

Effect of information on consumer sensory rating of orange fleshed sweetpotato in Kericho County, Kenya

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Why Kericho



- Traditionally a tea producing zone.-
Viability of the current varieties.
- Request from the county government.
- Distance from Organi

The study

- **Objective:** To determine the attributes that influence consumer preference of sweetpotato.
- Total population =169 (80% farmers)
- **Non trained panelist (Relatively controlled environment)**
- Nine hedonic scale
- **Controlled cooking- quantity of roots, water, heating level, Time of cooking etc**
- Steamed cooking served hot
- Blind coded 3 digit codes

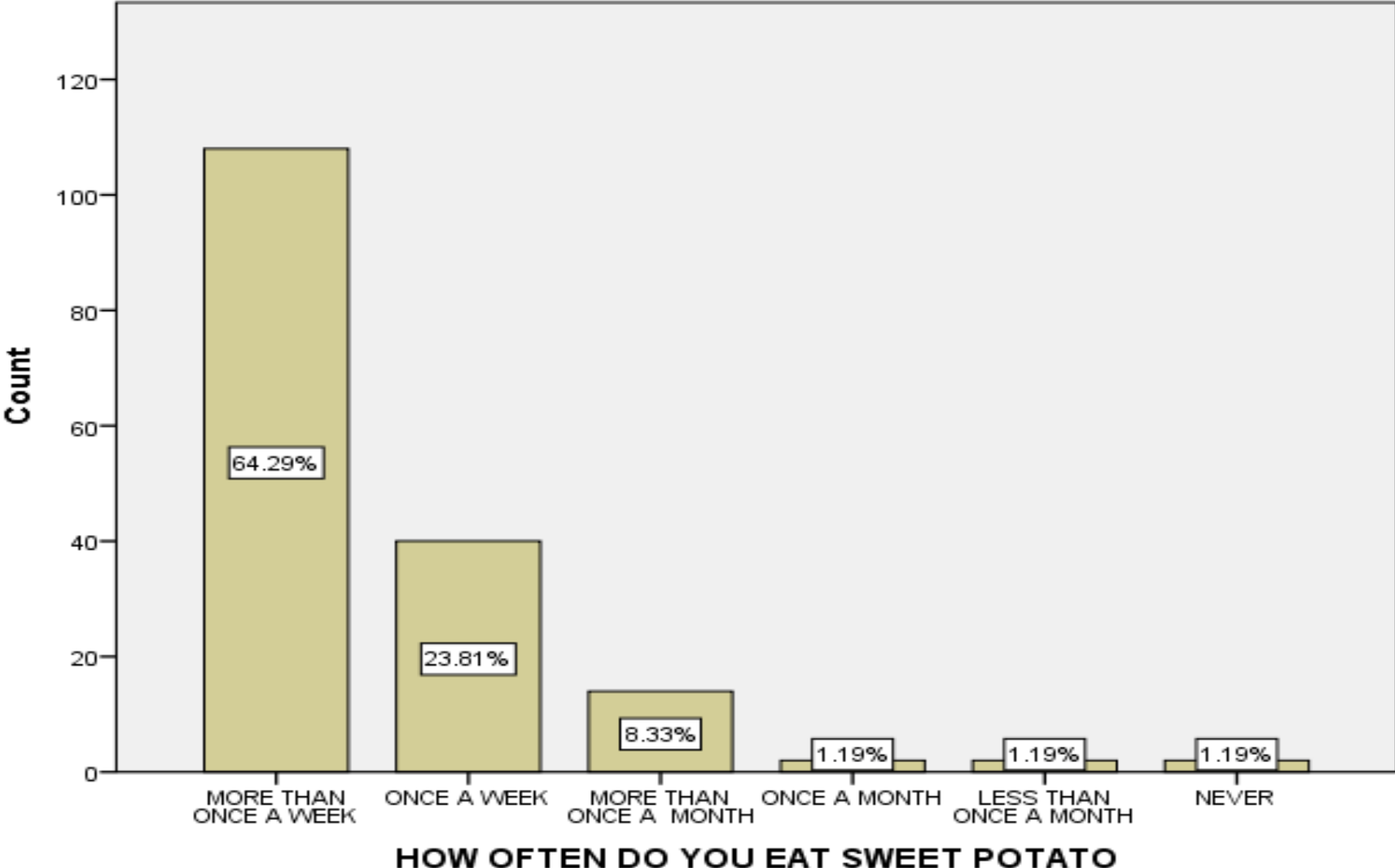
On farm Sites

Name of farmer	FARM CODE	Sub-county	Ward	village	GPS coordinates	Elev (m)
Samuel Chepkuony	SMCHEP	Sigowet/Soi n	Kaplelelart et	Simbamo o	S00° 23.001' E 035° 0.5.872'	1778
Joel Korir	JOKORIR	Sigowet/Soi n	Kaplelelart e	Sinedet	S00° 22.309' E 035° 0.5.448'	1769
William Kiprop	WILKORIR	Sigowet/Soi n	Kaplelelart e	Sinedet	S00° 22.348' E 035° 0.5.470'	1771
William Boit	WILBOIT	Sigowet/Soi n	Kaplelelart e	Kiplelguti k	S00° 22.740' E 035° 0.6.681'	1680
