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# Stakeholders and marketing analysis of African nutmeg (Monodora myristica) in Cameroon





Mbouwe Irene Franceline1, Jiofack Tafokou René Bernadin2, Miroslava Bavorova1, Mustapha Yakubu Madaki1 and Bulus Barnabas1

1Czech University of Life Sciences, Fac. of Tropical AgriSciences; Department of Economics and Development, Czech Republic 2Higher Institute of Environmental Sciences / Global Environment Protects; Department of Environmental Sciences, Cameroon

\*Corresponding author: mbouweirene@gmail.com

#### I-Background

- NTFP's is defined as products of biological origin other than woods (FAO 1999);
- Marketing of NTFP is source of incomes and improve livelihood of poor

## **Data collection**

A sample of 15 collectors and 57 traders were randomly selected; Semi-structured questionnaires lacksquareadministrated to were respondents in 2016.



local communities (Timko et al. 2010; Bevene et al. 2019);

- African nutmeg (Annonaceae family), is native plant to Tropical Africa countries;
- Seeds are consumed for their nutritional value as substitute in soup and stew;
- Nevertheless, the characteristic of stakeholders in the value chain and benefit derived from seed commercialization are under investigation.

# Specifically, we will:

Investigate the marketing channels and market performance of actors.

#### **III-Results**

#### Marketing chancels of *M. myristica*



#### Data analysis

• ANOVA test was used to analyse the difference of profit margin among wholesalers, resellers and retailers actors' group.

### **III-Results**

Table 1: Market performance of African nutmeg actors

**II-Methods** 



Variables in US\$ /15kg bucket	Wholesalers n=6		Resellers n=33		Retailers n=18		Total n=57	
Abundance								
period	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Quantity	875.00	556.55	105.00	73.86	32.50	17.25	163.15	304.36
Purchase Price	12.83	0.75	16.61	0.93	19.56	1.46	17.14	2.29
Selling Price	17.00	1.10	48.94	12.74	42.33	12.36	43.49	15.24
Value Added	4.17	1.17	32.32	12.81	22.78	13.09	26.35	14.96
Marketing Cost	18.5	4.28	1.26	0.34	1.00	.000	2.99	5.52
Profit Margin	-14.33	3.77	31.07	12.76	21.78	13.09	23.36	18.29
Scarcity period								
Purchase Price	12.83	0.75	43.52	6.75	44.44	6.35	40.58	11.43
Selling Price	42.33	4.08	95.64	24.09	78.67	21.87	84.67	27.44
Value Added	29.5	4.04	52.12	23.16	34.22	23.75	44.09	23.90
Marketing Cost	18.5	4.28	1.26	0.34	1.00	.000	2.99	5.52
Profit Margin	11	6.54	50.86	23.04	33.22	23.75	41.09	25.52

#### **IV-Conclusion and perspectives**

African nutmeg contribute to improve the livelihood of local



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# communities;

- Challenges: lack of subsidies, lack of land ownership control and gender inequality;
- Policies supporting resources allocation and gender equality will help to mitigate this challenge.

#### References

• Timko J, Waeber P, Kozak R. 2010. The socio-economic contribution of non-timber forest products to rural livelihoods in Sub-Saharan Africa: knowledge gaps and new directions. Int For Rev. 12:284 – 294.