

FACTORS AFFECTING THE STAKEHOLDERS PREFERENCES FOR COWPEA IN NIGERIA



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Introduction

- Cowpea is commonly referred to as 'beans' in Nigeria.
- Nigeria is the leading producer of cowpea.
- Yet the consumption of the crop in most households and eating-houses in the country has been observed to be low.
- Several factors have been reported as constraints affecting the utilization of the crop in Nigeria

Aim

The aim of this study was to identify the factors that will increase the demand and consumption of cowpea grains in Nigeria.

Research Approach

i. Study area

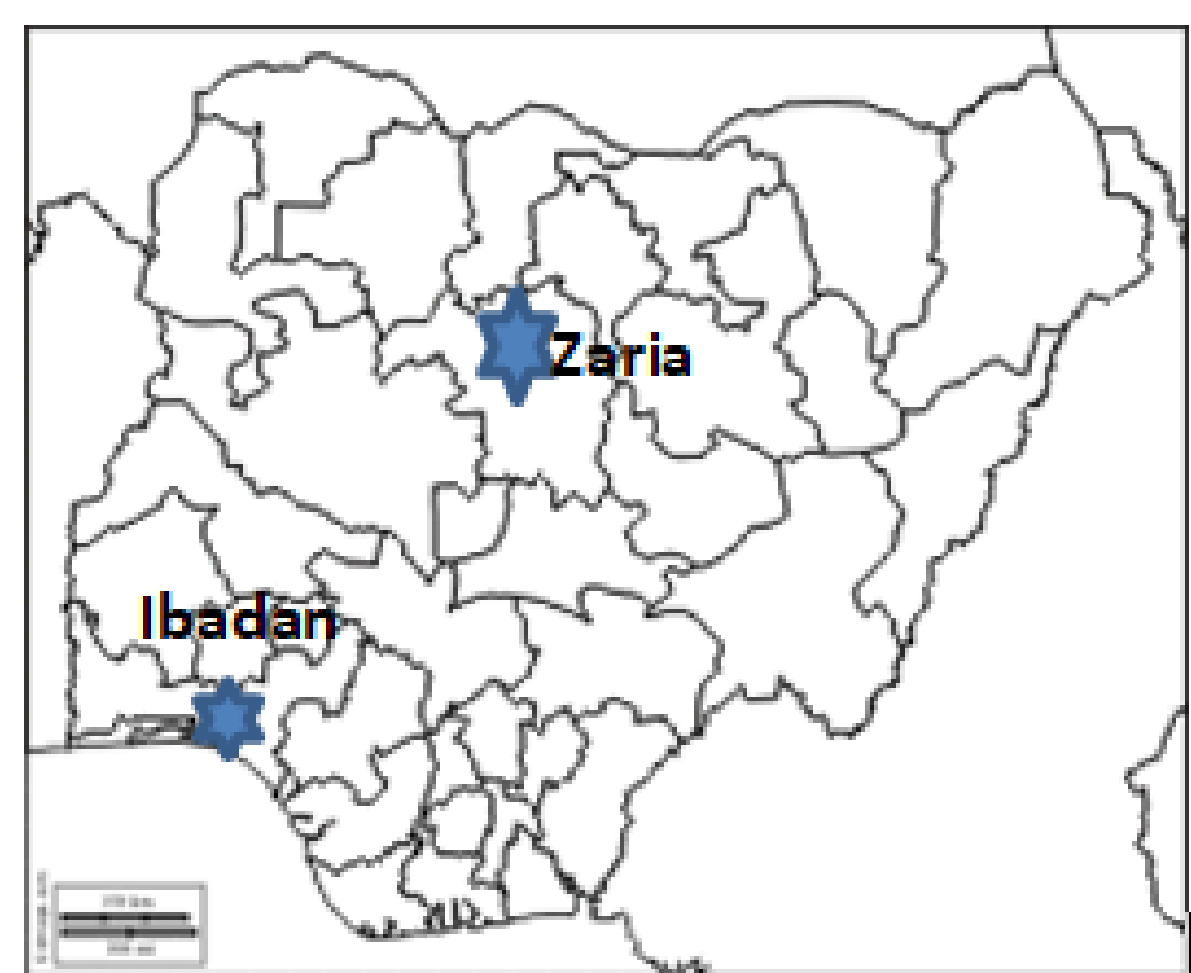


Fig.1: The two study areas visited for the perception study

ii. Study population

Table 1: The 318 value chain actors and respondents used in the perception study

S/N	Location	Value chain actor	Location	No. of respondent
1		Breeder	IITA-Ibadan	20
2		Trader	Bodija market- Ibadan	20
3		Food vendor	Ibadan	10
4	Ibadan	Nutritionist	University College Hospital, Ibadan	4
5		Consumer	Eating houses-Ibadan	30
6			Households Ibadan	30
7		Farmer	ARI-ABU, Zaria	110
8		Trader	Samaru market-Zaria	20
9				
10	Zaria	Food vendor	Zaria	10
11		Nutritionist	University Teaching Hospital, Zaria	4
12		Consumer	Eating housed-Zaria	30
13			Households Zaria	30

iii. Data collection and analysis

- Questionnaire and descriptive research design was used to collect data.
- Data was analyzed using SPSS IBM version 20 and Microsoft Excel spread sheet.
- The descriptive research design results were presented as percentages using tables, bar charts, and pie charts.

