



Will consumers' absolute opposition to Genetic Modification (GM) be a barrier to overcoming micro-nutrient deficiency in Sub-Saharan Africa?

- Genetic Biofortification (GB) of foods can accelerate attainment of nutrition security in Sub-Saharan Africa (SSA).
- Certain literature suggests consumers' absolute opposition to GM can create a substantial resistance to this effort.
- Absolute opposition means consumers are not willing to consider benefits or risks of GM Food.
- It remains unclear whether absolute opposition will significantly influence consumers' choice of Genetically Biofortified food in SSA.

Research Questions

- Does absolute opposition to GM exist in SSA?
- Will absolute opposition influence consumers' choice of Genetically biofortified food?

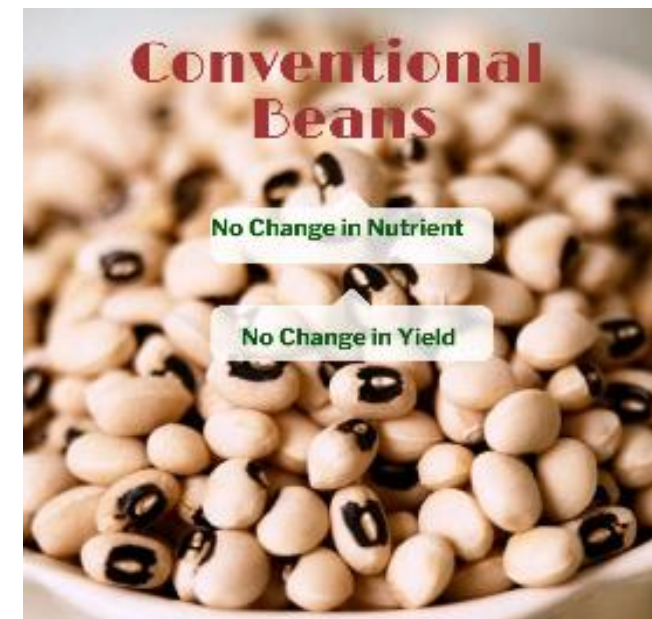
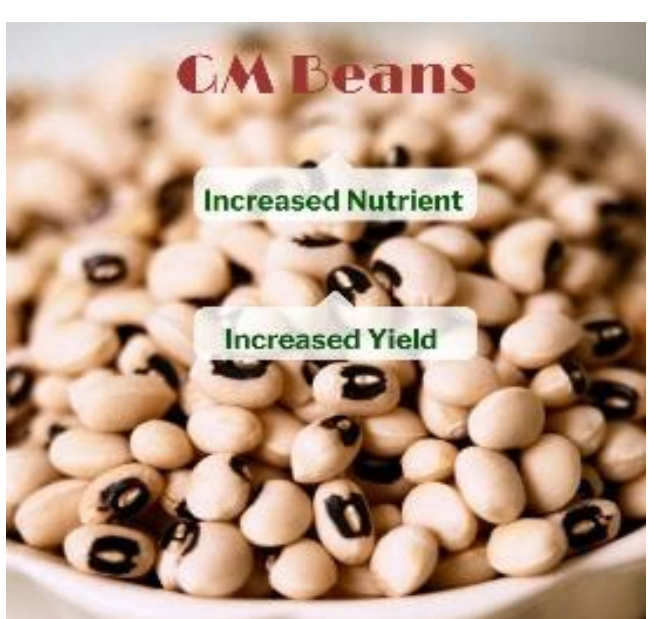
Methods

- Study carried out in Nigeria
- Sampled 184 literate consumers
- Data obtained from cross-sectional survey and choice experiment.
- Product context is Beans
- Descriptive and Latent Class Analysis were applied to data.

