

## **Consumption patterns and preference of milk and milk products among rural and urban consumers in semi-arid Kenya**

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### **Abstract:**

Milk consumption in the semi-arid regions of Kenya is not well understood. A study was carried out on consumption of milk and milk products in the semi-arid region of eastern Kenya. A total of 135 rural and 126 urban households were interviewed. Raw milk was the most popular and was consumed by 99% and 84% of rural and urban households, respectively. Generally as degree of processing increased, the frequency of consumption declined from more than once per day to 1-2 times a week and eventually to occasionally. Richer households consumed significantly ( $p < .05$ ) more milk and milk products than poor households. Raw milk was preferred over pasteurized, ultra high temperature treated, and powdered milk because it was cheaper and widely available. In order to improve consumption of different milk products, there is need to improve availability particularly in the rural areas.