Robert Cheryot	BOBCHER	Sigowet/Soi n	Kaplelelart e	Kapsewa	S00° 23.178' E 035° 0.6.695'	1804

Treatments

- **Treatment 1:** Will not be provided with any information on OFSP during the consumer sensory acceptability questioning. This group will go to the trials after tasting the boiled roots.
- **Treatment 2:** Will have received information on agronomic aspects of OFSP
- **Treatment 3:** Will receive information on agronomic properties plus potential of OFSP to improve nutrition and health.
- **Treatment 4:** Will receive information on agronomic properties plus negative perceived sensory properties.

Results-Frequency of eating sweetpotato n= 169



Results-Colour

Treatment	P-chisquare	Vitaa	Kabode	SPK	Chebolol
Tre'ment 1	0.134	28.6%	20.0%	20.0%	31.4%
Tre'ment 2	0.001	15.2%	27.3%	39.4%	18.2%
Tre'ment 3	0.007	28.6%	35.7%	25.0%	10.7%
Tre'ment 4	0.380	20.7%	31.0%	27.6%	20.7%
overall	0.000	23.2%	28.0%	28.0%	20.8%

Results-Taste

Treatment	Pearson chisquar e	Vitaa	Kabode	SPK	Chebolol
Treatment 1	0.337	21.4%	21.4%	19.0%	38.1%
Treatment 2	0.796	13.9%	25.0%	33.3%	27.8%
Treatment 3	0.411	21.4%	32.1%	17.9%	28.6%
Treatment 4	0.031	17.2%	34.5%	13.8%	34.5%
overall	0.383	18.5%	27.4%	21.5%	32.6%

