Background:
- The livelihoods of communities in the arid and semi-arid lands (ASALs) partially depend on underutilised indigenous trees including baobab tree.
- Consumption: supplement local diets, nutrition, improve food security.
- Income generation: sale of non-timber forest products (NTFPs).
- Baobab tree (Adansonia digitata L.) are found in Sub-Saharan Africa.
- Baobab trees are important for:
  - Uses (fruits, leaves and bark).
  - Nutrients, vitamins and minerals ("Super food").
  - Resilience: yields in years when crops fail.
- Markets play an important role in the exchange of baobab products.
- Baobab traders operate in formal and informal markets depending on the level of government regulation (local markets are the most common).
- Internationally, baobab pulp is accepted as food ingredient by the European Union (EC 2008) and the US Food and Drug Administration (FDA 2009).

Problem Statement:
- Despite the potential importance of baobab at local and international scale, the tree remains neglected by research, particularly in Kenya:
  - Lack of marketing information.
  - Local marketing channels are not known.
  - It is not known whether baobab collectors participate in export markets.
  - Baobab markets are thought to be underdeveloped relative to their potential.
- The findings of the study useful in understanding the dynamics of baobab pulp distribution and policy formulation guidance.

Research Question:
- Which marketing channels do baobab collectors participate in?
- What are the determinants of collectors' choice of marketing channel?

Conclusion:
- Five marketing channels identified: assemblers, rural wholesalers (rural markets), urban wholesalers, urban retailers and processors (urban markets).
- Export channels for collectors are conspicuously missing from the chain.
- Quantities supplied through rural markets are higher than urban markets.
- Transactional, human capital and institutional factors influence collectors' choice of marketing channel.
- Collectors satisfy different interests from participating in different channels.
- Policies to target capacity building on:
  - Market development.
  - Training and sensitization.
  - Research and education.

Survey Design, Data and Analysis:
- Multistage purposive sampling of counties and markets, linear systematic random sampling of baobab collectors.
- Focus group discussions & quantitative survey of 270 baobab collectors.
- Household assumed to maximise utility and to minimise transactional costs.
- Data analysis:
  - Descriptive statistics and
  - Non-parametric logit (MNL).

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