

# Wp1 Manual: Introduction And Product Profile

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# GLOSSARY OF TERMS

**Characteristics:** descriptors, attributes and quality criteria that are required for a crop and/or product. In RTBfoods, it is important that preferences for characteristics are distinguished for each stakeholder group, demand segment, with gender and social segmentation (e.g. wealth and age category, ethnicity, etc). Characteristics of the crop are linked to the bio-physical characteristics of the crop variety (traits), agro-climatic conditions and/or processing techniques.

It is important to keep in mind that the aim of WP1 is to go beyond a simple listing of important characteristics such as sweet and sour, but instead to provide more specific description of the characteristic in a particular context (e.g. what does 'sweet' or 'sour' mean? How do people describe it? How white does the product need to be to be accepted?).

**Demand segment:** a relatively homogenous group of people who consume the product (purchased or made at home) that have a unique set of preferences (e.g. men from Delta region may have particular preferences for boiled yam or very sour, yellow, gari).

**Food Chain:** series of processes by which food is grown or produced, sold, and eventually consumed. Food chain terminology is used to emphasise the importance of the product for food consumption as opposed to other uses.

**Optimal range:** Level/range of a characteristic that is desired by demand segment, which depends on the product, process, region and country. For WP1, both qualitative information and quantitative measurements can be used to describe the optimal range. Collecting evidence on the optimal range is important for other work packages understand the range acceptability of a characteristic (e.g. how sweet or sour does a product need to be to be accepted).

**User (of crop):** WP1 examines all uses or products from the crop along the food chain, and therefore moves beyond the 'end-user' which is often thought of as being consumers. Collecting information the different uses and users of the crop can help to identify possible trade-offs between preferences linked to social segments, in addition to factors that influence preferences and broader adoption and decision making references (e.g. men may prefer high starch content for cassava to sell to factory, which is work under their control, whereas women may prefer other characteristics important for gari making, which is a product that can be more under women's control).

**Stakeholder group:** group of people who participate in a particular segment of the product chain for the given product, such as male or female producers, processors, traders and consumers. Importantly, stakeholder groups should be differentiated according to gender, to ensure that women and men's preferences are both captured and visible. Other social segments such as age or wealth categories, or ethnicity may also arise as being important for stakeholder groups with different preferences.

**WP1 Product profile:** for WP1, the Product Profile is a set of quality characteristics of the product that meet consumer demand. WP1 will deliver the first iteration of the Product Profile for RTBfoods, which will be circulated to other work packages for further refinement and development. WP1 Product Profile is expected to contain the following information (definitions above):

- **Characteristic** associated with demand and linked to the other factors listed below
- **Stakeholder group and demand segment** who expressed the need for the characteristic
- **Optimal range** of acceptability of the characteristic
- **Priority:** Relative importance of characteristic to product, stakeholder group and demand segment in question, on the basis of community rankings and number of citations.

# 1. INTRODUCTION

This document is the first part of a series of four guidance documents that present the methodology for the RTBFoods Work Package (WP) 1 fieldwork activities.

## 1.1 WP1 outcomes

The Primary Outcome for WP1 is to enhance the capacity of RTB breeding programs to implement demand-led and gender responsive breeding priorities, integrating traits to meet multi-user demands and needs, and adding value.

This is to be active by achieving the two intermediary outcomes:

1. Producing new knowledge on user characteristics and preferences, and gender issues in broader food systems for RTB crop products to inform demand-led RTB breeding programs.
2. Develop and document user product sensory profiles, processing methods and consumer preferences to inform WP2, 3, 4 and 5 (physio-chemical properties for the quality, high throughput phenotyping platform development, product testing and varietal evaluation).

## 1.2 WP1 background

WP1 provides the evidence base for user's preferred characteristics for the selected products that are the focus of RTBfoods. Varietal preferences start with the demand from a range of users, such as producers, processors, retailers and consumers along the food chain. User's varietal choices are informed by the preferences they have for certain characteristics of the crop (characteristics preferred) that can be linked to traits. Preferences for characteristics, are in turn, influenced by the products, and their variations, that users make (e.g. matoke in Uganda, gari, fufu or pounded yam in Nigeria), and for what purpose (e.g. urban or rural markets, household consumption). Users often have several specific characteristics that they prefer and/or have 'non-negotiable' sets of characteristics, such as, for producers, that the crop is high yielding or disease resistant. These different interests culminate into trait packages that can help explain the drivers of varietal acceptance.

Sometimes there are clear differences in the characteristics preferred by user groups that follow product/consumption profiles, but other times it is more complex. Different users of a crop may live in the same household, have different interests with how the crop is used and what products are made. This can result in multiple and, perhaps, contrasting preferences that vary according to the user's role in the food chain, meaning that the input and decision-making roles of different users is of primary importance in RTB crop breeding.

Preferences for certain product characteristics stem from broader socio-economic and gender dynamics, which are in turn an integral part of understanding crop choice and use. Men, women, boys and girls play different roles in RTB food chains, and differ in their access to, perceptions of risk for, and ability to decide on use of improved varieties. For example, gender roles regarding household food security and marketing can mean that one gender may prioritise crop or product storability characteristics (in ground or after harvest) over yield characteristics. In addition, in locations with shared farming systems between men and women, such as in Uganda, one household member may have more decision-making authority on cropping decisions than others. Different varietal characteristics can also influence the level of labour and exertion involved in processing. In addition, consumers have their own sets of sensory preferences linked to different varieties, and consumers may have different preferences based on their background, gender, location or food culture. Therefore, characteristics that respond to multiple-use and multiple-user groups (such as yield and disease resistance), or differentiating segments of use, including men and women in all their diversity, are an important factor in breeding initiatives.

However, there is a gap in knowledge of trait preferences for RTB crops among different user groups, particularly food processors, retailers and consumers, and diversity within user groups (e.g. producers can have different size of landholding, access to extension etc.), as breeding programmes have historically focused on production related characteristics at the expense of post-harvest and consumer preferences. In addition, information on characteristics is often overly-simplified by not including information on the optimal range or description that would help breeders be able to meet user needs. Furthermore, there is little known about how gender relations and norms influence and result in preferred characteristics, along with varietal uses. WP1 will address these gaps in knowledge, which will contribute to shaping crop breeding to be more responsive to user needs along the food chain.

## 1.3 WP1 approach

The WP1 approach uses interdisciplinary methods and lines of inquiry (food science, gender and economics) to collect evidence on the preferences of RTB product characteristics for different user groups in the product chain and identify the factors that influence these preferences for men, women and other social segments, and how they may be prioritised differently (e.g. labour requirements and storability may be prioritised more for women, over yield characteristics). The delivery of the information is expected to support the capacity of RTB breeding programmes to be more demand-led.

However, WP1 has a significant challenge. From both a food science and gender perspective, WP1 is using a new and innovative methodology that aims to collect evidence on topics that are challenging for participants to describe (tacit knowledge). For example, think how difficult it is to describe the amount of a sensory characteristic we prefer (e.g. how sweet or sour it needs to be), why we make decisions in a certain way, or why you and your spouse have different responsibilities. With this in mind, it is important for the research team, including interpreters, to ask questions in different ways and go the extra mile to obtain description. It often asks to ask people to think of comparisons (e.g. sour like a lime?), or think back to a particular scenario and what happened (e.g. when you last harvested, how was the decision made about how the harvest was used in your household?). Take time to become familiar with the frameworks that have been used to inform the study tools to develop a comprehensive awareness of the type of data needed (Appendix A: Quality characteristics along the product chain and

Appendix B: Gender Dimensions Framework). Please also reach out to the coordination team and other WP1 members for support.

