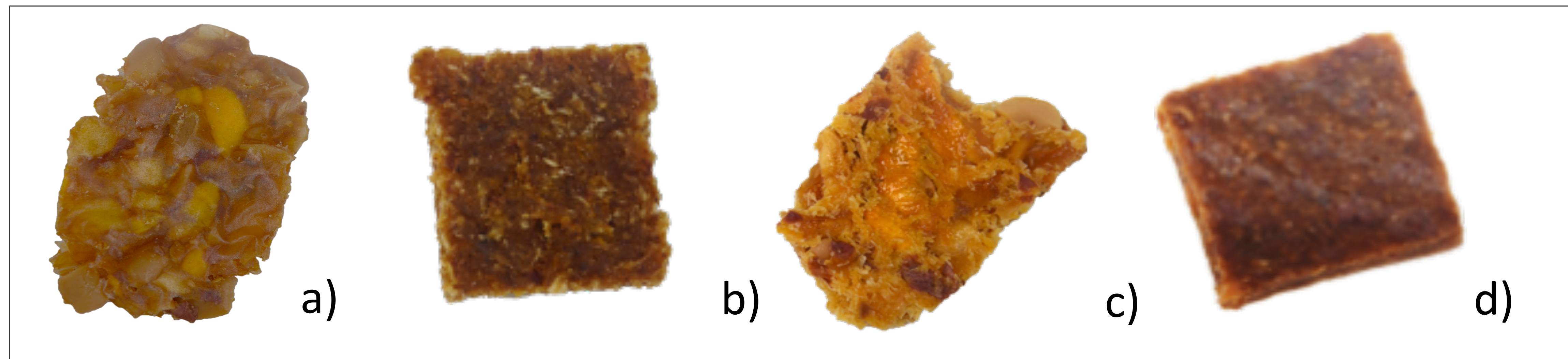


# Jackfruit-Nut-Bars – A Promising Product to Enhance Jackfruit Utilization in Uganda?

Johanna Tepe and Dominic Lemken

University of Göttingen, Department of Agricultural Economics and Rural Development



**Figure 1:** Jackfruit-Nut-Bars.  
Ingredients: Jackfruit, mango, peanuts, lemon,  
b) & c) coconut  
b) & d) finely puréed  
a) & c) roughly blended

## Introduction

Jackfruits are rich in nutrients and calories and can thus, greatly contribute to food security.

Nevertheless, they remain underutilized and significant losses occur each year.

Challenges for their utilization include their short shelf-life, large size, and sticky inside.

→ We investigated consumer demand for 200 g of jackfruit-nut-bars (JNBs) at Makerere University in Uganda

## Materials and methods

93 students rated color, aroma, texture in the mouth, taste, general appearance, sweetness, and fruits flavor of four different JNBs.

Participants stated their willingness to pay (WTP) for the products using the price sensitivity meter: too expensive, expensive, cheap, too cheap

## Conclusion

The first indication is that JNBs are demanded among certain consumer groups and are one way to enhance jackfruit utilization in Uganda.

They can provide healthier alternatives to consumers who frequently consume snacks and consume snacks because they are cheap.

Highlighting the no-sugar content might be successful in increasing demand.

Assessing different mixtures of the JNBs should be undertaken to improve sensory perception.

## Results

### Sensory Analysis:

Sensory scores and WTP are similar for all four products.

About 50 % scored all five sensory characteristics as "like it" or "like it very much".

The optimal price for the JNBs is about 3000 UGX, which is comparable to 200 g of dried jackfruit bulbs.

