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Strengthening Partnerships, Results  
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# Presentation on Premium Price for aflatoxin-safe groundnuts

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Labadi Beach Hotel, Accra.

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# Outline of Presentation

- Purpose of the study
- Objectives of study
- Methodology
- Results
- Recommendation

# Purpose of the study

- To understand factors that influence aggregators' willingness to pay premiums for aflatoxin-safe groundnuts
- **Objectives of the study:**
  - To collect and analyze quantitative data and qualitative information on market prices and premiums on aflatoxin-safe groundnuts
  - Document the research processes and methodology
  - Determine influential and sensitivity factors that affect market prices and premiums
  - Assess the aggregators; willingness-to-accept or pay market prices or premiums
  - Recommend strategies and follow-up actions for marketing aflatoxin-safe groundnuts

# Methodology

- The study employed the standard price sensitivity to assess the feasibility of local and regional end markets adopting and sustaining market premium on groundnuts
- 21 aggregators were surveyed
- Study focused on medium and large aggregators from near-end-market in Tamale, Bolgatanga, Techiman and Kumasi.



# Results (I)

- The study found 2 main groundnut agro-ecological zones;
  - a. Dry Guinea savannah – Northern region
  - b. Drier Sahel savannah – Upper east region
- Currently no major market offering premium for aflatoxin-safe groundnut

Quality depends on;

- a. How groundnut were produced ( hand or tractor ploughed)

# Results (II)

## b. Time of harvesting

- Only 5 EMAs had heard of aflatoxin and were concerned about avoiding moldy rotten or cracked groundnuts
- Aggregators preferred groundnuts produced, harvested & hand-shelled in the UER and drier districts of the northern region

# Results (III)

- **Hand shelled groundnuts in the wetter districts produce much cleaner & less moldy groundnuts**
- **Use of mechanical shellers increased percentage of broken groundnuts**

# Recommendation

- **SPRING's FFS aflatoxin awareness creation activities be extended to consciously target aggregators**
- **Strengthen aggregator associations by building their capacities**
- **Improve capacities of state regulatory bodies**
- **Develop a detailed mapping of groundnut market aggregators**



## Recommendation (cont'd)

- **Support innovative mass education & awareness-creation campaigns**
- **Subsidize & distribute simple rapid aflatoxin test kits to aggregators**
- **Conduct training on testing for aflatoxin for aggregators**



# Thank you



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