## 1.4 Research questions

The main and sub research questions for WP1 are as follows:

***What are the drivers of preferred characteristics and how can these be used to construct a multi-user RTB product profile?***

1. What is the product's value chain(s) and its demand segments? What are the preferred characteristics associated with the value chain and demand segments?
2. What are the Gender Dimensions of the product chain and alternative uses of the crop, and preference and prioritisation of crop and product characteristics? What are the trade-offs in decision making between products and for who?
3. What are the different characteristics of the crop, and processing and preparation methods that contribute to producing a good quality product? By what factors do these characteristics vary?

## 1.5 Organisation of the guidance documents

WP1 guidance is provided in a set of four documents:

- **WP1 Introduction and product profile (this document)**
- **Activity 3:** Gendered product mapping
- **Activity 4:** Community-based RTB Food processing/preparation diagnosis
- **Activity 5:** Consumer taste tests in rural and urban market segments

This document is the first of four, and provides the introduction to the WP, the sampling frame, points on data analysis, considerations in fieldwork, the WP1 product profile, and research ethics and data management for the project. Frameworks, workplan from the inception meeting and English and French consent forms are also provided in the appendices.

The Activities guidance contains:

- Overall research aim
- Research questions
- Description of activity, and if applicable, the sub-activities
- Data analysis
- Expected outputs and reporting
- Guidance and research tool(s) to be tailored by the research team

It is important to note that the approach and research tools will need to be tailored to the product and country context in consultation with other researchers in other work packages (bio-chemists and breeders in particular). Some of the food chains are complex and involve multiple processing steps, while other products have minimal processing. For example, boiled RTB products (e.g. potato, banana, cassava, etc.) compared to products such as gari, fufu in West Africa, which has a number of processing steps) Even with banana, there are other processing and/or value addition techniques used to produce food products that have a longer shelf life, which are also a source of income e.g. chips/crisps; pancakes (snacks).

## 1.6 Overview of WP1 activities

Activities 3, 4 and 5 represent consultations with different stakeholders and in different locations, and therefore have slightly different sampling frames. The sequencing of the activities in the field visits is explained in the diagram below and will be detailed in each of the guidance documents for the activity. It is envisioned that activities and sampling described here will need to adapt to the country and product context, so please consult with the Coordination team about sequencing and possibilities of combining some of the activities (for boiled products in particular).

Activity 3 involves consultation in rural communities with people who grow, process and consume the crop. The research activities include: Key informant interviews with community leadership (KII), focus groups discussions (FGD) and individual interviews (II) with community members. Market interviews (MIs) at the community level can take place during this field visit. We also recommend undertaking transect walks around the community if possible.

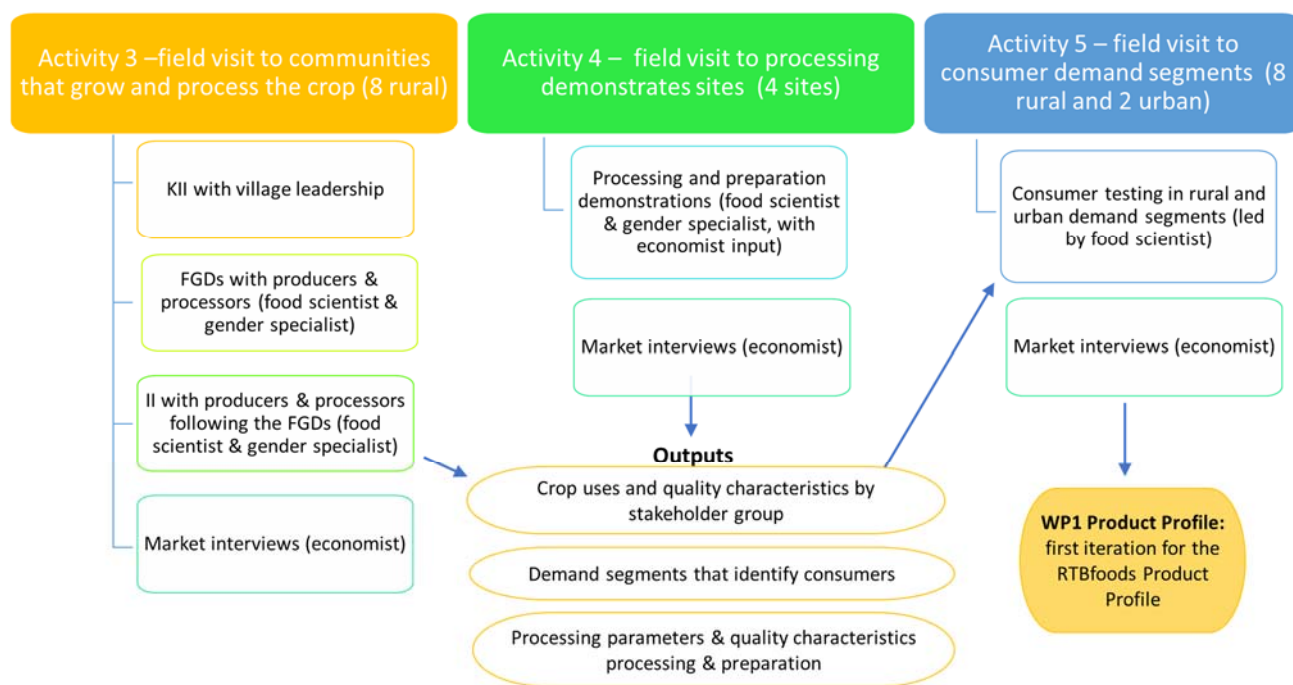
Activity 4 involves processing demonstrations for the research team to observe and ask questions to processors and people who prepare the product. If your research has identified secondary centres / processing hubs as being relevant in the product chain (e.g. gari) it is recommend that the demonstration sites take place in these locations that are close to the communities visited in Activity 3. If your product involves limited processing (e.g. boiled cassava), and is mainly conducted at the household level, it is possible to combine the demonstrations with Activity 3, or Activity 5 consumer testing. MI are also advised to be conducted at this level, using the MI guidance from Activity 3.

The primary data outputs from activity 3 and 4 are to collect data along the product food chain on 1) crop and product uses, preferences of quality characteristics by stakeholder group, 2) demand segments to identify consumers, 3) processing parameters and quality characteristics of the crop at

each step of processing and preparation of the product. Each of these outputs are expected to include disaggregation by gender and relevant social segments.

Activity 5 involves consumer testing for different demand segments in urban and rural areas, and secondary centres, depending on the product. MI are also advised to be conducted at this level, using the MI guidance from Activity 3.

In brief, Activity 3+4 will enable us to understand the practices and preferences behind a product along the food chain, while Activity 5 will focus on the final product preferences, which can be linked back to the the evidence from Activity 3+4 .



## 2. SAMPLING FRAME

This section provides the sampling framework for WP1 fieldwork. Using an appropriate sampling framework, random and explicit criteria for selection and sampling with a clear and justifiable rationale, will increase the ways we can analyse the data, provide more opportunities for publications and develop a more influential case for breeders and the other workpackages to take up. Importantly, your research study will need to explicitly state and justify the criteria used for selecting the region, location and individuals consulted in project reporting.

**When developing your sampling frame, consult with WP2 biochemists and WP4/WP5 breeders to obtain their feedback.**

### 2.1. Area sampling

Area sampling refers to the selection of the overall region under investigation. An area could be defined as an entire country such as Nigeria, south-west Nigeria, or one state in south-west. It depends on what area the research team want the findings to cover and what is practically feasible.

