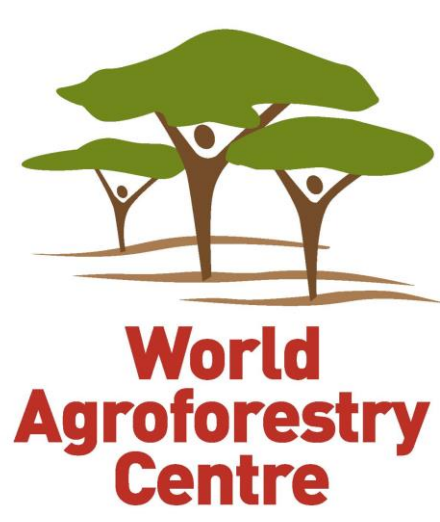


Market survey of *Garcinia kola* (Bitter kola) in Yaoundé city, Cameroon



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Background on Bitter kola (*Garcinia kola* H.)

- A medium-sized tree (*Clusiaceae* family) located from Sierra Leone to Angola
- Among six indigenous tree species selected by ICRAF for domestication in Cameroon
- Seeds represent the most valuable product - increasing sales (\$20M in 2000 → \$375M in 2014) [1,2]
- Commonly sold article at local markets: aphrodisiac, stimulant, snack or medicine for stomach problems [3,4]; profit = important source of household income
- No study exists to map existing market/value chains in Cameroon



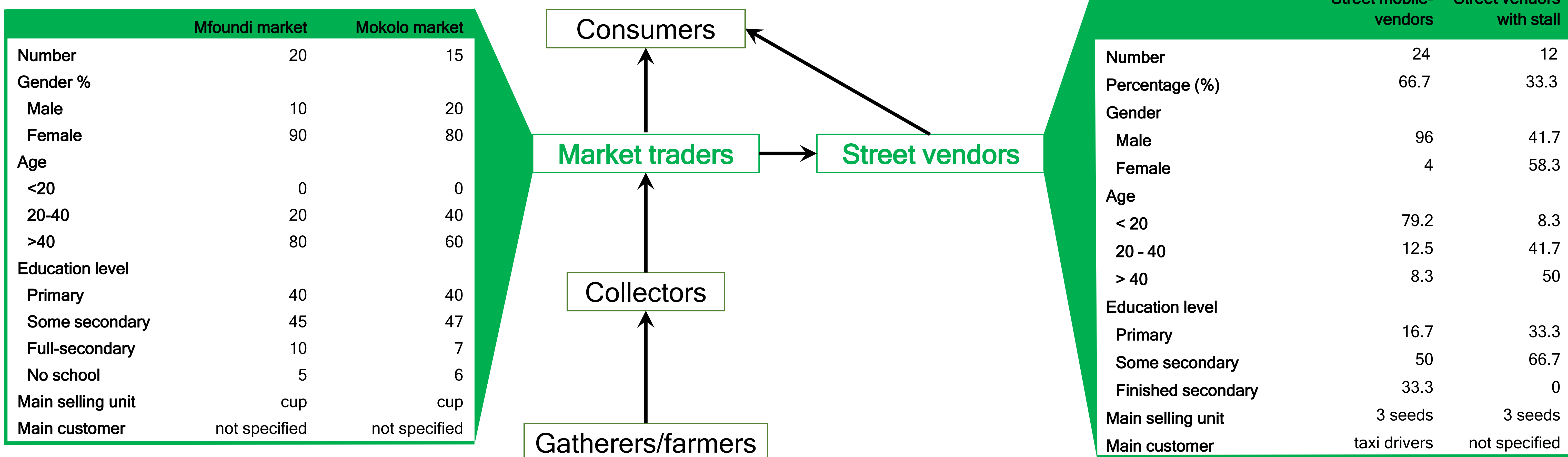
Methodology

- Street survey in four districts in Yaoundé city with increasing distance from city centre prior to survey of markets (Fig. 1)
- Mfoundi and Mokolo markets were selected for study
- Semi-structured questionnaires (in French and English)
- Data collected during June and July 2016
- 71 respondents interviewed - 36 from streets and 35 from markets
- Data were processed in MS Office Excel version 2010

Results

- Two main group of sellers were identified: market traders and street vendors (Table)
- Street vendors divided to two groups: mobile-street vendors and stall-holders
- Both groups were price takers who followed price which were practiced by other sellers
- Different selling units: cup for 500 CFA (0.76 €) in market traders and 3 seeds per 100 CFA (0.15 €) in street vendors
- Collector was pointed as a main source of supply (for 54.8%) of all respondents
- Demographical profile of sellers and place of origin of seeds were identified (Fig. 2)

