Introduction

Deficiency in particular, is a major problem in sub-
particular problem facing children under 5 years
term effects (Low et al 2007; De Groote and
match indicated that, in 2012 alone, 36%, 29%
sted, underweight and wasted children lived in

Reaches to address the problem of malnutrition: 1.
evry 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
found to be the cheapest and most effective
children under five years of age.

2 is the smallest landlocked country in Africa.
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
are underweight (RDHS, 2010).
ents for (7.1%) of the land under crop cultivation
on for individual crops was highest for Sweet
er (17.2%) (NISR 2013).

Methods & materials

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

Conclusion

pared with other juice.
ences depend on demographic, economic and
FSP juice increases once nutritional information
used juice product in Rwanda.