The Consumption, Product Compliance and Manufacturer Insights of Plant-Based Foods in Kwa-Zulu Natal: Methods and Protocol

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Abstract

Background: The consumption of Plant-Based Foods (PBFs) is a global trend, and certain segments of the population in both developed and developing countries appear to be increasingly aware of and interested in PBFs. Studies on PBFs have proven to reduce risks of non-communicable diseases and the associated health benefits of plant-based diets have been well documented. Likewise, in South Africa, more people are adopting plant-based diets. This is evident in the increasing demand for PBF as more products are emerging in South African market, offering more variety to the consumer.

Aim: The aim of the study is to determine the consumption, product compliance and manufacturer insights of plant-based foods in Kwa-Zulu Natal (KZN).

Methodology: The research design will compromise of mixed methods namely, qualitative and quantitative research methodology. Through informed consent, 384 participants from KZN will complete online PBF consumer survey through convenient and snowball sampling. The study will explore product development trends of PBFs from manufacturers through key informant interviews of small, medium and large plant-based manufactures in South Africa supplying the KZN market. Plant-based product availability and scientific and regulatory compliance will be established through in store observation and product label compliance. The assessment of adequacy of only plant-based foods diet will be conducted using 24-hour food recall survey with a sample size of 100 participants. Statistical analysis will be performed using the Statistical Package for Social Sciences (SPSS) version 251BM Corp, Armonk, NY, USA. Descriptive statistics will be used to define the proportion of responses for each question. Qualitative data derived from key informant interviews will be transcribed verbatim. Dietary data will be captured and analysed using the South African Medical Research Council Food Finder 3 software.

Results: The information obtained from this study will provide useful information regarding barriers and facilitators related to PBF within the South African market. The study will create a comprehensive PBF database and will unpack current trends and drivers.

Conclusion: It is evident that the growth of plant-based foods is significant. It is equally important to understand this transition as it provides valuable insight for PBFs future.

Biography: Camilla Govender

Camilla is currently a first year registered Masters Food and Nutrition student at the Durban University of Technology. She has 5 Years quality assurance experience within the FMCG Industry. Currently Camilla is in the academic sector offering lab support to students.