Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

Enhancing Pulse Value Chain Performance through Improved Understanding of Consumer Behavior and Decision-Making

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The BIG Question

Who drives what we do?

The Central Role of Choice

Whenever choices exist, decisions arise

“In the absence of choice, there is NO decision”... GLS Shackle

Understanding consumer choice is primary to the overall success of our productivity, health and nutrition objectives

– As opposed to assuming that we know!

Two possibilities:

– What we find is congruent with our assumptions ➔ then we are clairvoyant
– What we find is NOT consistent with our assumptions ➔ rethink our entire strategy
Consumers Drive Innovation . . . And If Not, They Should

- People (consumers) often do not know why they do what they do
- People are more likely to know why they do not do what they do not do
- This calls for careful methods of enquiry
  - If we ask, we will always get answers
    - BUT these may be just that... answers

But...

Our Job / Strategy

- Help the consumers to tell us why they do what they do by
  - Presenting them with alternatives to what they do, and
  - Altering them to trade
=> Discrete Choice Experiments

Discrete Choice Experiments (DCEs)

- Discrete Choice Experiments (DCEs) provide a way to elicit tradeoffs among alternatives
  - With roots in Game Theory
- Three major goals
  - State of the situation
  - Food hierarchies
  - Revealed / stated preferences
Situation Analysis

Production and consumption of beans
Using secondary data
- LSMS, LCMS

Food Hierarchies & Revealed/Stated Preferences

Attributes
Attribute levels
Ranking

Three Countries

Malawi (LUANR)
Tanzania (SUA)
Zambia (UNZA) – used as a pilot to streamline and optimize the instrument

Identifying the Attributes
Identifying the Attributes

Attributes & Levels

We will be able to isolate the elasticity of these attributes on choice and rank them to help breeders and producers make better choices with the hope of maximizing commercial sustainability of varietal lines.

Human and Institutional Capital Development

- Degree
- Outreach
Human and Institutional Capital Development

Degree Programs

M.Sc. / MA in host-country institution

MAB at Kansas State University
- Industry focus

Six Students in 3 Institutions in 3 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Name of Student</th>
<th>Sex</th>
<th>Degree Program</th>
<th>University</th>
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<tr>
<td>Malawi</td>
<td>Mazunda, Marynia</td>
<td>Female</td>
<td>M.Sc. Ag. Econ</td>
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<td>Moyo, Nyumbani</td>
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<td>Pele, Winnie Kasoma</td>
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Some Successes from Phase I - Undergraduate

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<th>Sex</th>
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<tr>
<td>Chilundika, Natasha</td>
<td>F</td>
<td>B.Sc. Agric.</td>
<td>Rhodes Scholar, UO, UK</td>
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<td>Zulu, Esther</td>
<td>F</td>
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<td>Fullbright Scholar, CMSU, USA</td>
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<td>Samboko, Paul Chinuka</td>
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<td>Sunga, Chalwe</td>
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<td>MA Economics, UCT, RSA</td>
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<td>Ngoma, Ednah</td>
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<td>Research Associate, Musika</td>
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<td>Chishimba, Elizabeth</td>
<td>F</td>
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<td>Finalizing research papers</td>
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<td>Sambo, Jairos</td>
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<td>Nhlane</td>
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Some Successes from Phase I - Graduate

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<td>MA Economics, UNZA</td>
<td>Zambia Revenue Authority</td>
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<td>Chiona, Susan</td>
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<td>M.Sc. Agric. Economics, UNZA</td>
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<td>Mtchotsa, Lydia</td>
<td>F</td>
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<td>Design, Monitoring &amp; Evaluation Manager, WVI</td>
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<td>Mwansa, Martin</td>
<td>M</td>
<td>MAB, KSU</td>
<td>Regional Manager, Food Reserve Agency</td>
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<td>M&amp;E Officer, CIP-SSA</td>
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Outreach

- In-Person
- Technology-Mediated Learning