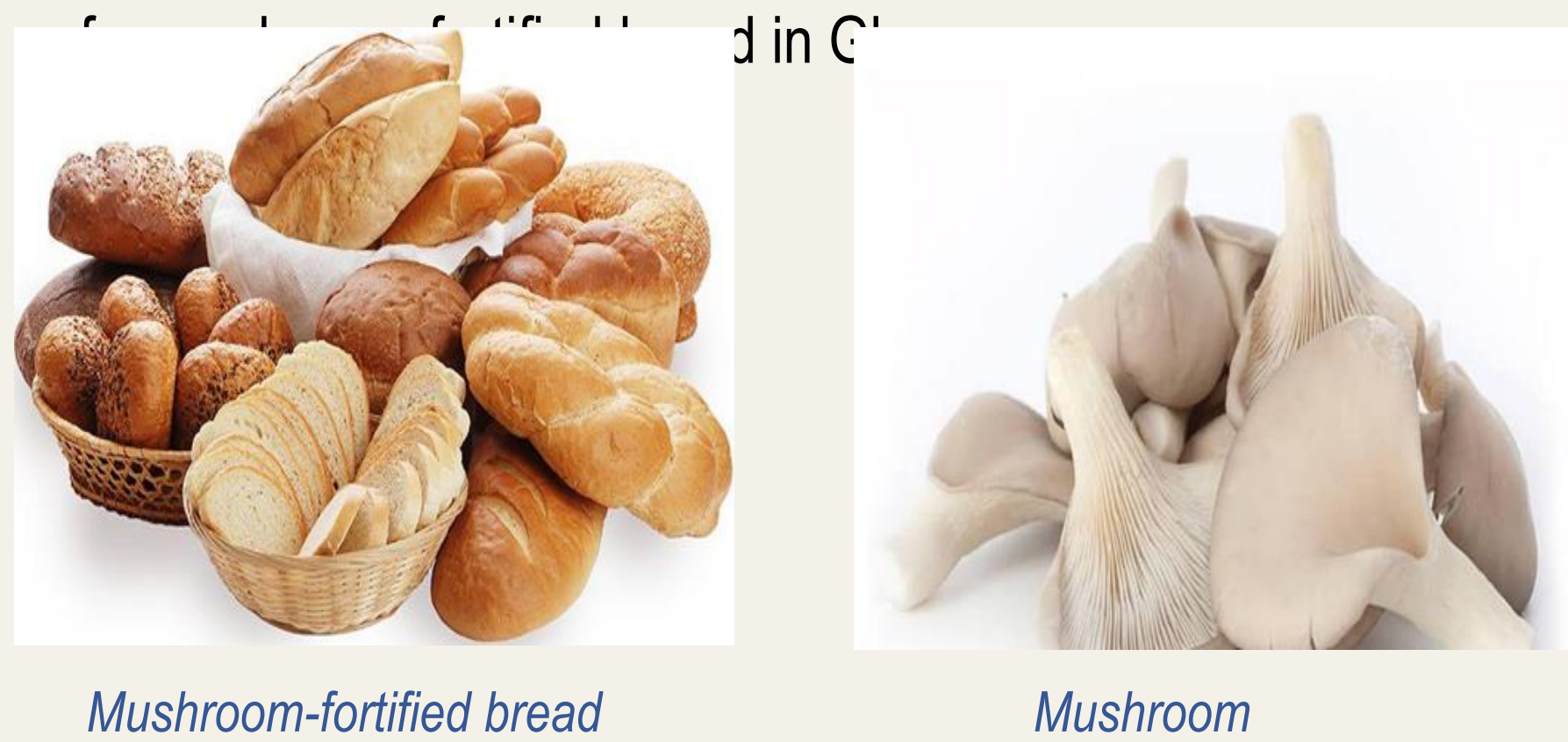


Aidoo R., Adams F., Boaky A. G., Etuah S., Osei Mensah J., Kyei B., Sowah I. A., Essuman M. E., Adu-Poku T., Opong D., and Asare K.Y.

