



Agriculture, Nutrition and Health Academy Week

Food Choices in Indian Families: The Role of the Family Environment in the Context of the Nutrition Transition

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RESEARCH QUESTIONS

How similar or different are food choices within households?

Are socioeconomic domains of the family environment associated with patterns of food choice within and between families?

- Karnataka State in Southern India
- Vijayapura (Bijapur) District
- Population > 2 million
- Vijayapura (Bijapur) city population increased 43% since 2001
- Remote place recently undergoing economic and social change



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Sampling

Urban

- Previous standing cohort of 404 households
- Representative of households with a school-going adolescent in 2012

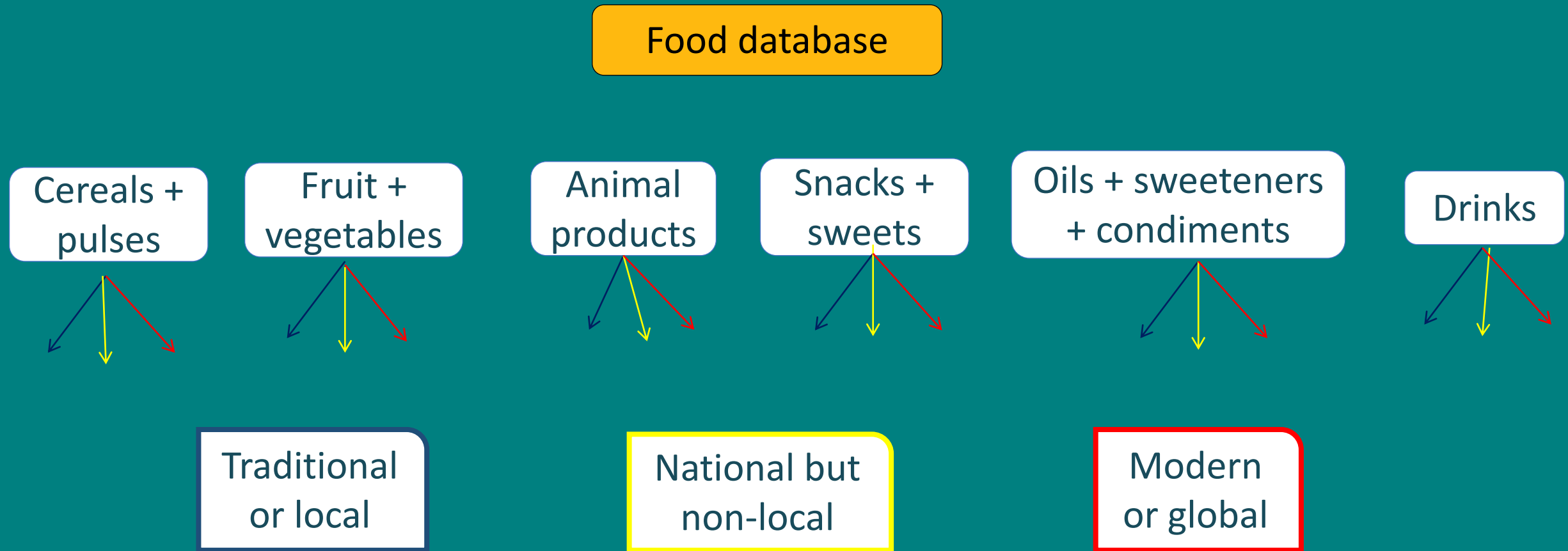
Rural

- 225 Adolescents ages 10-19 years were selected using simple random sampling from school roster of all 7 schools in Ukkali village
- Households of adolescents were visited for interviews with 2 adults

Final Sample

- 487 Households
- 1424 Individuals

METHODS: Developing pictorial instruments



- Respondents were shown **food group triads** - sets of 3 cards for each food group, one from each type

METHODS: Food Choice Game

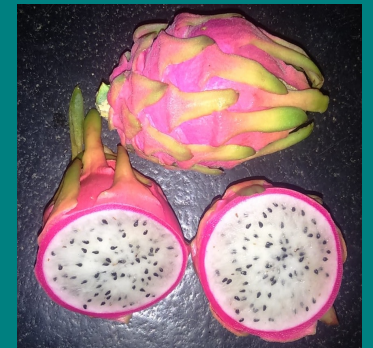
- Short questionnaires relating to picture cards
- Familiarity – ever seen and where
- Consumption – ever and frequency
- Choice scenario within each food group triad
 - Which you would select under each condition?:
 - Had more money
 - Wanted something tasty
 - Were hungry
 - Were considering their health
 - Had little time



