

ANH  
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Agriculture,  
Nutrition and Health  
Academy Week

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#ANH202

## *Sight and Life*

AN ETHIOPIAN STORY: SOCIAL MARKETING AND THE  
CASE OF THE EGG POWDER



# Research summary

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*This exploratory research was conducted to understand, and frame a Go-To-Market strategy for an egg powder product to be introduced by Sight and Life, to Ethiopia.*



*The regions covered:*

- Addis Ababa
- Jimma
- Mekelle
- Dessie



*Key research questions:*

- What is the food culture?*
- How are eggs perceived?*
- How are packaged and powdered foods perceived?*

## CONTEXT

This Project, called ‘Eggciting Innovations’ aims to increase availability, accessibility and consumption of egg powder at the household level by addressing bottlenecks in the supply chain and boosting consumer demand

## METHODOLOGY

11 Focus Group Discussions (87 total participants) in a total of 4 regional states were conducted with mothers of children under 5 and Pregnant & Lactating Women

In addition, Sensory Product Taste Tests were conducted

# Findings: Taste Test

- A sensory blind taste test procedure was conducted in a central location
- It involved a 3-stimuli taste test involving both absolute and comparative tests

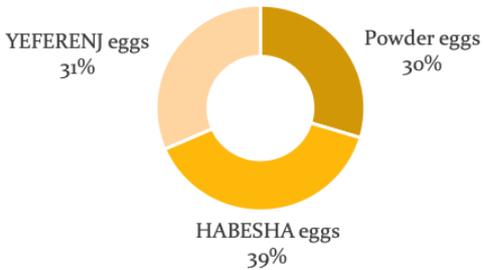
Stimulus 1 - Powder Egg | Stimulus 2 - HABESHA Fresh Egg\* | Stimulus 3 - YEFERENJ Fresh Egg\*

- In each test , the powdered egg product was ranked 'Moderate' and its attributes were likened to those of the YEFERENJ egg
- HABESHA egg consistently ranked the highest across attributes.

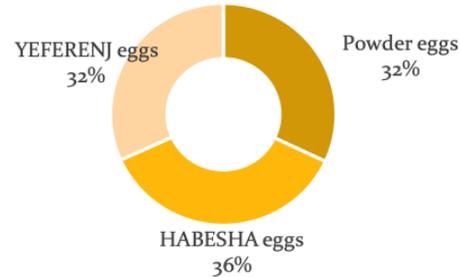
*\* Habesha is a backyard egg variety while Ye Ferenj is the foreign variety*

*Note: The percentages refer to Preferences or attribute approvals for each of the samples*

## Look | Color



## Smell



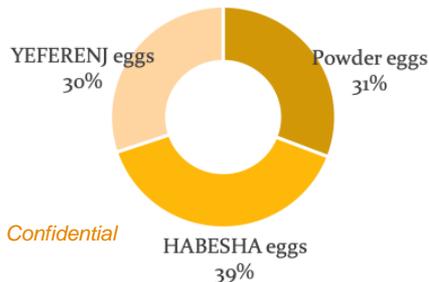
## Habesha



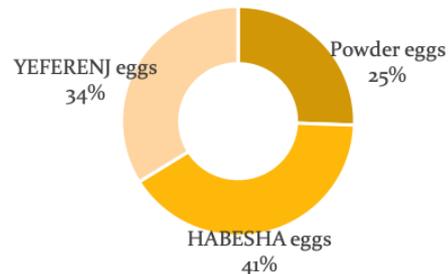
## Ye Ferenj



## Taste



## Texture



## Egg powder



Confidential

# Findings from the exploratory research

Theme	What we learned
Understanding the meal culture and how it varies	<ul style="list-style-type: none"> <li>• Many similarities in the meal culture across cultures/ religions/ regions</li> <li>• Common for children 2 years and above to consume the same foods as adults</li> <li>• No separate meals prepared for pregnant and lactating women</li> </ul>
Evaluating the perception of eggs	<ul style="list-style-type: none"> <li>• Acceptable to give infants 6 months - 2 years eggs blended into porridge</li> <li>• Children above 2 years readily consume eggs, it 'helps them grow' and is seen as tasty</li> <li>• Eggs are undervalued despite being seen as healthy and tasty</li> <li>• Habesha considered organic and tastier than Ye Ferenj</li> </ul>
Gauging the perception of packaged and powdered foods	<ul style="list-style-type: none"> <li>• Increasingly growing as a choice for consumers in rural areas as well</li> <li>• Pros outweigh the cons - lasts longer, better quality, convenient/ saves time</li> <li>• No gross negatives noted</li> </ul>

These findings confirmed that there is a strong market for egg powder as a product, if we address the current pain points regarding eggs and powdered and packaged foods and address the consumer's motivations/ aspirations. As next steps, we will test for:

Product experience | Price perception | Consumer aspirations and fears | Shopping behaviours