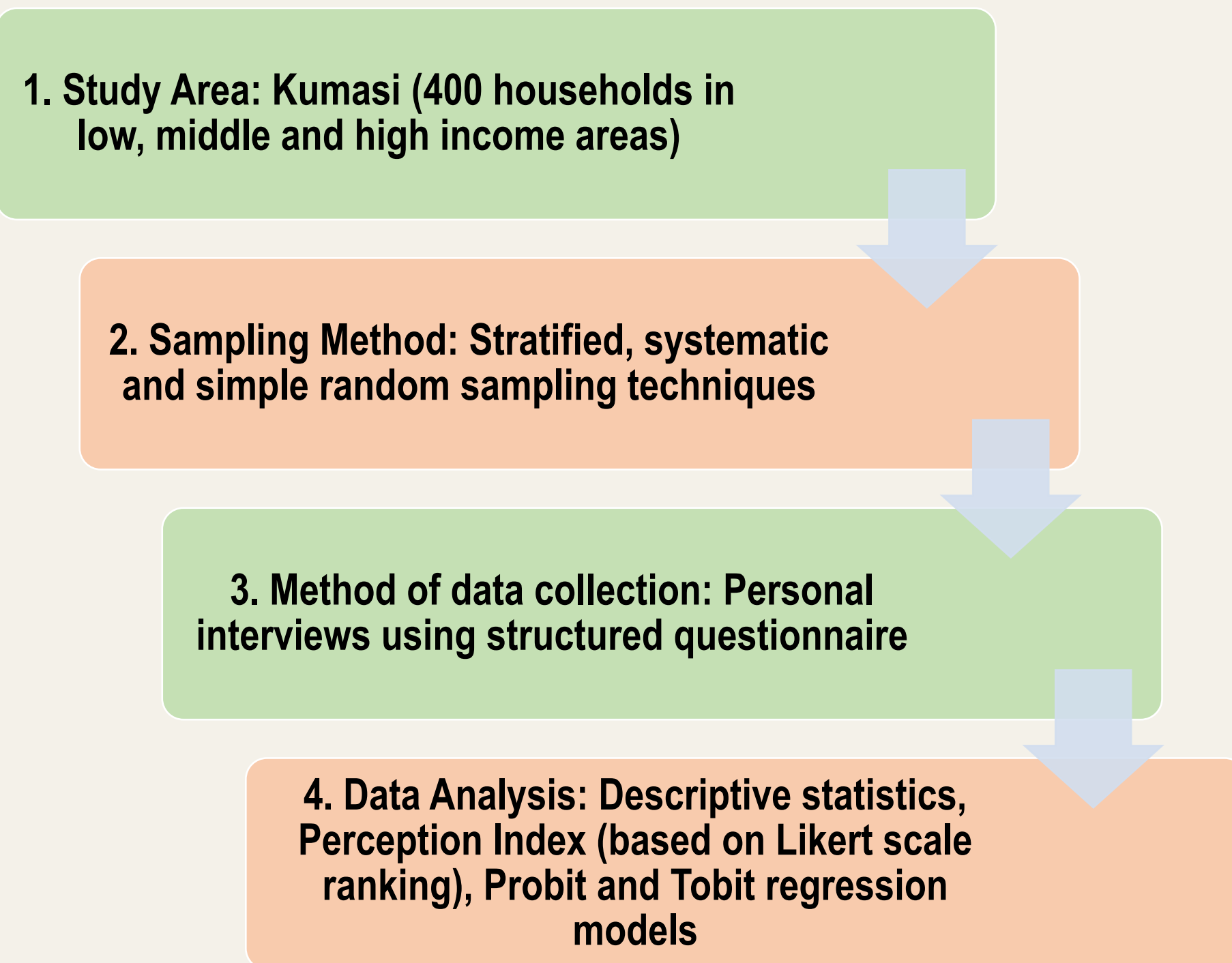
Department of Agricultural Economics, Agribusiness & Extension, Kwame Nkrumah University of Science & Technology (KNUST), Kumasi-Ghana.

## 1. Introduction

- Refined bread is a major breakfast and bedtime meal in Ghana
- Increased consumption of refined products leads to serious malnutrition
- The situation is more serious in households that consume inadequate quantities of vegetables, fruits and proteins.
- Bread fortification with mushrooms is a viable way to reduce micronutrients malnutrition (WHO, 2006).
- Mushroom adds protein, vitamins, minerals (Ca, Mg, Fe, etc.) and fibre to refined bread to improve nutritional content (Irakiza et al., 2021).
- This study examined perceptions and consumption patterns of mushroom-fortified bread in Ghana.



