The fall of apartheid in South Africa has attracted a large number of immigrants from different parts of the world, predominantly from sub-Saharan Africa. Sub-Saharan Africans immigrate to South Africa mainly in search of greener pastures and for educational enhancement. However, in pursuit of these objectives, sub-Saharan African immigrants encounter numerous challenges. One of the main challenges encountered by sub-Saharan African immigrants in South Africa is the absence of indigenous foods in South Africa’s leading supermarkets. As a result, the majority of these immigrants are compelled to modify their taste and food needs to comply with available local products. Sub-Saharan African immigrants in South Africa also consume indigenous foods obtained from friends and relatives visiting South Africa and from ethnic entrepreneurs. However, ethnic entrepreneurs are perceived to be expensive, have poor quality products and a limited variety of stocks. As a result, the majority of sub-Saharan African immigrants in South Africa prefer to buy their indigenous foodstuffs from South Africa's major supermarkets, in the case where they are stocked by these supermarkets. It is noteworthy that, South Africa’s leading supermarket chains acknowledge the potential of the emerging sub-Saharan African immigrant market and are interested in stocking indigenous food products from other sub-Saharan African countries. However, these supermarkets lack the knowledge and understanding of the market in order to establish marketing strategies to cater for their immigrant customers’ indigenous food needs. This study has established a food consumption behaviour model of the sub-Saharan African immigrants in South Africa.
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An official policy of racial segregation that shaped social relations in South Africa for nearly 50 years. Coloured. South African term describing people of mixed African and European ancestry. Tribes. A group of families with common kinship, language, and definable territory. Berlin Conference. 13 countries converted in Berlin, at the invitation of German Chancellor Bismarck in 1884. African Union. Continent-wide organization whose main role has been to mediate disputes between neighbors. Refugees. Figure 1. South African food adoption showing different food items that have been adopted by immigrants since their re-settlement in South Africa. Consumption of fizzy drinks was also common among immigrants, with most respondents consuming at least one fizzy drink every day. The leading fast food outlets mentioned by respondents were Kentucky Fried Chicken, MacDonald’s, Steers, Nando’s, and Roman’s Pizza. Factors associated with the adoption of South African food. At 0.05 cut off significance level, the region of origin was highly significant (p<0.000), while money spent on food was marginally significant (p<0.077). Sub-Saharan Africa is one of the most severely affected regions to climate change where most of the population is dependent on climate sensitive economic activities. The most direct effect and well researched component of climate change on food security is food availability by reducing net crop production. It is also found that climate change has an impact on food accessibility and utilization but not well studied due to its complexity. Projections indicate that this problem will be more severe in the future than today unless climate change mitigation and adaptation strategies are done. Conclu...