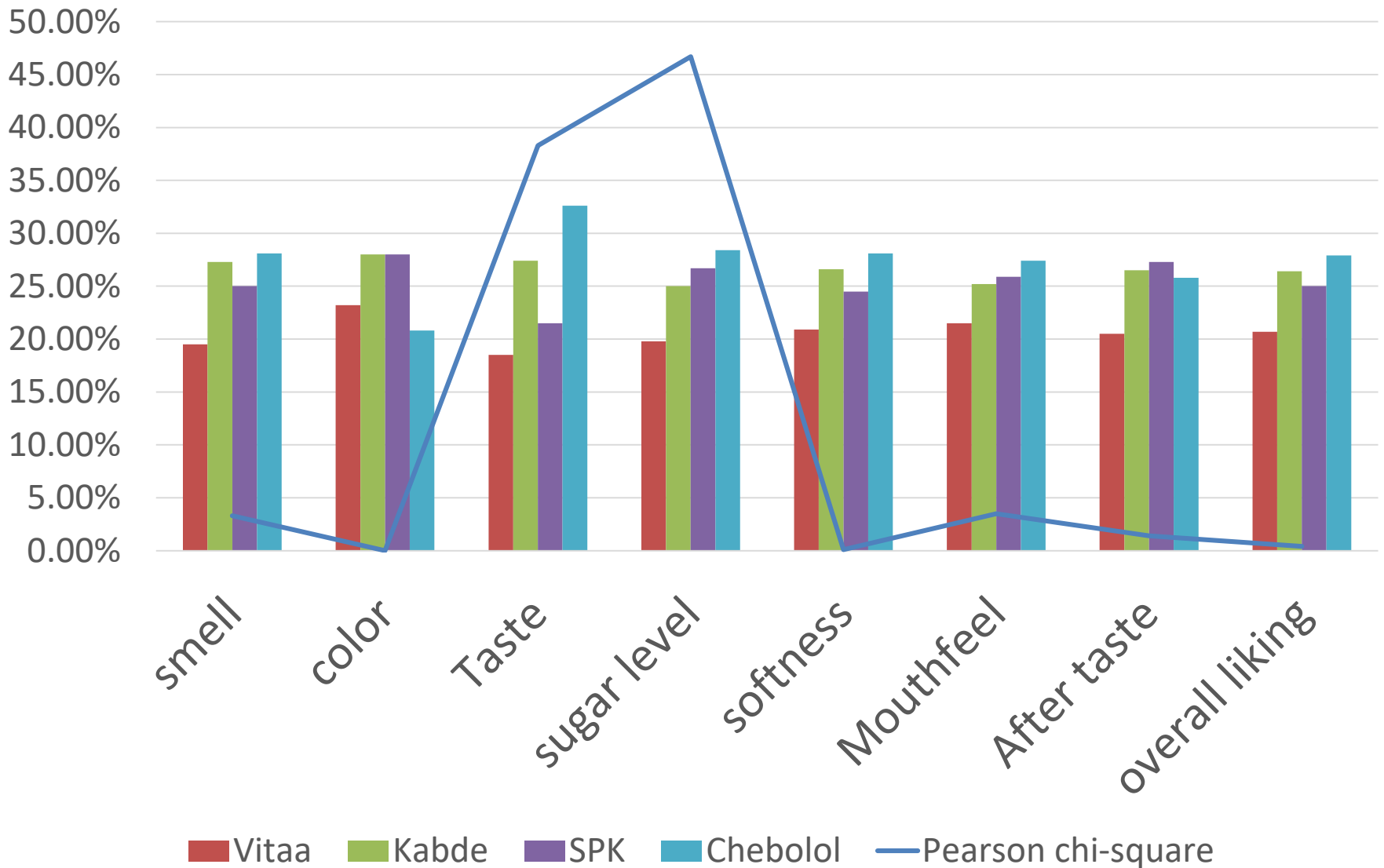
Results-Sugar

Treatment	Pearson chisquar e	Vitaa	Kabode	SPK	Chebolol
Treatment 1	0.73	25.0%	19.4%	19.4%	36.1%
Treatment 2	0.508	11.1%	18.5%	40.7%	29.6%
Treatment 3	0.709	23.1%	34.6%	23.1%	19.2%
Treatment 4	0.234	18.5%	29.6%	25.9%	25.9%
overall	0.467	19.8%	25.0%	26.7%	28.4%