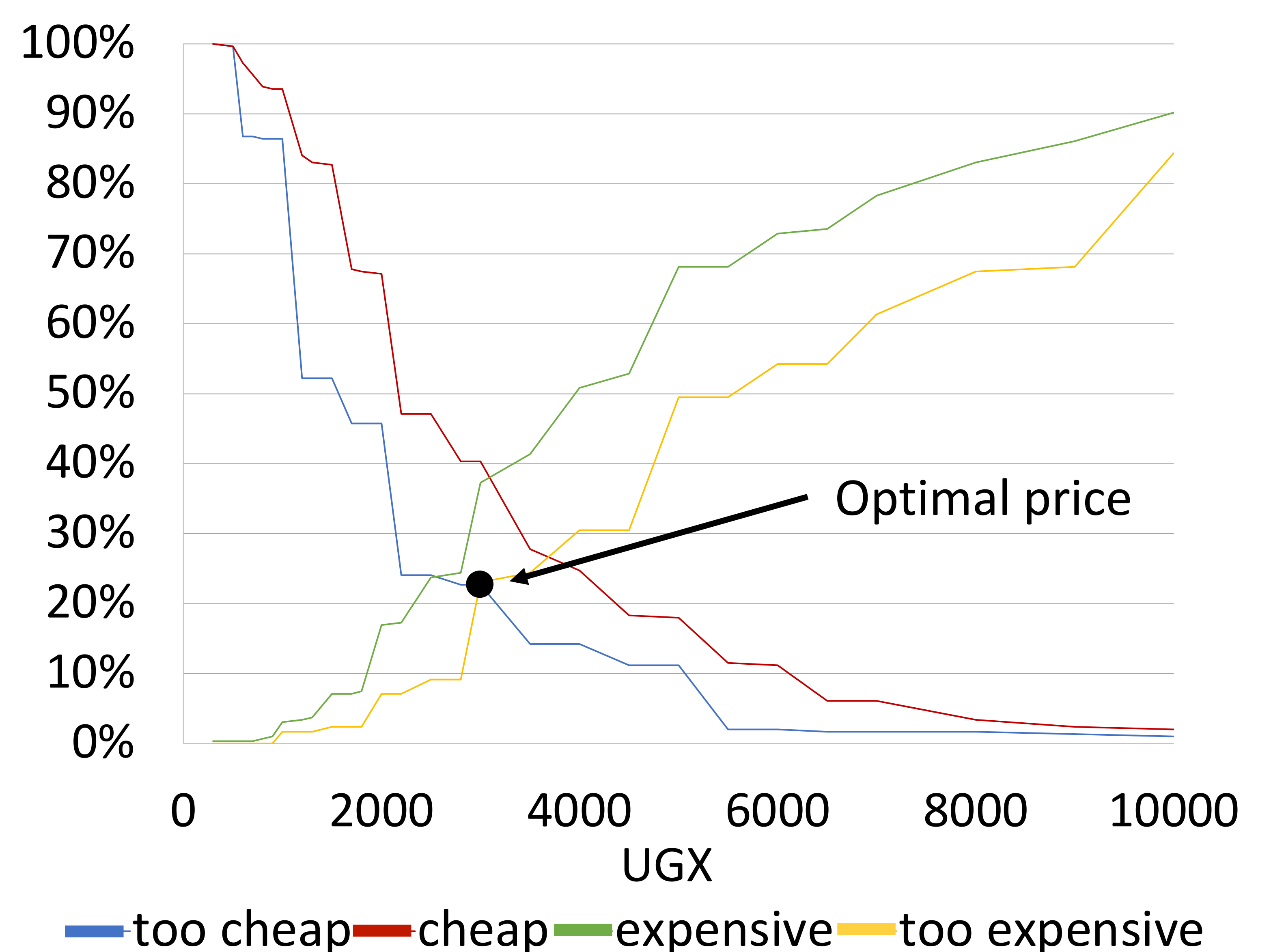
### Willingness to pay (Random Equation Model):

Higher WTP among participants who

- consume snacks more often
- consume snacks because they are cheap
- tend to be food neophobe

Lower WTP among participants who

- control their families sugar intake
- choose food products for their convenience than their nutritional value



**Figure 2:** Results of the price sensitivity meter