sumer Preference and Willingness to Pay for Sweetpotato Juice in Does nutritional information matter?

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luction

ficiency in particular, is a major problem in sub- particular problem facing children under 5 years term effects (Low et al 2007; De Groote and al 2012; Sindi et al 2013).

report indicated that, in 2012 alone, 36%, 29% ted, underweight and wasted children lived in

ches to address the problem of malnutrition: 1. ery six months (this is expensive and not easily and consumption of foods rich in pro-vitamin A, SP) (Low et al 2007; De Groote and Kimenju n found to be the cheapest and most effective children under five years of age.

2 is the smallest landlocked country in Africa. e economy, contributing 34% of GDP, 80% hinda 2013). 41% of the population live below CI: 42.7-45.2%) of children under five years of 1% are underweight (RDHS, 2010).

nts for (7.1%) of the land under crop cultivation ion for individual crops was highest for Sweet eer (17.2%) (NISR 2013).

& materials

iduals selected from seven different markets in ute the difference in attribute preferences and o stage Heckman Selection model was used to A multinomial logit model was applied to both es which influences the decision to choose a

clusion

ared with other juice.
nces depend on demographic, economic and

FSP juice increases once nutritional information

sed juice product in Rwanda.

Res

	Juice type	Color	Aroma
	OFSP-Juice	3.96	2.88
	P-Inyange	3.18	3.86
	P-SINA	3.08	3.99
	Blend (85% OFSP)	3.82	3.10
T-statistics difference in means without nutritional i			
	OFSP vs P-Inyange	11.34***	-15.26***
	OFSP vs P-SINA	13.85***	-19.02***
	Blend vs P-Inyange	9.31***	-10.91***
	Blend vs P-SINA	12.14***	0.34
T-statistics difference in means with nutritional info			
	OFSP vs P-Inyange	7.16***	1.77
	OFSP vs P-SINA	6.58***	0.40
	Blend vs P-Inyange	9.76***	3.33***
	Blend vs P-SINA	8.75***	6.61***

Without VA-information | **With**

In the absence of vitamin A information on willingness to for it is higher compared information of OFSP juices, tasters prefer the likeness has changed. For both OFSP and b higher compared with the pineapple juices.

DETERMINANTS OF JUICE CHOICE MULTINOMIAL LOGIT MOD

Variables	OFSP
Sex	0.39
Age	-0.01
LnPrice	0.04
Dummy right sugar (1 Yes, 0 No)	**2.14*** **
Dummy like aroma (1 Yes, 0 No)	**0.80** **
Dummy like taste (1 Yes, 0 No)	**0.93** **
Taste consistent (1 Yes, 0 No)	**-0.28**
Dummy like color (1 Yes, 0 No)	**0.77** **
Dummy buy weekly (1 Yes, 0 No))	0.58
Dummy affordable (1 Yes, 0 No)	0.05
Dummy tasty (1 Yes, 0 No)	**-1.14***
Dummy healthy (1 Yes, 0 No)	**-1.03***
Number bought (package/bottle)	0.00
Dummy heard vitamin A (1 if Yes)	-0.07
Middle class Market	-0.52
High class market	0.11
Constant	-2.47*