The region is divided into sub-areas based on defined criteria that can be clearly demonstrated to represent the diversity of the region, which should be informed by the State of Knowledge (SoK) Activity 1 exercise. Criteria can include important factors, such as:

- where the product has significant demand, including people who grow, process and consume the product
- agro-ecological diversity

- type of farming systems
- crop-disease pressure
- safety of the research team
- specific product variations that the team wants to include (e.g. yellow or white gari in southern Nigeria)

After selecting the study region, further sampling for the WP1 methodology is based on three different 'levels' that may reflect different consumer preferences, gender and market dynamics. These are explained below.

The *community level* is important to elicit information about community and household members' preferences for RTB products, in that they are likely to cover several functions at the same time, namely:

- Producers, in that farmers produce raw materials such as roots, tubers, and bananas. Also, in some cases (e.g. yam production), farmers will keep a portion of the harvest as seed material for the following crop.
- Processors, as far as a product is processed at village level. This may also include pre-processing if two or more steps of processing take place in a product chain.
- Consumers, in that a proportion of the crop is kept for home-consumption and sold, in different forms, in addition to purchase.

*Secondary centres and processing hubs* tend to be small- to medium sized towns where processing and/or trading of the products take place. These may or may not be relevant for your product and country. In addition:

- Towns are likely to be market centres, where assembly of a product takes place so that larger quantities can be transported to major consumption centres.
- Also, towns are often hubs for the processing of RTB food products, which includes community groups, or individual enterprises.

*Large cities* have functions such as:

- Trading, in that they often have large wholesale markets where RTB products from up-country are distributed to smaller markets (e.g. retail markets), and ultimately to consumers.
- Consumers may include household consumers, the catering industry (e.g. restaurants, street vendors), and institutional end-users (e.g. schools, hospitals, or prisons).
- Industrial users, which can be located in urban or rural areas, include starch factories, beer producers, or fast-food industries requiring inputs such as starch, glucose, or high-quality cassava flour (HQCF). Given that industrial use of RTB crops or products is still comparatively small, the emphasis of this study will be on traditional RTB food products.

Each of the activities in WP1 fieldwork involves a different sampling frame within these three areas:

- Activity 3: rural/peri-urban communities
- Activity 4: secondary centres / processing hubs
- Activity 5: cities (for urban consumer preferences), secondary centres/processing hubs (if relevant) and rural communities

The different activities involve random and purposive sampling as described in the box below. Sampling frames for each of the activities are explained in more detail in the remainder of this section.

### Box 1: Types of sampling and definitions

**Random sampling:** provides the basis for many probability sampling methods. With simple random sampling, every possible sample of size  $n$  has the same probability of being selected.

Random selection of communities is important as it will reduce bias and strengthen the research results, in addition to provide opportunity to conduct statistical analysis. This will provide a more convincing evidence base to pass to other work packages and future publications.

**Purposive sampling:** Based on judgement rather than on probability, are often used for cost and time advantages, but also when the total population  $N$  is not known or small. At the same time, one should be careful in making inferences from a nonprobability sample, and the quality of the information tends to depend on the experience and expertise of the facilitator and enumerator.

## 2.2. Activity 3: Food mapping at community level

The sample for Activity starts with the random selection of 8 rural communities in the region of study where people produce, process and consume the crop. In these locations, the following activities are included: Key informant interviews; Focus Group Discussions; Individual interviews; Market Interviews. More details on the sample of communities is provided in the table below.

**Table 1 Community sampling for Activity 3**

Total Number	Selection process
<b>8 rural communities</b> in total (e.g. 4 in each of 2 states or districts).	<ul style="list-style-type: none"><li>• Identify the region and number of sub-regions to select sample based on where the product has significant demand, agro-ecological diversity, type of farming systems (refer to WP1 Guidance Part I Introduction). E.g. If there are 4 sub-regions, 2 communities should be selected from each sub-region.</li><li>• Access or develop a list of communities for the sub-regions. Often this can be accessed on the web or contact with Government offices.</li><li>• <u>Randomly select</u> the appropriate number of communities for that sub-region (8 communities in total) that represent important consumption and production areas (e.g. select every fifth community on the list).</li><li>• Once communities are selected, confirm via phone with community leaders about the size of production and consumption of the product in that community to ensure that it is an important area for production, processing or consumption of the product, if not another community should be randomly selected.</li></ul>
<ul style="list-style-type: none"><li>• 8 Key Informant group Interviews (KII) with a group of community leadership in</li></ul>	<ul style="list-style-type: none"><li>• <u>Purposively select</u> (suggest) leaders, especially any female leadership.</li><li>• Use the community introduction to ask questions on the community.</li><li>• Interviews with the group of leaders also need to identify important social segments to be consulted for the FGDs and IIs.</li></ul>

total (1 in each community)	
<ul style="list-style-type: none"> <li>16 Focus Group Discussions (FGDs) in total 8 female + 8 male with people produce, process and consume the product, (1 male and 1 female in each community)</li> </ul>	<ul style="list-style-type: none"> <li>Separate male and female FGD (8-12 people in each group) with people who produce, process and /or consume product.</li> <li><u>Purposively select</u> participants with the help of community contact. Ask the community contact, prior to the fieldwork, to recruit people who: <ul style="list-style-type: none"> <li>produce, process and /or consume product (all 3 if possible, if not ensure all aspects are covered among participants, while still keeping the group sex separated)</li> <li>represent important gender and social segmentation criteria as identified prior to the study (e.g. age, ethnicity, wealth category).</li> </ul> </li> <li>It may be necessary to conduct separate FGDs with other social segments, particularly if they are linked to the consumption of different product variations (e.g. different types of gari).</li> </ul>
<ul style="list-style-type: none"> <li>80 Individual interviews with people who process/prepare the product (II) in total (10 in each community)</li> </ul>	<ul style="list-style-type: none"> <li>If possible, <u>randomly select</u> individual processors or people who prepare the product from community or processor group lists, or every x number of households, not overlapping with FGD participants.</li> <li><u>Purposive sampling</u> can be used to select individuals from the identified gender and social segments, if there is a likelihood that random sampling may not identify processor.</li> <li>Where possible, and gender roles allow, aim for an equal number of women and men.</li> </ul>
<ul style="list-style-type: none"> <li>8 Market interviews (MI) in total (1 in each community)</li> </ul>	<ul style="list-style-type: none"> <li><u>Purposively select</u> – e.g. leader of a trader association or market that deals with the crop/product.</li> <li>Where possible, try to interview equal numbers of men and women.</li> </ul>

## 2.3. Activity 4: Processing/preparation demonstrations (community or secondary centres/processing hubs)

Activity 4 involves processing or preparation demonstrations. The locations where these take place will depend on the product. A state or district is likely to have several secondary centres of which 2-4 locations can be purposively sampled. Ideally, some of them should be close to where community interviews will take place, covering different agro-ecological areas or farming systems.

For some products, such as gari, there are secondary centres or processing hubs that are located in towns, and act as a go-between rural and urban centres for the product. Often they have distinct socio-economic dynamics compared to a rural community or city. If this is the case for your product, it is advised that the demonstrations take place in these locations, selected close to the rural communities selected in Activity 3.

Other products, such as boiled products, may not have processing hubs and be prepared at the household level. In which case, it may be more relevant to have the demonstrations in the communities visited in Activity 3. Please discuss with the coordination team for guidance if necessary. Marketing interviews should be conducted in secondary centres of raw crop or processed product to capture market dynamics. In addition to group discussions and interviews, undertake direct observation, transect walks, etc.

