

Increasing vegetable consumption through street food meals in Lagos, Nigeria



Agriculture, Nutrition and Health Academy Week

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#ANH2021

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to explore the potential of increasing street food customers' vegetable intake; by offering additional vegetables to street food meals at an extra cost



Lagos, Nigeria



Street foods & green leafy vegetables



Street food customers



Swallow dish

6 SFV

or



Rice dish

6 SFV

Eat more green leafy vegetables



Try our
NEW
ENRICHED
vegetable
dish

Tasty
and
Healthy

Green leafy vegetables are:

- ✓ **Source of iron**
Iron is beneficial to your blood function and activates the natural energy in your body
- ✓ **Natural source of fibre**
They aid digestion, make you feel full for a longer time and slow down the rate at which the body absorbs sugar
- ✓ **Source of beta carotene and carotenoids**
Green leafy veggies aid eye health and improve immune function



+  50 Naira



Baseline

Street Food Consumer



N=452

Street Food Vendor



N=12

Intervention

Street Food Consumer



N=1,506



N=564

Street Food Vendor



N=12



N=12

Vegetable supplier



N=12

Follow-up

Street Food Vendor

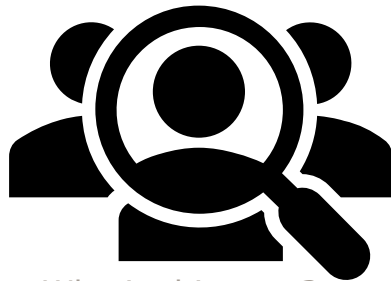
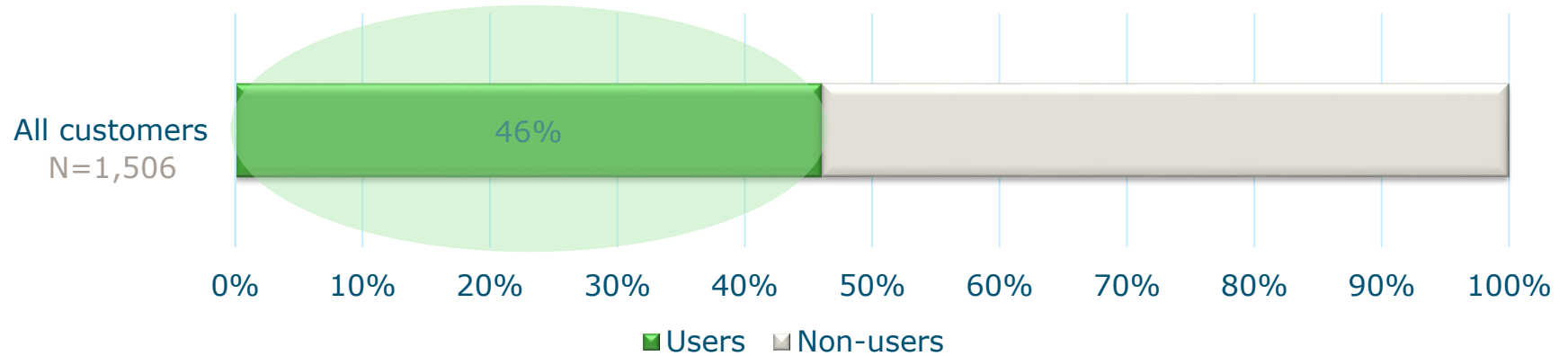


