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Consumer Perceptions towards the Consumption and the Canning of African Leafy Vegetables in the Limpopo Province

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ABSTRACT The paper is based on a mixed research study which assessed the consumer perceptions towards consumption and canning of African Leafy Vegetables (ALVs). Findings showed that the consumption of ALVs was; stimulated by the perception that they were nutritious, easily accessible, chemical free and cost-effective; cultural significance and contribution to food security; but a declining interest towards ALVs consumption amongst younger generation. The issue of canning of ALVs intrigued the younger generation; the majority were concerned about preservatives; urban consumers perceived canning to offer valuable benefits such as convenience, trusted extended shelf-life and a variety of new flavours. An interface of traditional and modern technology could be beneficial to future consumers however, sensory evaluation is required to confirm consumer acceptability, willingness to utilize and to pay for canned ALVs.