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

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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
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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 M’bale.

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

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