**Table 2** Secondary centres / processing hubs sampling for Activity 4

Total Number	Explanation
<ul style="list-style-type: none"> <li>Processing demonstrations in 2– 4 secondary centres/ processing hubs (1 – 2 per state or district)</li> </ul>	<ul style="list-style-type: none"> <li><u>Purposively select</u> 2-4 secondary/processing hubs. If the study is focusing on two states it would be advisable to select two hubs for demonstrations.</li> <li>If processing hubs are not relevant for your product, purposively select 2-4 communities for the demonstration.</li> <li>Recruit processors for processing/preparation demonstrations, particularly people who are known in the community for making a high quality product.</li> </ul>
<ul style="list-style-type: none"> <li>4-8 Market Interviews (MI) (2 interviews per centre)</li> </ul>	<ul style="list-style-type: none"> <li><u>Purposively select</u> – e.g. leader of a wholesale trader association or market management that deals with the crop/product.</li> <li>Where possible, try to interview equal numbers of men and women.</li> </ul>

## 2.4. Activity 5: Cities, processing hubs and communities

Activity 5 includes the following activities: consumer testing in primary centres/cities, and the same 8 communities, and if possible and relevant to your product, 2-4 processing hubs. The fieldwork can also take the opportunity to conduct market interviews in urban centres, which can show different demand and market dynamics compared to the community and secondary centres.

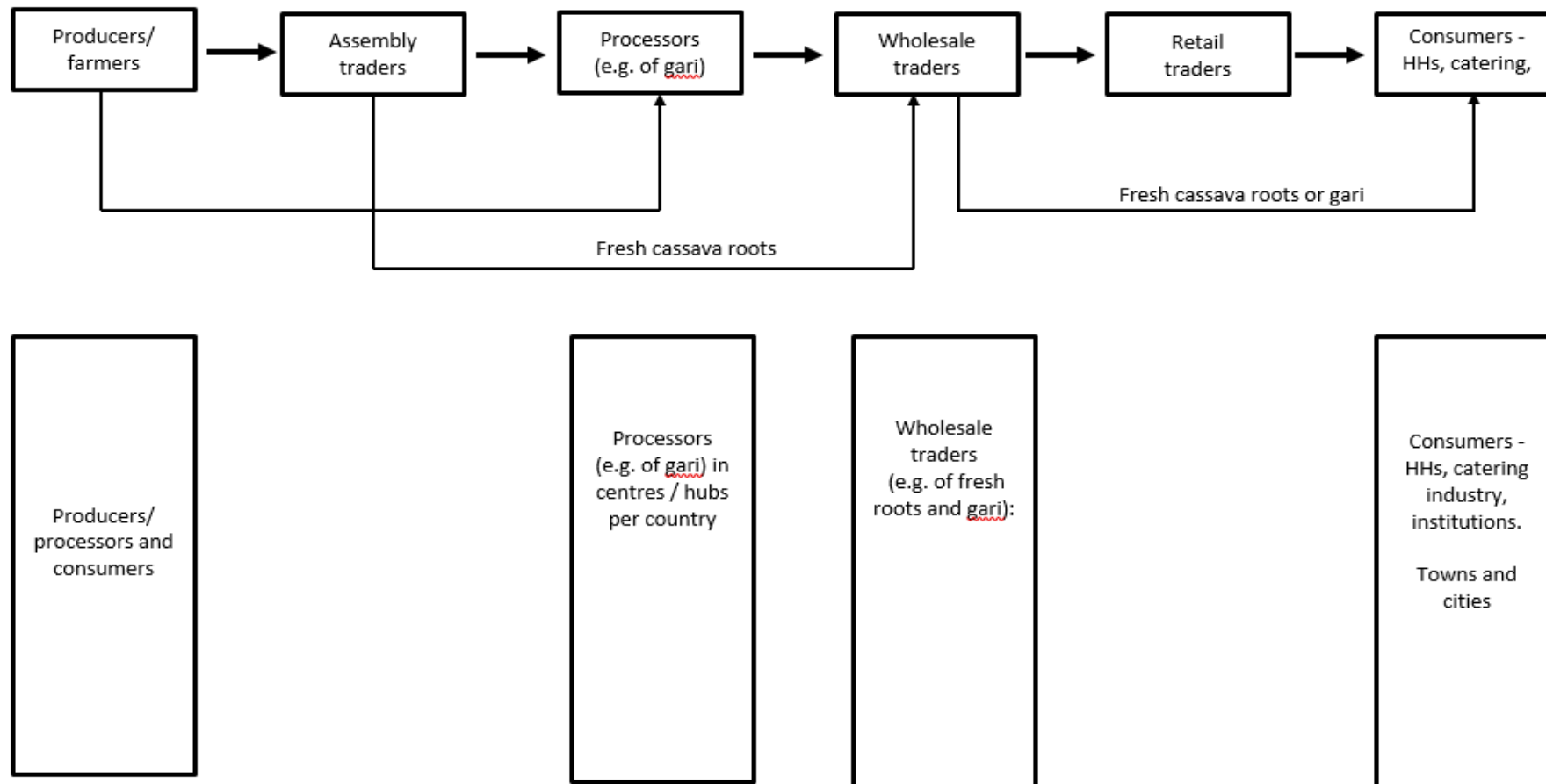
The number of consumers that can be interviewed per day will depend on the population density, travel time between locations, and the number of trained enumerators. The length of time of the interview will depend on the product, but is envisioned to be approx. 45 minutes to one hour.

**Table 3** Consumer study sampling for Activity 5

Total Number	Explanation
<ul style="list-style-type: none"> <li>120 consumer interviews in 1 <u>primary centre/city</u> (30 interviews each in 4 different locations of the city)</li> </ul>	<ul style="list-style-type: none"> <li>Purposively select 1 primary centre/city for the consumer tests, in addition to 4 communities (and 2 processing hubs, if relevant) visited previously in the other activities.</li> <li><u>Randomly recruit</u> members of the public to participate in the consumer interview.</li> <li>It is important to ensure that equal numbers of female and male consumers participate in the consumer test.</li> <li>Choose a place where it is easy to recruit consumers to invite them to take time to taste products and answer a questionnaire. Explain to them that it will take approx. 45 min to go through the testing (this time will be evaluated during pre-testing sessions).</li> <li>You need tables and chairs to be comfortable to sit for tasting each product, one after the other.</li> <li>Consumers should have various age, education, position, gender, socio-economic background to have a large variability of population giving their view on the products.</li> </ul>
<ul style="list-style-type: none"> <li>120 consumer interviews in 4 <u>rural</u> communities previously visited (30 interviews in each community)</li> </ul>	
<ul style="list-style-type: none"> <li>60 consumer interviews in 2 <u>processing hubs</u> previously visited (30 interviews in each location), if relevant</li> </ul>	

<ul style="list-style-type: none"><li>• 4 Market Interviews (MI) If a larger sample can be covered, then 10-15 wholesalers and 30 retailers should be covered in cites.</li></ul>	<ul style="list-style-type: none"><li>• <u>Purposively select</u> – e.g. leader of a wholesale trader association or market management that deals with the crop/product.</li><li>• Where possible, try to interview equal numbers of men and women.</li></ul>
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Figure 1: RTBfoods Project – Stages in product chain where WP1 studies will take place (e.g. cassava/gari)



### 3. DATA ANALYSIS AND REPORTING

Data analysis and reporting is required for each of the sequenced activities, activity 3, 4, and 5 for immediate circulation to the other WPs to inform their work.

Timing for the outputs will differ among the research teams due to differences in harvest times and genotype maturity.

Overall, it was agreed that Activity 1 (SoK) and Activity 3 would be delivered at the end of Year 1 (October 2018). Activity 4 and 5 will be delivered by mid and year end of Year 2. The delivery of outputs was agreed at the RTBfoods Project Inception meeting and is provided in Appendix A and updated with the workplans submitted following the April workshop. These will be finalised in May-June.

It is expected that the research teams to provide the outputs to the WP1 Coordination team after a maximum of 5 weeks of conducting the fieldwork in final report format in addition to the raw data. Please keep in communication with the Coordination team for comments and guidance prior to final submission.

