

Market Analysis of Pumpkin Leaves: An Indigenous Vegetable in North West Province, South Africa

Joseph N. Lekunze

School of Agriculture, North-West University, South Africa

KEYWORDS Food Security. Commercialization. Consumers. Harvesters. Women

ABSTRACT The study uses North West Province as a case study to make a market analysis of pumpkin leaves as an indigenous vegetable in South Africa. The analysis shows that 42% of local retailers marketed pumpkin-leaves. Gender analysis of participants reveals that the majority of producers/harvesters (83%), marketers (65%) and consumers (83%) were female. The output of pumpkin leaves was significantly impacted upon by supply, profit and costs incurred per year. The commercialization of the indigenous vegetables could provide income and household food-security to the study area. The study revealed that pumpkin-leaves are being bought and sold. Government should support this process through policies and financial support.