



Tropentag, September 17-19, 2018, Ghent

“Global food security and food safety:
The role of universities”

Livelihood and Baobab (*Adansonia digitata*) Commercialisation Strategies of Rural Households in Sudan

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Abstract

Baobab (*Adansonia digitata*) juice is an integral component of the daily diet throughout Sudan and the fruit is a source of cash income for rural households who supply fruits for sale to urban centres. This study applies the sustainable livelihoods approach to assess livelihood assets of rural households of West and North Kordofan, Sudan. The paper further analyses baobab commercialisation strategies of rural households and analyses factors associated with baobab sales. Primary data was collected in 2017 from a random sample of 179 households from 16 villages. The survey was complemented by key informant interviews and direct observation. Cluster analyses resulted in three clusters of households of distinct variation in asset endowment which were then used to assess baobab commercialisation strategies. About 54 % (70 %) of households were involved in baobab collection in West (North) Kordofan while households involved in baobab sales were 25 % (56 %) in West (North) Kordofan. Baobab contributes 5 % (10 %) of annual total income in West (North) Kordofan. The outcomes of regression indicated that the Education level of household head, household size, and product prices, were positively significant with baobab net income in North Kordofan. However, product prices, product costs, availability of products, were positively significant with baobab net income in West Kordofan. The study strongly recommended that the development policies should be more supported to different types of households in different types of sizes, and expansion of extension education among producer may enhance the commercial engagement of producers and improve the accessibility of baobab resources for commercial production.

Keywords: Baobab (*Adansonia digitata*) commercialisation, livelihood assets, livelihood strategies, market participation, Sudan