

Multi-staged, gender-responsive analysis of 'BOP' consumer demand of different traits of the Abbassa G9 tilapia in Egypt

Relevance, where it fits in breeding cycle

Building on the Asia Fish Demand Model, WorldFish Egypt is implementing a purposively sampled 4-stage consumer survey for analyzing bottom of the pyramid demand of different **traits** of the Abbassa G9 tilapia strain. In turn, it aims to understand the impact of different fish products on Egypt's growing problem of double-burden, mother-child malnutrition.

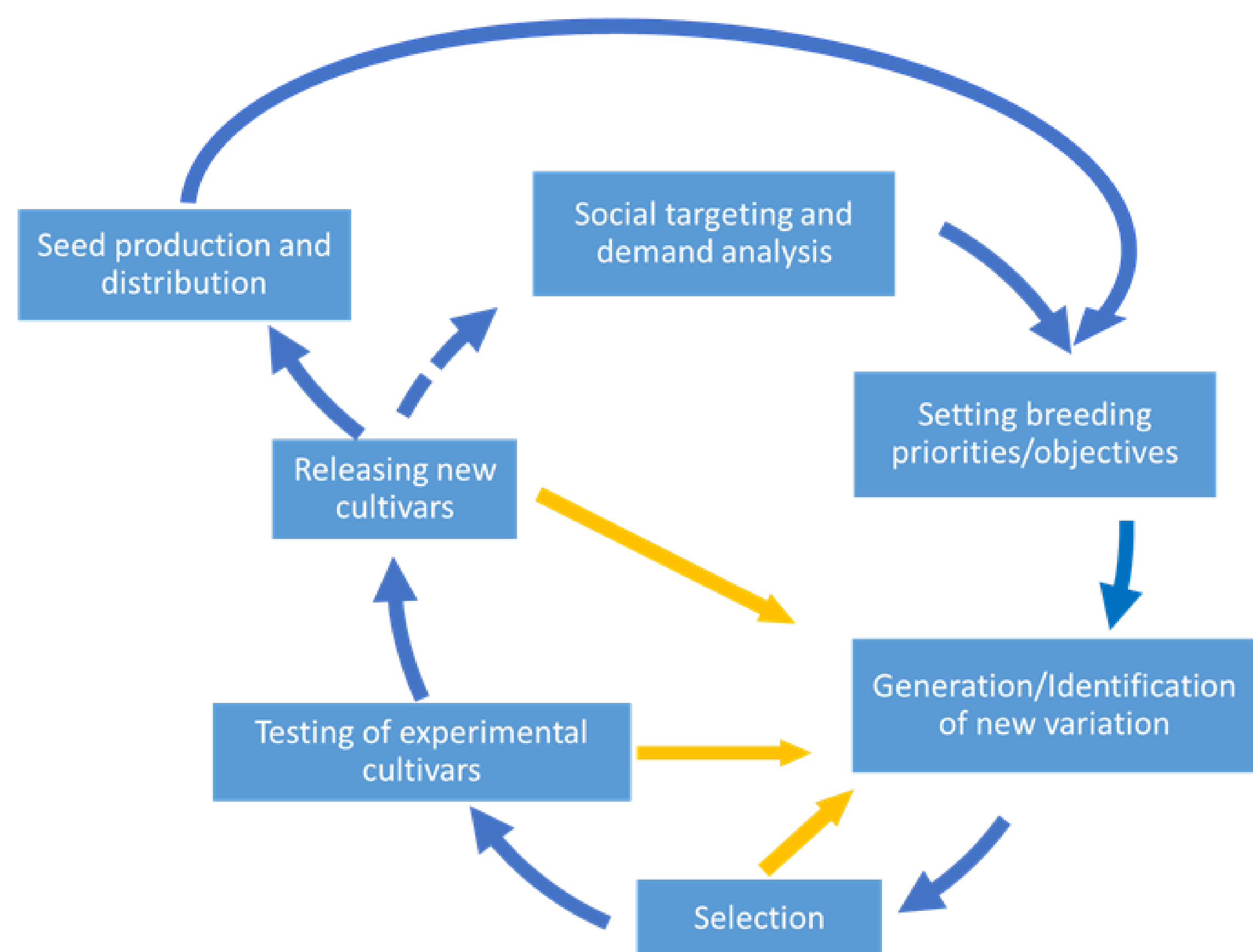
- This study design adopts gender-responsive approaches, which combine HHDD, WEE, & HAZ indices.
- This study design prioritizes qualitative approaches for assessing purchases, preparation & intra-hh allocation of food. This technique is complemented with GIS tools for addressing the key question of evident fish deserts in a fish rich country, as studies show both urban & rural consumers beyond the Delta experiencing fish shortages (Kantor and Kruijssen, 2014).



Fish retailers, Kafr el Sheik (Mona El Azazy).