Reporting templates and guidance, in addition to the institutional reporting requirements for the project overall will be sent as soon as possible to provide additional guidance.

### 4. CONSIDERATIONS IN PLANNING AND CONDUCTING FIELDWORK

Research team composition

- The study team members important in determining the likely success of the study which relies are quantitative and qualitative approaches and skill sets.
- The facilitator (and interpreter) will need to be experienced and skilled in going beyond listing of important characteristic descriptions such as sweet and sour, and use methods to gain a more deeper understanding and appreciation for what exactly the characteristic means in the context of the study (e.g. what does 'sweet' or 'sour' mean? How white does the product need to be to be accepted?).
- The team composition where possible should include a food scientist, gender specialist and economist. Relevant activities for the different specialisms are indicated throughout. WP1 is an interdisciplinary work package that aims to bring different types of expertise together for mutual learning and high-quality data.
- Roles of team members should be established prior to piloting the tools. The optimal group size of survey teams is 2-3 researchers for the tasks of interview facilitation, note taking, and translation (if required) can be adequately covered. Overly large teams are not recommended.
- Ideally, the team members would have attended the Capacity Strengthening workshop in Benin, April 2018. If not, it is important to assess the skills of new team members prior to starting the fieldwork, such as during pre-testing of the survey tool. Sufficient time is needed to train new team members in the WP1 methodology prior to starting the fieldwork, with particular emphasis on interviewing skills, note taking, and data analysis.

Literacy, language and interpretation

- \*\*Peoples participation in FGDs, interviews and demonstrations should not require literacy so as to not limit and bias the sample. Some suggestions are to use symbols, photographs and drawings, or read out written material.

- \*\*FGDs, interviews and demonstrations should be conducted in local language. Therefore, a person who is fluent in the local language and has experience as an interpreter is required. At the same time the interpreter will require the capacity to understand the importance of phrasing in each language from both a food science and gender perspective.
- The interpreter will need to translate the statements from participants as closely as possible, and not summarise. The phrasing used by participants can be very helpful in understanding their worldview, and how to interpret the results. Also, from a food science perspective, direct translation provides greater accuracy as reinterpretation of a characteristic could result in mistaking a characteristic for an incorrect bio-physical trait.
- During pilot testing, try to include other people who speak the local language to confirm that the translation is accurate. Also allocate time after each activity to check translation.

#### Pilot the tools

- It is desirable to pre-test the data collection tools in locations that are not part of the study.
- As a team, discuss how the tools worked and what adaptations need to be made. Please contact the coordination team with changes to the tools as changes that may affect comparability across countries.

#### Team introduction to the community

- Care should be taken not to mislead the community members about the intentions of the survey (to avoid raised expectations or exclude people's concerns).
- The team will need to decide if they will provide a thank-you gift (e.g. small monetary gift, soft drink) to participants and budget for the cost.

#### Fieldwork notes

- The most important factor in data analysis is having good data to analyse! To help this, review your field notes and/or transcripts as soon as possible after they were written to complete sentences or add in your personal comments. Make personal comments or observations under a specified heading so as not to be interpreted with what the participant said.
- It is essential that the data for questions is verbatim – as it was stated by the participant and not summarised– as the phrasing and words selected can provide important insights for data analysis. For example, a participant may state the characteristic they prefer, but also include details as to why they prefer this characteristic – so the researcher can start to tease out the important criteria people use to assess which characteristics are important, and how this may be different by social segments (gender, wealth, age, ethnicity etc.)
- Recording the interviews/focus groups helps provides an accurate account of the discussion. However, when deciding if to record discussions and interviews, it is important to keep in mind that transcribing interviews can be a very lengthy process and is often not feasible in the timeframe.
- Note certain points that have been strongly emphasised by participants, or certain key words which have been brought up repeatedly during discussions.

## 5. WP1 PRODUCT PROFILE: BEGIN WITH THE END IN MIND

**The end output for WP1 is to develop the first iteration of the gendered product profile for the project. Other work packages will build on a project specific product profile.**

The **WP1 product profile** is a set of quality characteristics of a product that are required to meet consumer demand and be successfully released onto a demand segment. The quality characteristics

of the product are linked to the bio-physical characteristics of the crop variety for processing the product, and the important processing steps necessary produce a good quality product.

It is envisioned that WP1 will provide the first iteration of product profile to WP2 for bio-physical analysis and WP5, to help established breeding priorities. It is important that the product profile table be explicitly linked to the evidence base to ensure that other work packages are confident in the WP1 product profile and use it to inform their work. We would not expect this initial product profile to remain the same indefinitely, but rather to form the basis of a conversation with the breeding programs to convey stakeholder group needs.

Due to product variations (differences in colour, fermentation etc desired by stakeholder groups), there multiple profiles many need to be developed for a product. For example, there may be two types of gari profiles in Nigeria: one requires greater time for fermentation, and meets the demand for more sour gari in the SE. Another variation of gari may require a certain colour that is in high demand by buyers in SW. Another example found in the WP1 Capacity Strengthening & Sharing Workshop was that different gari variations in Ikpele community in Benin were linked to preferences of different ethnic groups (Ahayo or Adisa). In this situation it is recommended that partners define 2-3 variations with significant consumer demand (supported by SoK and Activity 3), and develop a product profile for each one. More than 3 product profiles would make it difficult for a breeding program to respond to.

The end result of the WP1 product profile will communicate a set of quality characteristics of the product that meet consumer demand. This will consist of four components which is displayed in a table that relays a lot of information in a concise way, including (example is provided in **Table 4**):

- **Stakeholder group and/or demand segment**
  - **Stakeholder group:** group of people who participate in a segment of the product chain for the given product (e.g. male or female producers, processors, traders and consumers). Disaggregated by gender and other social segments as being important contextual factors and/or having different preferences.
  - **Demand segment:** a relatively homogenous group of people who consume the product (purchased or made at home) that have a unique set of preferences (e.g. rural or urban consumers).
  - Should be differentiated according to social categories that are emerging as important for Activity 3 and SoK, where analysis reveals these as important.
- **Optimal range:** Level/range of the characteristic that is desired by demand segment, which depends on the product, process, region and country. WP1 information will be qualitative and quantitative, depending on product and equipment available.
- **Priority:** Relative importance of characteristic to product, stakeholder group and demand segment in question, on the basis of community rankings and number of citations.

The steps for development the WP1 product profile are still under discussion, but are expected to include the following:

1. **Develop a table for each location in Activity 3, 4, and 5**, containing the aforementioned categories: stakeholder and demand segments, characteristics, optimal range, and priority
2. **Enter data on the relevant product stakeholder groups and demand segments** relevant for that location.
3. **Define the list of characteristics:** Characteristics that emerge from the activity that were mentioned as important for that product. These should be harvested from data analysis as important characteristics stated by product chain stakeholders (producers, processors, consumers, marketers) and demand segment (e.g. rural and urban consumers).
4. **Define the optimal range of each characteristic.** Desired range of the characteristic that emerge from the activity. This includes the SoK and Activity 3, but more importantly Activity 4 and 5, for participatory agreement on acceptable levels (e.g. swelling amount measured during processing, fiber amount observed during processing). This data is qualitative in nature and WP2 will undertake further bio-chemical analysis to identify the measurable range.

5. **Priority:**
  - a. Activity 3 data provides community based ranking. Each community should have an initial product profile for aggregation undertaken on the completion of WP1 activities.
  - b. Activity 4 + 5 data provides information on the number of citations of characteristics.
6. Methods for aggregation of the data in a WP1 product profile are under development and the research teams will be informed of the analysis at a later date. It may require 'expert' interpretation to finalise the ranking of each of the characteristics.
7. Enter **discussions with WP2 biochemists and WP4/WP5 breeders** with the WP1 product profile to define selection objectives and short/long term priorities for genetic change.

