

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

Joseph Rubalema, Uganda Industrial Research Institute, Kampala

Daniel Sarpong, Associate Professor, Department of Agricultural Economics and Agribusiness Management, University of Ghana-Legon

Survey Implementation

1. Survey instrument and code book preparation.
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.
10. Calculation of descriptive statistics and frequencies.
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



Household Survey in Uganda

- Following the survey instrument preparation, a company to implement the survey was selected from several solicited offers.



Joseph Rubalema and his IURI team and Lucy Aliguma and her co-worker meet with Dr. Florkowski in Kampala to discuss the details of the survey implementation, October 2010

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



Trained enumerators, Dr. Florkowski and IURI staff, Kampala, October 2010

- The two day training included, among others, testing of the interview process by role playing and the testing of the questionnaire during the actual data collection in one of Kampala's neighborhoods.



Role playing during the enumerator training at IURI conference facilities, October 2010



One of the interviewed housewives and her daughter at their house in Kampala, October 2010

- Debriefing session followed the first stage of survey implementation.
- Household survey in Uganda has been completed. A total of 1,641 questionnaires were collected.

Household Survey in Ghana

- The survey was implemented in Tamale, Takoradi and Accra, i.e., major urban concentration of peanut product consumers.
- The survey was completed yielding 1,241 completed questionnaires. The survey was implemented with the help of the staff from the Ghana's National Statistics Service and current and former students at the University of Ghana-Legon.



The breakfast meeting with the enumerators to review the procedures and summarize the on-going survey

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



Review of each completed questionnaire to assure consistency and the lack of errors - Guest House, Tamale, Ghana



Interviews at various locations during the survey of Tamale residents - Compound of multifamily houses, downtown Tamale, Ghana



Interviews at various locations during the survey of Tamale residents

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