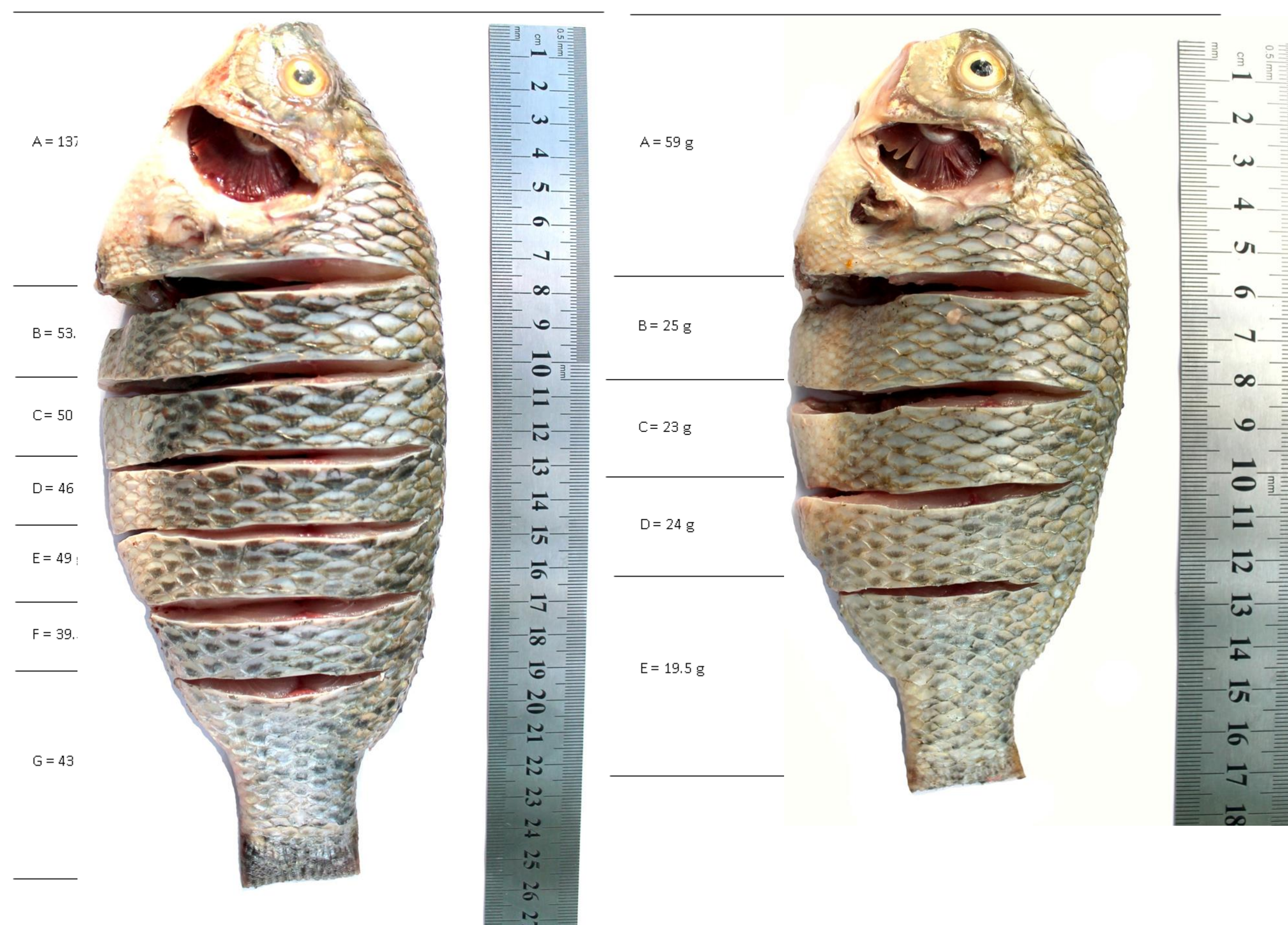
Description of steps or stages

In Egypt, the scaling strategy of the Abbassa breeding program is through bilateral projects that are implementing farm trials using different feed combinations and harvest cycles that address profitability constraints of small to medium scale farmers. Downstream recommendations for developing pro-poor supply chains require in-depth social targeting of resource-poor consumer markets. This calls for assessment of the nutritional outcomes of different fish products, which consider the dietary habits and gender dynamics across Egypt.



Example of use

Targeted assessment of consumer demand has identified strong market demand for smaller sized tilapia in Egypt (El Mahdi et al, 2015). Research has also indicated that consumption of smaller sized fish involve different nutritional outcomes for food-insecure households due to different gender relations and norms (Andersen et al., 2016; Thilsted, 2012). This emphasizes the need for mixed methods analysis of resource-poor consumers in Egypt. The following next steps are proposed.



Grade 1 to Grade 3 tilapia products (Jessica Bogard, WorldFish)

Next steps in developing tool/approach

Adopting the FAO 2016 and WorldFish 2016 guidelines, nutritional and WEE indexes are required to inform pro-poor breeding objectives in Egypt. Key questions in fish consumption research include:

- What do poor consumers buy, how much, at what price, where and when? Which pieces are eaten by different household members? (Feidler et al., 2016; Ssebisi, 2011)
- How are decisions being made between men and women around buying tilapia of different sizes of tilapia during peak and off-peak market seasons?
- What strategies are needed for promoting behavioral change that may lead to enhanced nutrient intake from fish among women and children in low income households?
- What are the likely trends of future demand for tilapia of different sizes in low income households in Egypt?

Partners