To illustrate a possible output from RTBFOODs, below is a hypothetical example for cassava for one variation of a gari product in SE Nigeria.

**Table 4 Example of possible WP1 Product Profile Gari in Benin**

Stakeholder group / demand segment	Characteristic	Optimal range		Priority	Must or like to have
		High quality	Poor quality		
<b>Product chain stakeholders - raw material characteristics</b>					
<ul style="list-style-type: none"> <li>• <b>When buying or harvesting:</b> regarding the appearance, age, odour, texture when touching, Taste when biting</li> <li>• <b>At each step of processing / preparation:</b> Regarding processing ability of the raw material or behaviour of the product during preparation (cooking, pounding...)</li> </ul>					
SOK interviews	CMD resistance				Yes
Producers: women & men Ikpelli, Waka, Nugu	Yield	>10 tonnes per hectare	<2 tonnes per hectare	1	
Producers – women Ikpelli, Waka, Nugu	Makes a good gari			1	
Producers – women Ikpelli, Waka, Nugu	Small roots	Approx. X long and X diameter	Above X long and X diameter – too difficult to carry	2	
Producers – women Ikpelli, Waka, Nugu	Storability in the ground	2 years	10 months	3	
Men selling fresh roots to community based processors	Colour	Flesh should be white in colour	Flesh has brown spots	1	
Women processors – Ikpelli, Waka, Nugu	Water level	Softens in 3-6 hours after soaking  (% decided by bio-chemist)	Too moist – root falls apart  Too dry – never softens  (% decided by bio-chemist)	2	
Women processors – Ikpelli, Waka, Nugu	Fiber	x% fiber	x% fiber	3	
Women processors – Ikpelli, Waka, Nugu	Swelling	Swells instantly and starts rising	Takes over 30 minutes to swell or not at all	4	
Women processors - Nuju	Peelability	Peel 1T in X min	Peel 1T in X min	5	
Women processors - Waka	Sourness	Similar to an aubergine	Similar to a lime	6	
<b>Demand Segment (consumers) – Final product characteristics</b>					

<ul style="list-style-type: none"> <li>• <b>In the plate:</b> Regarding the Appearance, Odour, Texture between fingers</li> <li>• <b>In the mouth:</b> regarding Taste, Texture in the mouth, Aroma</li> </ul>					
Consumers – community based	Slight sourness	Similar to an aubergine	Similar to a lime	1	
Women Cotonou	Yield of processed product	Xkg in X State Xkg in X State	Xkg in X State Xkg in X State	2	Yes

## 6. RESEARCH ETHICS AND DATA PROTECTION

Research ethics is an important part of WP1. This is because we are a) interviewing people and involving the public, b) providing products that people will consume in consumer testing, and c) publishing our work.

Research team responsibilities include:

- Obtaining ethical approval from their organisation
  - Contact Lora ([I.forsythe@gre.ac.uk](mailto:I.forsythe@gre.ac.uk)) and Keith ([K.Tomlins@gre.ac.uk](mailto:K.Tomlins@gre.ac.uk)) if you have questions or require support.
- Provision of safe products for consumption
- Obtaining informed consent from study participants:
  - Read out the appropriate Information Sheet in local language to the prospective participant.
  - Ask the prospective participant to ask any questions they may have about the study.
  - Ask the prospective participant to provide their consent to participate in the study.
  - If the prospective participant consents to participate, ask them to sign the consent form, or have a witness sign that their consent was provided.
  - Forms are provided for Interviews and Focus Groups Information Sheet Appendix D for English and Appendix E for French; Consumers testing Information Sheet Appendix F for English and Appendix G for French.
- Taking active measures for data protection
  - All original questionnaires must be retained in a secure facility of the project manager.
  - Data entry should separate personal identifiers and the responses. Information that links the personal identifiers with responses must be password protected and only accessible by the project manager.
  - With Gates funded projects, all data must be anonymised and made available to the Coordination team to be made publicly available after finalising the report and publications. RTBfoods has a datasheet that it requires partners to complete with their anonymised data.
  - Ensure the appropriate labelling is recorded on the questionnaire, tablet or voice recording. Use the respondent number if saved as a file, not name.
  - Anonymize electronic records, keep a log of files to match to respondents if necessary, and PROTECT with password.
  - Keep original fieldnotes in a secure location where only the relevant research team members have access to the information.

# APPENDIX A: QUALITY CHARACTERISTICS ALONG THE PRODUCT CHAIN

The table below presents the types of characteristics to be identified through this module along the product chain:

<b>Raw material characteristics</b>		<b>Final product characteristics</b>	
<b>(physical, chemical or more complex quality characteristics)</b>		<b>(physical, chemical, or more complex sensory characteristics)</b>	
<b>When buying or harvesting</b>	<b>At each step of processing / preparation</b>	<b>In the plate</b>	<b>In the mouth</b>
Regarding the appearance, age, odour, texture when touching, Taste when biting	Regarding processing ability of the raw material or behaviour of the product at each step of the process and during preparation (cooking, pounding...)	Regarding the Appearance, Odour, Texture between fingers	Regarding Taste, Texture in the mouth, Aroma

# APPENDIX B: GENDER DIMENSIONS FRAMEWORK

The table below presents the Gender Dimensions Framework (Rubin, 2011) for crop and product use for information purposes

<b>Type of Crop Use (including but not only the product of focus)</b>  <i>Reflecting the main food and value chains (consulting with the demand study),</i>  e.g. sold raw, sold processed, consumed processed, consumed raw	<b>Practices and Participation</b>  <i>Who involved, including roles and responsibilities?</i>  What are the alternative uses of the crop, who is involved and who benefits from the activity, use or product?  How do gender role influence preference and prioritisation of crop and product characteristics?	<b>Resources</b>  <i>What resources are required to grow the crop and process the product?</i>  • Knowledge (who knows what) • Natural and Productive Resources • Income • Services • Employment • Information • Benefits • Labour  e.g. What are the labour requirements involved with different varieties? How does this affect men and women differently?	<b>Beliefs and Perceptions</b>  <i>What are the beliefs that shape roles and responsibilities of different people in the activities, including growing and consuming the crop?</i>  E.g. Men’s legs will swell if they process cassava; processing cassava is women’s work. Women cannot step on to a man’s yam field.
	<b>Laws, Legal Rights, Policies, and Institutions</b>  <i>How does the law, policy, customary and other institutions support, enable (or not) the participation of women and other groups (including access to resources) in crop and product markets and consumption?</i>	<b>Power</b>  <i>Who has control/decision making power, over the activity, use or product? Who benefits?</i>  Do women need to ask permission, do they consult, or do all activities independently?	<b>Gender-based constraints and opportunities (GBC + GBOs)</b>  <i>GBCs: factors that inhibit men’s or women’s access to resources, behaviour and participation, time use, mobility, rights, and exercise of power based on their gender identity.</i>  <i>GBOs: structural and institutional factors that facilitate women’s and men’s equitable access to resources, behaviour and participation, time use, mobility, rights, and exercise of power</i>