Result

i. Socio-demography of respondents

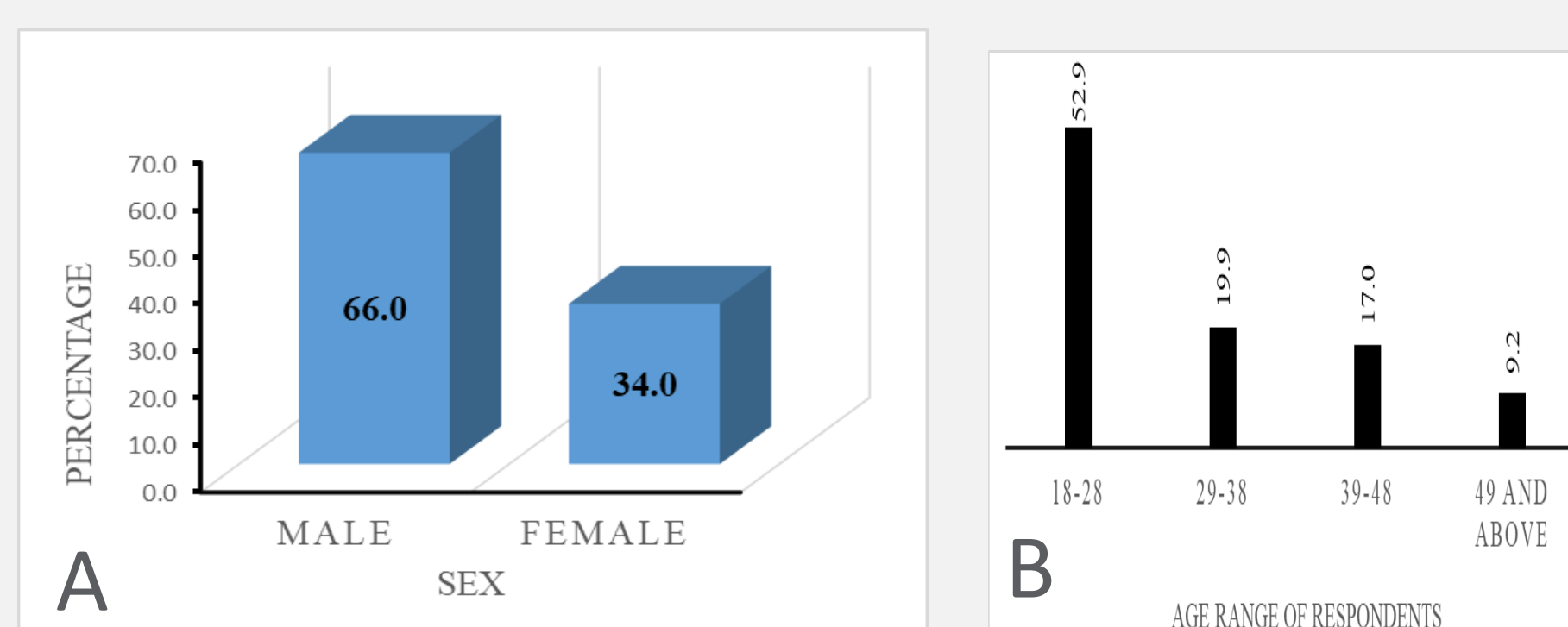


Fig. 2: The gender (A) and age (B) of the 318 respondents used in the perception study

ii. Factors affecting the utilization of cowpea

