should be protected.

Particular groups possess particular indigenous knowledge (especially the elderly) with limited spread to and adoption by the majority. There is, therefore, need to collect, document, package and disseminate the indigenous knowledge. Building on the indigenous knowledge, there is need to analyze and quantify medicinal and nutritional values and develop appropriate preservation and processing methods which minimize loss of these values.

POLICY RECOMMENDATIONS

The government being the financier of many projects in the country should allocate funds specifically for production of these foods. The government should also set up a bill that will guide and govern the country on matters related to genetically modified foods.

The government should make links with the foreign countries to market our traditional foods in order to boost our economy and the consumption in Nairobi. The government through the ministry of Agriculture should supply the seeds and seedlings of the traditional plants at lower cost to enable the common man to afford them and be able to plant them.

The printing firms for example the food magazines should try and notify the public more about the nutritional and medicinal values of the traditional vegetables and grains in this region that the indigenous foods have.

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APPENDICES

BUDGET

ACTIVITY	COST (In Ugandan/shs.)
1. Designing study in instruments and stationery	185,000
2. Field familiarization costs	175,000
3. Pre-testing costs	90,000
4. Field allowances for data	200,000
5. Binding expenses	100,000
6. Miscellaneous	100,000
7. Photocopying	50,000
TOTAL	900,000

TIME SCHEDULE

Activity	Period	Output
Proposal Writing	November 2005	Proposal submission for approval
Field Familiarization	November 2005	Initial information collected
Developing Research Instruments	November 2005	Research instruments developed
Data Collection	November 2005	Data coded and entered
Data Analysis	December 2005	Data Analyzed interpreted
Preparation of report	August 2006	Submission of Dissertation

QUESTIONNAIRES

Introduction, Halo my name is Vivian Akinyi Otieno from Kampala International University; I am doing a research on the role of media in enhancing consumption of traditional foods.

1. a) Name in full:

b) Sex: Male Female

c) Occupation:

2. a) Do you have any information about the indigenous foods?

Yes No

b) Which of these foods have you ever used?

i) Mchicha / Amaranth

ii) Cassava / Mhogo

iii) Pumpkin / Budho

iv) Traditional Kale

v) Night Shade / Mnavu

vi) Spider Plant

c) What is your ratio of usage of exotic foods to indigenous foods?

1:1 1:2 1:3 1:4 4:1

3a) Have you ever watched any programme on indigenous foods

Yes No

b) Have you ever listened to the programme on Radio?

Yes

No

c) Which television station did you watch this if any?

4a) Which radio station did you listen to this if any?

b) Of these stations which ones do you prefer watching?

c) Which is your favorable radio station among those?

i) Kiss 100 ii) KBC Radio iii) Nation Fm iv) Citizen Radio v) Capital Fm vi)
Family Fm vii) Non or any other

5 would you like an indigenous foods programme included on Television
programmes lone ups?

Yes

No

6. Give a simple reason for the above answer

7. Mark on the following table as often/ occasionally or not taken at all

Foods	Taken more often	Taken occasionally	Not Taken at all
Millet Porridge			
Kebab			
Cassava			
Pumpkin			
Mnavu			
Fried chicken			
Sausage			
Hot Dog			

8. Where do you get the foods you have marked?

- A) In the restaurants
- b) In the food kiosks
- c) At your home area
- d) Any other place

9. How can you compare the availability of exotic foods to indigenous?

i) Exotic foods – most available

Not available

ii) Indigenous foods- most available

Not available

10. Which food would you consider switching to in the future

- a) Exotic
- b) Indigenous

11. Which food would you consider switching to in the future

- a) Exotic
- b) Indigenous

12. Between exotic and indigenous which ones are more expensive

13. If marketed properly do you think indigenous foods can out smart exotic foods

- a) Yes
- No

14. Which one is your most frequented food joint in town

15. Which one is your favorite supermarket in Nairobi

- a) Uchumi
- b) Nakumatt
- c) Tusker mattresses
- d) Wool matt

16. For the last one week have you tested the following

i) Kebab	Yes	No
ii) Millet porridge	Yes	No
iii) Ethiopian Kale	Yes	No
iv) Chips	Yes	No
v) Hot dogs	Yes	No
vi) Yams	Yes	No