## 2. Research Methodology



Field interviews

## 3. Results

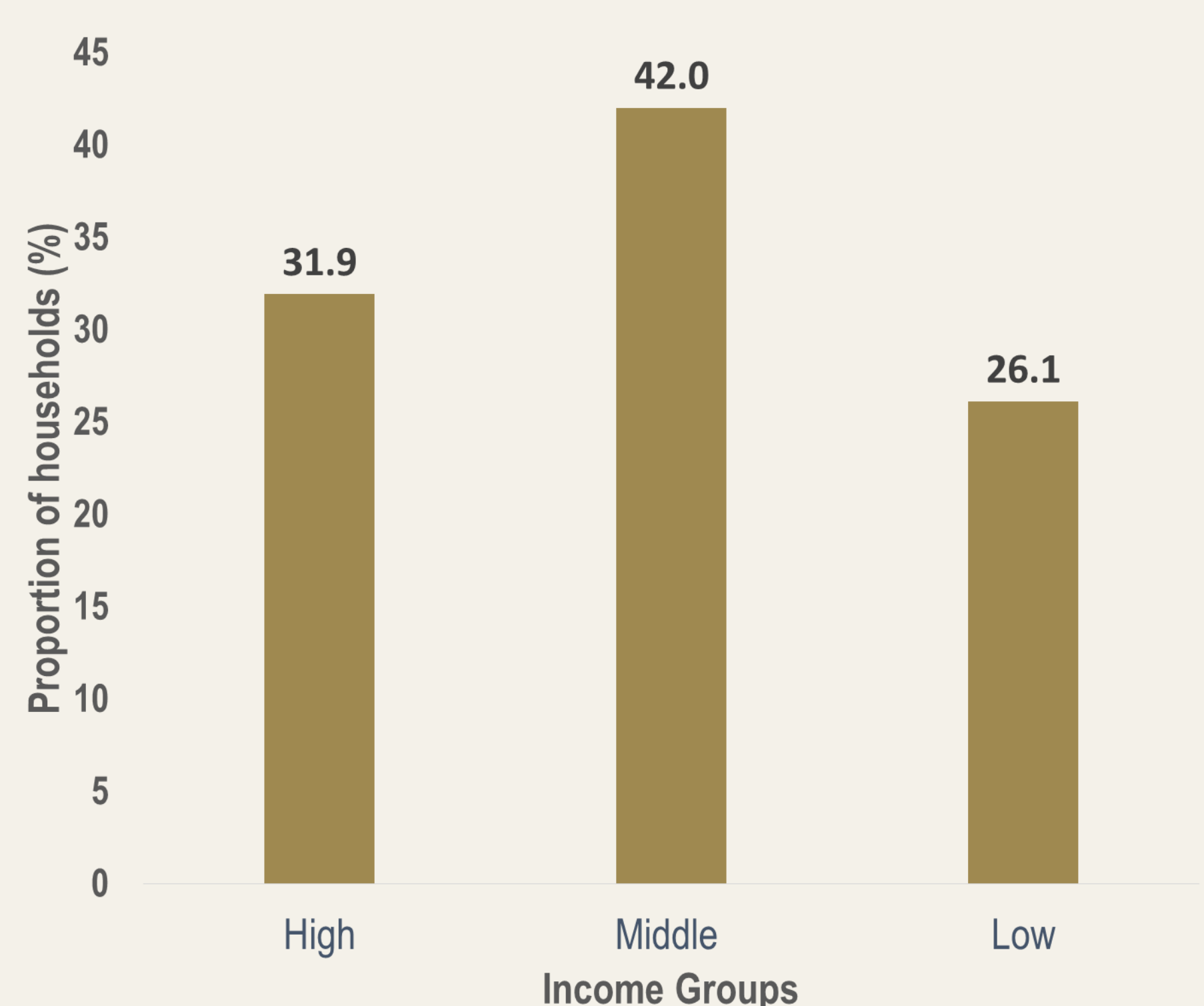


Figure 1: Awareness about mushroom-fortified bread

Table 1: Consumers' Perception on Mushroom-fortified bread

INCOME GROUP	PERCEPITION DOMAIN	Mean Score*
LOW	Healthy and Nutritious	3.94
	Taste & sensory appeal	3.38
	Affordability & availability	3.20
MIDDLE	Healthy and Nutritious	3.99
	Taste & sensory appeal	3.64
	Affordability & availability	3.14
HIGH	Healthy and Nutritious	4.00
	Taste & sensory appeal	3.71
	Affordability & availability	3.16
<b>OVERALL Perception Index</b>		<b>3.58</b>

\* Ranking scale (1=Strongly disagree, 5=Strongly agree)