Choice Experiment

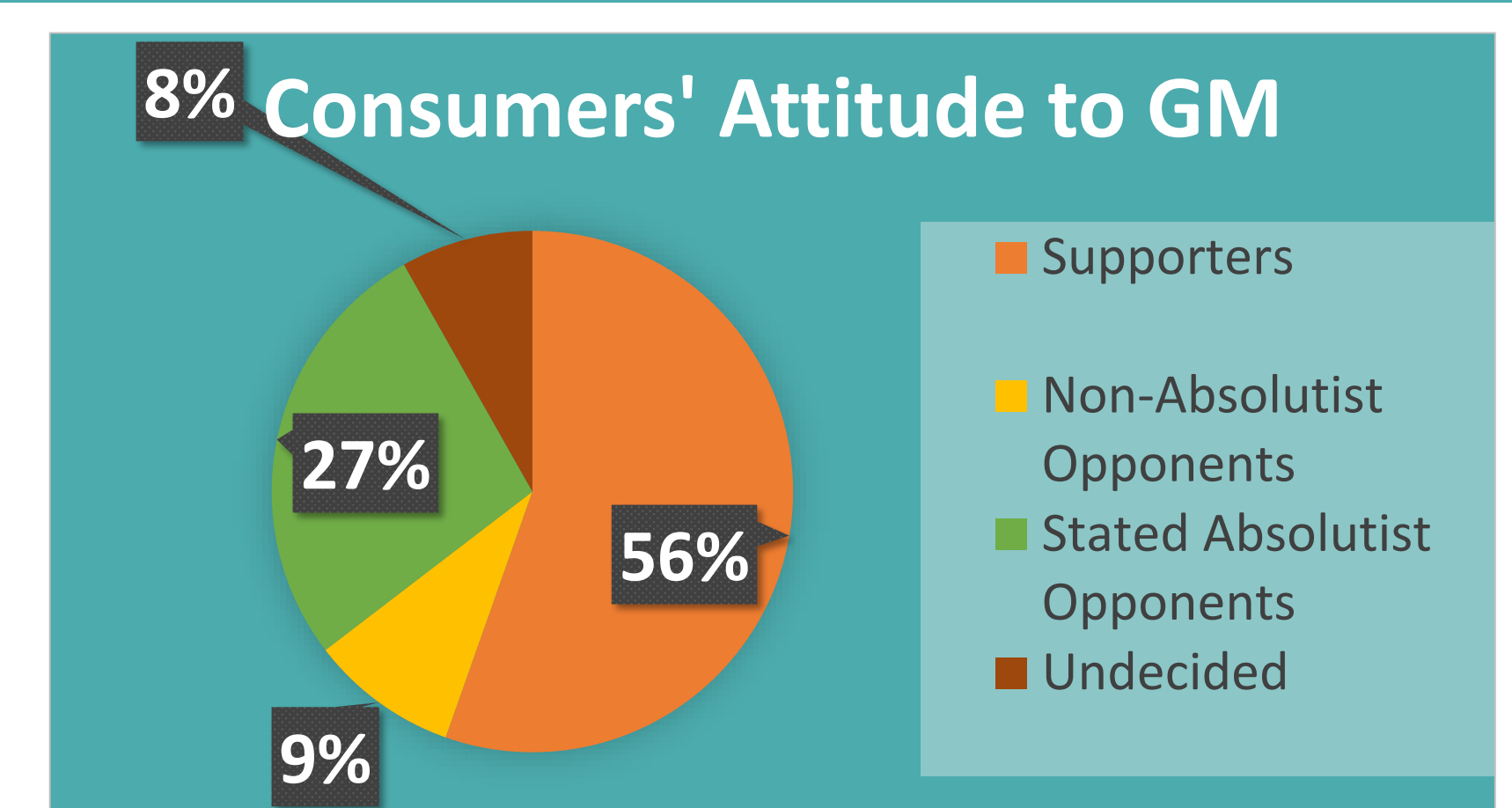
Respondents faced

- Two hypothetical GM beans and conventional beans alternatives
- In 8 choice tasks
- Status quo is conventional beans
- D-efficient Design