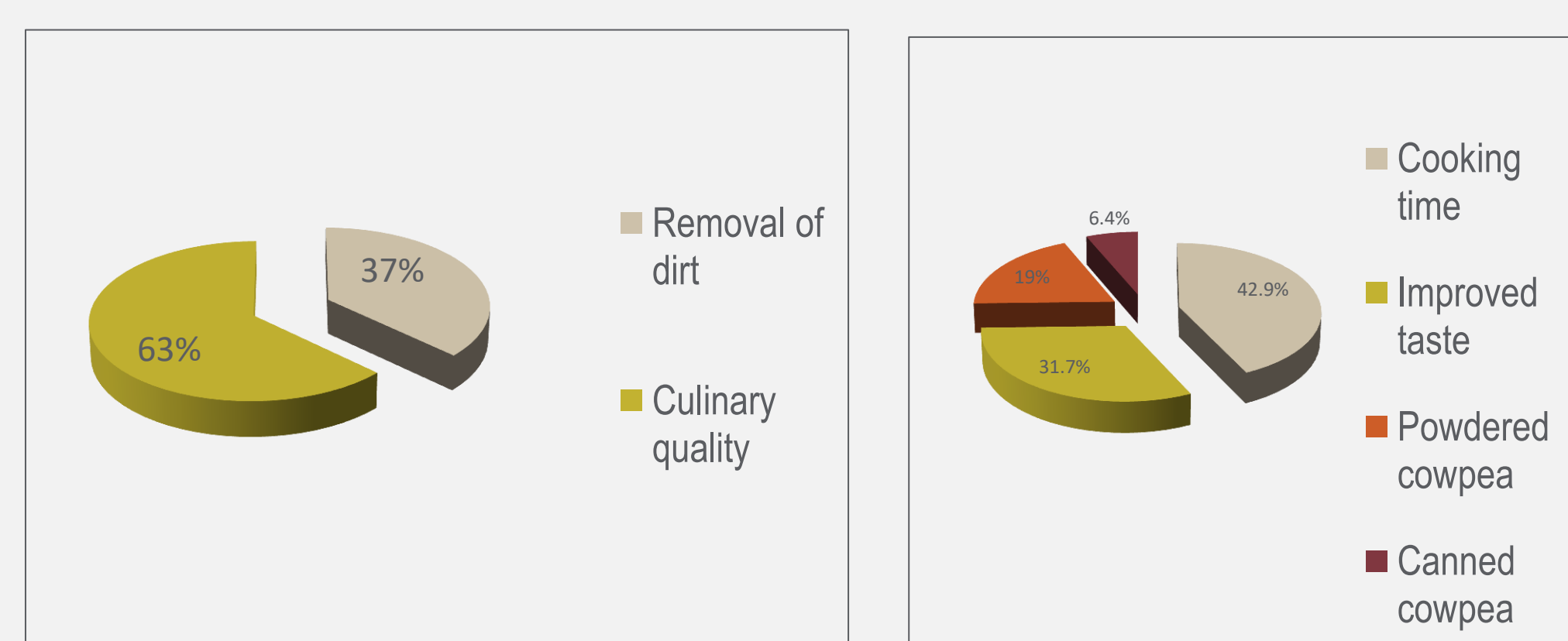


Fig. 3: The factors identified (A.) removal of dirt and culinary quality were identified (B.) types of culinary qualities identified to increase utilization of cowpea.