## APPENDIX C: WP1 Y1+2 OUTPUTS AND PERSONS RESPONSIBLE (AS PER RTBFOODS INCEPTION MEETING -JAN 2018)

OUTPUT	TARGET YEAR 1 (Nov)	TARGET YEAR 2 (Nov) (red is possible products for focus in Y2)	COUNTRY	PRODUCT PROFILE	INSTITUTION	RESPONSIBLE PERSON
State of knowledge report (extensive)	4	2	Nigeria Nigeria Uganda Uganda Nigeria Uganda	Boiled and Pounded Yam Gari / Eba Matoke Boiled cassava Fufu Fried SP	NRCRI/IITA/Bowen NRCRI/IITA Bioversity/NARL/IITA NACCRI NRCRI CIP	Tessy Madu Tessy Madu/Bela Teeken Pricilla Marino Anna Rita Nayonjo Tessy Madu Sarah Mayanja
State of knowledge report (abbreviated)	5		Benin Ivory Coast Cameroon Cameroon Uganda	Boiled Yam Attieke Gari Boiled Plantain boiled SP	UAC/FSA/IITA CNRA ENSAI/IITA/CIRAD CARBAP CIP	Noel Akissoe Catherine Ebah Apollin Fotso - IITA Gérard Ngoh Sarah Mayanja

Gendered knowledge of food consumption habits and preferences by user group (extensive)	3	2	Nigeria Nigeria Uganda Nigeria Uganda	Gari/Eba Boiled and Pounded Yam Boiled Cassava Fufu Fried SP	NRCRI/IITA NRCRI/IITA/Bowen NACCRI NRCRI CIP	Ugo Chijioke Bolanle Otegbayo Anna Rita Nayonjo Tessy Madu Sarah Mayanja
Gendered knowledge of food consumption habits and preferences by user group (abbreviated)	6		Benin Cameroon Cameroon Uganda Ivory Coast Uganda	Boiled Yam Gari Boiled Plantain Matooke Attieke boiled SP	UAC/FSA/IITA ENSAI/IITA/ CIRAD Carbap NARL/Bioversity/IITA CNRA CIP	Noel Akissoe Apollin Fotso Gerard Ngoh Kenneth Akankwasa Catherine Ebah Sarah Mayanja
Participatory community diagnosis of processing / preparation activities		8	Benin Cameroon Cameroon Ivory Coast Nigeria Nigeria Uganda Uganda	Boiled Yam Gari Boiled plantain Attieke Gari/Eba Boiled & pounded yam Boiled cassava boiled SP	UAC/FSA/IITA ENSAI/IITA/ CIRAD Carbap CNRA IITA NRCRI/IITA/Bowen NACCRI CIP	Noel Akissoe Apollin Fotso Gérard Ngoh Catherine Ebah Bela Teeken Ugo Chijioke Anna Rita Nayonjo Sarah Mayanja
User preferences and quality criteria identified		8	Benin Cameroon Cameroon Ivory Coast Nigeria Nigeria Uganda Uganda	Boiled Yam Gari Boiled Plantain Attieke Gari/Eba Boiled and Pounded Yam Boiled cassava Boiled SP	UAC/FSA/IITA ENSAI/IITA/ CIRAD G10 Carbap CNRA NRCRI Bowen University NACCRI CIP	Noel Akissoe Apollin Fotso Gérard Ngoh Catherine Ebah Ugo Chijioke Oluyinka Oroniran Anna Rita Nayonjo Sarah

Product profiles synthesis and prioritization (extensive)		2	Nigeria Nigeria	Gari/Eba Boiled and Pounded Yam	IITA	Bela Teeken
Product profiles synthesis and prioritization (abbreviated)		7	Benin Cameroon Cameroon Ivory Coast Uganda Uganda Uganda	Boiled Yam Boiled Plantain Gari Attieke Matooke Boiled cassava Boiled SP	UAC/FSA Carbap ENSAI/IITA/ CIRAD CNRA NARL/Bioversity/IITA NACCRI CIP	Noel Akissoe Gérard Ngoh Apollin Fotso Catherine Ebah Priscilla Marino Anna Rita Nayonjo Sarah Mayanja
Ethical approval by each lead country partner	5		Benin Cameroon Ivory Coast Uganda Nigeria	All product profiles	NRI	Keith Tomlins
Methodology and tools for interdisciplinary product profiling	1		Benin Cameroon Ivory Coast Uganda Nigeria	All product profiles	CIRAD/Cornell/NRI	Lora Forsythe
Capacity development kit	1		Benin Cameroon Ivory Coast Uganda Nigeria	All product profiles	CIRAD/Cornell/NRI	Lora Forsythe
Support Services to WP1 partners#	3	3	Three countries TBC	Three countries TBC	CIRAD/Cornell/NRI	Lora Forsythe

# APPENDIX D: INFORMATION AND CONSENT FOR ACTIVITY 3+4



[Name of institution] are currently conducting an introductory study on root, tuber and banana preferences to inform breeding programmes in a project entitled RTBfoods. The aim of the project is to identify the preferred characteristics of [product] in [country] among producers, processors, consumers, and other user groups (what makes a good product). This interview is part of an initial study interviewing key individuals to gain a better understanding of preferences for the product, product markets, and the context of these products in people's lives. You were selected for a key informant interview based on your experience and expertise regarding our study. The interview will take approximately one hour and is entirely voluntary.

Importantly, we would also like to identify if preferences for certain product characteristics vary geographically and according to processing methods, gender, age, socio-economic status, ethnicity or other factors.

Taking part in this research study is completely voluntary. You may choose not to take part at all. If you decide to be in this study, you may stop participating at any time. You are not under any obligation to answer any questions that you are not comfortable with. Furthermore, because you were selected as for this interview due to your expertise, we would like to include your name and institution on a list of key informants interviewed. However, please let us know if you would like your name to be excluded.

We ensure that all of the information collected in RTBfoods project will be securely managed and stored. We are collecting all the responses from everyone we speak to. All of the information collected during our discussion will not include your name or location and so you cannot be identified.

Please complete the information below if you consent to participating in the interview.

Do you agree to take part in this study?		YES / NO
Signed:		Date: ...../...../.....
If signed is not possible	Verbal consent:	YES / NO
	Witness's name in block letters:	
Participant's name in block letters:		
Signature of investigator:		Date: ...../...../.....

This Project is Supervised by:
Contact Details (including address/email/ telephone number):

# APPENDIX E: INFORMATION ET CONSENTEMENT POUR ACTIVITY 3+4



Dans le cadre du projet intitulé RTBfoods, le [Nom de l'Institution] conduit actuellement une étude exploratoire sur les préférences des utilisateurs concernant les racines, tubercules et bananes à cuire pour améliorer les programmes de sélection variétale. Le but de ce projet est de caractériser les préférences des producteurs, transformateurs, consommateurs et d'autres groupes d'utilisateurs de [produit concerné] au [pays concerné] (ce qui fait un bon produit). Cette enquête est partie intégrante d'une étude initiale interrogeant des acteurs clés pour acquérir une meilleure compréhension des préférences concernant un produit, ses dérivés et le contexte de ces derniers dans le quotidien des populations. Vous avez été sélectionné en tant qu'acteur clé pour une enquête relative à votre expérience et votre expertise concernant notre étude. L'entretien dure approximativement **one hour** et est totalement volontaire.

Il est à noter que nous souhaitons également identifier si les préférences pour certaines caractéristiques d'un produit varient en fonction du lieu, des méthodes de transformation, du sexe, de l'âge, du statut socio-économique et ethnique, ou d'autres facteurs.

La participation à cette recherche est totalement volontaire. Vous pouvez choisir de ne pas participer du tout. Si vous décidez de prendre part à cette étude, vous pouvez mettre fin à votre participation à tout moment. Vous n'êtes soumis à aucune obligation pour répondre aux questions avec lesquelles vous n'êtes pas à l'aise. De plus, parce que vous avez été sélectionné en raison de votre expertise, nous souhaiterions pouvoir inclure votre nom et votre institution dans la liste des informateurs clés enquêtés. Cependant, si vous souhaitez que votre nom en soit exclu, n'hésitez pas à nous le faire savoir.