N=12



N=12

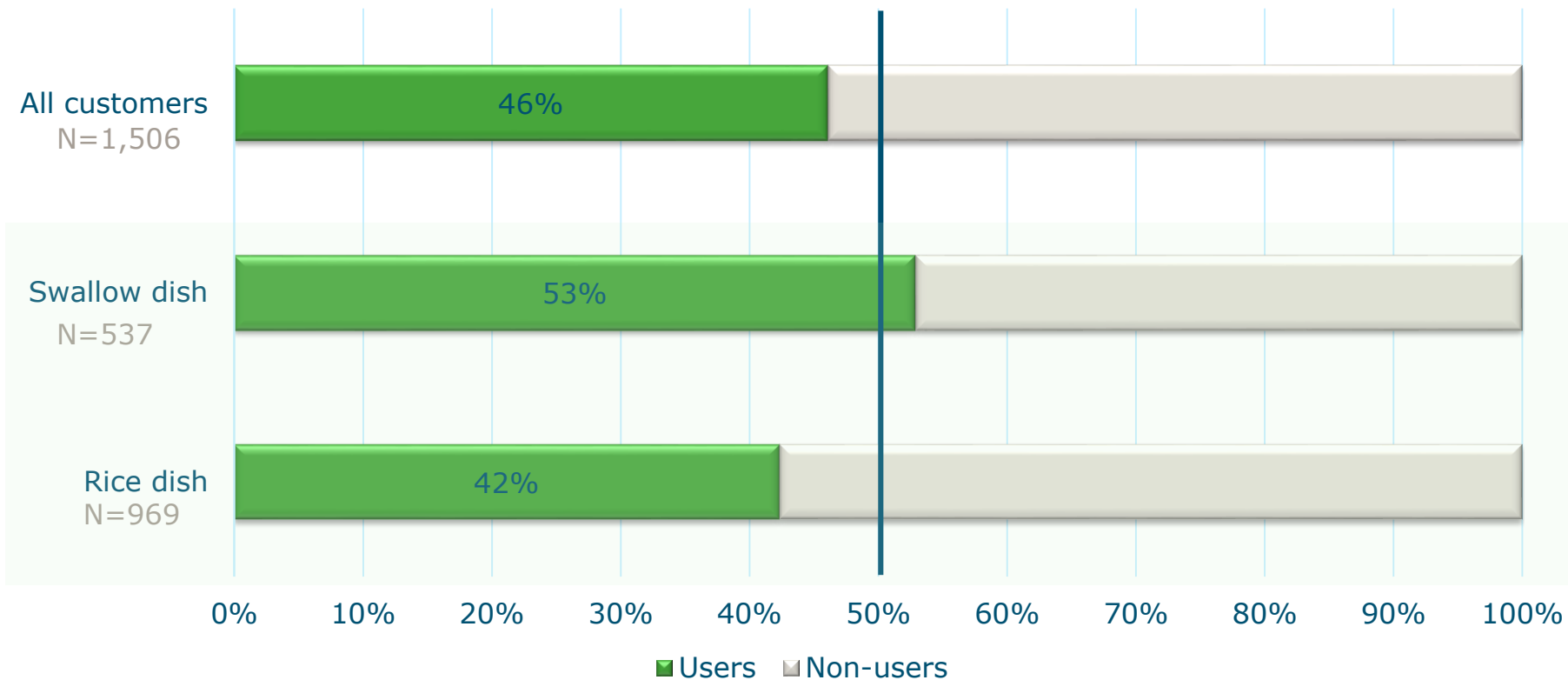
46% of the customers bought the additional vegetables



Who is this user?



46% of the customers bought the additional vegetables



Reasons for buying the additional vegetables



N=358

8 weeks after the intervention..



6 out of 12 were still selling the vegetables



3 out of 12 were sometimes selling the vegetables



3 out of 12 stopped selling the vegetables

Take home messages

Street foods are popular, highly valued and commonly eaten in Lagos

Additional vegetables increased meal satisfaction

Willingness to try an innovation and increase vegetable intake was high and mainly driven by health motives

The combination of offering vegetables with street foods and providing information on health benefits is an interesting option to increase vegetable consumption





We thank our moderators: Enid Chiamaka Adiegwu, Janet Adebayo Adenike, Solomon Olusanya Oyeniran. Our enumerators: Onyinyechi Gift Nwaokoro, Blessing Ilobekeme Onojeide, Rasaq Olanrewaju Oke, Princess Chinyere Edwards, Ifeoma Chizoba Ugbo, Veronica Idowu Alaba, Ann Ada Akinlabi, and Grace Nneka Ewa. And our mystery shoppers: Akinyele Kinyel Ogunji and Adenike Dorcas Alawode