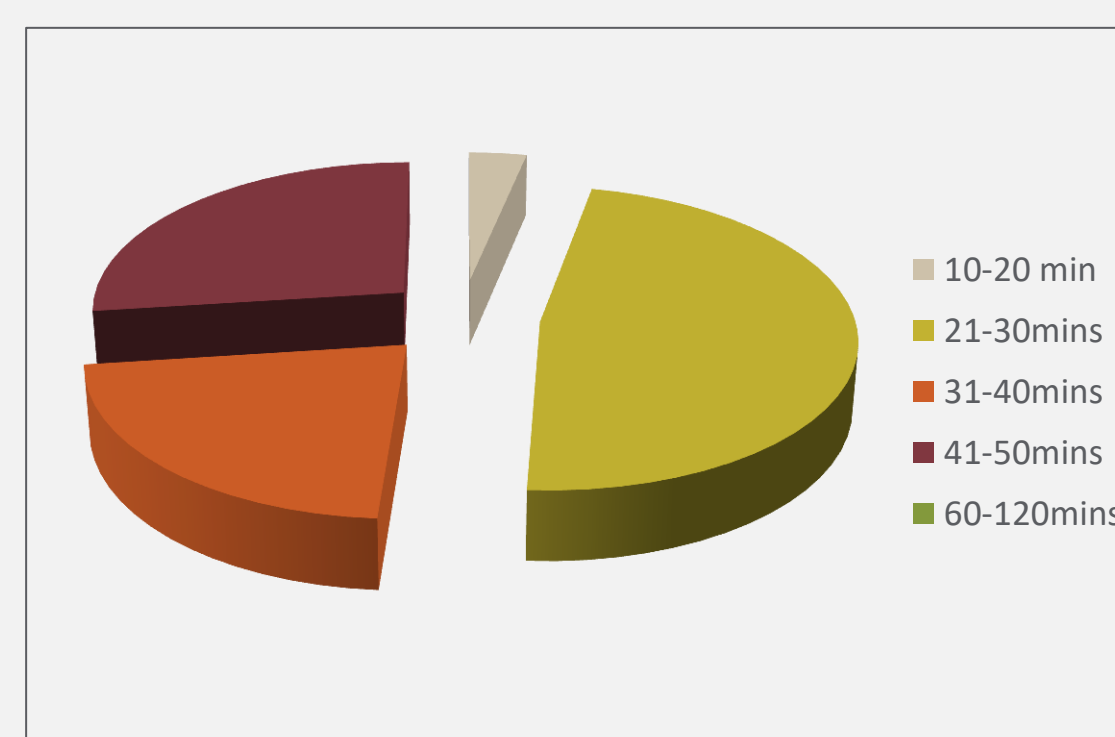


Fig. 4: The preferred duration for cooking cowpea

Discussion

- From the social demography (Fig. 2), 66% of respondents were males with 55.9% within the age range of 18-28yrs old. This is a reflection of the gender and age of the people that consumes more legumes (Lucier et al., 2000).
- In this study, culinary quality (Fig. 3) was selected by 63% of the respondents indicating that this quality is a major factor affecting the utilization of cowpea grains in Nigeria.
- The major culinary quality preferred (Fig. 4) for improvement was cooking time (42.9% of respondents), with 47.2% of respondents preferred the duration for cooking cowpea to 21-30minutes as against the 40-60minutes in which most cowpea varieties cook for (Weil, 2019).

Conclusion/Recommendation

- From the perception study culinary quality was identified as one of the major factor affecting the demand and consumption of cowpea in Nigeria.
- Improving the culinary quality of cowpea will enhance the utilization of this crop.

Reference

- Lucier et al., 2000. Economic Research services/USDA.
- Weil, A. (2019). Retrieved on the 30/10/2019 from www.drwell.com

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About author

Dr. Odogwu is a lecturer and a plant breeder at the University of Port Harcourt and a recipient of RUFORUM/Carnegie Cooperation of New York post-doctoral fellowship. Her research will improve the culinary qualities of cowpea grains using marker assisted breeding technology and increase its utilization



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