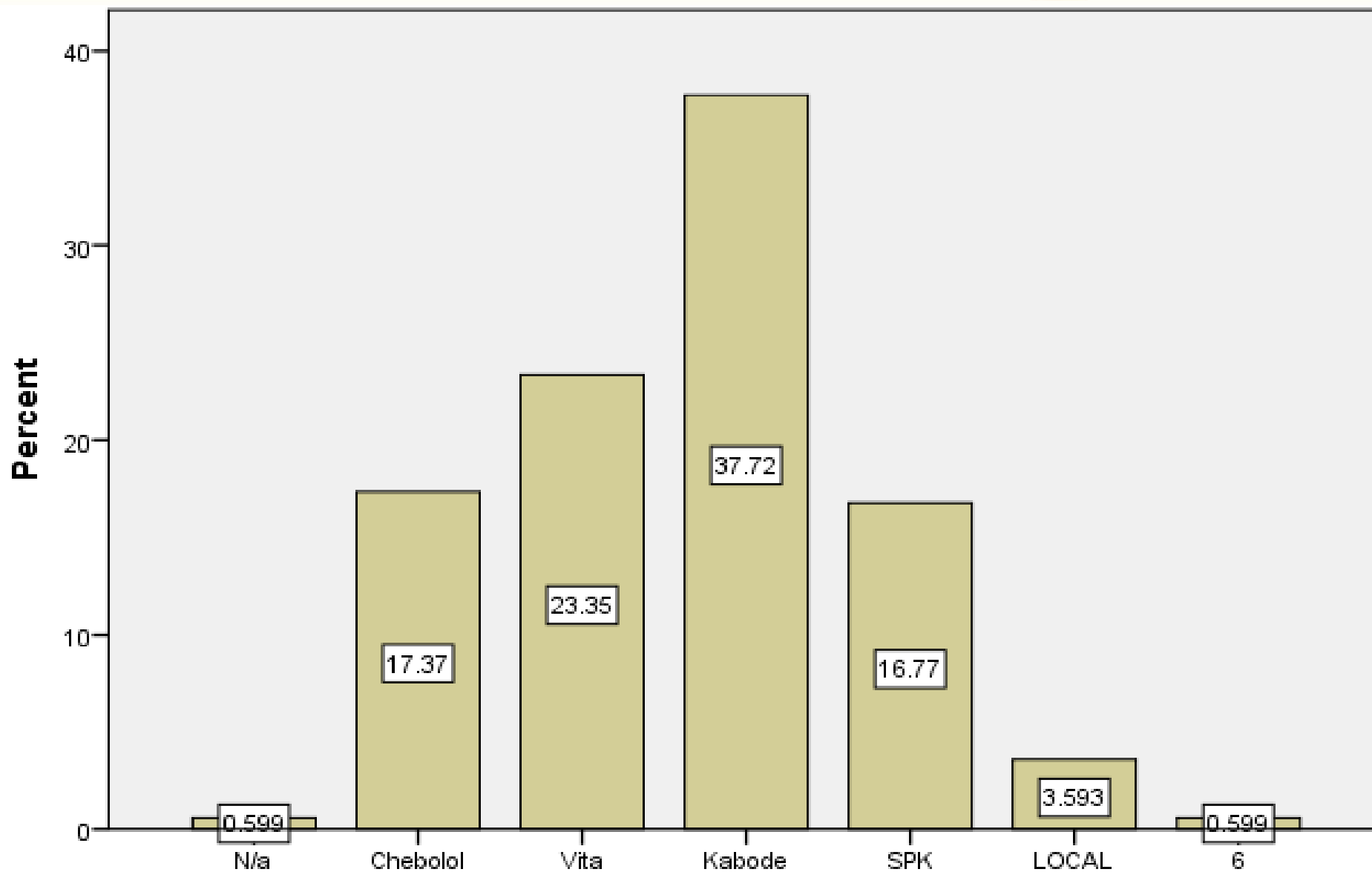
Results-softness

Treatment	Pearson chisquar e	Vitaa	Kabode	SPK	Chebolol
Treatment 1	0.667	22.0%	22.0%	19.5%	36.6%
Treatment 2	0.007	15.6%	28.1%	34.4%	21.9%
Treatment 3	0.156	28.1%	28.1%	18.8%	25.0%
Treatment 4	0.186	17.6%	29.4%	26.5%	26.5%
overall	0.001	20.9%	26.6%	24.5%	28.1%

Results-Overall liking- Combined attributes



Results-Willingness to pay



Conclusions

- Kabode and vita are rated closely to Chebolol- an indication that they can be easily accepted.
- The orange colour was surprisingly liked by adults in this study
- Softness, of the orange varieties was not rated negatively, a confirmation of previous studies
- It appears that the information provided to the consumers did not influence their sensory acceptability of the orange varieties as compared to the White variety.