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.

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.

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.

**Key research questions:**

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

**The regions covered:**

- Addis Ababa
- Jimma
- Mekelle
- Dessie
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 is a backyard egg variety while Ye Ferenj is the foreign variety

• HABESHA egg consistently ranked the highest across attributes.

Note: The percentages refer to preferences or attribute approvals for each of the samples
# Findings from the exploratory research

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| **Understanding the meal culture and how it varies** | - Many similarities in the meal culture across cultures/religions/regions  
- Common for children 2 years and above to consume the same foods as adults  
- No separate meals prepared for pregnant and lactating women |
| **Evaluating the perception of eggs** | - Acceptable to give infants 6 months – 2 years eggs blended into porridge  
- Children above 2 years readily consume eggs, it ‘helps them grow’ and is seen as tasty  
- Eggs are undervalued despite being seen as healthy and tasty  
- Habesha considered organic and tastier than Ye Ferenj |
| **Gauging the perception of packaged and powdered foods** | - Increasingly growing as a choice for consumers in rural areas as well  
- Pros outweigh the cons - lasts longer, better quality, convenient/saves time  
- No gross negatives noted |

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