Household Survey Implementation to Collect Information for Peanut Product Development, Processing and Marketing in East Africa (Uganda) and West Africa (Ghana)

Wojciech J. Florkowski,1 Anna Resurreccion,2 Manjeet Chinnan,2 Daniel Sarpong,3 and Joseph Rubalema4

1Department of Agricultural & Applied Economics and 2Department of Food Science & Technology, Griffin, USA
3University of Ghana-Legon and 4Uganda Industrial Research Institute

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The integral part of the UGA-GP3MT Team approach
Identification of peanuts and peanut product likability, consumption pattern (for example, frequency, form, eating occasion), shopping habits, among others, and the collection of information about consumer and household demographic, economic and social characteristics.

Collaborators in Household Survey Implementation
Joseph Rubalema, Uganda Industrial Research Institute, Kampala
Daniel Sarpong, Associate Professor, Department of Agricultural Economics and Agribusiness Management, University of Ghana-Legon

Survey Implementation
2. Selection of the survey area.
3. Selection of the survey team (Ghana) or identification of a survey company (Uganda).
4. Selection of time period for survey implementation.
5. Enumerator training.
6. Questionnaire pre-test.
7. Survey implementation.
8. Data entry.
9. Data verification.
11. Advanced statistical analysis generating insights to meet project objectives.
12. Sharing results with PIs and IPs to accelerate efficient product development and commercialization.

UGANDA
Cities and areas surveyed in Uganda include Kampala, Soroti, Lira, Kumi, and Mbale.

GHANA
Cities included in the household survey in Ghana are Tamale, Takoradi, and Accra.

Household Survey in Uganda
Following the survey instrument preparation, a company to implement the survey was selected from several solicited offers.

Household Survey in Ghana
The survey was implemented in Tamale, Takoradi and Accra, i.e., major urban concentration of peanut product consumers.

In October 2010, Dr. Florkowski participated in the training of the enumerators led by Mrs. Lucy Aliguma, which took place at UIRI conference facilities in Kampala.

The data collected in Tamale and Takoradi was entered, verified and used in the preliminary analysis.

Recent Accomplishments
● Two papers were presented at professional meetings.
● Presentation of the initial survey results to PIs and IPs took place on October 5 in Hotel Africana in Kampala.

Plans for Immediate Future
● Preparation of papers for professional meeting.

Enhancing the Peanut Value Chain, from Processing to Marketing of Peanuts and Peanut Products in East Africa (Uganda) and West Africa (Ghana)

UGA-GP3MT – University of Georgia Global Peanut Product, Processing and Marketing Team
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University of Ghana