Nous vous assurons que tout l'information collectée dans le cadre du projet RTBfoods sera gérée et conservée de façon sécurisée. Nous collectons les réponses de toutes les personnes avec qui nous nous entretenons. L'information collectée durant les discussions inclura ni votre nom ni votre localité. De cette façon, vous ne pouvez pas être identifié.

Veuillez, s'il vous plaît, remplir le formulaire ci-joint si vous consentez à participer à cette enquête.

<b>Consentez-vous à participer à cette étude ?</b>		OUI / NON
<b>Signature:</b>		Date: ...../...../.....
<b>If signed is not possible</b>	<b>Consentement oral :</b>	<b>OUI / NON</b>
	<b>Nom du témoin du consentement</b> <b>(en caractères d'imprimerie) :</b>	
<b>Nom du participant (en caractères d'imprimerie) :</b>		
<b>Signature de l'enquêteur:</b>		Date: ...../...../.....
<b>Ce projet est coordonné par :</b>		
<b>Contact (adresse/email/numéro de téléphone) :</b>		

# APPENDIX F: INFORMATION AND CONSENT FOR CONSUMER STUDIES -ACTIVITY 5



## Participant Information Sheet

We are undertaking a study to understand the qualities of root, tuber and banana (RTB) products, i.e. to understand what is an ideal product for consumers.

This research has been funded by the Bill and Melinda Gates Foundation through the RTBfoods (Breeding RTB Products for End User Preferences) Project. The project aims at determining the quality traits for adoption of new root, tuber and banana (RTB) varieties.

The results from your participation to the survey will help advise the project. We will invite you to answer the questionnaire, which includes tasting of the products and giving your views about the products. You will be asked to complete and sign a consent form or provide verbal consent.

You can ask the researcher questions at any time. The products are ones that are traditionally consumed elsewhere and have been produced according to good hygiene standards. Your participation is expected to last for no more than **45-90 minutes**.

You can ask the researcher questions at any time. The products do not contain GMOs (genetically modified organisms).

If you are allergic to **[product/crop]** or for any reason do not wish to consume some, please do not participate.

We ensure that all of the information collected in RTBfoods project will be securely managed and stored. We are collecting all the responses from everyone we speak to. All of the information collected during our discussion will not include your name or location and so you cannot be identified.

While we hope that you will participate you are under no obligation to do so. You are free to withdraw at any time and do not need to give a reason.

Thank you for your time.

Kind regards

Contact details

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## Participant Consent Form<sup>1</sup>

<b>Title of Research:</b> Consumer testing – Activity 5 WP1	
<b>Investigator's name:</b>	
<b>Location of the consumer interview:</b>	
<b>To be completed by the participant</b>	
1. Have you understood the information sheet about this study?	YES / NO
2. If you asked questions did you receive satisfactory answers?	YES / NO / Not applicable
3. Do you understand that you are free to withdraw from this study at any time and without the need to give a reason?	YES / NO
4. Do you give your agreement for the record of the Focus Group?	YES / NO
5. Do you understand that the information you provide will be anonymized, no traceable to you and securely stored and managed?	YES / NO
6. Do you give your agreement for the use of your picture and/or video/audio recordings for training or scientific presentation purposes?	YES / NO / Not applicable
7. Do you agree to take part in this study?	YES / NO
<b>Signed:</b>	Date: ...../...../.....
<b>If signed is not possible</b>	<b>Verbal consent:</b> YES / NO
	<b>Witness's name in block letters:</b>
<b>Participant's name in block letters:</b>	
<b>Signature of investigator:</b>	Date: ...../...../.....

<b>This Project is Supervised by:</b>
<b>Contact Details (including address/email/ telephone number):</b>

<sup>1</sup> RTBFoods project - Version 23/04/2018.

# APPENDIX G: INFORMATION ET CONSENTEMENT POUR ETUDES DE CONSOMMATION -ACTIVITY 5



## Fiche Informatif pour les Participants

Nous conduisons actuellement une étude pour comprendre les qualités des produits à base de racines, tubercules et bananes à cuire (produits RTB), i.e. pour comprendre ce qu'est un produit idéal pour les consommateurs.

Cette recherche est financée par la Fondation Bill & Melinda Gates à travers le projet RTBfoods (Sélectionner des Produits RTB pour les Préférences des Utilisateurs Finaux). Ce projet entend déterminer les traits de qualité pour l'adoption de nouvelles variétés de racines, tubercules et bananes à cuire (RTB).

Les résultats de votre participation à l'enquête sont destinés à orienter le projet. Nous vous invitons à la dégustation de produits et au remplissage d'un questionnaire pour nous donner votre avis sur ces derniers. Au préalable, nous vous demanderons de remplir et de signer un formulaire de consentement ou, à défaut, de confirmer votre consentement par voie orale.

Vous pouvez poser des questions au chercheur à chaque instant. Les produits sont ceux traditionnellement consommés dans certaines régions et ont été préparés selon de bonnes normes d'hygiène. Ils ne contiennent pas d'OGM (organismes génétiques modifiés). Votre participation ne devrait pas durer plus **de 45 et 90 min.**

Si vous êtes allergique au **[produit/culture]** ou si, pour une quelconque raison, vous ne souhaitez pas en consommer, nous vous saurions gré de décliner notre invitation et de ne pas participer.

Nous vous assurons que tout l'information collectée dans le cadre du projet RTBfoods sera gérée et conservée de façon sécurisée. Nous collectons les réponses de toutes les personnes avec qui nous nous entretenons. L'information collectée durant les discussions inclura ni votre nom ni votre localité. De cette façon, vous ne pouvez pas être identifié.

Même si nous espérons votre participation, vous n'êtes soumis à aucune obligation. Vous êtes libres de vous retirer à tout moment et n'avez besoin de fournir aucune explication.

En vous remerciant pour votre temps et votre collaboration,

Bien à vous,

Contacts :

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## Formulaire de Consentement des Participants <sup>2</sup>

<b>Intitulé de l'activité de recherche :</b> Enquête de consommation – Activité 5 WP1	
<b>Nom de l'enquêteur :</b>	
<b>Lieu de l'enquête de consommation :</b>	
<b>À compléter par le participant</b>	
8. Avez-vous lu/compris la fiche informative de cette étude ?	OUI / NON
9. Si vous avez posé des questions, avez-vous reçu des réponses satisfaisantes ?	OUI / NON / Ne s'applique pas
10. Avez-vous compris que vous êtes libre de vous retirer de cette étude à tout moment et sans fournir d'explication ?	OUI / NON
11. Donnez-vous votre consentement pour l'enregistrement des groupes de discussion ?	OUI / NON
12. Avez-vous compris que l'information que vous fournissez sera anonymisée, non-traçable jusqu'à vous, stockée et gérée de manière sécurisée ?	OUI / NON
13. Donnez-vous votre accord pour l'utilisation de votre image et/ou des enregistrements audio/vidéo à des fins de formation ou de présentation scientifique ?	OUI / NON / Ne s'applique pas
14. Consentez-vous à participer à cette étude ?	OUI / NON
<b>Signature:</b>	Date: ...../...../.....
<b>En cas d'impossibilité de signature</b>	<b>Consentement oral :</b> OUI / NON
	<b>Nom du témoin du consentement (en caractères d'imprimerie) :</b>
<b>Nom du participant (en caractères d'imprimerie) :</b>	
<b>Signature de l'enquêteur :</b>	Date: ...../...../.....
<b>Ce projet est coordonné par :</b>	
<b>Contact (adresse/email/numéro de téléphone) :</b>	

<sup>2</sup> Projet RTBFoods - Version 23/04/2018.



(This page needs to show this text for every final report)

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