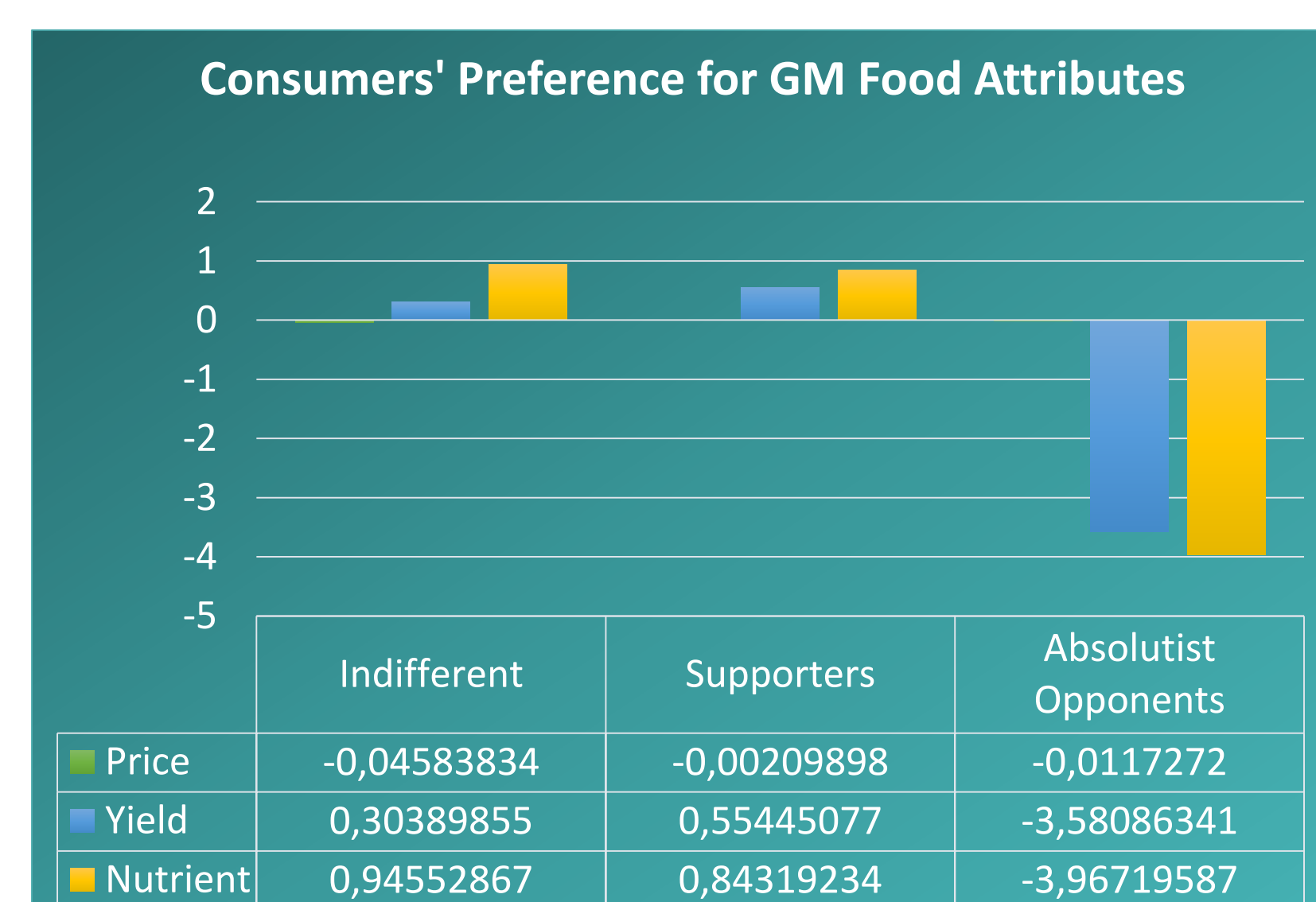


Results

- About 27% of the consumers claim they are absolutely opposed to GM



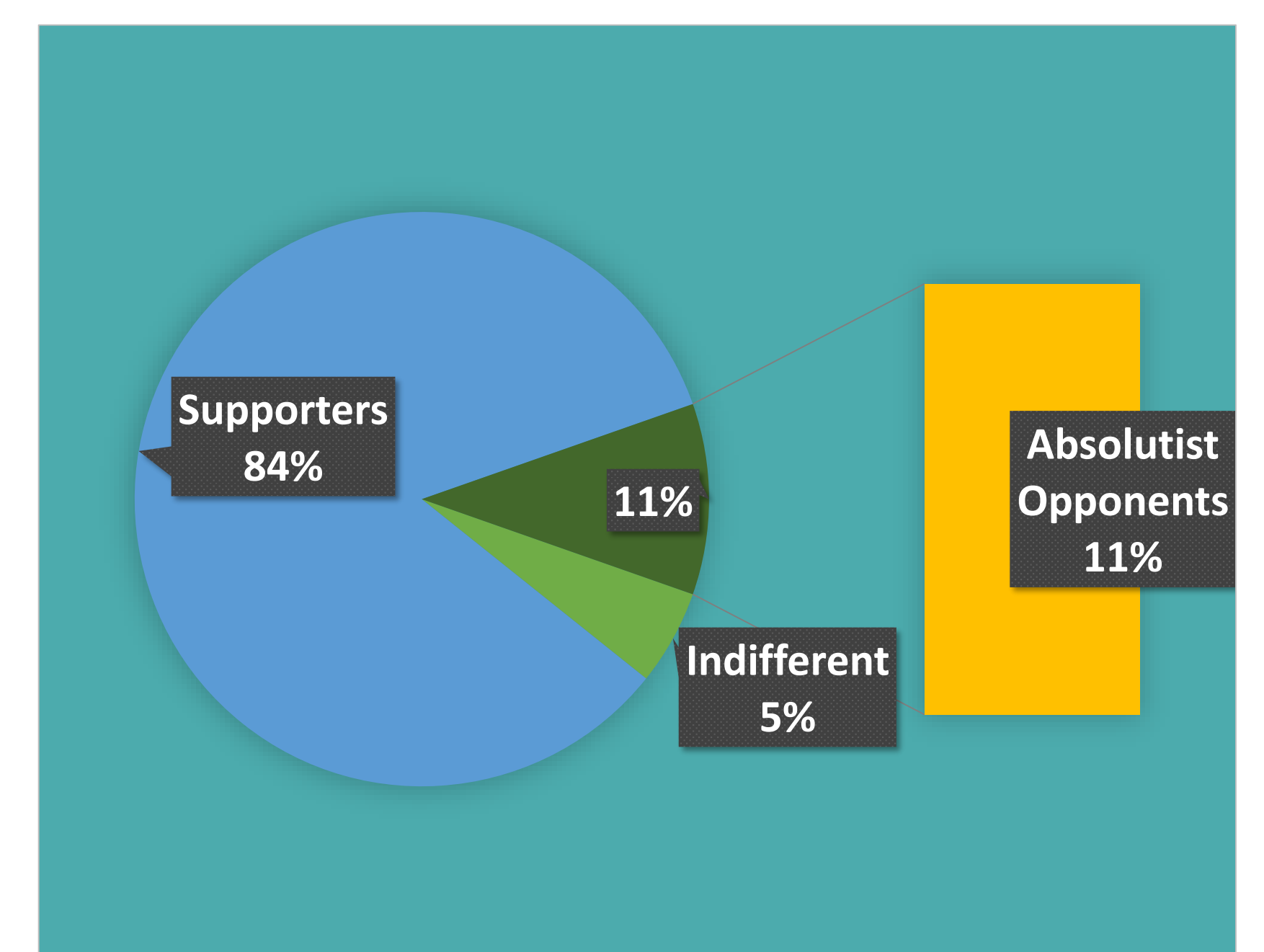
Consumers' Preference for GM Food Attributes



- Three segments of consumers: GM Supporters, Indifferent and Absolutist Opponents.
- Absolute opponents had negative preference for nutrient and yield increase.

Class Share of Respondents

- More than 80% of the consumers support GM.
- Self acclaimed absolutist opponents were still likely to support GM.



Conclusion

- Observed attitude-behavior gap suggests majority of consumers' purchase behavior significantly departs from their attitude to GM.
- Consumers who have objective knowledge of GM are not likely to be absolutely opposed to GM.
- Objective information about GM, increased nutrient and affordable price were significant to consumers' choice of GM foods.
- Absolute Opposition to GM is not likely to be a significant barrier to upscaling Genetically Biofortified foods in Sub-Saharan Africa.

Further Research

- Absolute opposition should be studied among a less literate population of consumers.