Local



National

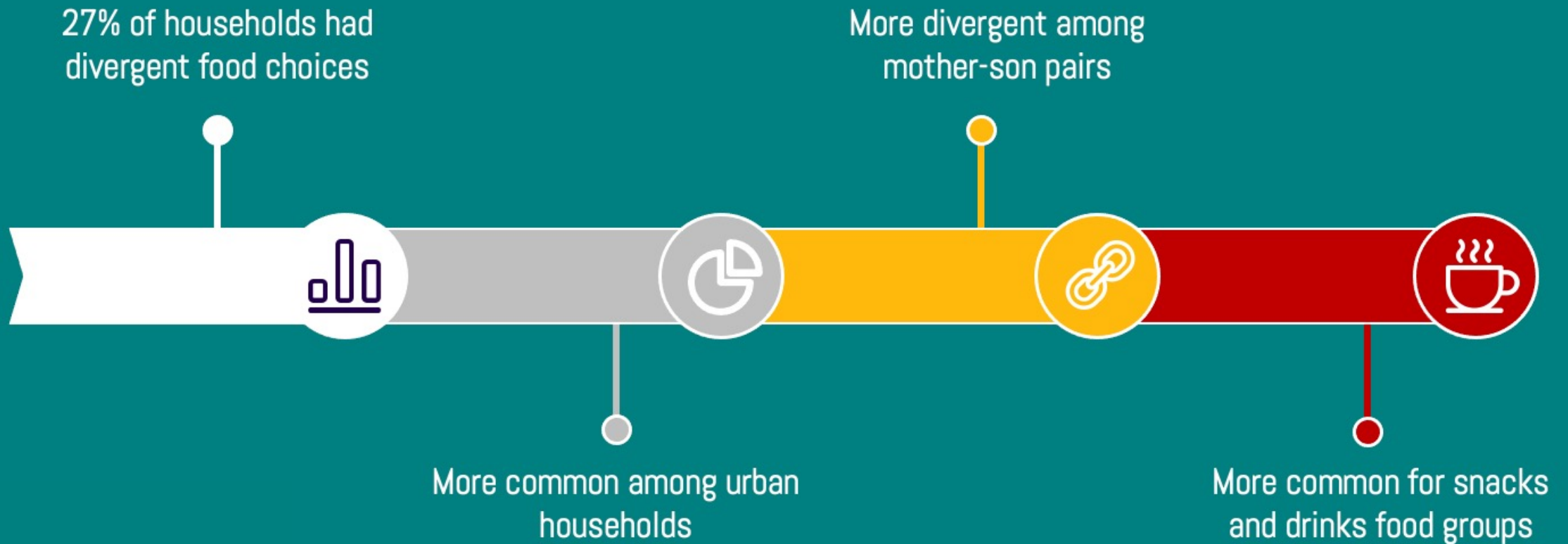


Global

Proportion of People who chose a National or Global Items for at least one food group

	Urban	Rural
Men	23%	17%
Women	20%	16%
Children	93%	81%

Divergent Food Choices



Within-Family Differences

2.1 times

Women and girls were less likely to choose a local item when given a scenario of having more money compared to men and boys.

2.5 times

Females were more likely to choose a global item when considering cereals & pulses compared to males.

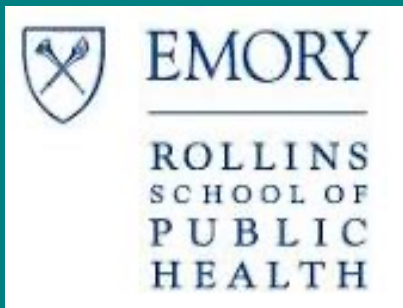
2.3 times

Children in both urban and rural households were more likely to have consumed global foods than adults in the same households

Thank you!

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We are grateful -
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commitment.



Extra Slides

CONCLUSIONS

All family member's food choices include local and non-local food items

Consumption and choice of global items was greater among adolescents and urban respondents

Household members have divergent food choices that are often generational

The largest driver of changing from local to non-local foods was having extra money

NUTRITION TRANSITION



With globalization and economic development, people even in remote places are exposed to new food items

Positive and Negative Implications



Increase the stability and diversity of food supplies

Introduce calorie-rich-nutrient-poor items

SAVORY SNACKS

Local



National



Global



Methods

- 3-level model
- Level 1: Food Groups
- Level 2: Individual
- Level 3: Households
- Family fixed effects and a within family model to evaluate convergent and divergent food choices