Fig. 1: Street survey in Yaoundé



Discussion and conclusion

- ❖ One of the first survey documenting the role of street-vendors in bitter kola seeds market-chain
- ❖ Market traders were predominantly women (86%) [6] and street vendors young boys (95.6%)
- ❖ Highest prices observed in non-harvested period [7]
- ❖ During harvest, no difference observed among identified vendors
- ❖ Study proved perception of medicinal activity of bitter kola seeds among vendors
- ❖ Based on high prevalence of bitter kola seeds among taxi drivers, chewing stick could be suggested as most documented mode of use [4]
- ❖ Further studies are needed to document the role of collectors and farmers, domestication potentials and socioeconomic barriers, and margins, volumes and flow in the whole value-chain

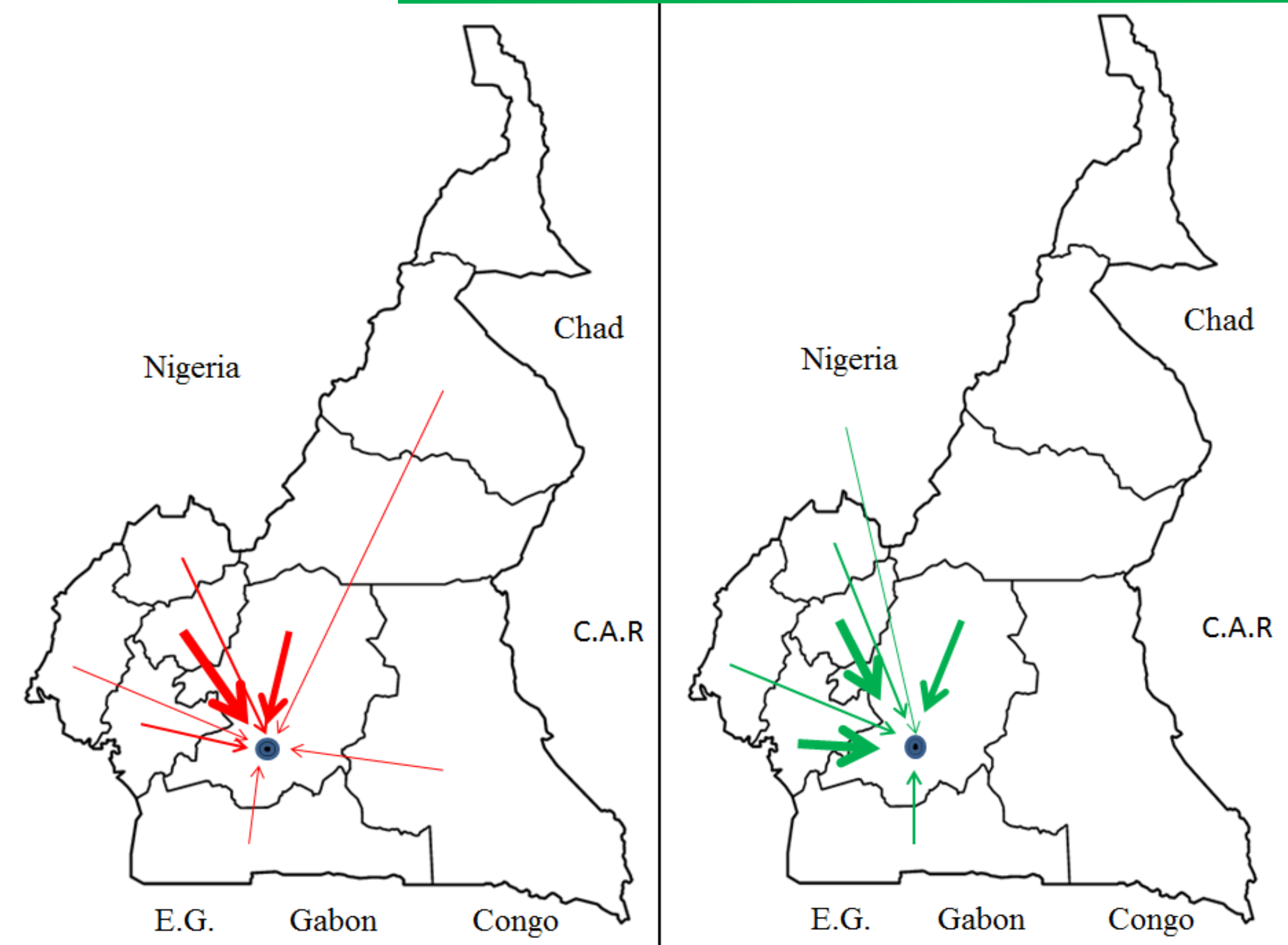


Fig. 2: origin of sellers and places where the bitter kola was bought/harvested
 Based on: [5]

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