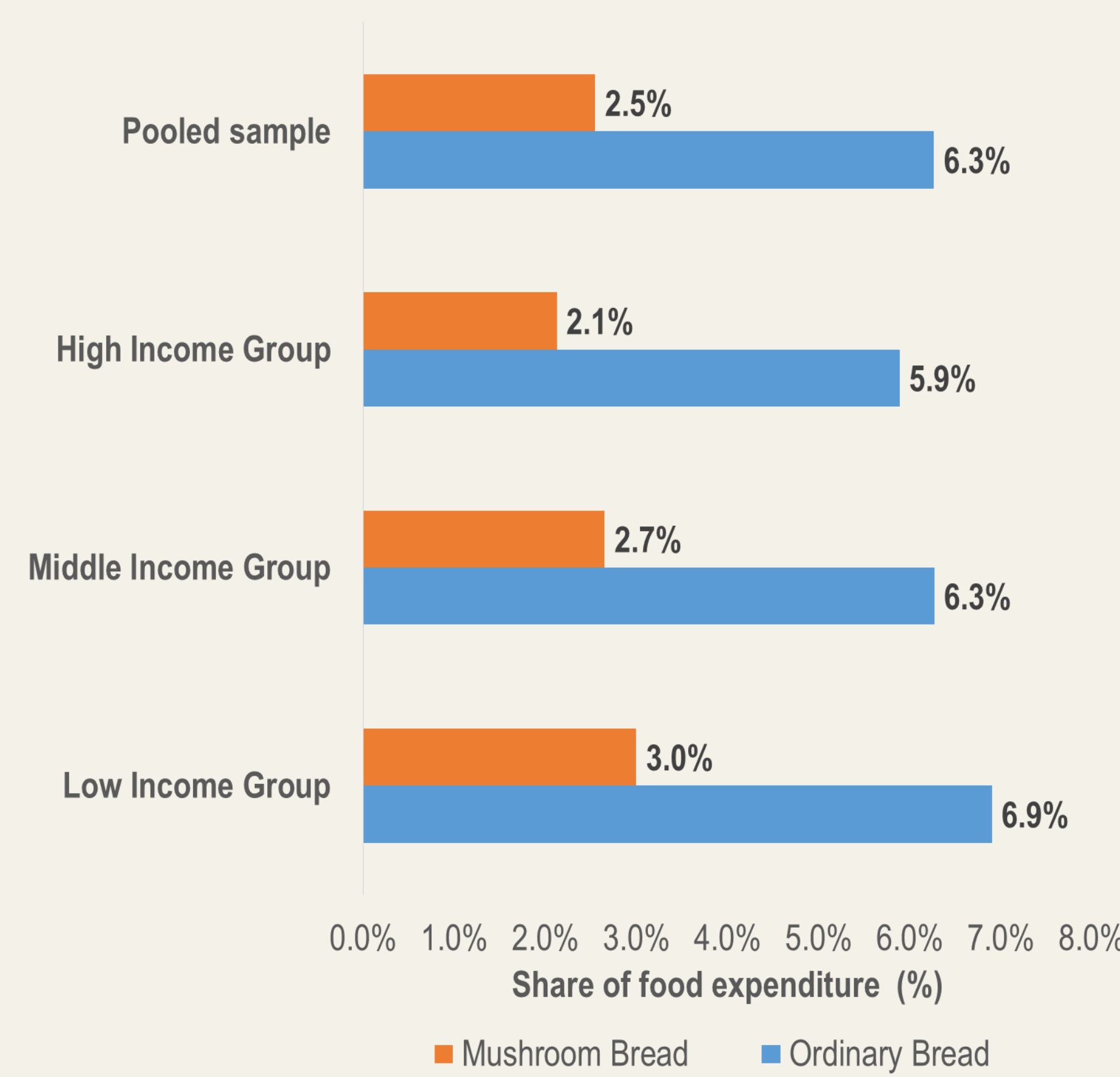


Figure 2: Share of Household food budget spent on mushroom bread

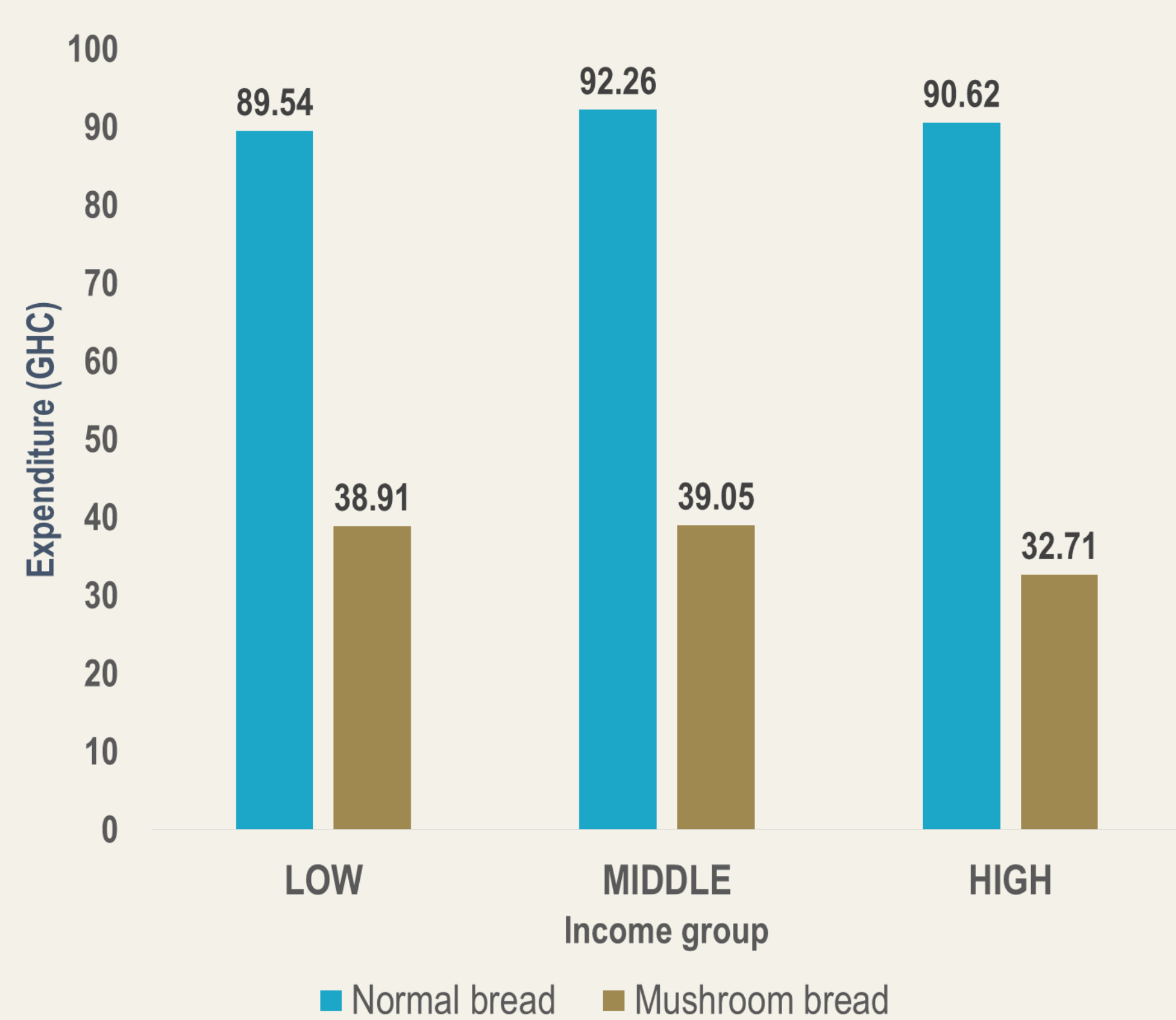


Figure 3: Monthly Household expenditure on bread



Bread baking and wholesale point

Table 2: Determinants of willingness to consume mushroom bread

Variable	Marginal effect
Age (years)	-0.002**
Household Income	0.001**
No. of female in the household	-0.025**
Number of children in the household	-0.038**
Educational level	-0.002
No. of household members working	0.040**
Awareness about mushroom bread	0.108***
Positive perception on mushroom bread	0.191***
_cons	1.623***

Obs. =400; LR chi2(11) = 53.01; Prob. > chi2 =0.000; Pseudo R2 = 0.16; Log likelihood= -161.04.

## 4. Conclusion & Recommendation

- Despite high awareness level (63%) about mushroom-fortified bread on the market, **only one in four consumers** have ever purchased and consumed the product.
  - Generally, consumers have positive perception about mushroom-fortified bread because of its nutritional content and superior sensory attributes.
  - Willingness to consume mushroom bread is significantly influenced by awareness, perception, age, household composition and income level, *ceteris paribus*.
- Sensitization and awareness creation about the health benefits of mushroom-fortified bread via local radio stations and social media platforms could stimulate demand for this new and healthy food product.

## 5. Acknowledgements

- Cooperation of respondents and support of field enumerators/research assistants are greatly appreciated.

## 6. References

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